



# DUKE STREET *IN MOTION*

Engagement Overview, 2021-2023



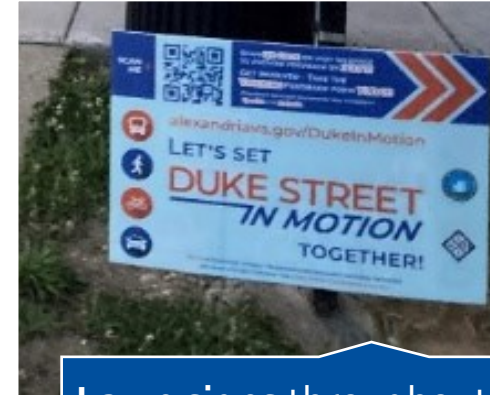
# Communication Methods Used



Advertisements



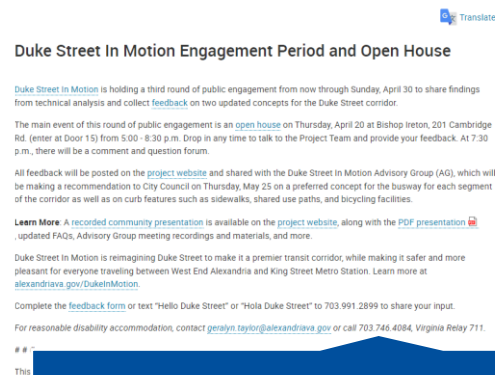
Mailers



Lawn signs throughout the corridor



Hello Duke Street AI Chat at bus stops and other locations



Press release/email notifications/Newsletter



Social media



Outreach through Advisory Group & Boards/Commissions

# Phase 1: Community Visioning (Summer 2021)



Webinar



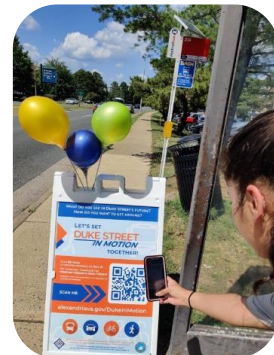
Feedback Form



Pop-up Events

Live event	Series of questions, available on website and at events	Shared multilingual information throughout the corridor
92 attendees	1,785 unique responses	22 events, 2,550 people reached

+ Meetings with community groups & Boards/Commissions



Summary of activities and feedback available here: [Link](#)



# Phase 2: Concept Options (Fall 2022)



Webinar



Feedback Form



Focus Groups



Pop-up Events



Public Meetings

Recorded presentation	Series of questions, available on website and at events	Feedback from bus riders, business owners, and teenagers	Shared multilingual information throughout the corridor	Public open house with Q&A meetings
450+ views	1,228 unique responses	4 meetings, ~28 participants	9 events, >800 people reached	4 meetings, 195 signed in

+ Meetings with community groups & Boards/Commissions



Summary of Phase II activities and feedback available here: [Link](#)

# Phase 3: Refined Concepts (Spring 2023)



Webinar



Feedback Form



Written Comments



Pop-up Events &  
Bus Chats



Open House



Text Input

Recorded presentation	Series of questions, available on website and at events	From groups and individuals (Jan – May 2023)	Shared multilingual information throughout the corridor	With comment forum	"Hello Duke Street"
<ul style="list-style-type: none"> <li>~300 views</li> </ul>	<ul style="list-style-type: none"> <li>432 responses</li> <li>Available in English, Spanish, Amharic</li> </ul>	<ul style="list-style-type: none"> <li>92 emails</li> </ul>	<ul style="list-style-type: none"> <li>6 events</li> <li>600 interactions</li> <li>228 polls completed</li> </ul>	<ul style="list-style-type: none"> <li>47 signed in</li> </ul>	<ul style="list-style-type: none"> <li>594 messages</li> <li>117 users</li> </ul>

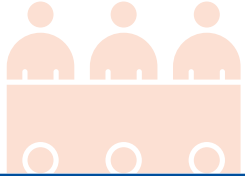
+ Meetings with community groups & Boards/Commissions



Summary of activities and feedback available here: [Link](#)

# Targeted Outreach

We engaged a variety of stakeholders throughout this process



## Advisory Group

- May 25, 2023
- April 13, 2023
- March 16, 2023
- February 16, 2023
- December 15, 2022
- November 17, 2022
- September 15, 2022
- August 18, 2022
- June 30, 2022
- June 1, 2022
- April 28, 2022



## Civic Groups

- AFCA
- Seminary Ridge
- Seminary Hill
- Wakefield Tarleton
- Cameron Station CA
- Cameron Station Dems
- Colonial Village
- Quaker Ridge
- Quaker Village
- Clover College Park
- Longview rep.



## Boards and Commissions

- BPAC
- Commission on Aging
- Commission on Persons with Disabilities
- Transportation Commission
- Traffic & Parking Board
- DASH
- Environmental Policy Commission



## Business Outreach

- WEBA
- Chamber of Commerce
- Business Development Roundtable
- Door-to-door Outreach
- Phone calls
- Mailings



## Other Groups

- Alexandria City High School Students
- Carlyle Towers
- Agenda Alexandria
- ACPS staff
- Police
- Fire

# Outreach Summary



## Written Feedback



## Duke Street Meetings



## Meetings Attended



## Pop-up Events



## Mailings



## Businesses Contacted

Feedback form + emails	Open houses and public forums with Q/A components	Presentations and Q/A as part of other meetings	Shared multilingual information throughout the corridor	Postcards with project information and links	Drop ins, follow up calls, and emails
<ul style="list-style-type: none"> <li>• <b>3,445</b> feedback form responses</li> <li>• <b>165</b> email comments</li> </ul>	<ul style="list-style-type: none"> <li>• <b>12</b> hosted live meetings                             <ul style="list-style-type: none"> <li>○ <b>270+</b> attendees</li> </ul> </li> <li>• <b>3</b> webinars                             <ul style="list-style-type: none"> <li>○ <b>850+</b> views</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>16+</b> community groups</li> <li>• <b>7+</b> boards and commissions</li> </ul>	<ul style="list-style-type: none"> <li>• <b>37</b> events</li> <li>• <b>3,950+</b> interactions</li> <li>• <b>638</b> polls completed</li> </ul>	<ul style="list-style-type: none"> <li>• <b>17,623</b> direct mailings</li> </ul>	<ul style="list-style-type: none"> <li>• <b>115+</b></li> </ul>

# What We Heard: Key Takeaways

Full summaries are available at the links on the previous pages.

Community input received will be considered as the project moves toward final design.

## Phase 1 (Visioning)

- Interest in using the bus more if it was more convenient and efficient
- Traffic Congestion is issue
- Safety for all users is a concern

## Phase 2 (Concept Options)

- Concerns with travel time delay with bus improvements
- Services Roads:
  - Desire to preserve access to homes
  - Willingness to consider design to support bike/walk use and maintain a buffer

## Phase 3 (Refined Concepts)

- Strong feedback form support for Concept A; strong quick engagement support at pop-ups for Concept B
- Majority support for stop consolidation and separated bike and ped facilities
- Concern about changes to service roads
- Many who oppose the project do not seem to be indicating a preference for A or B

Generally, more support for pro-transit improvements among renters and bus riders