



City of Alexandria Transportation Demand Management (TDM) Performance Report FY 2017



GO Alex

Outline

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- Go Alex Funding
- Go Alex service lines
- New Directions for Go Alex



What is Go Alex?



Go Alex is the City's Transportation Demand Management (TDM) program. City Council, through the Transportation Master Plan and the Strategic Plan, directs the City to enhance and promote multimodal transportation options for residents, visitors and workers.

Go Alex promotes alternative transportation options such as transit, biking, walking, and teleworking through a robust outreach program, and with strong partnerships with DASH, WMATA (Metrorail and Metrobus), VRE, and many others.



Go Alex History

Alexandria has been a leader in Transportation Demand Management (TDM) since 1984. Alexandria was the first jurisdiction in Virginia to have a TDM program. The program has grown from its roots as a simple ride matching service, to a full fledged program that offers commuters assistance on multiple transportation options throughout the region.

In 2015, the program was rebranded as Go Alex with a new strategic direction. A greater number of people now recognize the Go Alex brand, and there was a five percent increase in website hits in 2017.



<https://www.alexandriava.gov/GOAlex>



How is Go Alex funded?

Go Alex leverages state and federal funding to build its program, all at little cost to the City. The City's only fiscal impact in FY 2017 was a \$60,235.40 local match to a Virginia Department of Rail and Public Transportation (DRPT) TDM operating assistance grant. In exchange, the City receives a \$240,941 TDM operating assistance grant.

The grant pays for TDM events, advertising needs, performance measurements, and administration, including two full time employees (FTE). Those FTEs administer other CMAQ/RSTP grants, the Transportation Management Plan program, the City's employee transit benefits program, and multimodal transportation planning. Following is a breakdown of grant monies awarded.



How is Go Alex funded?

What City Pays	What City Gets
\$60,235.40	<p>\$240,941.60 in state grant funding</p> <p>Two FTEs</p> <p>Management of CMAQ/RSTP Grants</p> <p>Program Administration, including:</p> <ul style="list-style-type: none">• City employee transit program• Transportation Management Plan program• Multimodal transportation planning

Note: Additional funding resources include an employer outreach assistance worth \$49,000, and two CMAQ grants awarded at no cost to the City (a \$1.4 million grant and \$600,000 grant in FY 2016, with new installments awarded in FY 2018)



Go Alex Service Lines

Go Alex promotes alternative transportation options through three service lines:

- Grassroots marketing teams
- Mobile store
- Employer outreach

In FY 2018, the DASH Call Center, in addition to their primary service, is assisting in GO Alex outreach.



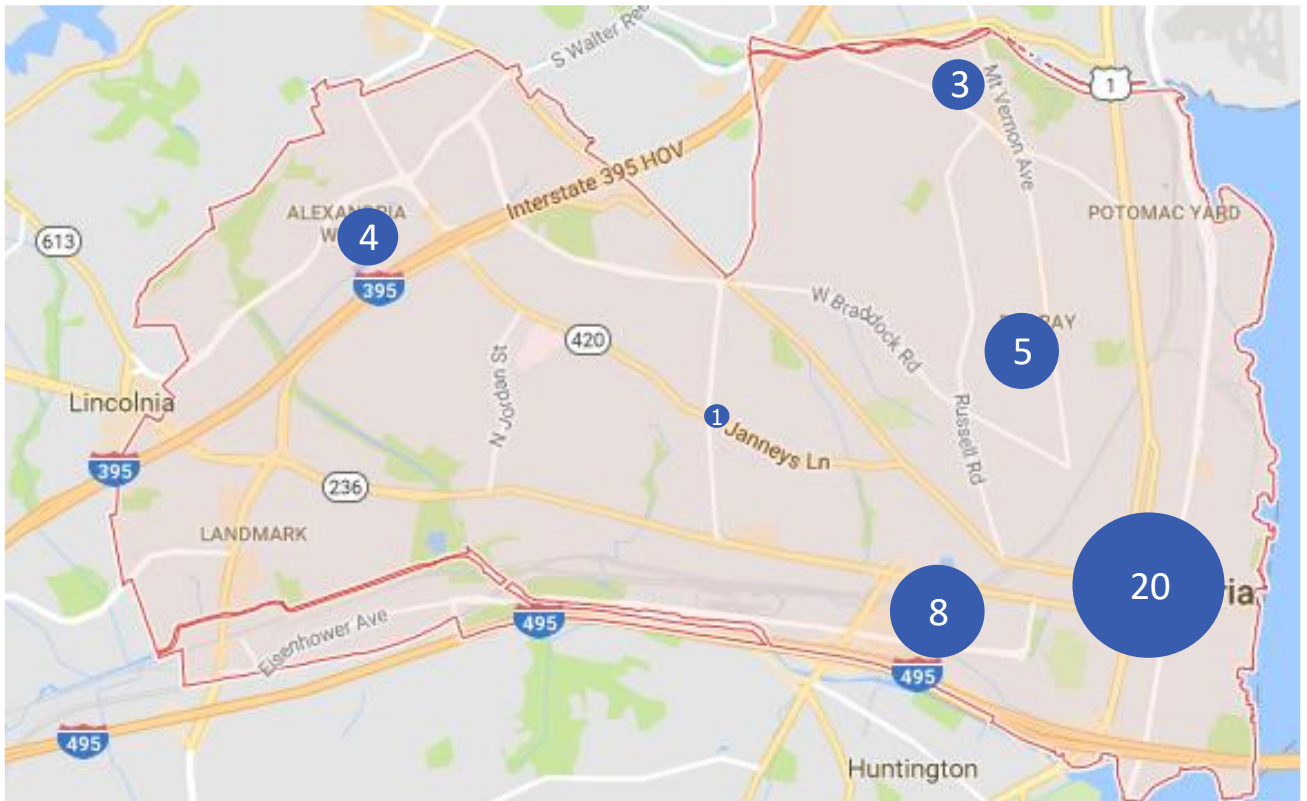
Service Line 1: Grassroots Marketing

Grassroots marketing is how Go Alex reaches out to the most residents and visitors. Grassroots outreach consists of two groups – Retail Partners and the Street Team. Retail Partners networks with over 120 retail stores throughout Alexandria, ensuring the Go Alex brand is highly visible. Our street team attends many Alexandria cultural events, as well as additional outreach. In FY 2017, Go Alex's Street Team talked to an average of 248 individuals at each event – a 270 percent increase over FY 2016 numbers.

Measures	(FY16)	(FY17)
Interactions per Event	67	248
Premiums handed out (notebooks, pens, etc)	2,132	9,592
No. of Days Events were held	152	52



Street Team Activations (FY 2017)



Note: Grassroots activations leverage events in Old Town (King St. Arts Festival, Irish Walk, etc). Go Alex is expanding its reach further West, including the West End

Service Line 2: Mobile Store

The Mobile Store is the City's commuter assistance program. Designed to help those who already use alternative transportation, the Mobile Store sells fare media at its events. Operating out of an SUV, the Mobile Store sold more than 1,472 fare media in FY 2017. Fare media included SmarTrip cards, VRE passes, DASH passes, and E-Z passes for high occupancy toll (HOT) lanes. The store held events at each of the City's four metro stations and at City Hall. In addition, in FY 2017, the Mobile Store staff have enhanced their service by actively providing more information on transportation options.

Measure	Total (FY17)
Mobile Store Events	346
Customer Interactions	14,005
Fare Media Sold	1,472
Total Sales by Mobile Store	\$23,319.50

Service Line 2: Mobile Store



Service Line 3: Employer Outreach

Go Alex uses employer outreach to build employer commute programs in the City of Alexandria. The program works closely with the City's largest employers, including the Patent and Trademark Office, the Department of Defense, and the latest addition, the National Science Foundation. Go Alex also reaches out to smaller employers, both through employee benefit fairs and through the City's development review process. For both large and small employers, Go Alex connects employers with incentive programs, including discounted Capital Bikeshare memberships, state telework assistance, and setting up Commuter Benefits.

Metric	Total (FY16)	Total (FY17)
Commuter Events Attended	20	31
Employers who signed up for GoAlex services	6	17
Direct Contacts with employers	616	697



Bike to Work Day
in May 2017



New Directions for GoAlex - DASH Partnership

Go Alex is strengthening its relationship with DASH. Go Alex already funds DASH's Call Center, which helps commuters to use DASH. Go Alex and DASH have partnered to market activities, such as the DOT paratransit free rides programs. Go Alex and DASH have also begun staffing joint events. Most recently, Go Alex and DASH jointly staffed the US Patent and Trademark Office's Community Fair (pictured).



New Directions for GoAlex - Economic Development

Employers, such as the recently relocated National Science Foundation (NSF), choose to locate Alexandria because of the many transportation options.

Go Alex is being more proactive in helping employers every step of the way. Many employers, including the NSF and Department of Defense, are in close contact with Go Alex. Smaller employers benefit, too. Go Alex spends time building relationships with these employers, and helping them establish successful commuter programs.



Courtesy of National Science Foundation



New Directions for GoAlex - Measuring Success

Go Alex will be developing internal performance measures in FY 2018. These measures fall into two groups – state-mandated performance measures, and internal performance measures. For state-mandated performance measures, our primary grantor (Department of Rail and Public Transportation) will reveal a series of performance measures in FY 2018. For internal performance measures, Go Alex will focus on how the program changes behavior. Surveys will likely be the primary tool for measuring Go Alex's performance.

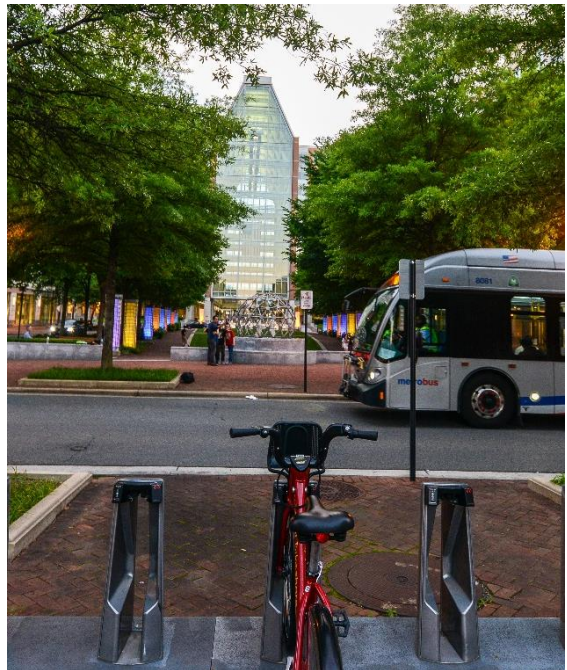


New Directions for GoAlex - Transportation Management Plans

Transportation Management Plans (TMPs) are a Special Use Permit (SUP) requirement for developments designed to reduce single occupant vehicle trips. Most larger developments are required to apply for TMPs as part of the development review process.

In FY 2017, the Division of Transit Services moved TMP oversight functions into Go Alex, which leverages its TDM expertise. The City has increased engagement to TMP Coordinators, such as at TMP Summits held in Spring and Fall 2017. The Summits provided transportation options to TMP coordinators and allowed them to share ideas. Go Alex also monitors how TMPs perform, as required by the City's TMP Ordinance.

US Patent and Trademark Office,
part of the Carlyle Community
Council TMP



New Directions for GoAlex - Strategic Outreach

Go Alex will reach out to a broad spectrum of residents. Go Alex is involved in projects ranging from free DASH rides to DOT paratransit participants, helping the Alexandria City Public Schools (ACPS) develop transportation management plans, and reaching out to pedestrians and bicyclists on safety and coordinating with the City's Vision Zero program.

Go Alex is also increasing its geographic diversity. More outreach is planned for the West End, leveraging our relationships with the Mark Center, West End Business Alliance, and others.

Finally, Go Alex is coordinating TDM opportunities for regional projects, such as the I-395 HOT Lanes project.

