



# ALEXANDRIA TRANSIT COMPANY



**ANNUAL SHAREHOLDERS MEETING**  
**FEBRUARY 12, 2019**





# DASH Quick Facts

- DASH was formed in 1984 as a non-profit public service corporation to serve Alexandria and provide connecting service to the new Metro.
- Immediately after forming the company, DASH established a sub-corporation established a contractor (now First Transit) to serve as the employer of the workforce.
- This same model exists within Virginia in Lynchburg, Richmond and Roanoke. It is also similar in structure to many other transit systems across the Country.





# Organization Structure

City of Alexandria  
(Stockholders) appoints  
Board of Directors on an  
annual basis

ATC Board of Directors  
(9 Members) is responsible for all  
governance decisions of the company

ATC General Manager & CEO is responsible for all  
management decisions, personnel and operational  
policies and procedures

First Transit monitors the sub-  
corporation for compliance with laws,  
is responsible for labor matters and  
advises the General Manager

Transit Management of Alexandria (TMA) is  
the employer of all Management,  
Operations and Maintenance personnel  
who operate the system.





# Alexandria Transit Co. Board of Directors



David Kaplan  
Chairman



Kerry Donley  
Vice Chairman



Yon Lambert



Meredith  
MacNab



Richard  
Lawrence



Matt Harris



Jim Kapsis



Steve Klejst



Ian Greeves

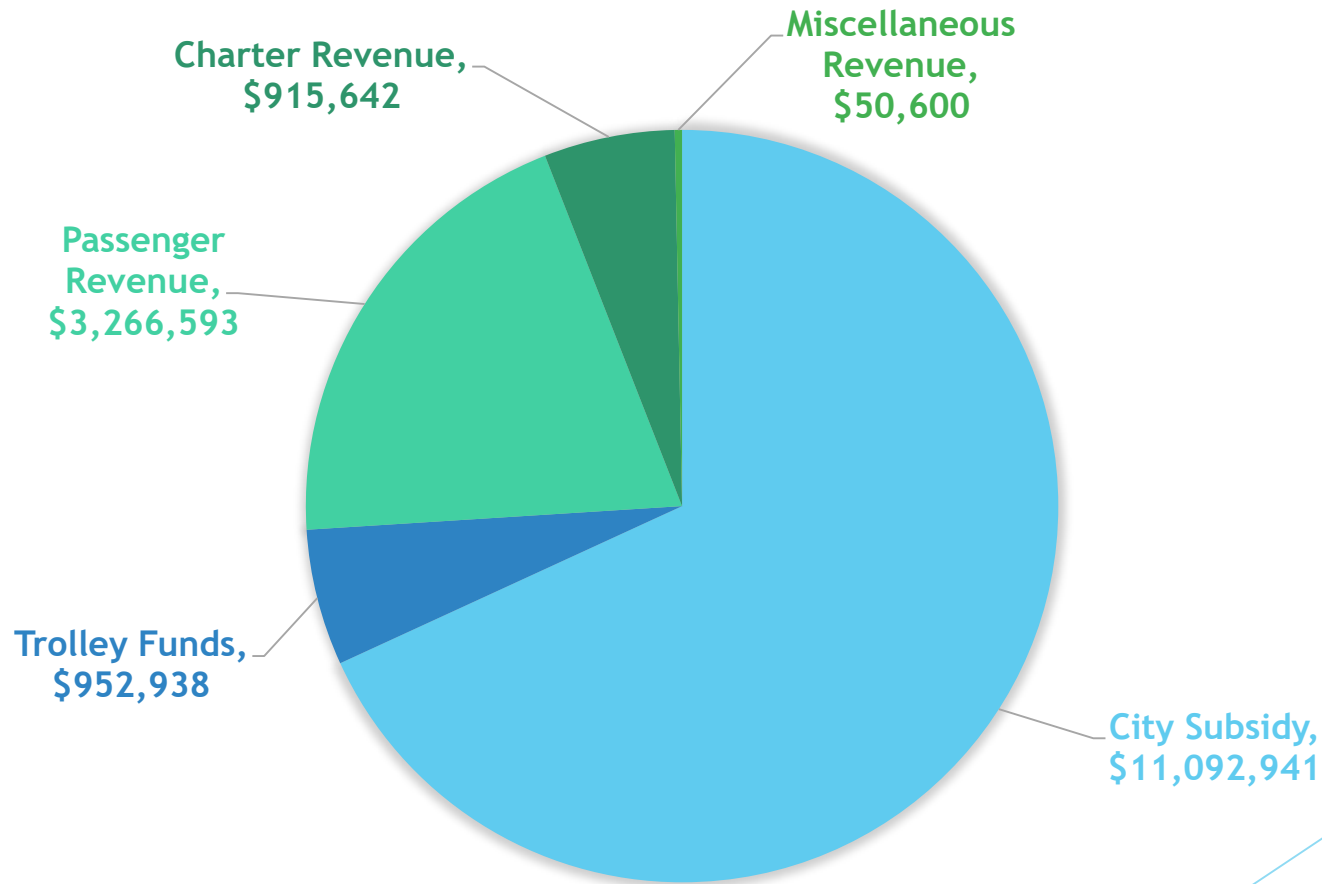


*ATC Board meets monthly  
on the 2<sup>nd</sup> Wednesday of the month at 5:30pm*



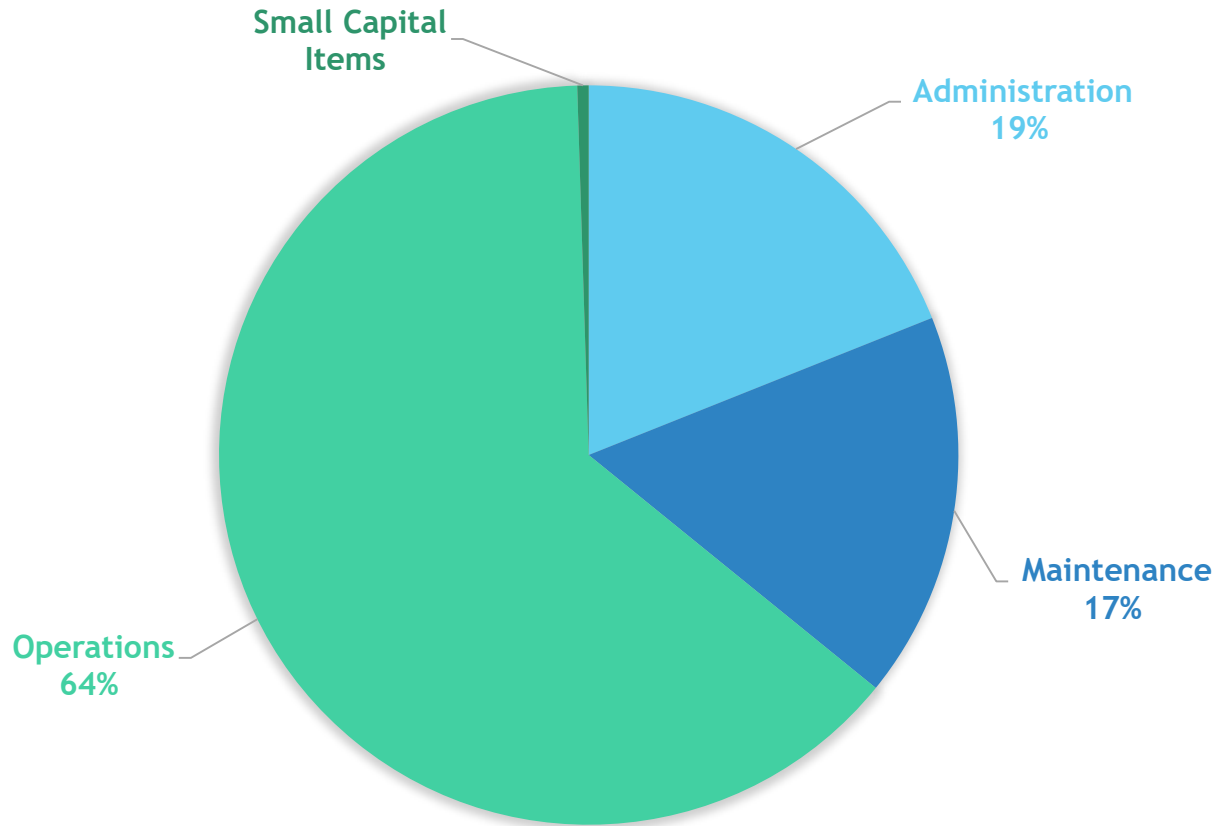


# Funding Mechanisms (Based on Fiscal Year 2019)





# Expenses Breakdown (Based on Fiscal Year 2019)





# Current Service Highlights

Base Fare:	\$1.75
Low Cost Monthly Pass:	\$45.00
Current Fleet Size:	85 Buses
Total Employees:	200+
Annual Service Miles:	1.7 million
Annual Passengers:	~4 million







# 2018 Year in Review

- (Ongoing) Alexandria Transit Vision Plan (ATV)
- Implementation/Expansion of Reduced & Free Ride Programs
  - Students Ride Free Programs
  - DOT/MetroAccess Ride Free Program
  - Senior Reduced Fare Program
- Electric Bus Projects / Fleet Electrification
- DASH Technology Programs
  - CAD / AVL / Advanced Garage Mapping System
  - Pedestrian Collision Avoidance System (Vision Zero)
  - Traffic Signal Prioritization







# 2019 Major Project Highlights and Initiatives

- Completion and implementation of ATV
- WMATA Metro Rail Shutdown mitigation
- Electric Bus Program (VW Funding)
- Labor Contract/Collective Bargaining
- Mobile Fare Payment/Ticketing
- Strategic Partnerships with VIA, Lime, and other TNC's
- Facility and Fleet Expansion Projects





# METRO RAIL SHUTDOWN MITIGATION

- DASH Shuttle Route Operation
- Exploring additional service options (i.e. express service to Pentagon)
- Temporarily Fleet Expansion
- Public Relations/Outreach
- Major Staffing increases including DASH service ambassadors
- We plan to be the most involved and visible part of the solution!





# ATV PROJECT OVERVIEW





# WHAT IS THE ATV?

The ATV is an unbiased, data-driven effort by DASH and the City of Alexandria to redesign the city's transit network to more accurately reflect community transit priorities and current/future transit demand.

The final ATV Plan will be:

- Unbiased (Starting with a Blank Slate)
- Comprehensive/Inclusive
- Data-Driven (Demographic, O/D Pairs, etc)
- Reflective of Community/Stakeholder Values
- Unconstrained

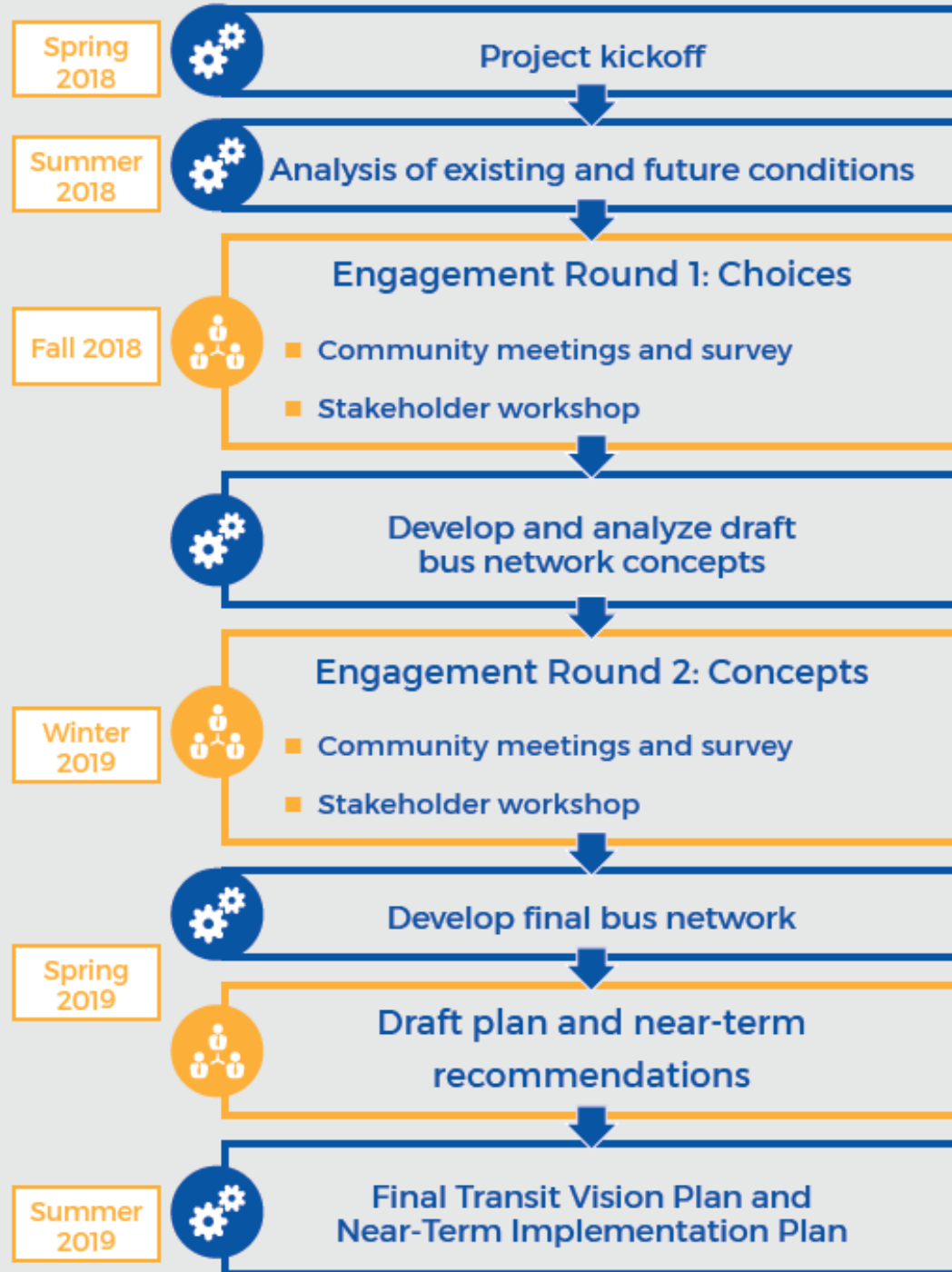




We are Here



# ATV PROJECT SCHEDULE





# ATV CIVIC ENGAGEMENT

Time Frame	General Public	Stakeholders
Phase 1: Information, Choices & Tradeoffs	<ul style="list-style-type: none"><li>• Round 1 Community Meetings: Choices</li><li>• Choices Survey (standard format)</li></ul>	Workshop #1: Tradeoffs
Phase 2: Conceptual Networks	<ul style="list-style-type: none"><li>• Round 2 Community Meetings: Network Concepts</li><li>• Concept Survey (MetroQuest)</li></ul>	Workshop #2: Concepts
Phase 3: Final Plan & Implementation	<ul style="list-style-type: none"><li>• Commission &amp; Council Meetings</li></ul>	Workshop #3: Final Plan and Implementation





# ATV CIVIC ENGAGEMENT

- **Initial Outreach Findings:**
  - Strong preference towards “Ridership model”
  - Higher bus frequency and less waiting; transfers are OK
  - The importance of some coverage & considerations for individuals w/ limited mobility
  - The need for a consistent, reliable system with minimal travel time



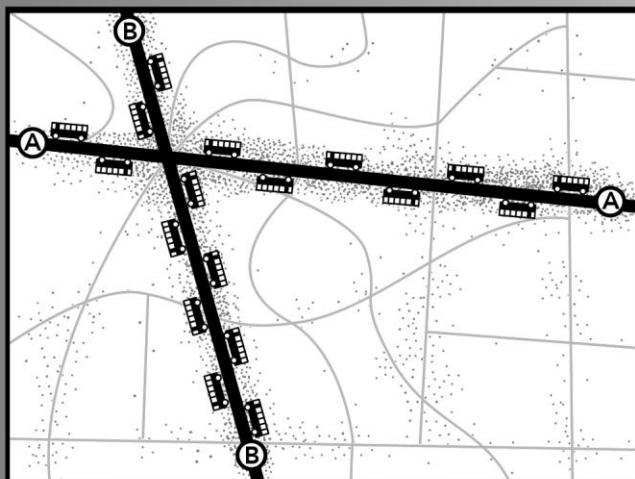




# ATV CHOICES

## RIDERSHIP VS. COVERAGE

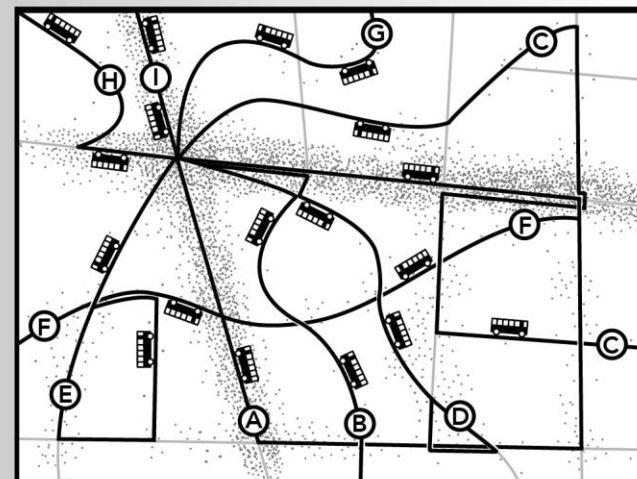
**More ridership**  
*"Think like a business"*



DASH  
Today



**More coverage**  
*"Access for all"*





# ATV CONTACTS

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## City of Alexandria Project Manager

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## Project Webpage

<https://www.alexandriava.gov/104193>

