

Cost of Platform Improvement Project Mitigation Strategy

Mitigation Strategy	Tactics	Cost
Bus Transit Strategies	Supplemental DASH service, mobile ticketing	\$666,000
Alternative Transportation Strategies	Water taxi fare subsidies, accessibility improvement, Capital Bikeshare Operations	\$656,000
TDM/Marketing/Employer Outreach Strategies	Employer and public outreach, vanpool formation, Mobile commute store and street team outreach	\$564,700
Highway/Operational Improvements	Temporary modification to City streets, CCTV Equipment, Alexandria Police Department presence	\$842,000
TOTAL		\$2,728,700