



# GO Alex

## FY 2024 Annual Report & FY 2025 Work Plan

*[alexandriava.gov/GOAlex](http://alexandriava.gov/GOAlex)*

**Department of Transportation &  
Environmental Services**  
Mobility Services Division



# About GO Alex

GO Alex encourages the reduction of automobile dependence, increasing mobility, and improving air quality through the promotion of public transportation, ridesharing, bicycling, and walking as money and time-saving alternatives. GO Alex administers the City's Transportation Management Plan (TMP) Program by engaging public and private development to address the community's transportation impacts. GO Alex also works to improve the commuter experience and assist Alexandria's employers with creating customized commuter programs for their employees. Additionally, GO Alex operates the DOT Paratransit Program that provides transportation services for persons with disabilities.



# FY24 Major Accomplishments

- Implemented the DASH is Free to Ride campaign by:
  - Adding Free to Ride decals to the entire DASH bus fleet
  - Sending over 90,000 DASH is Free mailers to households across the city
  - Advertised on Washington Post, Washington Business Journal, AlexNow, Zebra, WTOP, and Audacy radio stations.
- Conducted outreach to Alexandria employers about transportation options:
  - Five nominees for the Best Workplaces for Commuters Partnership awards
  - Increased employer contacts by 1,000
  - Increased the number of Level 3 & 4 TDM employers from 131 to 166 and updated over 700 records in the MWCOG ACT! Database.
- Planned and executed GO Alex events, including:
  - Bike to Work Day, resulting in a 7% registration increase city-wide
  - Introduced and held Capital Bikeshare e-bike test rides for staff and the public
  - Provided bike valet at 4 City special events
- Instituted the 2023 Transportation Management Plan (TMP) Policy to improve the City's TMP program (GO Alex Fund Program)
- Provided over 40,000 Alexandria DOT paratransit rides (an increase of 7,000 trips from FY 2023)

# FY 2024 Key Metrics

## Modes of Travel

*DASH* - **5,310,995** boardings

*Capital*

*Bikeshare* • Total Ridership: **101,022** trips

• CaBi for All/ Community Partners programs: **5,630\*** trips

*Alexandria DOT*

• **450 active** clients • **40,400** trips

## Events

- Car Free Day pledge - **191** people
- EV Ride and Drive - **76** test rides (36 City staff, 40 general public)
- Bike to Work Day - 1,200 registrants (7% increase)

## The GO Alex Mobile Store

- **17,000** interactions with public transit users
- **\$30,000** total number of Sales
- **2,600** total number of brochures and handouts distributed

## Employer Outreach

- **800** Alexandria employer profiles or contacts in the MWCOG ACT! Database
- **166** employers listed as Tier 3 and 4 employers

## City of Alexandria Employee Transportation Benefits

- **298** SmartBenefits participants
- **171** Parking Cashout participants
- **125** Capital Bikeshare Members



# FY25 Major Work Objectives

## TMP Program

GO Alex will continue to work with Planning and Zoning to ensure new development complies with the 2023 TMP Policy that established new funding mechanisms for the GO Alex managed TMP Program. The funding will go towards small area plans and City-wide transportation programs and projects. An average of 10 new developments will be added to the TMP program each year. GO Alex will also work with existing developments with TMPs to encourage them to enroll in the GO Alex managed program.

## DASH Marketing Program

In FY24, GO Alex and DASH partnered to promote the DASH fare-free network. This year, GO Alex will complete this project and look for new opportunities to leverage newly created collateral for additional advertising spaces. GO Alex will also evaluate the impact of the advertising to assess effectiveness of the campaign and adapt marketing plans for future campaigns.

ALEXANDRIA TRANSIT COMPANY  
**DASH**  
ALEXANDRIA

**FREE TO RIDE!**

**NO TICKETS  
NO CARDS  
NO APPS  
JUST HOP ON  
& RIDE!**

GO Alex

FREE · 79 · GRATIS · ح · LIBRE · آزاد · FREE · 자유 · FREE · 79 · GRATIS · ح · LIBRE · آزاد · FREE · 자유

# FY25 Major Work Objectives

## Commuter Assistance Program (CAP) Strategic Plan Update

The Virginia Department of Rail and Public Transportation (DRPT) requires TDM agencies, such as GO Alex, to have a six-year Strategic Plan providing a roadmap for future TDM programs and services. The GO Alex team will update this plan using the information provided in the Alexandria Mobility Plan and other best practices.

## Organize and host GO Alex Events

The GO Alex team organizes and participates in many different events throughout the year. FY2025 events include:

- Car-Free Day - September 2024
- Connecting Communities campaign – September to November 2024
- EV Ride and Drive - Fall 2024 and Spring 2025
- Earth Day/Month – April 2025
- Bike Month and Bike to Work Day – May 2025
- WABA Bike Education Class - Fall 2024 and Spring 2025



# FY25 Major Work Objectives

## Modernize DOT Paratransit Program

GO Alex will continue to make improvements to the DOT paratransit program to modernize the program and improve efficiencies for those using it. This includes updates to the application and certification process, updated policies and program information, the creation of a customer comment tracking system, and updated call center technology. The team will also develop a communication strategy to provide more frequent outreach to residents using the service. Finally, the team will explore potential grants to support program cost and operation and identify potential strategies to reduce trip costs.



# Ongoing Program Management

## **Employer Outreach**

GO Alex works with Alexandria's employers to promote transportation options for their employees and encourage non-SOV commute options.

## **Residential Outreach**

GO Alex works with Alexandria's residents to provide information on mobility options for commute and non-commute trips. This includes residential newsletters, marketing campaigns, and events.

## **Alexandria DOT Paratransit**

GO Alex manages the City's transportation service for persons with disabilities. This service provides free curb-to-curb trips within city limits and low cost trips to Arlington County, Fairfax County, City of Fairfax, City of Falls Church, and Washington, DC.





# Ongoing Program Management

## The GO Alex Mobile Store

The City's mobile transportation store provides transportation information and farecard sales at key locations and events across the city, including the city's five Metro stations, City Hall, and the Redella S. "Del" Pepper Community Resource Center.

## City of Alexandria Employee Transportation Benefits

GO Alex oversees and promotes the City's transportation benefits program to encourage employees to use non-SOV modes to commute to work. This includes monthly SmartBenefits, free Capital Bikeshare membership, and a Parking Cashout Program.

## Special Events Support

GO Alex works with the City's Special Events staff to incorporate mobility options for large City events, such as parades and the City's birthday celebration. This includes information about public transportation options and provision of bike valet services at the events.



# Program Budget

	Prior Year	FY 2025	FY 2026	FY 2027
<b>Grant Funds</b>				
CMAQ/ RSTP	\$2.7M	\$500,000	\$424,000	-
Alexandria Transit Store	\$200,000	\$200,000	\$200,000	-
CAP Operating	-	\$153,100	\$200,000*	\$200,000*
CAP Project	\$25,000	-	-	-
VDOT - Employer Outreach	-	\$51,725	\$55,000*	\$55,000*
<b>City Funds</b>				
GO Alex Fund	\$250,000	\$250,000	\$500,000*	\$500,000*

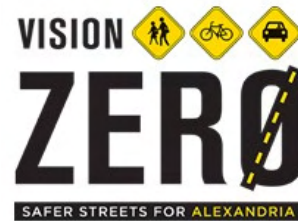
\*Estimates based on assumptions and/or grant awards

# Coordinating Programs and Partners

## City Partners

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- Complete Streets Program
- Office of Climate Action
- Shared Mobility Program
- Special Events Committee
- Transportation Commission
- Transportation Planning



## Regional and State Partners

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