



Engagement Round #2

Summary of Input



Process Update

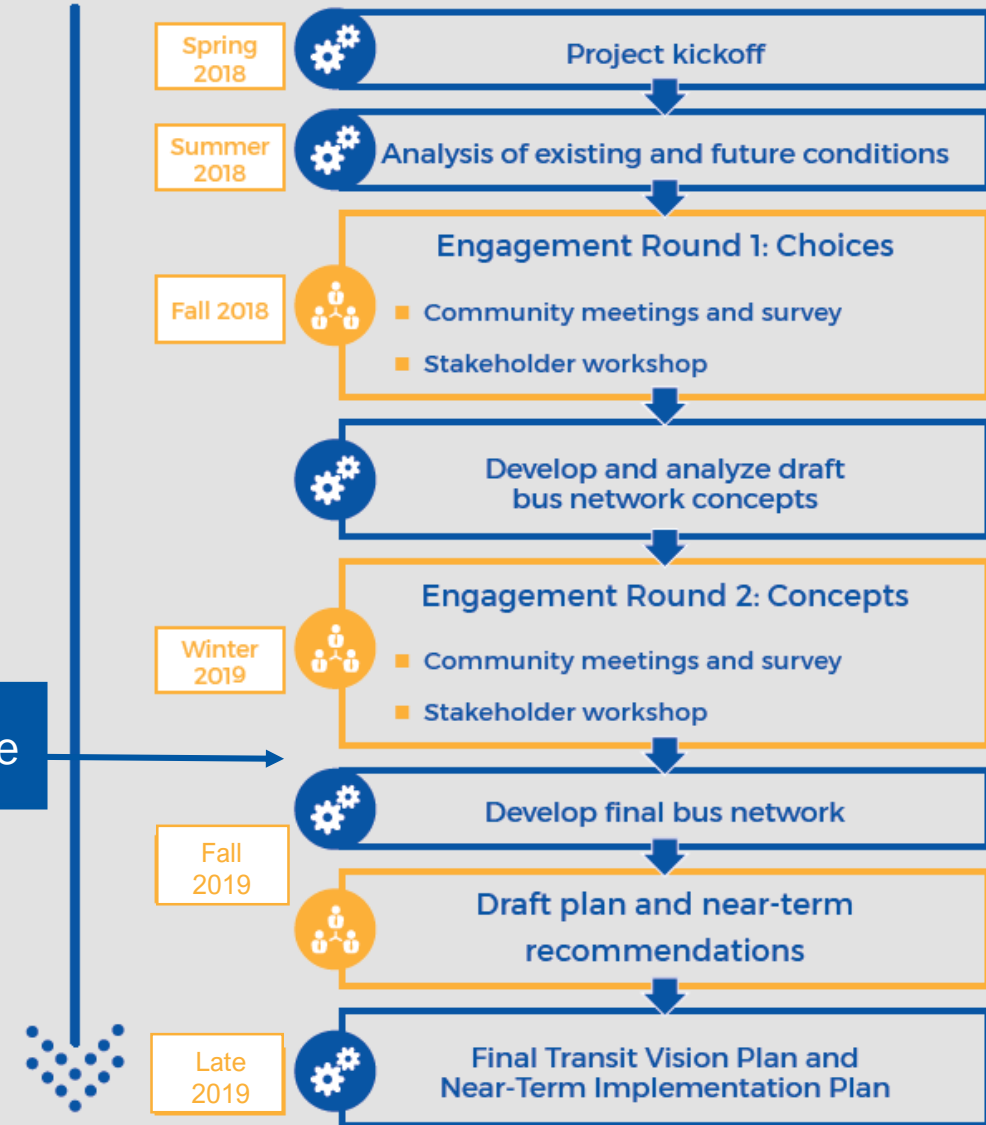
- Completed Choices Report and Round 1 Engagement
- Released Concepts Report and Round 2 Engagement
- Moving to Final Plan Development

Throughout the plan there will be:

- Updates to the project website
- Civic engagement opportunities
- Coordination meetings with other jurisdictions and transit providers
- Briefings to City leadership

We are here

-  Technical Work
-  Engagement



Public/Stakeholder Engagement (Round 2)

- Stakeholder workshop
 - Held February 26th
 - 26 community participants
- 16 pop-up events
 - Van Dorn Metro
 - Braddock Metro
 - Landmark Plaza
 - City Hall (twice)
 - King Street Metro (twice)
 - Southern Towers
 - NVCC - Alexandria
 - Arlandria
 - Eisenhower Metro
 - Potomac Yard
- 3 community meetings
 - March 5 – Hammond Middle School
 - March 6 – Armstrong Recreation Center
 - March 7 – Nannie J. Lee Center
- 2 public hearings
- MetroQuest online survey (English and Spanish versions)
- Website, email, social media, etc
- Onboard presence (audio/flyers)
- Nextdoor Outreach
- Leadership briefings
 - February 13th – Joint meeting with Alexandria Transportation Commission and DASH Board
 - February 26th – City Council briefing
- 10 briefings for key comm. groups
- DASH bus driver open house



ATV Outreach – Round 2



ALEXANDRIA Transit Vision

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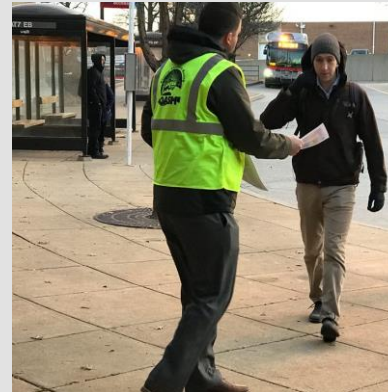
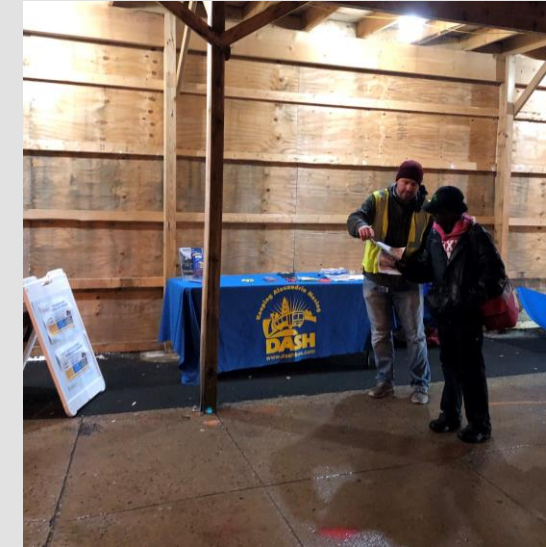
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የህዝብ ወርክሾፕ:

<p>ማክሰኞ፣ ማርች 6:30 - 8:30 PM Hammond Middle School 4646 Seminary Rd Alexandria, VA 22304</p>	<p>እሮብ፣ ማርች 6:30 - 8:30 PM Cora Kelly Rec Center 25 West Reed Avenue Alexandria, VA 22305</p>	<p>ሃሙስ፣ ማርች 6:30 - 8:30 PM Nannie J. Lee Center 1108 Jefferson Street Alexandria, VA 22314</p>
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መተጨማሪ ቢድህረ ገጻችን atv.metroquest.com

በተጨማሪ ለመረዳት www.dashbus.com/transitvision



Public Participation – Round #2

- 37 public workshop attendees / 135 online streamed views
- 12 pop-up events / 500+ flyers
- 1,200 distinct survey responses
- ~175 e-mail comments
- 2,737 unique webpage views
- 20,000 DASH online engagements (54% Twitter / 46% Facebook)
- 8 email blasts to City & DASH lists
- 6 letters from community groups
- Advertisements on buses, media

The screenshot displays the 'Alexandria Transit Vision' web application. The main heading is 'Midday Network Comparison'. Below this, there are three tabs: 'Today's DASH Network', 'Ridership (Midday)', and 'Coverage (Midday)'. The 'Ridership (Midday)' tab is active, showing a text description of a 2030 midday service concept and a map of Alexandria with red routes. To the right of the map is a 'Please rate this scenario:' section with a five-star rating system. Below that is a 'No priorities selected, at random:' section with five sliders for 'Shorter Walks', 'Buses Come More Often', 'Fewer Transfers', 'Consistent Routes All Day', and 'More Weekday Service'. The interface includes a progress bar at the top right, a navigation menu on the left with 'WELCOME', 'PRIORITIES', 'CONCEPTS', 'QUESTIONS', and 'WRAP-UP', and a 'Next Task' button.



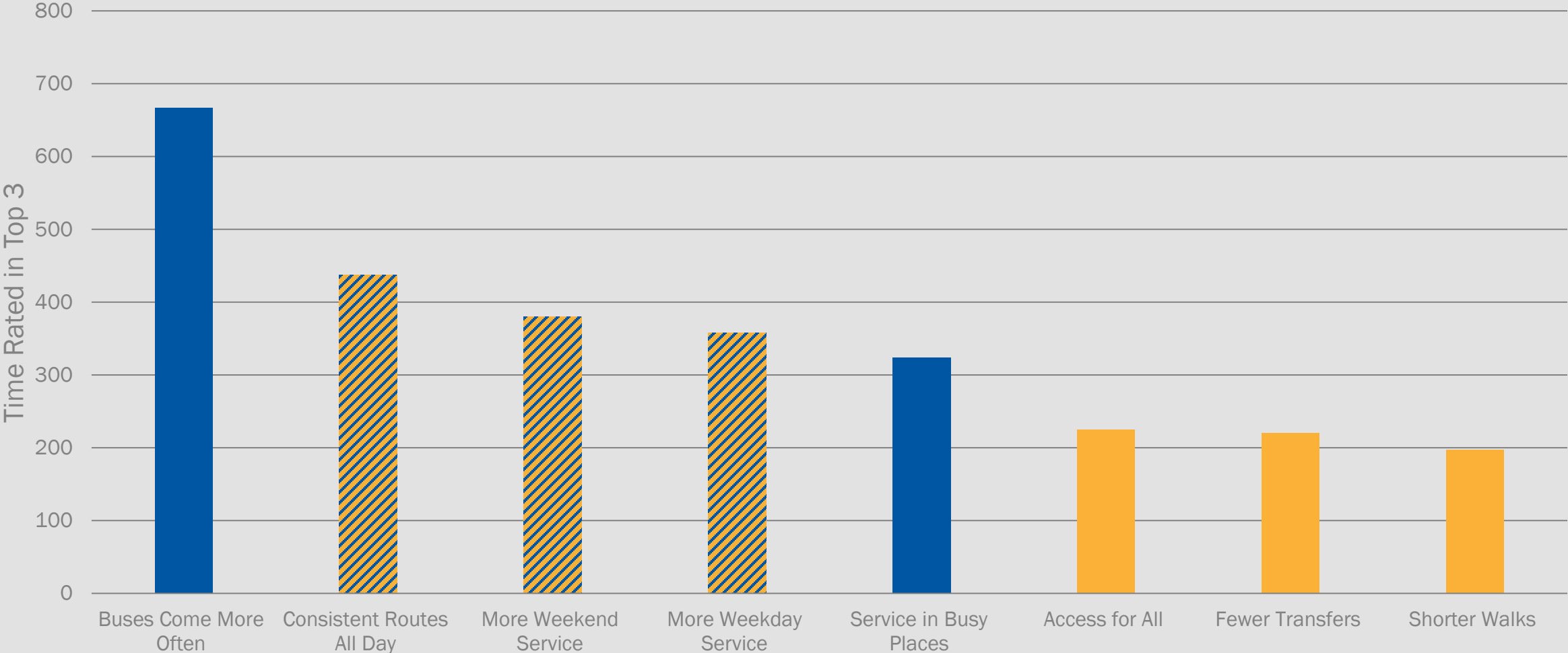
What did we hear? What were the key issues?

- General public is split with slight lean towards “Ridership”
- Stakeholder group has distinct preference towards “Ridership”
- Community group support for “Ridership” concept
- Concern about impact of concepts on seniors and persons with limited mobility.
- Some confusion (Peak overlap map, Concepts vs. Proposals)
- Major concerns from Parkfairfax/North Ridge on potential changes to weekday peak service to Pentagon (150+ emails)



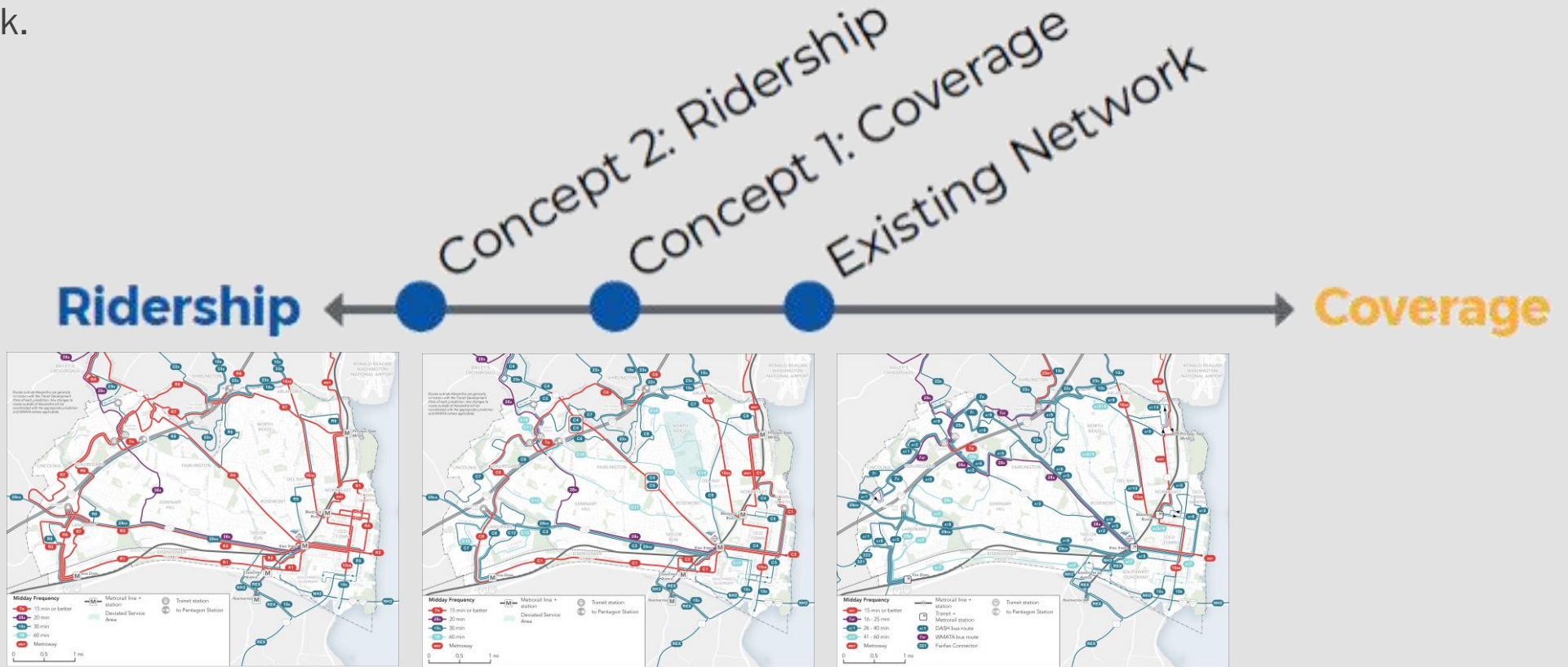
MetroQuest Survey – Priorities

- Coverage Priority
- Ridership Priority
- Coverage and Ridership Priority

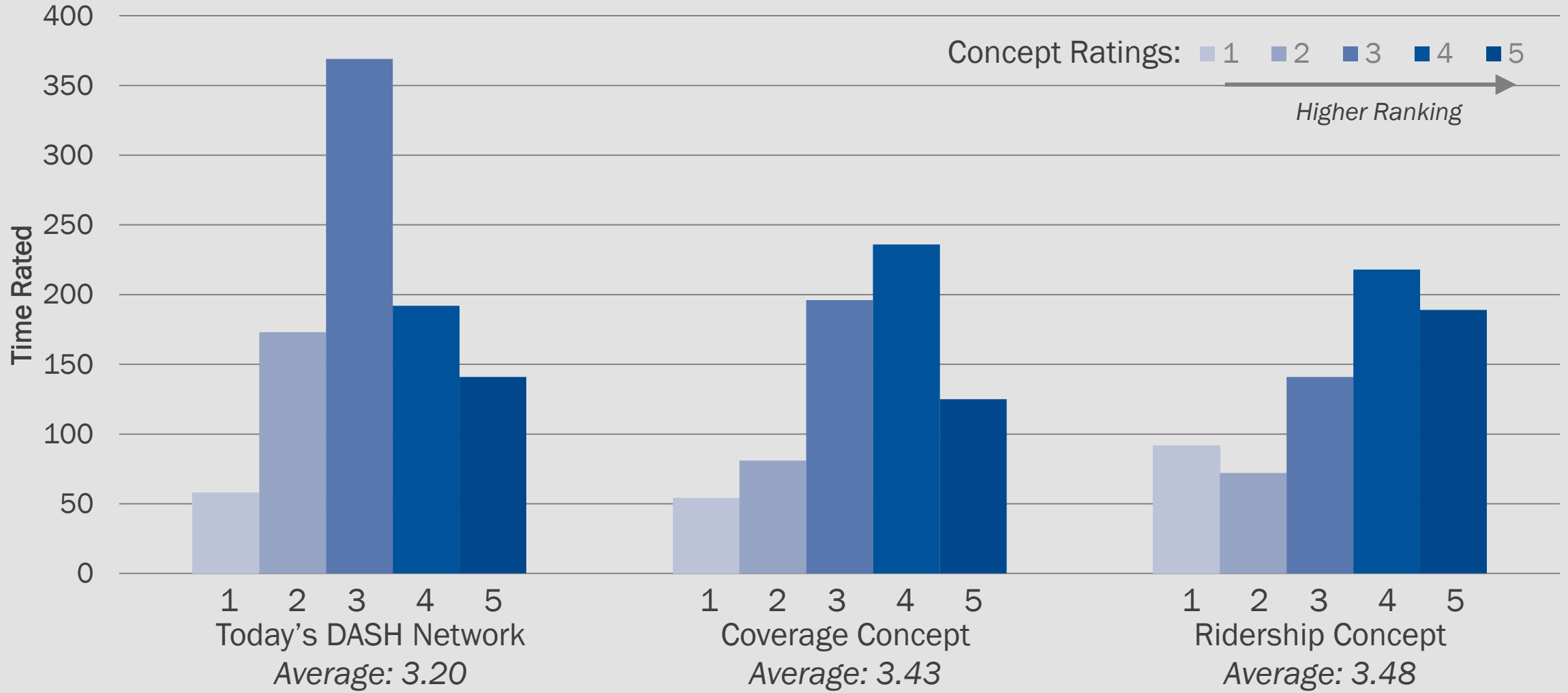


MetroQuest Section on Concepts (coverage vs. frequency)

Based on Round 1 public input, both concepts shift the network towards ridership compared with the existing network.

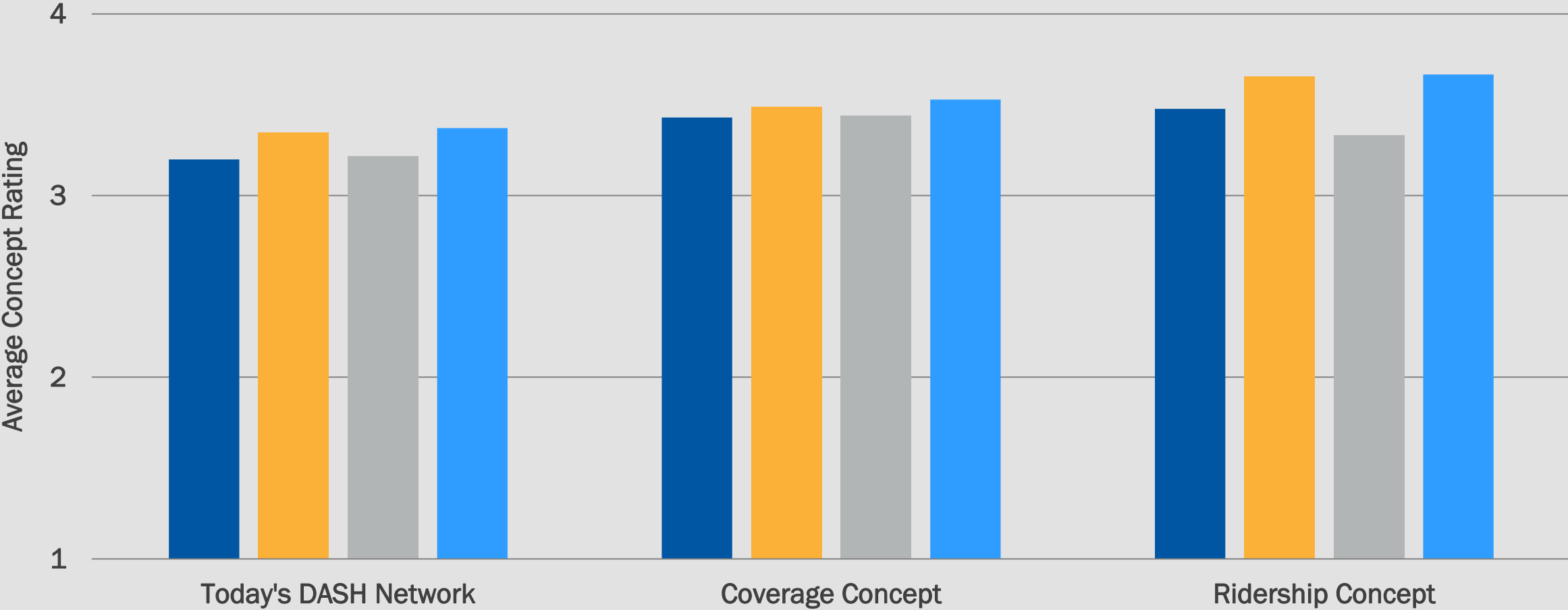


MetroQuest Survey – Concept Ratings

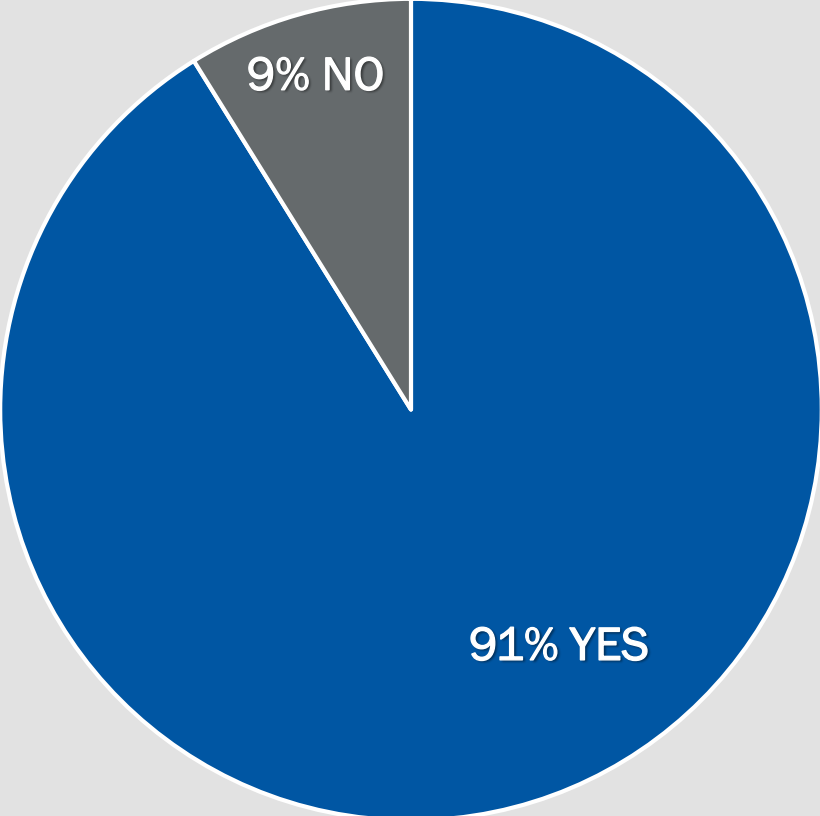


MetroQuest Survey – Concept Ratings

- All Populations (n = 1,199)
- Low Income (n = 139)
- Seniors (n = 145)
- Minorities (n = 163)



MetroQuest Survey –Support for Increased Investment In Transit



Question: *“If your selected priorities for transit in Alexandria were achieved, would you support an increase in transit investment?”*



MetroQuest Survey – Investment Priorities

General themes based on multiple respondents

- There is concern for the removal of specific routes, including those around North Ridge and Parkfairfax.
- There is strong support for increased frequency at all times of days.
- Respondents want to see buses running full.
- There is support for increased spending if it results in the reduction of traffic and/or of single occupancy vehicles. This was generally mentioned in combination with the desire for dedicated bus lanes which increase transit speed.
- While generally supportive of increased spending, respondents have mixed opinions of the source of the money (fares, taxes, or other city budgets).



MetroQuest - Optional Demographic Questions

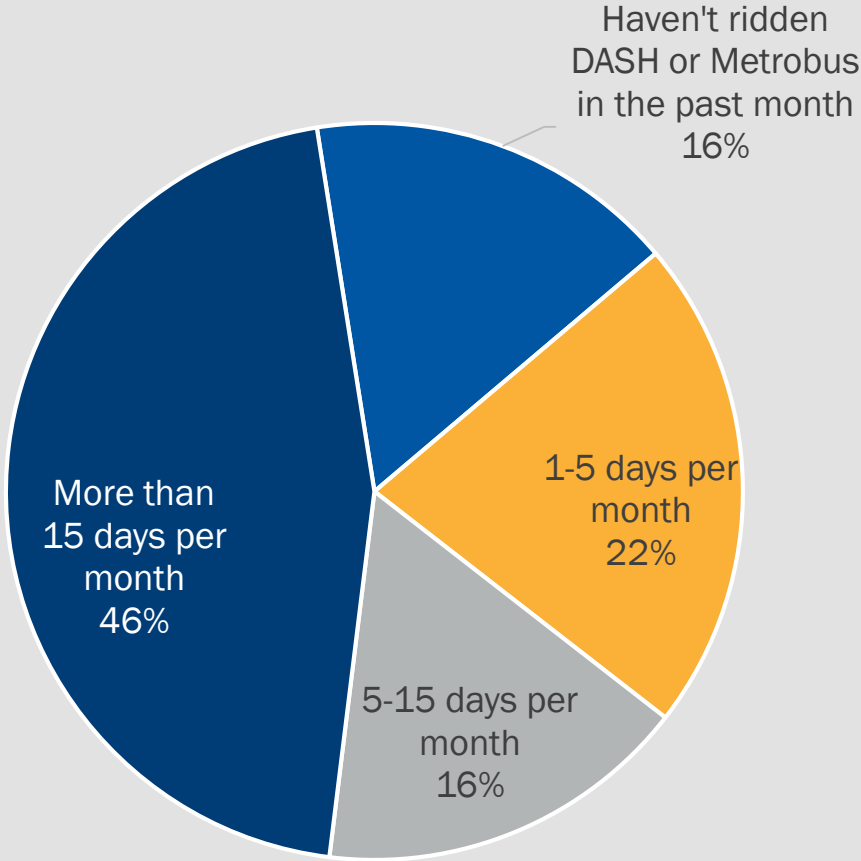
- 799 out of 855 indicated they are residents of the city
- 46% ride the bus (Metrobus or DASH) more than 15 days per month
- Primarily 26-60 years old (78%)
- 72% White (non-Hispanic)
- 34% have annual household incomes between \$100,000 and \$200,000



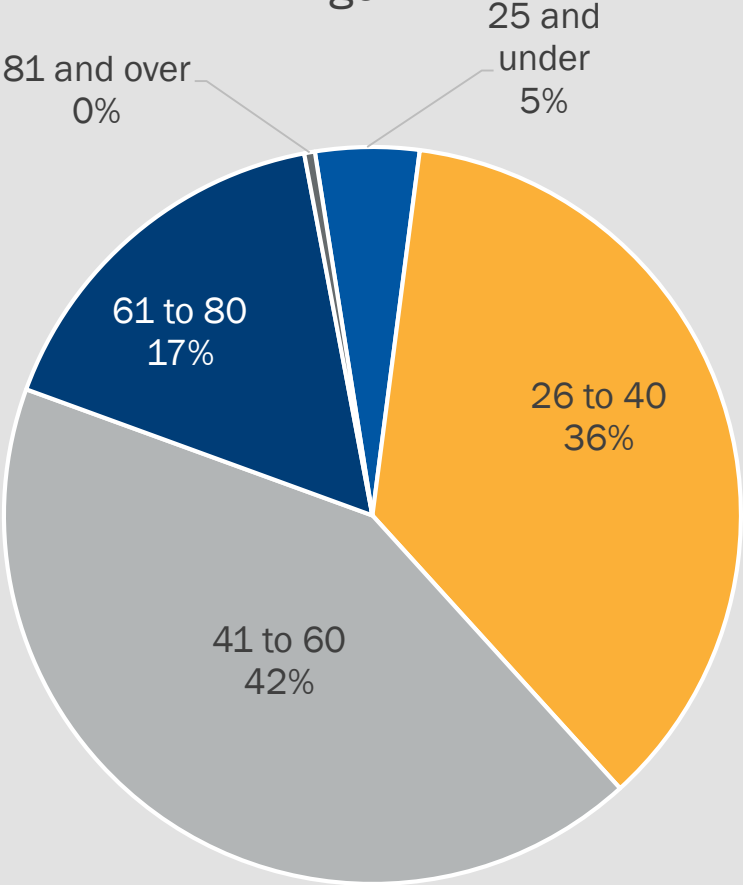
1194 total responses

Demographics – Transit Usage and Age

DASH or Metrobus

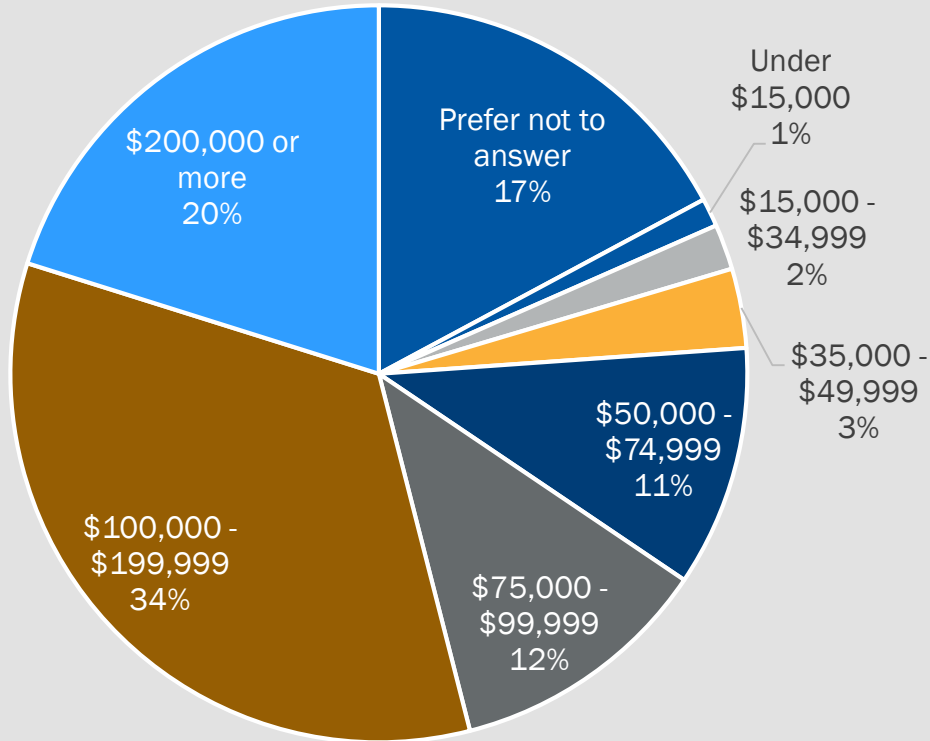


Age

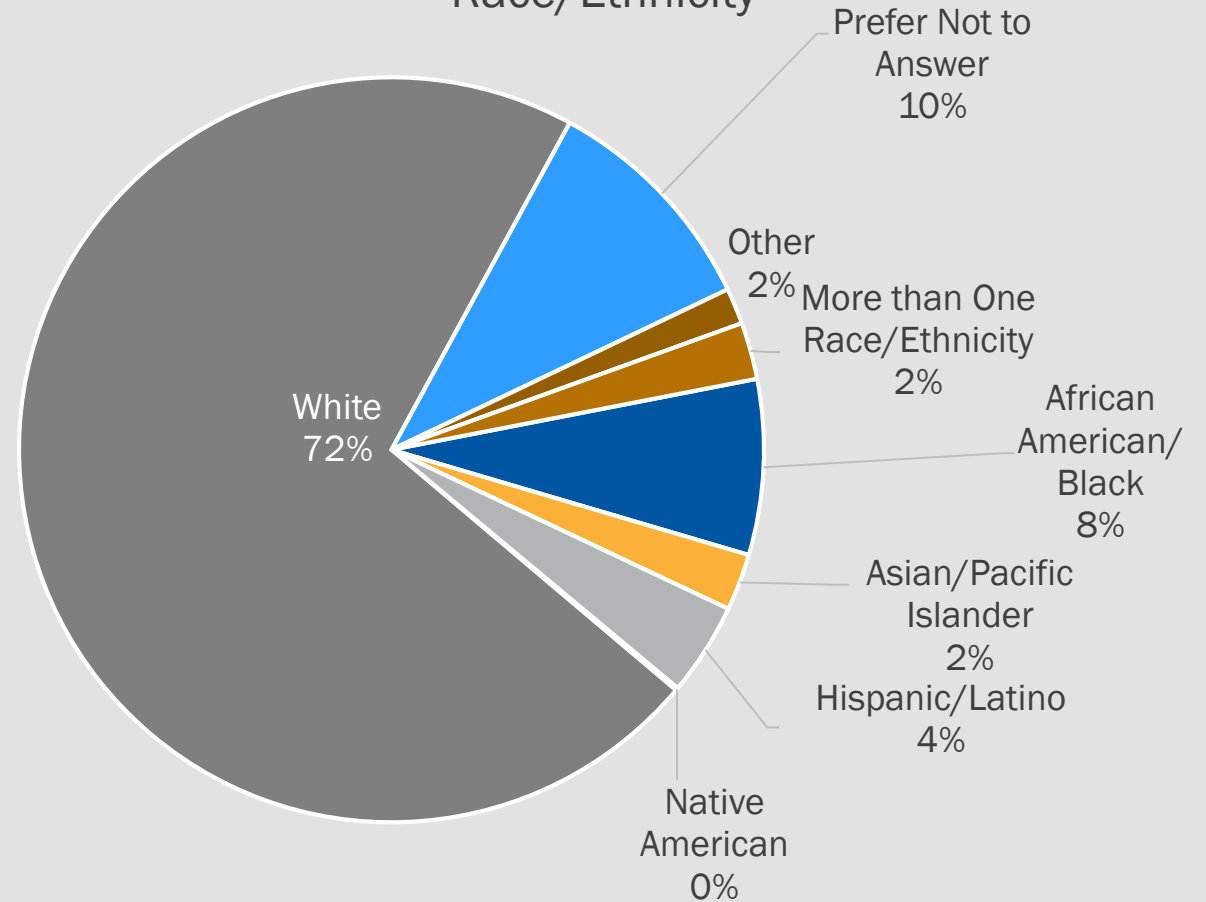


Demographics – Income & Race/Ethnicity

Household Income



Race/Ethnicity



Demographic Comparison

Age

MetroQuest Survey Respondents		Alexandria American Community Survey (2017)	
25 and under	4.6%	Under 25	23.9%
26 to 40	36.2%	25 to 39	32.9%
41 to 60	42.3%	40 to 59	27.6%
61 to 80	16.5%	60 to 79	13.0%
81 and over	0.5%	80 and over	2.3%

Household Income

MetroQuest Survey Respondents		Alexandria American Community Survey (2017)	
Under \$15,000	1.2%	Under \$15,000	2.5%
\$15,000 - \$34,999	2.0%	\$15,000 - \$34,999	16.8%
\$35,000 - \$49,999	3.5%	\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	10.6%	\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	11.6%	\$75,000 - \$99,999	14.4%
\$100,000 - \$199,999	33.8%	\$100,000 or more	32.7%
\$200,000 or more	20.1%	-	-

Note: Income percentages do not add up to 100% as 17% of participants chose not to answer



Demographic Comparison

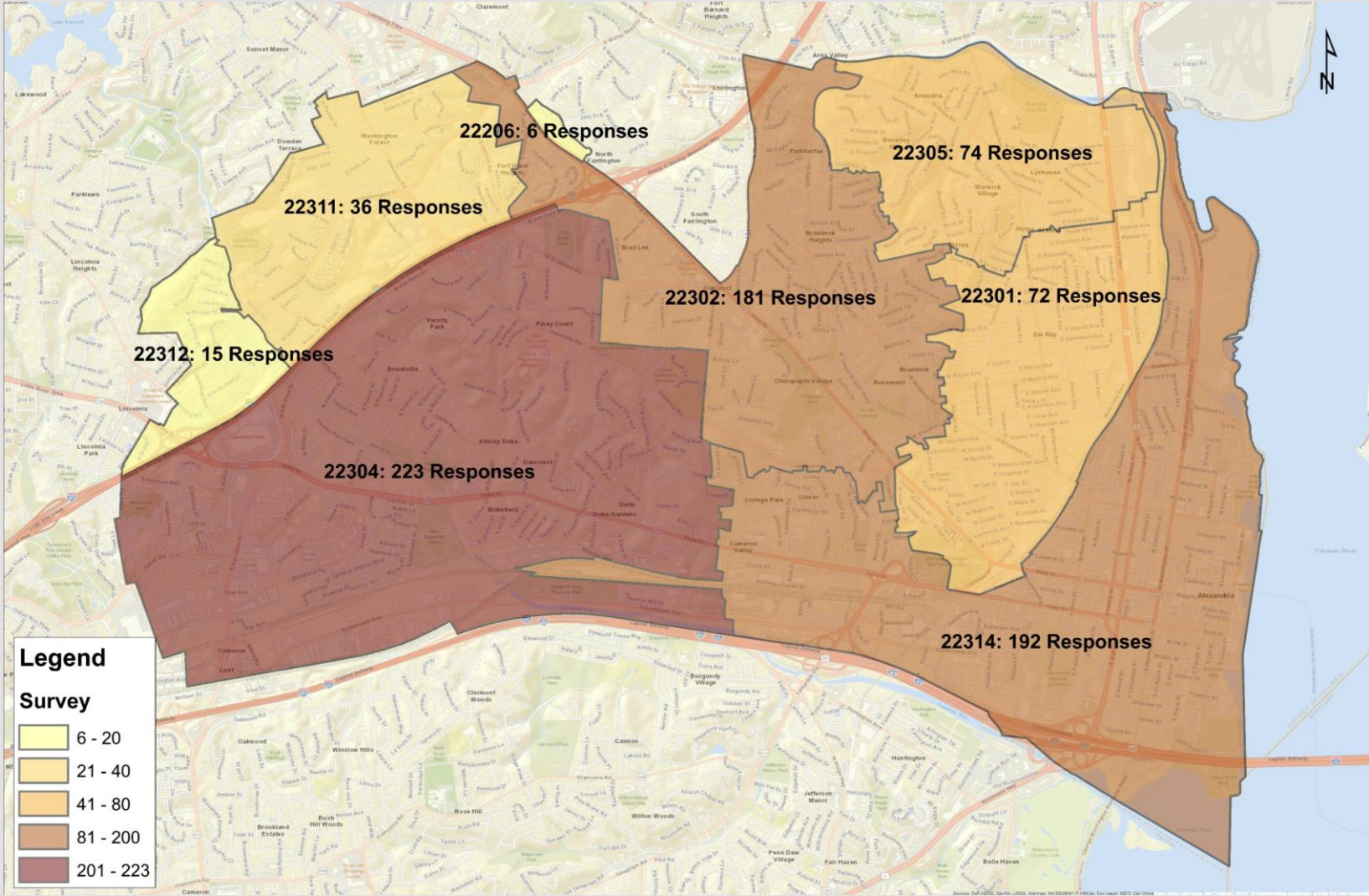
Race & Ethnicity

MetroQuest Survey Respondents		Alexandria American Community Survey (2017)	
African American/ Black	7.6%	Black or African American	21.7%
Asian/Pacific Islander	2.5%	Asian and Pacific Islander	6.1%
Hispanic/Latino	4.0%	Hispanic/Latino	16.7%
Native American	0.1%	American Indian and Alaska Native	0.1%
White	71.8%	White	51.8%
Other	1.6%	Other	0.2%
Selected Two or More	2.5%	Selected Two or More	3.4%

Note: Percentages do not add up to 100% as 10% of participants chose not to answer



Demographics – Residence Zip Code



Note: Shows only Alexandria Zip-Codes (799 total out of 855 that indicated a home zip code (93%))



Stakeholder Workshop Input

- 73% prefer the ridership concept and 14% prefer the coverage concept.
- 50% *strongly* prefer the ridership concept.
- Top 3 priorities for stakeholders during meeting polling were:
 - More frequency on weekday midday and evenings
 - More frequency on weekday peak times
 - More frequency on weekends
- 81% support additional service, even if it meant paying for it in taxes or fees.



Source: Stakeholder Meeting Poll – 22 Respondents

How Have we Responded?

- Additional Outreach + Feedback Opportunities
 - Slowed down project schedule for critical decision point.
 - Additional public hearings (April 17 + May 8)
 - Additional meetings with community organizations
- Additional Information Provided
 - Project FAQ distributed via email and posted on project website
 - Additional Coverage Analyses for Senior Residents
 - Additional Coverage Analyses for Existing Riders
 - Additional Exploration of Shared Mobility options
- Formalization of Decision-Making Process Moving Forward

