



City of Alexandria GO Alex Overall Marketing

Commuter Connections
Regional TDM Marketing Group



Overview

- What is GO Alex?
 - Our mission
 - Service area
- Services
 - Past
 - Future
- Is this working?
- Questions

Overview

What is GO Alex?

- Mobility Options program for City of Alexandria
 - Builds and promotes alternative transportation programs
 - Administers City's Transportation Management Plan program
- Adds redundancy to City's transportation network

What Services does GO Alex Offer?

- Employer Outreach and Solutions
- Mobility Retail services
- Transportation Management Plan Area
- TDM related Transportation Planning

Employer Outreach

- Lets employers know about their options
- Workshops with employers on commute
- Planned roll out of +50



Retail Operation

- Mobile Store operated at different Metrorail stations
- Moving to other locations (community centers, libraries, etc)
- Emphasis not on sales so much as visibility



Other Programs

- Award winning water taxi reimbursement program
- +50 program
- Development of parking cash-out support
- Tie-in with special initiatives
- Transportation Management Plans



Water Taxi docked in Old Town Alexandria



Marketing Channels

- Paper collateral
- SWAG for distribution
- Facebook, other social media
- Support for Commuter Connections



Questions?