



GO Alex

City of Alexandria GO Alex Marketing



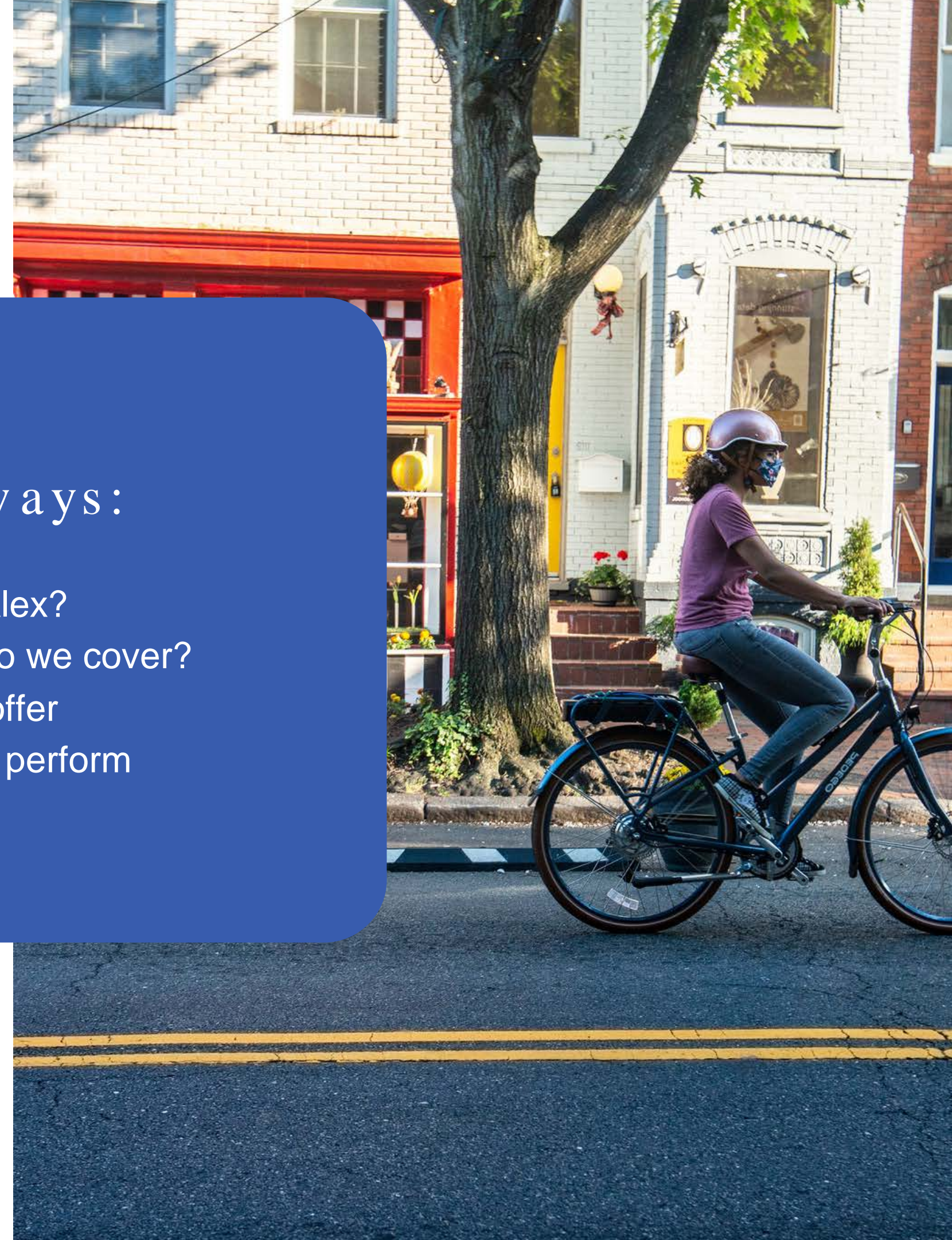
Renée Moore
TDM Specialist
Commuter Connections
Regional TDM Marketing Group



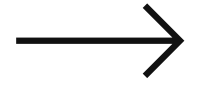
Things to discuss

Key takeaways:

- What is GO Alex?
- What areas do we cover?
- Services we offer
- Marketing we perform



What is GO Alex?

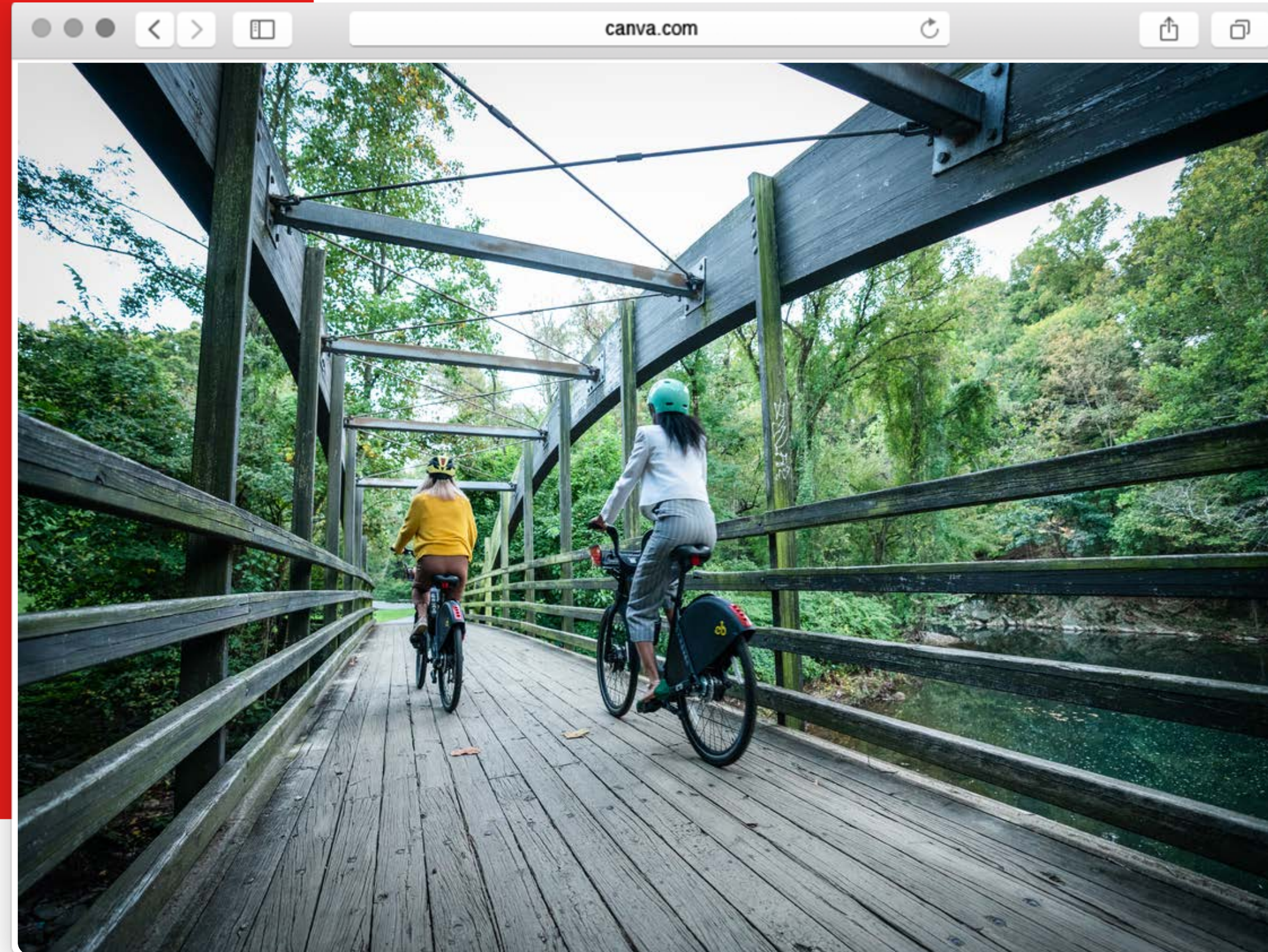


Mobility Options program for the City of Alexandria

- Builds and promotes alternative transportation programs
- Administers City's Transportation Management Plan Program

Mobility Options program for the City of Alexandria

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





GO ALEX GO GUIDE

Foxchase Apartments
Alexandria, VA

Easy ways to get
around Alexandria
by Capital



Residential Outreach



Created guides for Multi-Family Units



Installed 7 Capital Bikeshare Stations on
the West End and X more stations
between November - Spring 2022



Sent out a new residential mailer to new
homeowners



Residential Outreach



Winter Bike to Work Day, February 12, 2021- 45 attendees. First event since COVID began



Bike to Work Day, May 20, 2021. Over 200 attendees and three pit stops.



Park(ing) Day, September 17, 2021. We hosted a scooter petting zoo at a Multi-Family Unit so residents can test ride each brand we have in the city.



Other events

National Walking Day →

Social media campaign to encourage residents to walk on the many trails in Alexandria

Operation Illumination →

We gave out lights and reflective gear to residents at our Metro stations, Southern Towers, and Mt. Vernon Trail to make sure residents were seen when commuting at night.

Bike Classes with WABA →

We co-sponsored 13 classes. We had 130 participants from ages 5-70!



Employer Outreach



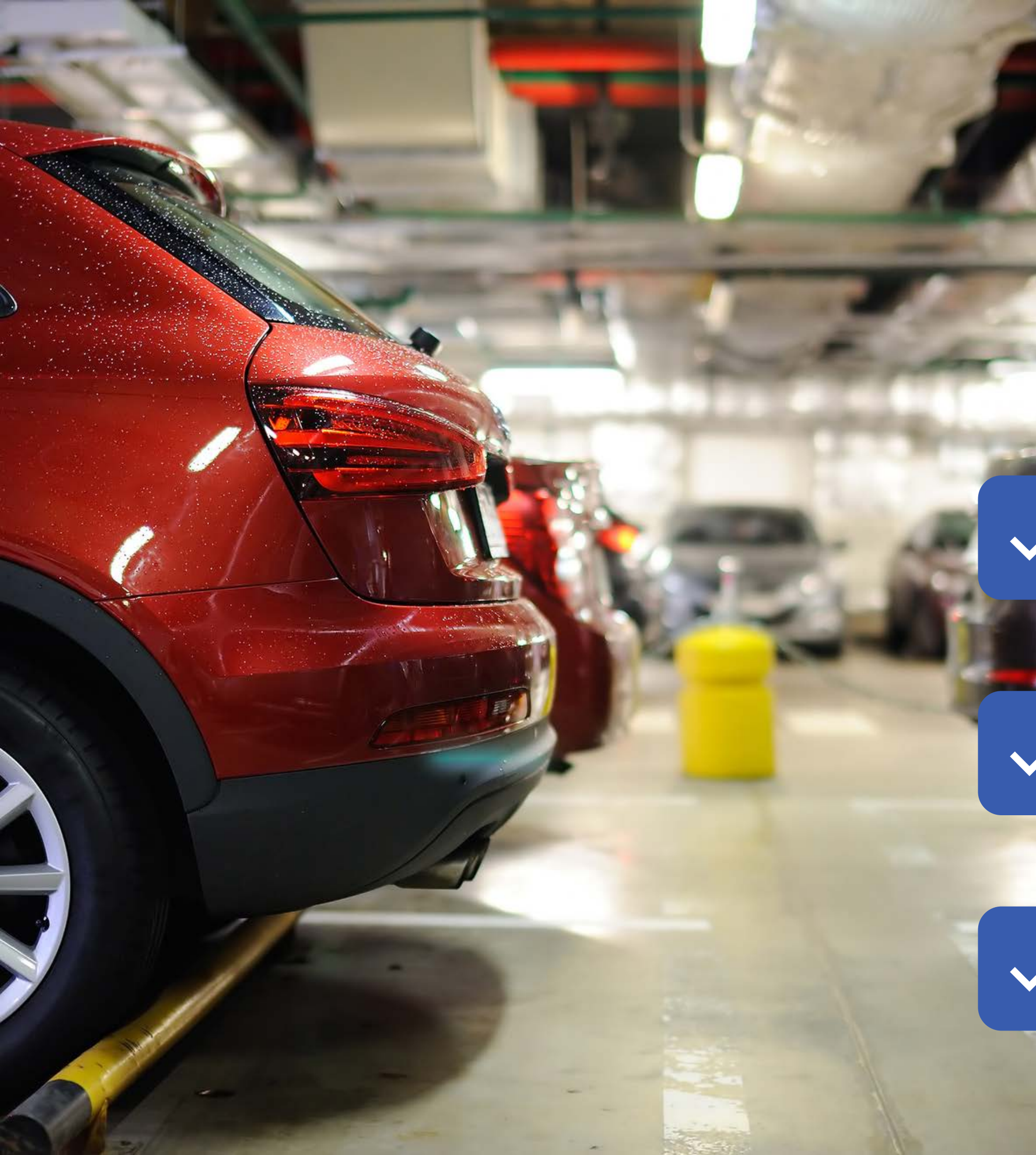
Communicated with 471 Employers. They receive a travel planner for employees to choose alternatives to work



Developed Parking Cashout program and +50 as a transit incentive program for City employees



Monthly newsletters to employers with avg 30% open rate



Parking Cashout Pilot Program

This is a strategy for improving city benefit utilization and encouraging safe and responsible use of the region's options to reduce SOV rates and traffic congestion



If you decide to park you pay \$5 if you walk, bike, or take transit you get paid \$5



Saves money, reduces traffic and pollution



Expand access to entertainment, food, and community makes you more resilient during a crisis.



Other activities

GO Alex photo shoot →

We hired a photographer to take pics of people biking, walking, scooting, and using transit for our marketing materials.

+50 Program →

Those who work or live in Alexandria can receive a SmartTrip card valued at \$50 to get started taking Metrorail or bus. They can contact their HR dept to continue receiving the benefit

Ride with Enterprise Vannoolvideo →

DASH Bus Service

- First 14 electric buses entered revenue service, including VW mitigation Trust Fund
- Comprehensive response COVID - 19 pandemic focused on protecting employees and riders while still providing critical transit service for the City of Alexandria
- Launch of fare -free New DASH Network in September 2021
- DASH ridership increase from 50% from August to October 2021
- October 2021 ridership increased to 72% of pre -pandemic levels



GO Alex Team



The team that helps Alexandria GO!



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Questions



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