City Council Work Session

with the

Alexandria Transit Company (ATC)
Board of Directors

Alexandria Moving

Keeping Alexandria Moving

DASH

Alexandria Transit Company

- Established in 1984

- Non-profit public service corporation, wholly owned by the City of Alexandria

- Began with a fleet of 17 buses

- Currently operates 57 buses

- DASH provides fixed route bus service within the City of Alexandria on 8 routes, with peak period service to the Pentagon on two routes

- DASH carries more than 3.6 million customers annually

ATC Organizational Structure

Board of Directors (7 members)

Justin Wilson, *Chairman*

James K. Hartmann, *President*

Paul Abramson, *Vice Chairman*

Byron Dixon

Ann Dorman

Karen Leibach

Sandra Weiner

Officers to the Corporation

Richard J. Baier, *Vice-President*

Ignacio Pessoa, *General Counsel*

Catherine Clement, *Assistant General Counsel*

Vacant, *Treasurer*

David Clark, *Assistant Treasurer*

ATC Organizational Structure

- Elected annually by the Alexandria City Council acting in its capacity of sole stockholder to the corporation

- The Board of Directors approves an annual Transit Development Program and budget, fare and fiscal policies, route structure and service levels

- The General Manager, Sandy Modell, is the chief executive and operating officer of the company and the principal staff advisor to the Board on transit matters

System Objectives

- Designed to support specific community objectives

- Safe, reliable, convenient, comfortable, and courteous

- Efficient in the use of resources, whatever their source

- Major community objectives that the system is designed to support:

  - Improved internal circulation within the City

  - Improved access to Metrorail stations

  - Development of the City's major growth areas

  - Relief of traffic-congested corridors and the avoidance of alternative expenditures for highway and parking facilities

  - A decrease in the amounts paid by the City for Metrobus service

Ridership Demographics
2005 Passenger Survey

Gender	% of Riders
Female	61.2%
Male	38.8%

Income	% of Riders
< $20,000	13.3%
$20,000 - $29,999	10.0%
$30,000 - $39,999	13.3%
$40,000 - $49,999	9.5%
$50,000 - $74,999	16.5%
$75,000 - $99,999	14.7%
> $100,000	22.8%

Ridership Demographics
2005 Passenger Survey

Age	% of Riders
< 17	1.3%
18-21	4.4%
22-29	20.0%
30-39	22.1%
40-54	33.0%
55-64	14.7%
65+	4.5%

Trip Purpose	% of Riders
Work	67.6%
Home	12.9%
Other	8.2%
Shopping/Medical	7.8%
Touring/Visiting	3.4%

Operating Revenues & Expenses

	FY 2006 ACTUAL	FY 2007 BUDGET	FY 2008 Preliminary Budget
OPERATING REVENUES	$2,608,982	$2,946,500	$3,075,000
OPERATING EXPENSES	$8,681,619	$10,093,524	$10,483,000
NET TRANSIT SERVICE COSTS *(Operating Subsidy)*	$6,072,637	$7,147,024	$7,408,000
OPERATING RATIO	30.1%	29.2%	29.3%
CAPITAL OUTLAY ITEMS *(City Operating Budget)*	$130,714	$190,000	$260,000
CITY CONTRIBUTION *(Operating Budget)*	$6,203,351	$7,337,024	$7,668,000
CAPITAL OUTLAY ITEMS (CIP)	$4,155,827	$1,339,000	$2,759,508
TOTAL CITY CONTRIBUTION	$10,359,178	$8,676,024	$10,427,508

DASH Operating Statistics

	1985	1996	2006
Ridership	923,405	2,235,647	3,556,486
Buses	17	43	57
Miles Operated	522,705	949,678	1,222,274
Hours Operated	37,500	70,567	103,177
Passengers per mile	1.8	2.4	2.9
Passengers per hour	24.6	31.7	34.5

Fiscal Year 2007
DASH and Metrobus
Operating Cost Comparison

	DASH	Metrobus
Operating cost per total mile	$6.74	$8.65
Operating cost per passenger	$2.73	$3.17
Operating subsidy per passenger	$1.93	$2.10
Operating cost recovery *(passenger revenue)*	29.2%	25.4%

ATC Board Fare Policy Philosophy

- Maintains simple, affordable, and convenient $1.00 fare

- Provides system-wide discount programs for all riders

- Unique 4-hour transfer pass largely used by non-working or part-time employed seniors and persons w/ disabilities, students, and low income residents

- Discounted monthly pass program largely used by commuters and other regular customers

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ATC Board Fare Policy Philosophy

- Considers cost impacts on riders who transfer between modes

- Current fare policy attracts choice riders out of their cars

- Balances City's goals of increasing transit ridership with increasing operating revenues

- Explores revenue generating options other than fare increases to offset increasing operating costs and City subsidy, such as TMP-funded service, charter and contract services

Regional Fare Plan

- Implemented Fiscal Year 2000

- Increased regional transit ridership by making transit more affordable, convenient, and seamless, particularly when transferring between systems and modes

- Simplified fare matrix of different systems by initiating regional and reciprocal bus and rail transfer system

- Initiated acceptance of Metrorail-to-bus transfer and Metro flashpasses without reimbursement from Metro

Regional Fare Plan Results

- Increased FY2000 ridership by 200,000 passengers over projected

- Reduced FY2000 revenues by $300,000, as was estimated

- Reduced farebox recovery ratio
  (% of operating expenses covered by passenger fares) from 40-50% to +/-30%

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DASH Annual Ridership
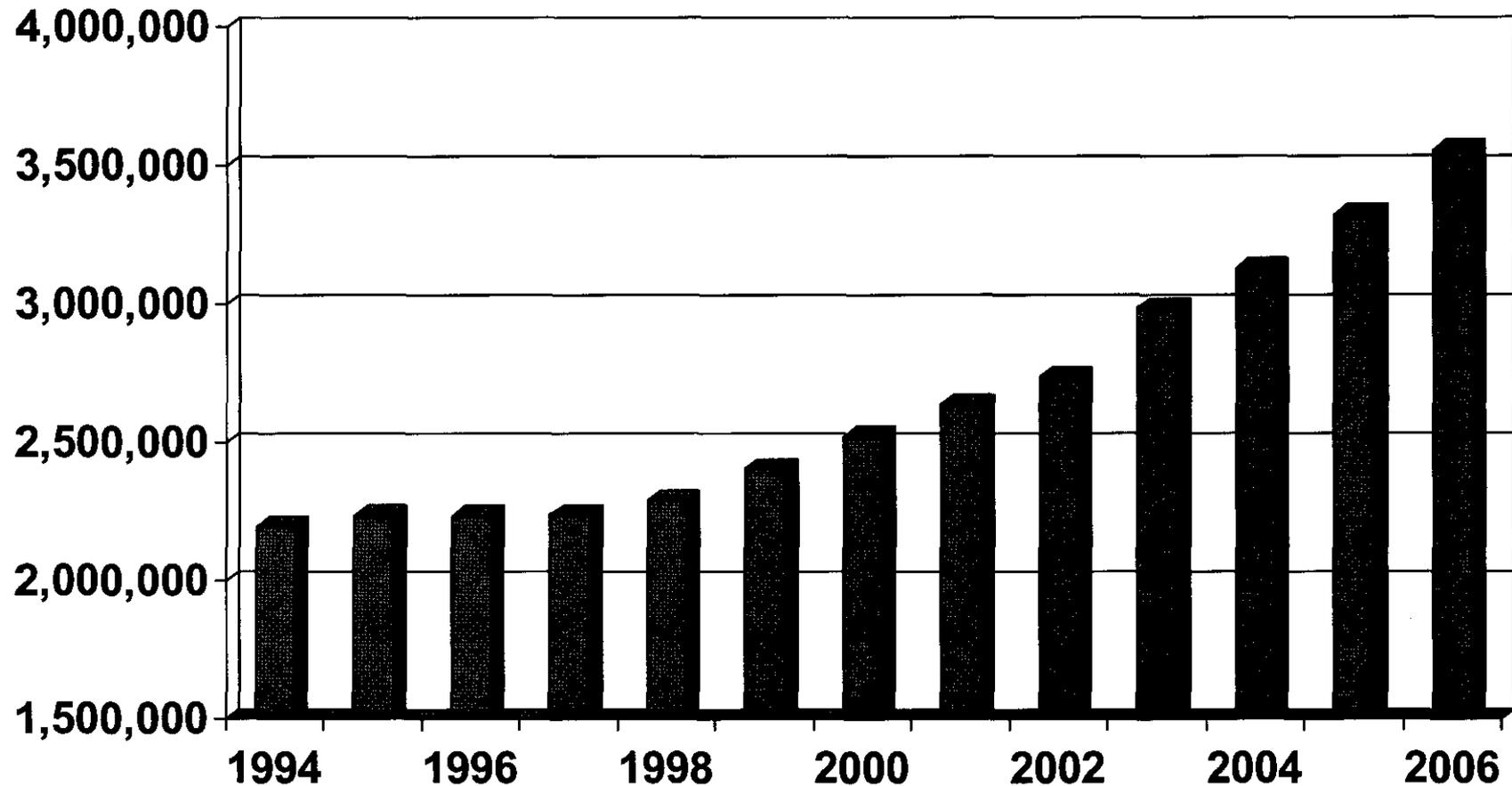
- 1.3 million riders added to system over the past 8 years (55% increase)
- Annual ridership increased an average of 7% over the past four years

DASH Farebox Recovery Ratio and Transfer Trips

Farebox Recovery Ratio

Implementation of Regional Fare Plan

Percentage of Transfer Trips

Discontinue Metro Flash Pass Reimbursement

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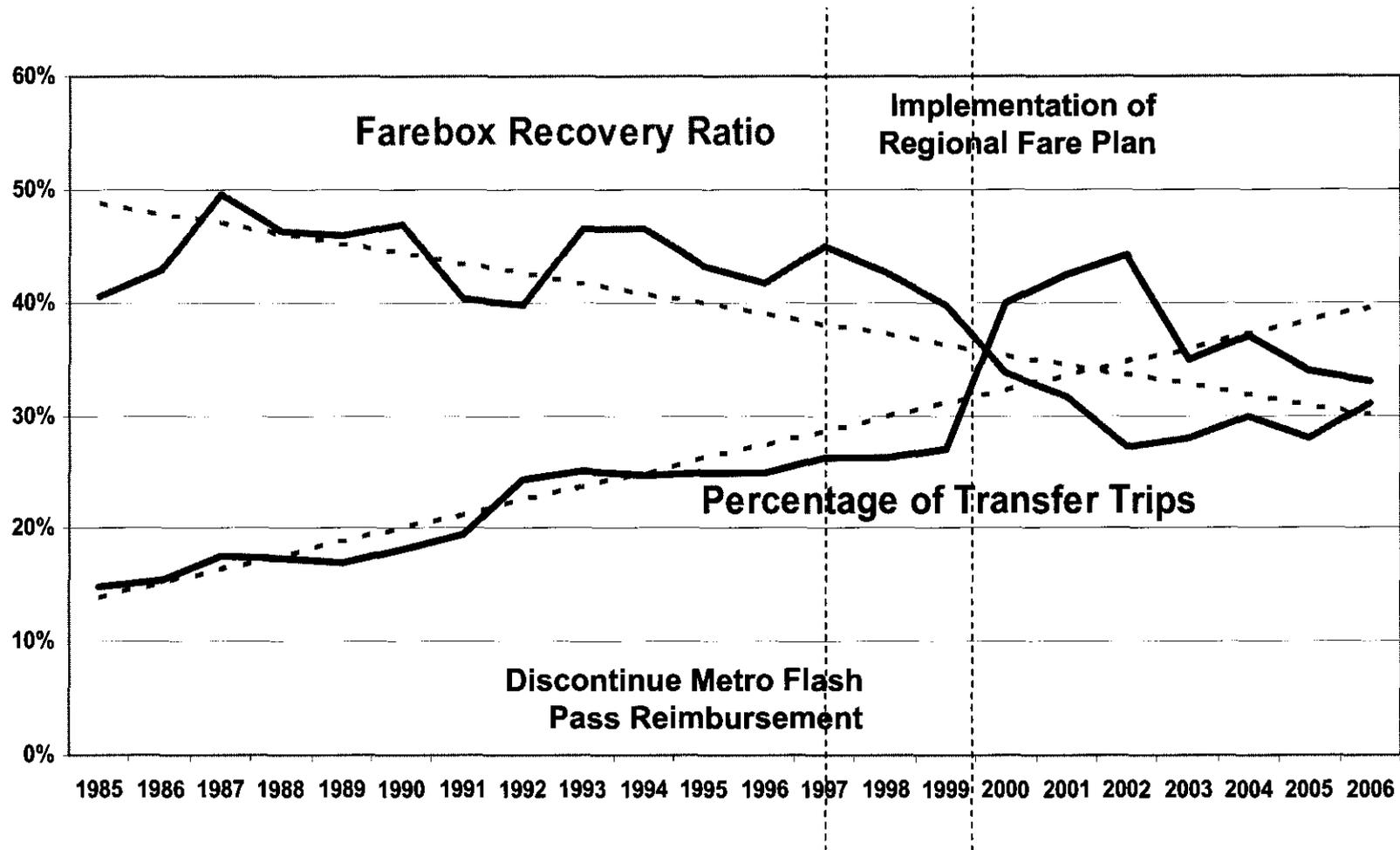
Fare Elasticity – Bus Services

	Cities/Areas with Population of:	
	> 1 million	< 1 Million
All hour average	-0.36	-0.43
Peak hour average	-0.23	
Off-peak hour average	-0.42	
Peak hours	-0.18	-0.27
Off-peak hours	-0.39	-0.48

Findings: On the average, a 10% increase in bus fares results in a 4% decrease in ridership.

Source: American Public Transportation Association (APTA), *Fare Elasticity and Its Application to Forecasting Transit Demand Abstract*

Fare Scenarios
Fare Increase and Reduced Fare Program

Base Fare	$1.00	$1.10	$1.20	$1.25
Ridership	3,822,000	3,700,000 (122,000)	3,630,000 (192,000)	3,592,000 (230,000)
Passenger Revenue	$2,400,000	$2,442,000	$2,500,000	$2,587,000
Fiscal Impact	n/a	$42,000	$100,000	$187,000
Cost of Senior & Disabled Reduced Fare Program	$178,000	$195,000	$213,000	$222,000
Net Fiscal Impact	($178,000)	($153,000)	($113,000)	($35,000)

Fare Elimination Revenue Impacts

Eliminate all fares system-wide	$2,400,000
Old Town weekday free fares on all routes, 10 a.m. - 3 p.m.	$50,000
Weekend free fares on all routes	$300,000
Free fares on AT 4 route	$125,000
Free fares on AT 7 route	$165,000
Free fares on AT 2 route	$650,000

Student Free Ride Program

- Free student fares between 3 p.m. to 8 p.m.

- Reduce annual revenues by approx. $125,000

- Service impact during evening peak period as buses are already at or over capacity

- System would be unable to respond to added demand without additional buses and operators

SmarTrip

- DASH first Northern Virginia bus system to test SmarTrip fareboxes

- Testing on five DASH buses completed in December, 2006

- Farebox installation on all buses to be completed in February, 2007

- DASH will begin accepting SmarTrip in March, 2007

- All participating local bus systems in Washington Metropolitan area will have SmarTrip operational by July, 2007

- Discounted passes and Metro full fare and reduced fare flashpasses are expected to be SmarTrip-enabled by July, 2008, and will provide mechanism for reimbursement of lost revenue for Metro flashpass trips taken on DASH

Short and Long Range Plan Goals

- **Address impacts on current services caused by:**
  - Increased ridership demand
  - Increased traffic congestion
  - Increased travel times

- **Address increasing transit demands due to:**
  - Population growth
  - Employment growth
  - Changing travel patterns
  - New development areas

- **Meet standards for urban transit service by:**
  - Increased service levels and service frequency
  - Improved connections throughout the City

DASH Planning Efforts

- Fall, 2004
  - Comprehensive Operational Analysis
  - On-board marketing survey
  - On-board passenger counts
  - Boardings and alightings by stop and trip
  - Time checks performed at each stop

- May, 2005   COA Report and Recommendations

- Fall, 2005   Phase II Origin - Destination Survey

- February, 2006   Preliminary Service Plan Options Developed

- February, 2006   Community Service Improvement Workshop

- Spring, 2006   Public Hearing and Board Adoption of Proposed Service Plan

- June, 2006   Implemented Phase I of service plan

2005 DASH On-Board Survey

- **68% of DASH riders are commuters going to work**

- **50% of DASH riders have a car available**

- **Over 93% of the riders rated the service as "excellent" or "good"**

- **Only 37% of the riders rated the weekend service as "excellent" or "good"**

- **The top four improvements riders want to see:**

  - Provide more frequent service

  - Improve on-time arrivals

  - Extend service hours

  - Go more places

Current & Future Demand

- Existing routes will require additional buses and increased service levels (frequency) to address overcrowding, reliability, and to attract new riders

- New routes will need to be added to provide cross-town transit connections and access to new residential developments, employment, and activity centers

- Innovative services such as circulators, shopping shuttles, and community buses should be explored

- Provide transportation solutions in City planning efforts involving water taxi to National Harbor, Potomac Yard BRT service, and transit ways

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Fleet Expansion Requirements

	Bus Requirements	With Increased Service Levels
Current Bus Service	44	64
Expanded Service	26	46
Metrobus Replacement	16	----
Peak Bus Requirement	86	110
Total Fleet Requirement	104	132

Future Service Expansion & New Service Connections

	# Buses for 30-minute Frequency	# Buses for 15-minute Frequency
Braddock Metro – Lincolnia Crosstown	4	7
Southern Towers – Potomac Yard Crosstown	4	7
Van Dorn Metro – Shirlington Crosstown	4	7
Eisenhower East Circulator	3	5
Potomac Yard Circulator	3	5
Landmark / South Van Dorn Circulator	2	4
Cameron Station Circulator	1	2
Old Town Circulator	3	5
NVCC / Southern Towers / Bradlee Circulator	2	4
TOTAL	**26**	**46**

Metrobus Service Replacement

Route	Year Replaced	Annual Savings
Metro 29's / AT 8 Weekday	1992	$500,000
Metro 29's / AT 8 Weekend	1993	$150,000
Metro 28C / AT 6	2003	$120,000
Metro 9B&10P / AT 10	2006	$118,000

Future Route Replacement Options	Buses Required	Estimated Annual Savings
Metrobus 8 lines Foxchase – Seminary	9	$180,000
Metrobus 21 lines Landmark - Pentagon	7	$200,000

DASH Facility Update

- New facility in 30 percent design phase

- RFQ - Four Design-Build teams short-listed

- Design-Build RFP being finalized

- Program goals include:
  - Design of modern, functional, efficient transit facility
  - Facility will provide for expansion to 130 buses
  - LEED Silver Certification
  - Shared parking garage for DASH and T&ES employees
  - Plan for future alternative fuels and different sizes and types of buses
  - Meet project budget of $35 million

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Bus Advertising Policy

- The ATC Board of Directors has consistently declined to permit advertising on or in buses for the following reasons:

  - The impossibility, in view of a number of court decisions, of controlling advertising purpose or content

  - A reluctance to damage the image that DASH has created in the community

  - Some advertising on or in a City government supported transit vehicle is inherently inappropriate

  - Runs contrary to Alexandria's restrictive sign ordinance (traveling billboards)

DASH Bus Today
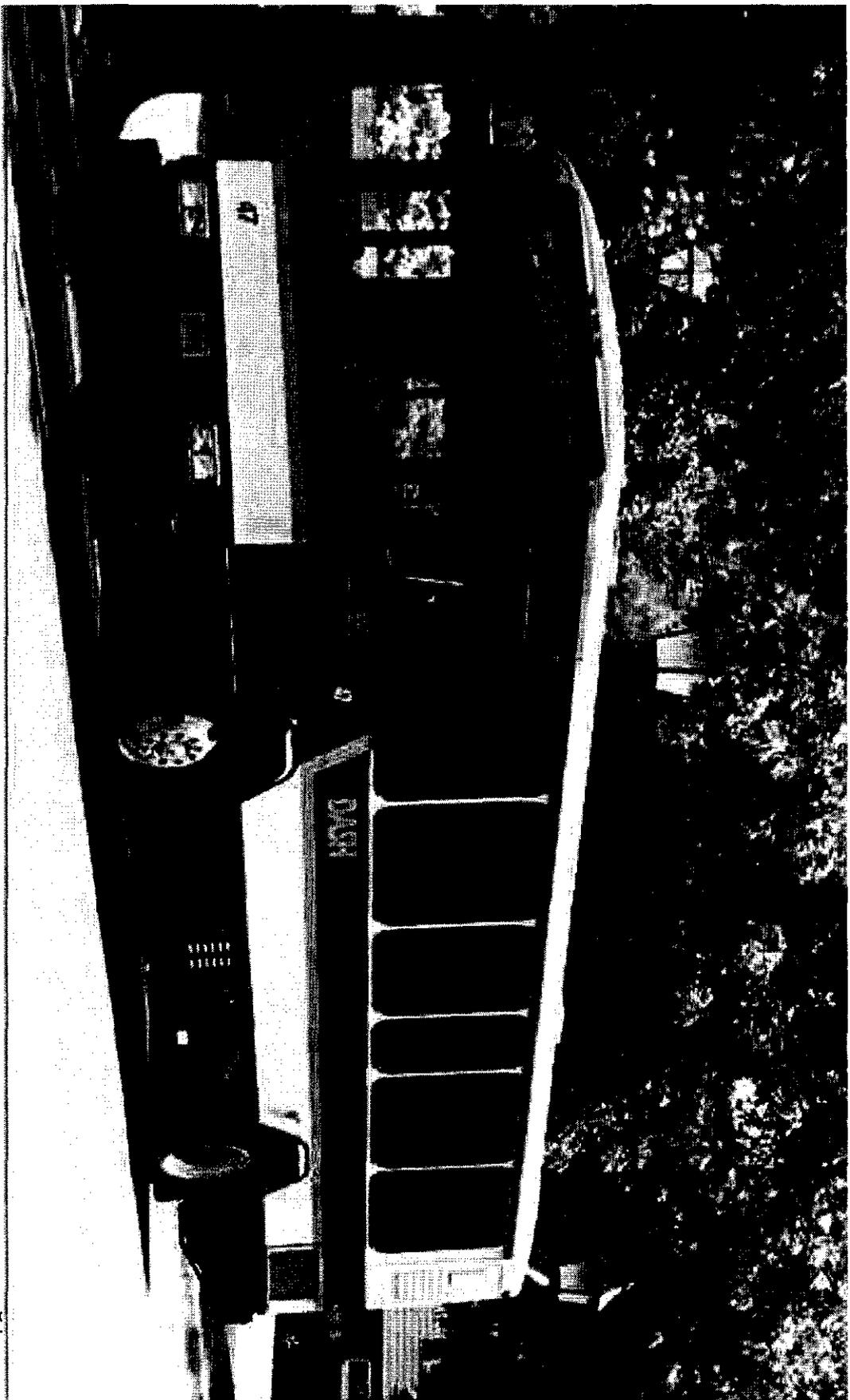
DASH Bus with Conventional Static Advertising

a call to your
conscience

SaveDarfur.org

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IN A DIRTY WORLD, HE'S OUR ONLY HOPE.

LUCY LIU CEDRIC THE ENTERTAINER NICOLLETTE SHERIDAN

CODENAME: 'THE CLEANER'
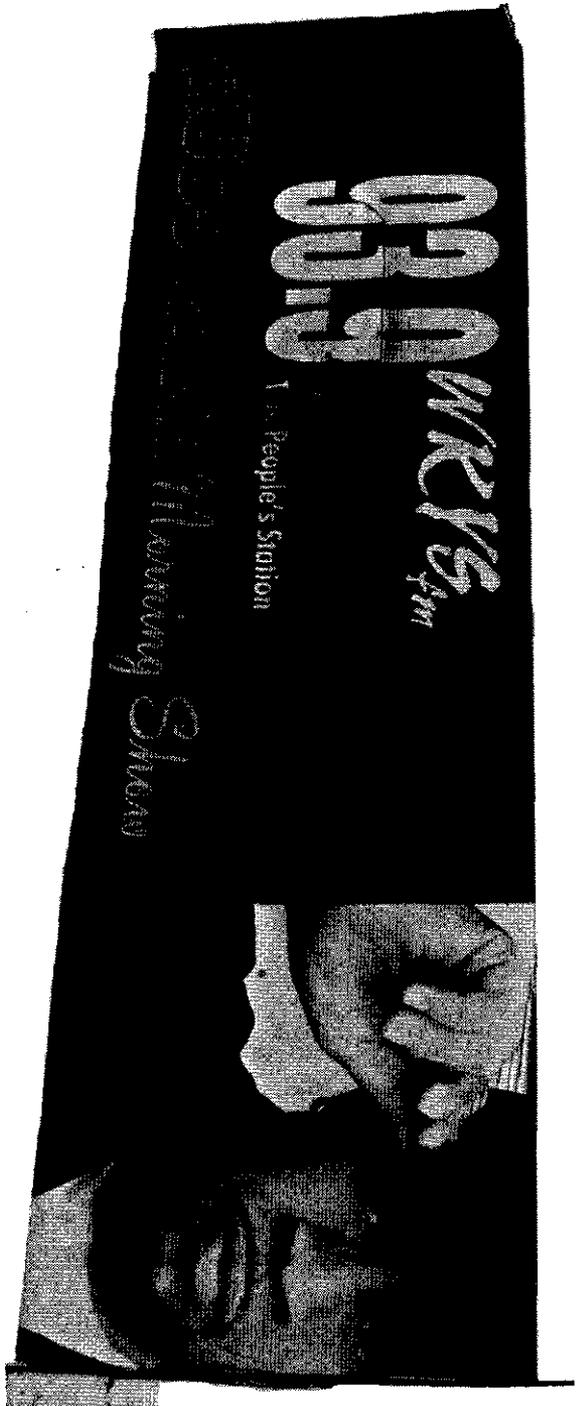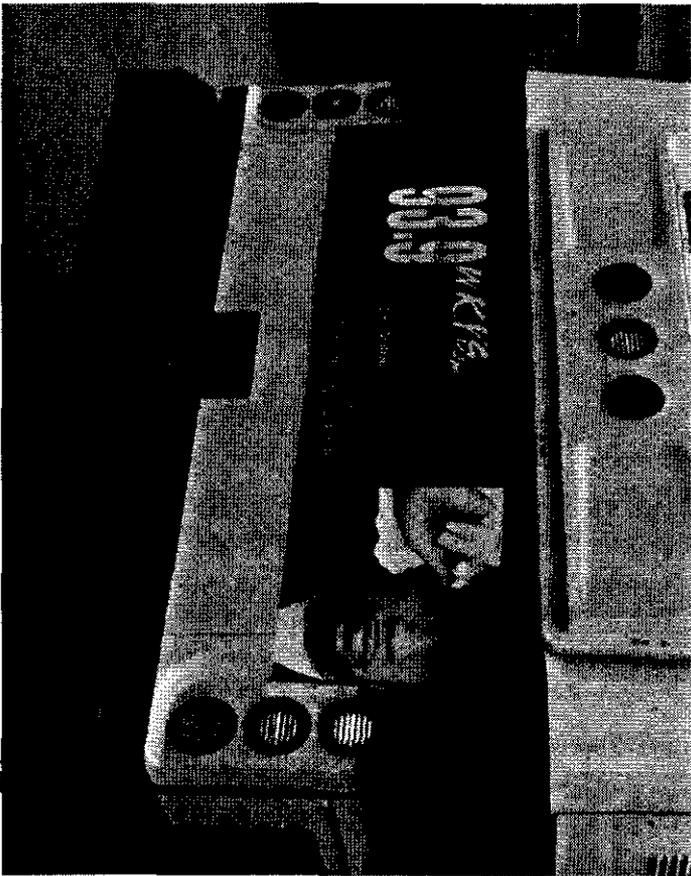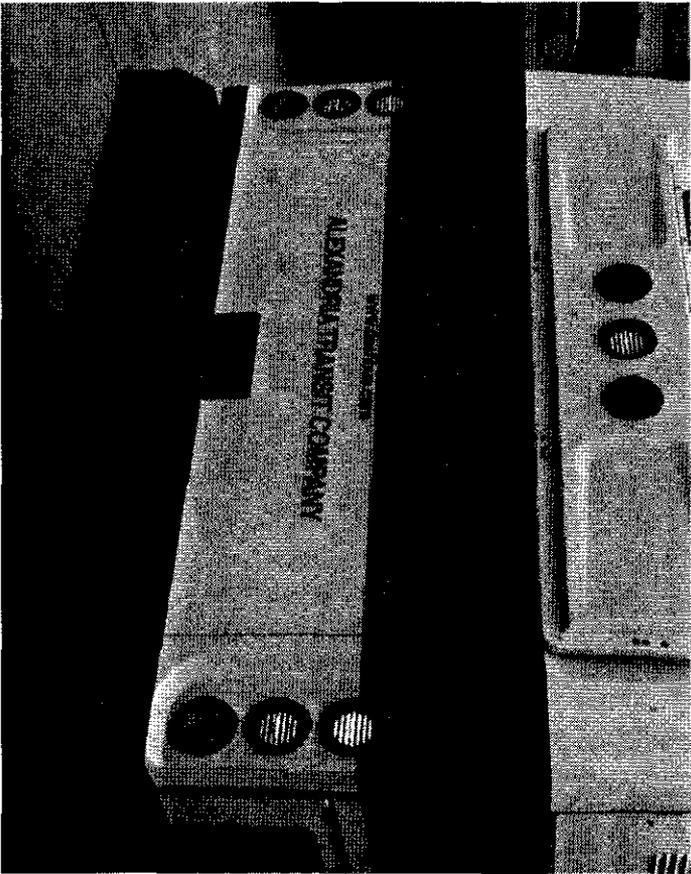
Washington Metropolitan Area Transit Authority
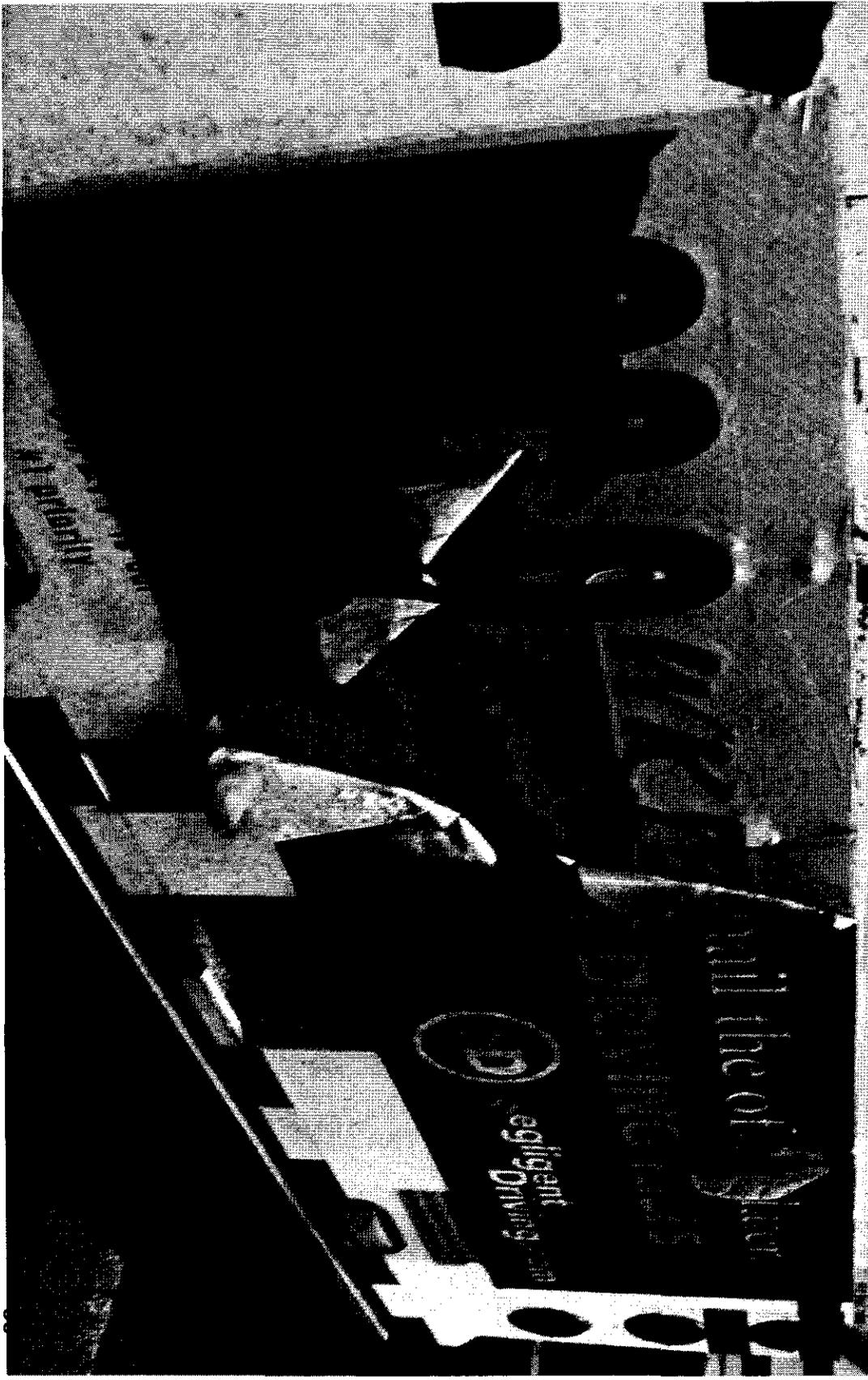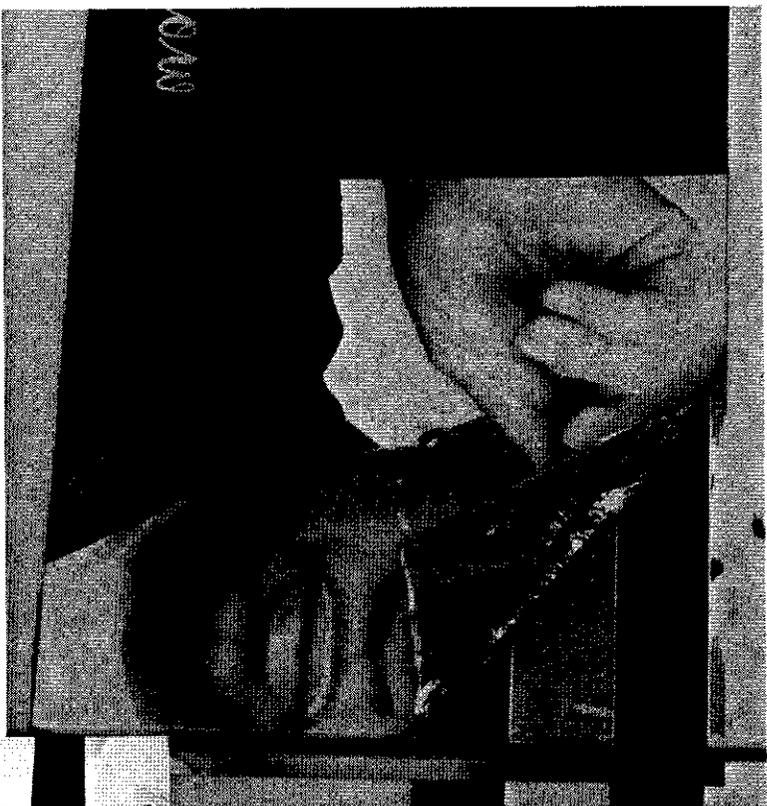
Pregnant?
Time to start reading

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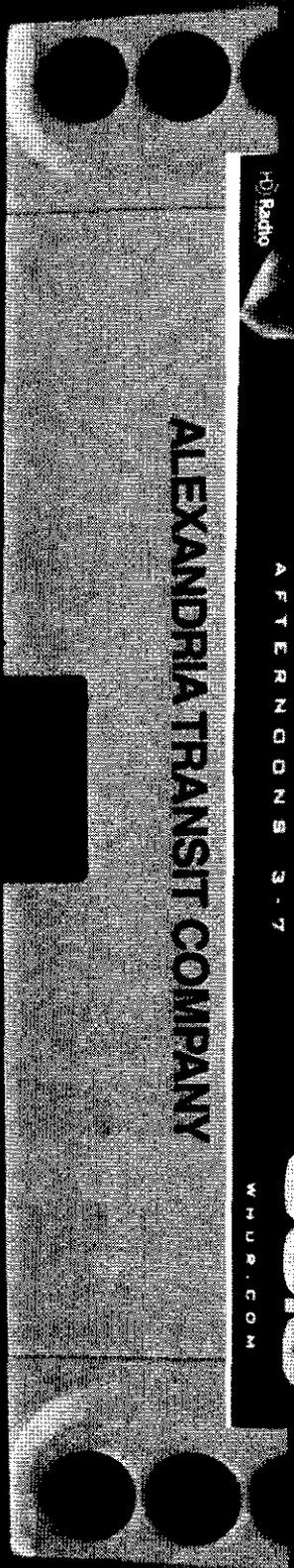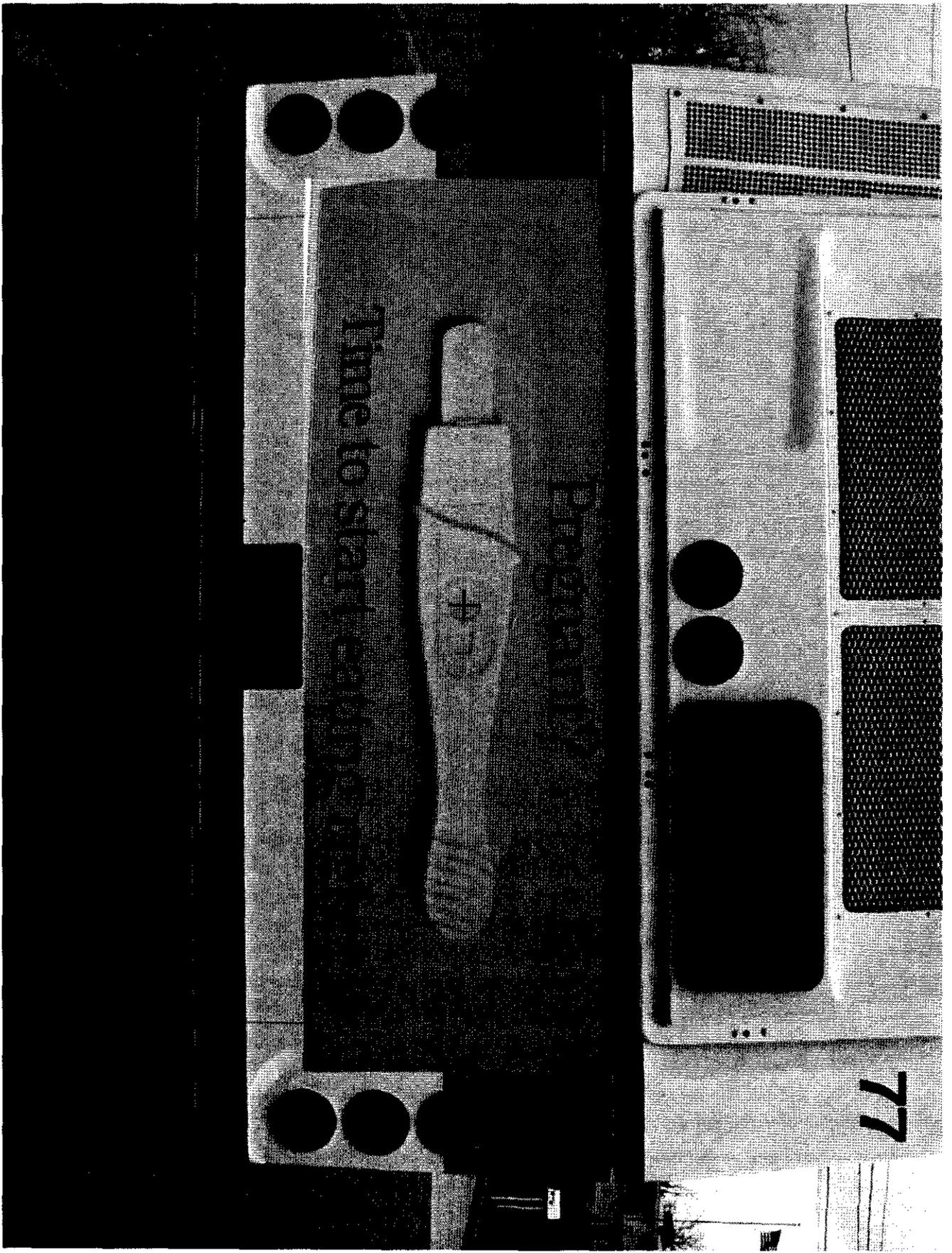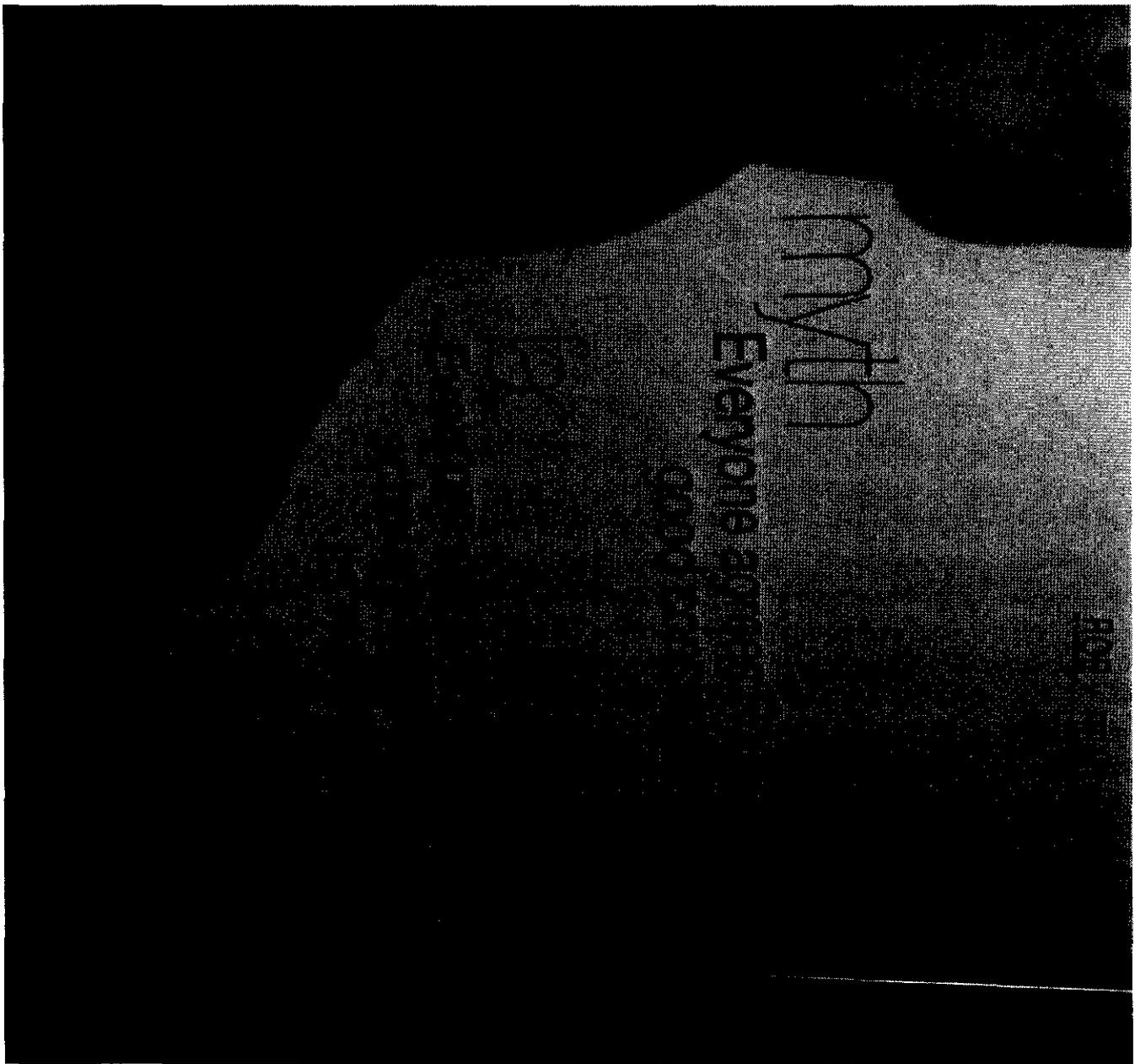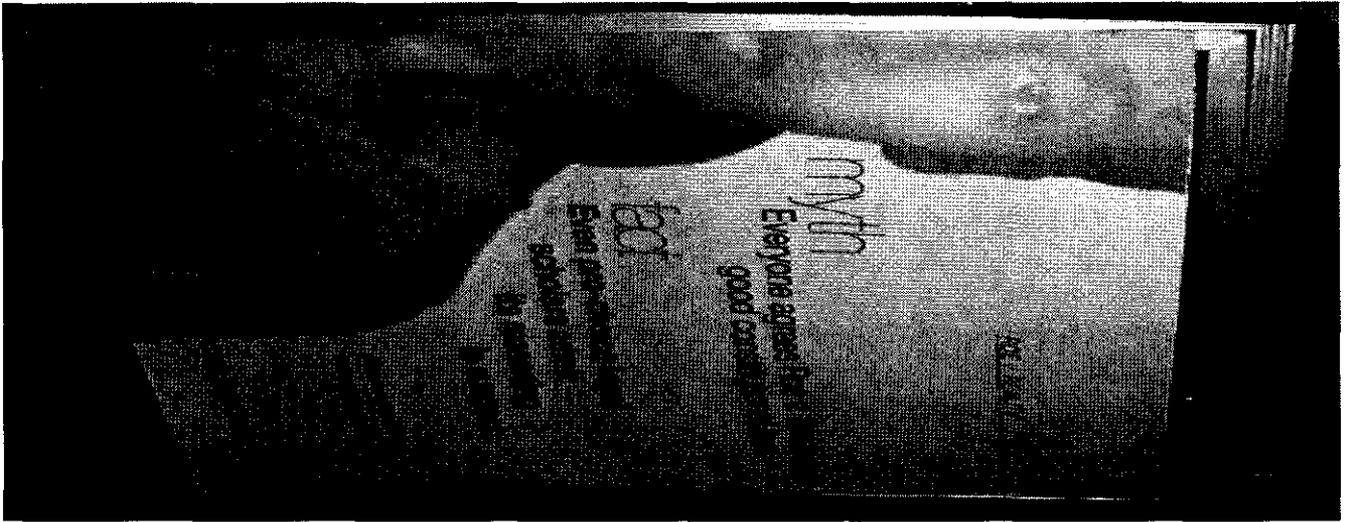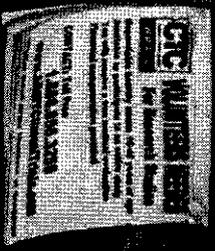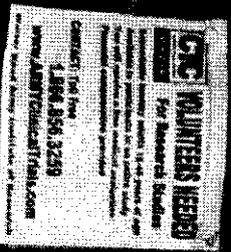
Wrapped Bus Advertisements
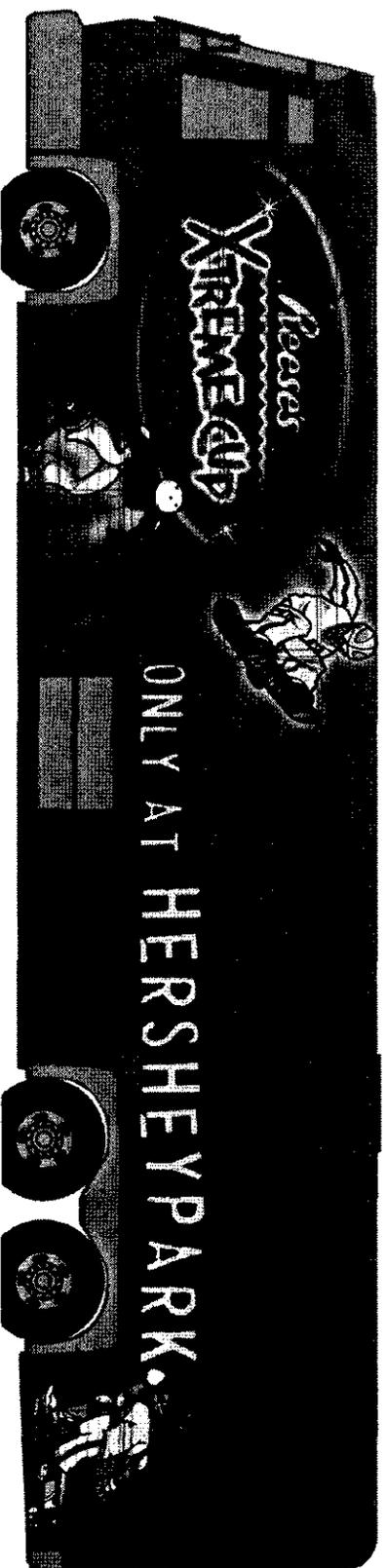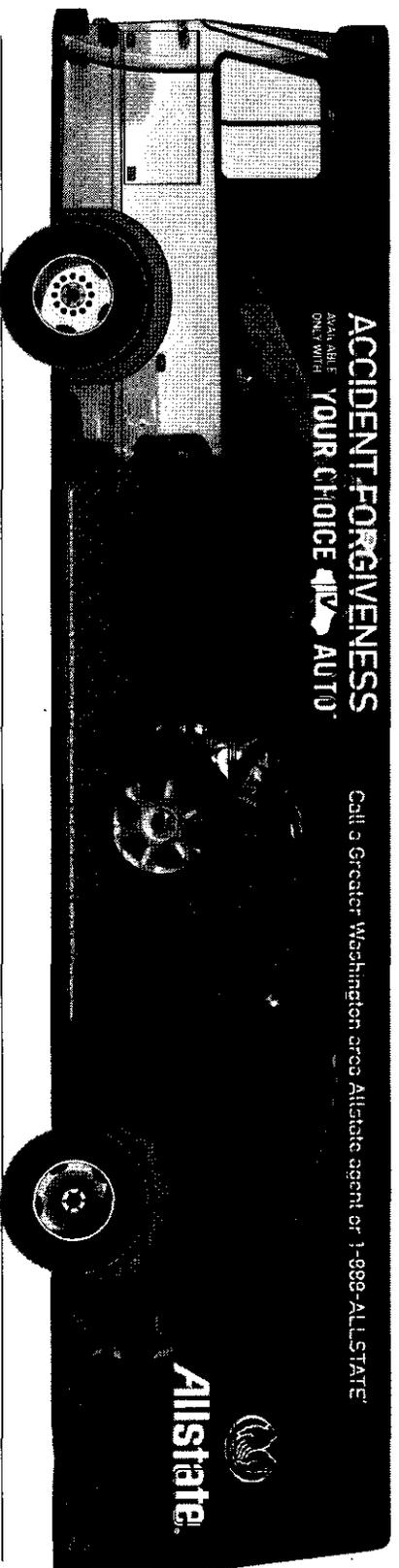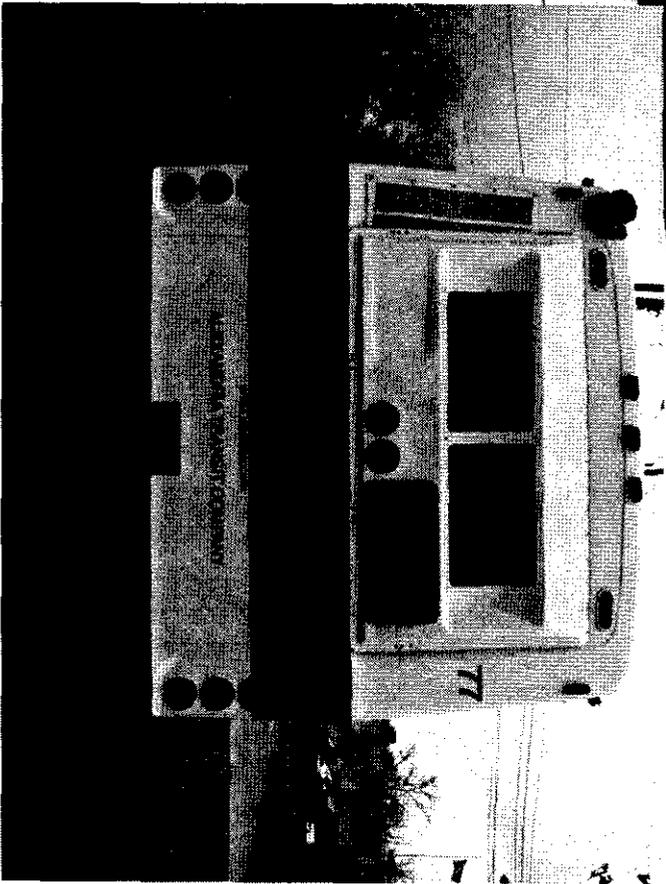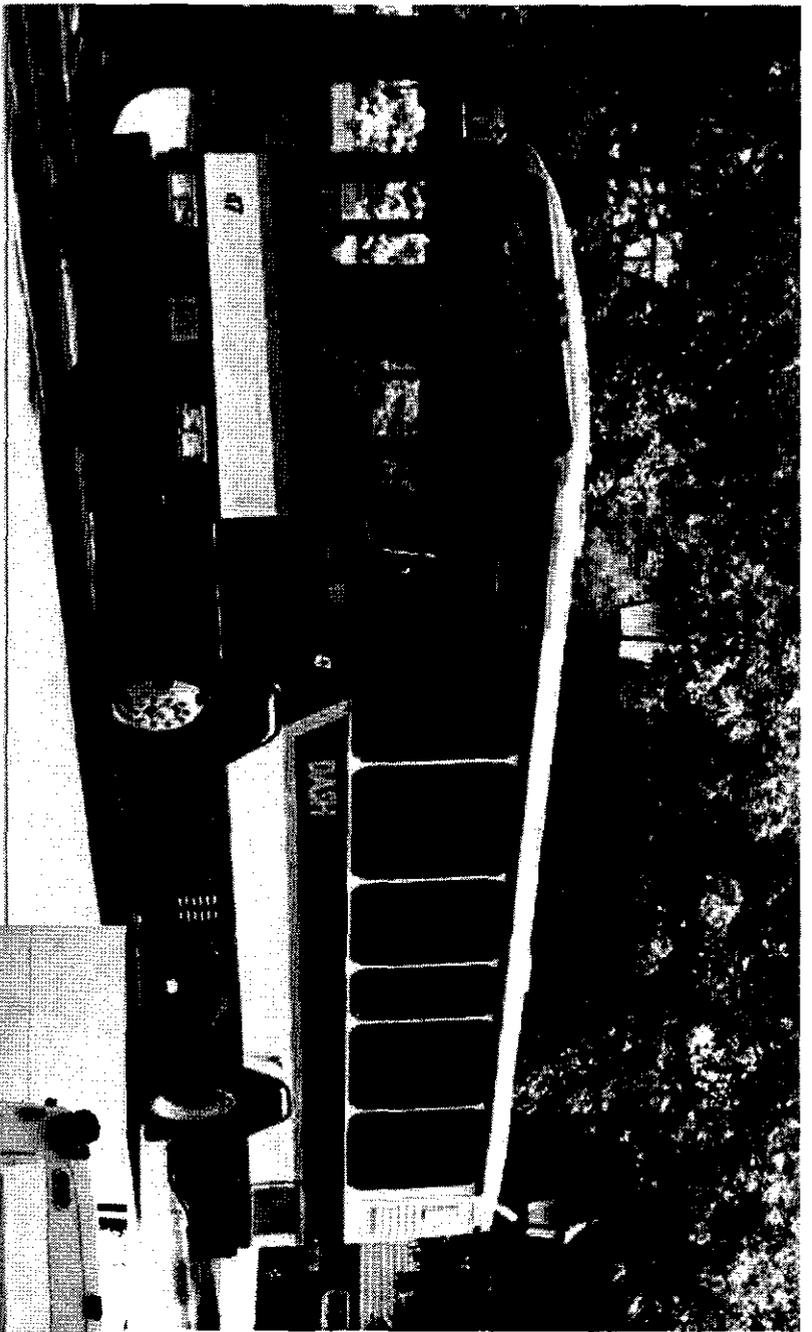
Dynamic Real-Time Digital Information & Advertising

- Real-time, dynamic digital signage concept

- Mounted LCD television screens placed inside the bus

- 'Wireless Alexandria' technology updates and changes information throughout the day

- Designed for viewer retention

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Dynamic Digital Advertising Content
Local Business Advertising
(Still images, animation, video)

Dynamic Digital Content
City of Alexandria Events

Dynamic Digital Content
Real-Time Feeds
(News, Weather, Sports, etc.)

NEWS

China, South Korea Agree to Sanctions on North Korea

However, presidents of China, South Korea did not reveal precisely what punishments they are willing to support

ficit Hits Record $69.9 Billion · UN Says t · 1:29pm

Current Conditions

Mostly Cloudy
40 F (4 C)

NEWS

As Major Electric Power Plant Fails · Ban · 1:30pm

Dynamic Digital Information

- **Transportation information**
  (bus schedules, alerts, rider bulletins, etc.)

- **Safety information**

- **Alexandria City government information**
  (meetings, tax due dates, etc.)

- **Changing localized community information as bus enters different areas of the City – GPS driven**

- **Localized community information**

- **Alexandria Entertainment and Features**
  (trivia, Alexandria history, movie trailers, etc.)

Benefits of Digital Information System

- Source of locally generated advertising revenue

- Greater marketing potential and exposure for advertisers

- Enhances tourists' and visitors' experience

- Source of public and real-time information

- Leverages City's WiFi Network to benefit wider population

- Increases perception of Alexandria as a modern, tech-savvy city

- Networked locations throughout the City, not just on the bus

- Simplifies rider information and improves customer service

- Dynamic, fresh content for riders on each trip

- Local businesses and transit company partnerships

DASH Technology Innovations

- Pursue other projects that incorporate City's 'Wireless Alexandria' technology advantage

- Leverage City's WiFi network for projects involving real-time transit schedule information, automated vehicle locator (AVL), and dynamic information displays at major transit centers, bus stops, employment sites, residential complexes, and public facilities.

- DASH, WMATA, and the City are currently working to develop and implement a coordinated real-time information system, involving VDRPT State demonstration grant funds and a Federal earmark (Moran) to provide matching funds

- Dash About Talking Bus project will provide an enhanced communication tool that will assist tourists, visitors, and persons with sight limitations