



# **Fairfax Connector Transit Ridership Incentive Program (TRIP)**

Board Transportation Committee  
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Services

# TRIP Background

- State grant program **supporting reduced fare programs** to increase transit ridership
  - Grant Agreement approved May 24, 2022
- CTB awarded Fairfax County ~ **\$5.49 million for a three-year half-fare pilot program**
- Resident of Fairfax County, City of Fairfax or City of Falls Church, and
- Annual income **at or below 225% of the federal poverty level** by household size



Household Size	Maximum
1	\$ 30,578
2	\$ 41,198
3	\$ 51,818
4	\$ 62,438
5	\$ 73,058
6	\$ 83,678
7	\$ 94,298
8	\$ 104,918

# Fairfax Connector TRIP Pilot

- Program Implementation Partners

- Department of Transportation (FCDOT)
  - Fairfax Connector
- Office to Prevent and End Homelessness (OPEH)
- Department of Neighborhood and Community Services (NCS)
- Washington Metropolitan Area Transit Authority (WMATA)



# Fairfax Connector TRIP Pilot

- Coordinate with Transportation Options, Programs & Services (TOPS)
- Purchased 10,000 specially programmed SmarTrip cards; Front image is same
- Amending contract with NCS for program enrollment & TRIP card fulfillment
- Designed customized outreach & marketing materials in English & Spanish
- Designed customized welcome package in English & Spanish
- Produced 2D animated video in English & Spanish



# Fairfax Connector TRIP Pilot (cont.)

## Year One

- Program launch
  - October 2022
    - Due to SmarTrip card programming timeframe and manufacturer chip delays
- Promotional materials and TOPS web site ready by August 2022
- Begin pilot by **promoting subsidy to NCS and OPEH clients**
- Distribution of customized SmarTrip cards October 2022
- Track and evaluate program participation and ridership
- Evaluate program and expand program to additional agencies based on results of pilot;
- Ultimately consider expanding to all qualified county residents who aren't currently enrolled in county programs



# The TOPS Partnership



## NCS TOPS Program

- Consolidation of DIAL-A-RIDE, SENIORS ON-THE-GO, TAXIACCESS
- Subsidized debit card
- Taxis, rideshare services (Uber and Lyft), public transportation, and Capital BikeShare rentals
- Supports the senior population, people with disabilities, and individuals with limited income



## NCS's partnership with FCDOT in the TRIP pilot

- streamlines transportation supports for community members
- strengthens cross-system collaboration
- equitable access to affordable and efficient services

# Questions/Discussion?

- What strategies should staff consider using to promote this new program?
- Are there other partnerships or items we need to consider?