

Free Student Bus Pass Program Update & Expansion Efforts

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Program Highlights

- Over 2 million student trips taken as of May 2022
- Pre-Covid students represent ~6.5% of total Fairfax Connector ridership
- Post-Covid student riders ~7.6% (As of April 2022)
- Preparing for Metrobus expansion in September 2022
 - *Over 100,000 student trips on Metrobus since Fall 2018*
- New MOU with WMATA for consideration by BOS and WMATA Board June 2022
- New Student Pass Coordinator
 - Thank you for supporting



Justice High School Metrobus Pilot

- ~50% of Justice High School students have a Metrobus enabled SmarTrip cards
- Pre-Covid (averaging 4,500 trips per month in SY 19-20)
- Post-Covid 52.18% of Justice HS students actively use their Student Bus Pass cards.
- Students are still following the rules and riding the approved routes (*in Virginia*)



SY 2021- 2023

- 20,000 passes distributed to schools;
- 8,500 passes in hands of students
 - 30 high schools
 - 23 middle schools
 - 6 secondary schools
 - 9 centers for students with different needs and abilities
- Metrobus Expansion Schools – September 2022
 - Annandale HS, Davis Center, Falls Church HS, and Marshall HS
 - Justice HS – September 2018



FY 2023 Expansion Event, Marketing & Outreach

- Expansion Launch Event September 2022
 - Coordinated new MOU with WMATA
 - Ordered new cards
 - Multi-school/FCPS Coordination
 - Media/Kick-off event at Marshall HS
 - Mini promotional events at each school to follow
- 2D video animation and modified materials for Davis Center
 - [Student Bus Pass Video \(English\)](#)



- Discussion & Questions

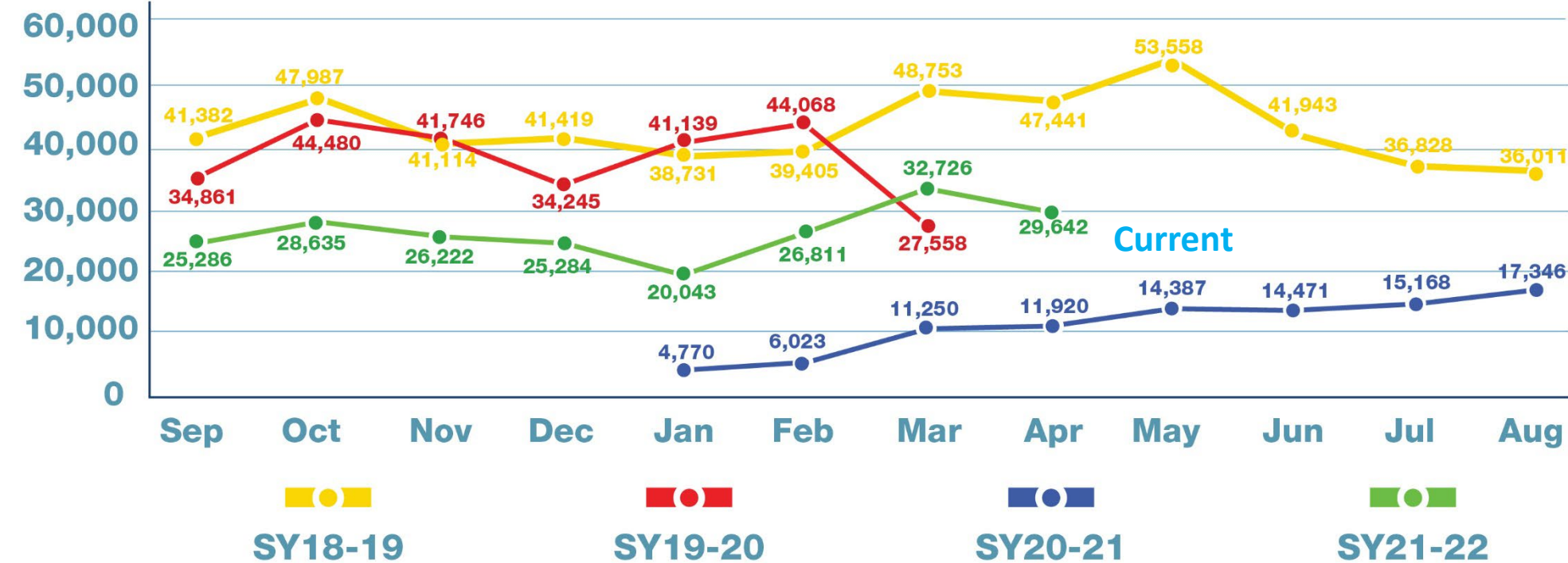
Are there additional partnerships and methods staff should consider using to promote this program expansion?

Program Benefits



- Helps reduce traffic congestion
 - 2 million fewer car trips taken by teens (potential 4 million trip reduction in two-way car trips) over 7 years
- Generates long-term transit ridership
 - Increases confidence riding the bus and transit in general; Creates loyalty to our system and encourages use within families of students
- ONE Fairfax - Creates equity in socio-economic opportunities
 - Access to jobs, after school and social activities
- Encourages citizenship and participation in local government and transit planning
 - Students serving as a voice for youth interests and needs through participation in working groups for Fairfax Connector planning efforts

Year-over-Year Fairfax Connector Student Ridership



**Fairfax Connector was "Fare Free" May – December 2020*

Justice High School Ridership

