

ART-APS Student Fare Program

Spring Semester 2022 Review and
2023-24 School Year Updates

ART-APS Student iRide Fare Program

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 - Transportation coordinator at each school
 - iRide accepted on Metrobus
- Going Forward
 - Streamline registration process
 - Monitoring ridership, capacity, and feasibility

ART-APS Student iRide Fare Program

Pilot into Program Initial Goals and Findings

Goals

1. Inform internal discussions regarding students riding free
2. Understand feasibility of program expansion
3. To encourage the use of ART by Arlington's student population

Findings

1. Gained insight to student riders needs and behaviors and ARTs capacity
2. Developed interdepartmental processes to expand program
3. From iRide program inception, ART has experienced increased student ridership

ART-APS Student iRide Fare Program

Student iRide Card Distribution

- Provided ~5,221 iRide cards since pilot initiation
- 800+ cards distributed already into the 2023-2024 SY
 - Current iRide card distribution channels: Transportation Coordinators at APS and at Commuter Stores located at transit stations in Arlington

Student iRide Card Usage (Ridership)

- Over the last school year (Sept 2022- June 2023) ART experienced 112,110 systemwide student riders
- Between year September 2021-2022 and September 22-23 ART experienced 57,465 student trips
 - Illustrating a 67% growth rate in student ridership

ART-APS Student iRide Fare Program

Student iRide Card Usage (Ridership)

ART Student Ridership September 2021 - September 2022		ART Student Ridership September 2022- September 2023		Difference Year over Year	Percent Change Year over Year
Sep-21	6,472	Sep-22	8,864	2,392	36.96%
Oct-21	7,546	Oct-22	9,413	1,867	24.74%
Nov-21	5,764	Nov-22	9,005	3,241	56.23%
Dec-21	5,258	Dec-22	7,918	2,660	50.59%
Jan-22	4,605	***Jan-23	10,805	6,200	134.64%
Feb-22	6,771	Feb-23	10,881	4,110	60.70%
*Mar-22	8,262	Mar-23	16,238	7,976	96.54%
Apr-22	7,074	Apr-23	12,419	5,345	75.56%
May-22	8,307	May-23	15,127	6,820	82.10%
Jun-22	6,482	Jun-23	10,798	4,316	66.58%
Jul-22	5,244	Jul-23	9,635	4,391	83.73%
**Aug-22	5,451	Aug-23	10,221	4,770	87.51%
Sep-22	8,864	Sep-23	12,241	3,377	38.10%
Year Total:	86,100	Year Total	143,565	57,465	66.74%
School Months Total:	68,923	School Months Total:	112,911	43,988	63.82%

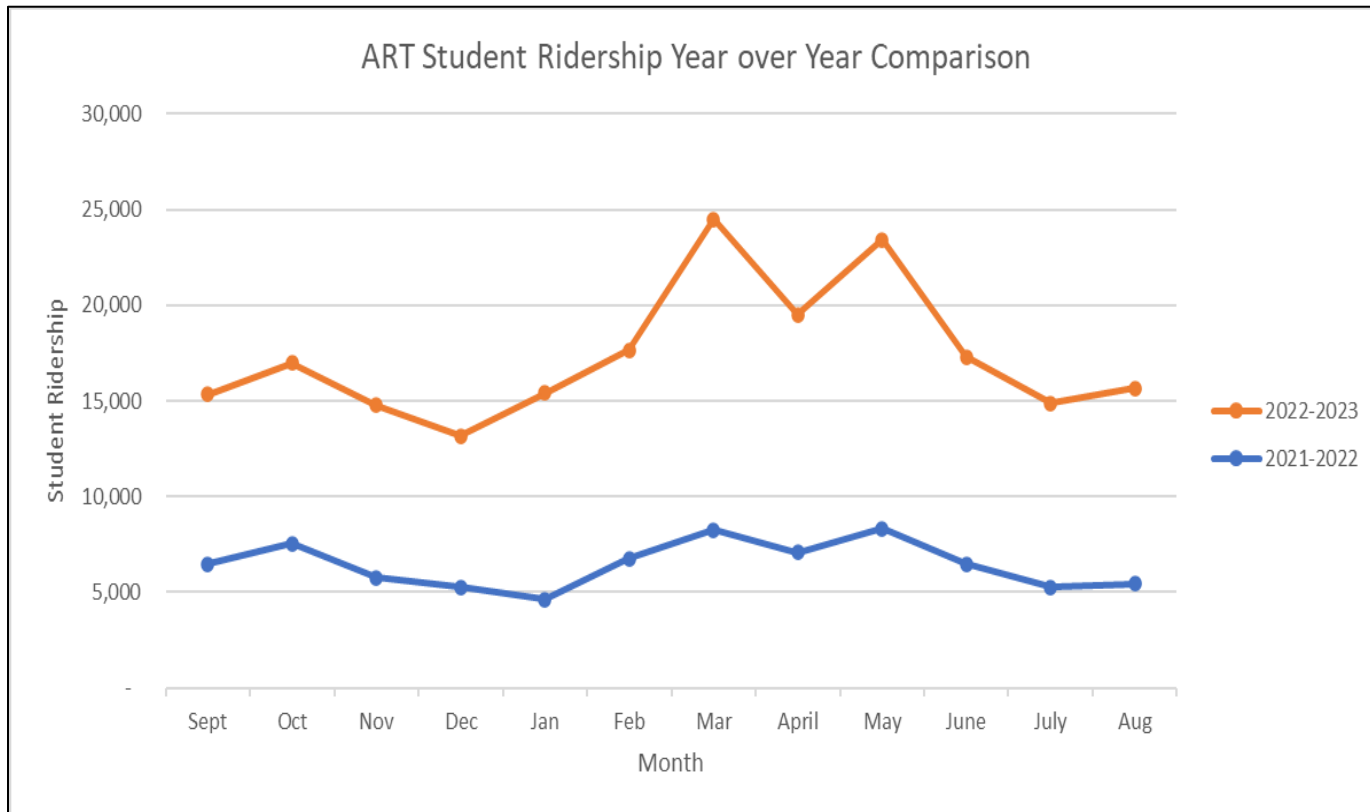
*Pilot Initiation

**Pilot Expansion

*** \$0 charge to students riding with an iRide card

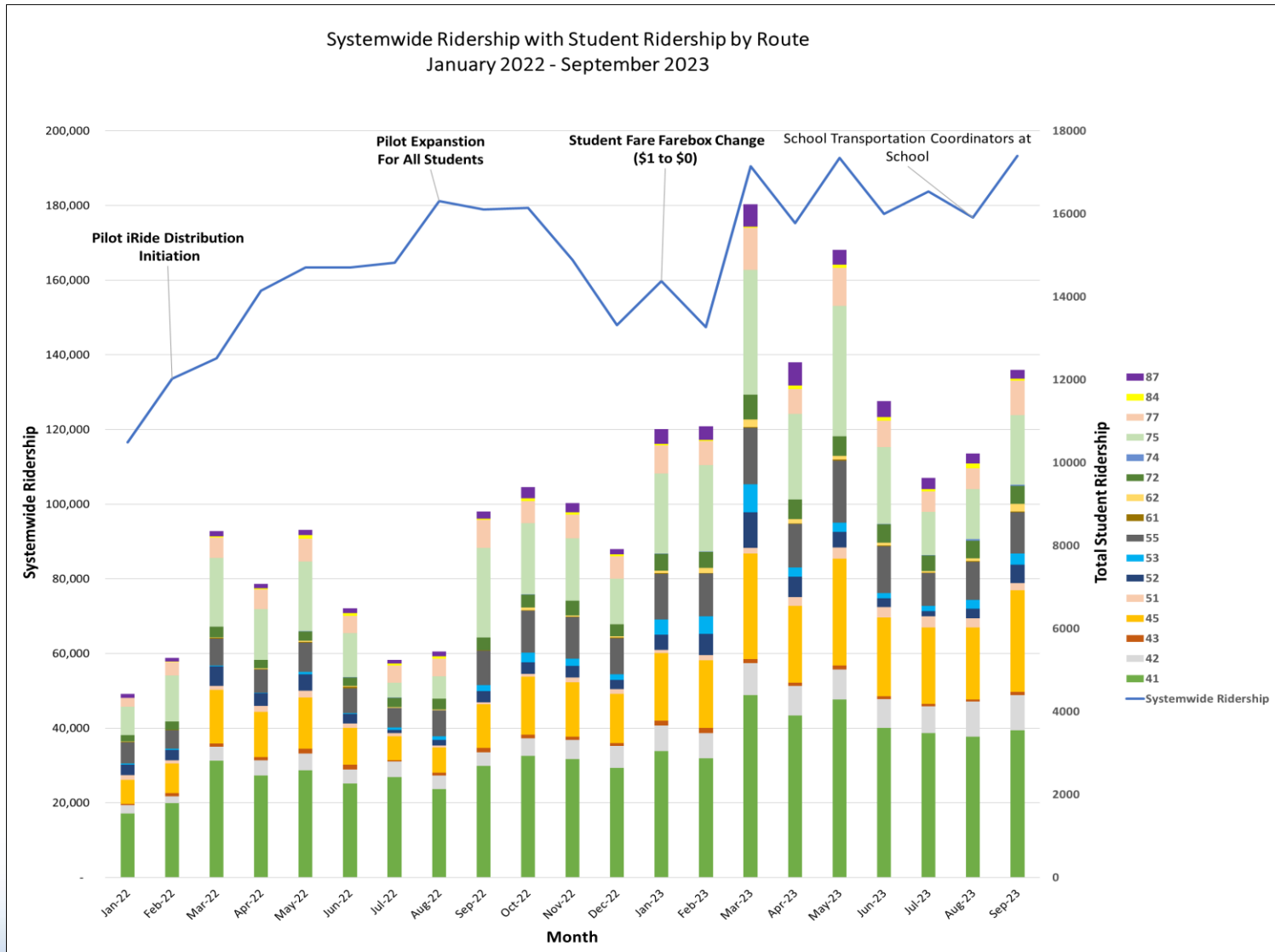
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Student iRide Card Usage (Ridership)



ART-APS Student iRide Fare Program

Student Systemwide Ridership by Routes Overtime



ART-APS Student iRide Fare Program

Student Program Updates

- Improved program management and oversight
 - All APS students cards registered to APS Smartrip Account for 23-24SY
- Transportation coordinator at each school
 - A resource for students to obtain an iRide card learn more about using Transit
- iRide accepted on Metrobus
 - Establishing business rules to allow students to use iRide cards for subsidized rides on Metrobus

**Arlington
Students
can ride
Metrobus
starting Jan
1st 2024 with
an iRide
card at no
charge!**



ART-APS Student iRide Fare Program

Student iRide Program Going Forward:

- Collaborating with WMATA to streamline registration process
 - Monitoring ridership capacity and feasibility
 - Student ridership data going into the next couple of months will be less due to i-66 fare buy down agreement
 - Continuing to meet the goals of the Student iRide Fare Program
1. Inform internal discussions regarding students riding free
 2. Understand feasibility of program expansion
 3. To encourage the use of ART by Arlington's student population

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- Thank you!