OPERATIONS FOR RIDE ON TRANSIT

June 26 Launch: Microtransit/Mobility On-Demand service concept

The Ride On FLEX

There are 2 zones for the Ride On Flex which runs 5 days a week from 6 am – 7 pm.

The zone in the Wheaton/Glenmont area
6 am – 9 am and then from 3:30 pm – 7 pm

The zone in the Rockville area
9 am - 3:30 pm
Performance Metrics

- Rides Completed
- Average Wait Time
- Primary Destination
- Number of Downloads
FLEX STATISTICS

First 120 Days

Completed Rides
- First Month – averaged 22 per day
- Second Month – averaged 28 per day
- Third Month – averaged 34 per day
- Fourth Month – averaged 44 per day
- Last 15 days – averaged 54 per day

2900 Software Downloads*
- 23% took rides

Why Not?
- 40% Don’t live in service areas
- 36% Just Testing the App
- 6% Wait time was too long
- 6% App is confusing

What would make riding more appealing
- 73% Expanded service areas
- 12% Door to Door service
- 10% Shorter wait times
- 4% Better user experience on the app

4200 Mobile Ad Click Throughs to www.RideOnFlex.com
~3500 Software Downloads to date

* Note: 228 Survey Respondents at 90 days

Average Wait Time: 8.26 Minutes
Primary Destinations: Metro Stations, Mall, Schools, Town Center
FLEX MARKETING PLAN

Conduct Focus Groups

Media Release  APRIL 25 - MM
Go Montgomery article  MAY 2 - MM

Create a website landing page & unique website URL: RideOnFlex.com  MAY 6 – TH/WK

Presentations: Commission on Aging; Commission on Disabilities, Regional Service Centers, TMDs - WK

Public Forum - April 25

Interviews:  JUNE-WK
_____County Report
_____Seniors Today
_____el Dia Radio interview
_____Teens Today  No Host for the show

Leverage MC network for Services to Seniors: websites, social media, PRs, etc.  May - WK

Operators’ Notice  JUNE 3 - BL

Posters and/or notices for MCRD Ctrs, RSCs, Libraries, and Sr Ctrs  MAY17 - BL

Posters inside buses  MAY 17 - BL

Text Messaging via GovDelivery  MAY 23 - CL
Email blasts via GovDelivery  MAY 23 - CL

The Patch online newspaper digital ads

Brochures for distribution via email and use at outreach events  MAY 23 - BL

NextDoor.com email blasts to the zones and county-wide  MAY 24, 29, JUNE 5, 12, 19 - WK

Email to HOAs, Civic Associations, & Neighborhood Listserves  MAY 22, 29, JUNE 5, 12, 19 -WK

Outreach Teams at Metro Stations

Direct Mail piece to every home in the zipcode(s) – Not in budget but evaluating - WK

Bus Ads internal bus cards; number of buses by depot---  MAY 24 - BL

Bus Ads external; number of buses by depot ___20_____

Facebook posts & stories  MAY AND JUNE - CL
Twitter tweets and Instagram posts  MAY AND JUNE - CL

Produce Promotional Videos with Spanish sub-titles  JUNE 3 - WK
_____YouTube channel placement of video of the Service
_____Cable TV Ads sent to PEG outlets; Comcast and Verizon later
_____Share with MCPS for distribution to schools
_____Share with Montgomery College for their network of monitors

Radio Ads  _____WTOP & mainstream
_____WMAL Radio Ads - WK

Newspaper Ads  _____Hispanic – Wheaton JULY/AUGUST - WK
_____Chinese – Rockville JULY - WK
_____Beacon for Seniors JULY/AUGUST - WK

Metro Station Ads

Distribute window clings for businesses and organizations to display

A customized brochure (Tri-fold)  MAY - MCANDREW

Press Event with CE  LAUNCH DAY/JUNE 26 - MM

Promote to High Schools in the Zones  SEPTEMBER - WK

Additional Communication Channels  MCRD & MCPL locations in the Zones
Regional Service Centers
City of Rockville Transportation Department
City of Rockville Newspaper
Rockville Chamber of Commerce

City of Rockville Treasury Office
TRIPS Store & Mobile Store
Home Owners Associations & Civic Organizations in Zipcodes 20850, 20902, 20906
Standing Displays
- Main Mall
- North Building
- South Building

Westfield Wheaton Mall

Wall Ads Above Escalator

Back of Main Directories

Standing Displays
- Main Mall
- North Building
- South Building
Montgomery County Department of Transportation
Division of Transit Services

Floors in front of Turnstiles

Entrance Walls

Rockville Station Banner

Standing Displays on Platforms