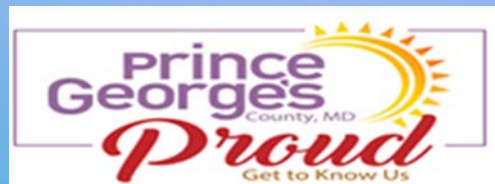
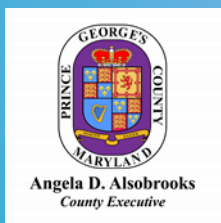


Prince George's County



THOMASINE JOHNSON, PROGRAM MANAGER



Marketing Vision Revamp

RideSmart Solutions works to increase the awareness and support sustainable access to transit and create various alternative commuting options to provide real time scheduling and mobility options to various locations within Prince George's County and surrounding jurisdictions for easy and efficient travels.

Marketing Goals

- ▶ Create partnerships between public, private and the university community to build a sustainable, livable community.
- ▶ Implement innovated technology for employer and commuter outreach
- ▶ Transportation Benefit Program for Prince George's County Government employees



Current Marketing Strategies

- ▶ Community Outreach Events
- ▶ Employer e-mail blast
- ▶ Social Media
- ▶ Radio Advertisement



Community Events



- ▶ Annual Smart Benefits with WMATA
- ▶ Hispanic Festival
- ▶ Family Services Senior Picnic
- ▶ Prince George's County Fair
- ▶ Bike to Work Day
- ▶ Car Free Day

Employer Marketing

- ▶ Economic Development Partnership
- ▶ MTA Webinars
 - ▶ How to get your business ready to save big with commuter benefits in 2020!
 - ▶ Business Benefits of Bike and Walk Friendly Workplaces
 - ▶ Reflections of Remote Work Life During COVID-19: Success Stories & Lessons Learned from Maryland Businesses
- ▶ Community events and commuter updates

Media Advertisements

- ▶ Social Media-

- ▶ <https://twitter.com/PGCountyDPWT>

- ▶ <https://www.instagram.com/pgcountypwt/>

- ▶ <https://www.facebook.com/PGCountyDPWT/>

- ▶ Local Radio Advertisement

- ▶ Gas Pump



Future Marketing Strategies

- ▶ Revamp the RideSmart Solutions website
- ▶ Partnership with Chambers of Commerce
- ▶ VisionZero
- ▶ Partnership with Minor League sports teams
- ▶ Introduction of new services (i.e MicroTransit, Circulators)

RideSmart Solutions Rebranding

- ▶ Website revamp
 - ▶ Improved platform to disseminate information
 - ▶ Current transit and traffic information
 - ▶ Commuter resources
- ▶ Innovative media advertisements
 - ▶ Movie theater advertisements
 - ▶ MVA advertisements

Vision Zero



I Pledge To:

Take the VISION ZERO Safety Pledge

- Only drive while sober, alert, and free of distractions.
- Look out for others, especially children, the elderly, persons with disabilities, and people walking or biking.
- Slow down and look around, especially at Intersections and driveways.
- Practice the rules of the road, including yielding to people walking.
- Share the Vision Zero pledge with my friends and family.



Community Partnerships

Chamber of Commerce



Minor League Sports



New Transit Options

- ▶ MicroTransit- Prince George's Link
 - ▶ Pilot service began March 2020 (postponed)
 - ▶ Electronic payment
 - ▶ South County
- ▶ Bike and Pedestrian Focus
 - ▶ Social media to promote safety tips
- ▶ Circulator service
 - ▶ Introducing circulator services to reduce headways and adhere to social distancing
- ▶ Taxi Service
 - ▶ CURB pilot launch early summer
 - ▶ Cloud-base scheduling and dispatch system
 - ▶ Electronic payment
- ▶ Innovative technology implementation

Questions

Prince George's County RideSmart Solutions

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