

Potomac and Rappahannock Transportation Commission



PRTC's Recent Marketing Initiatives

Presented to Commuter Connections
Marketing Group September 19, 2017



MyLink Teen Summer Pass

\$30 for Three Months of Local Bus Rides

Challenges:

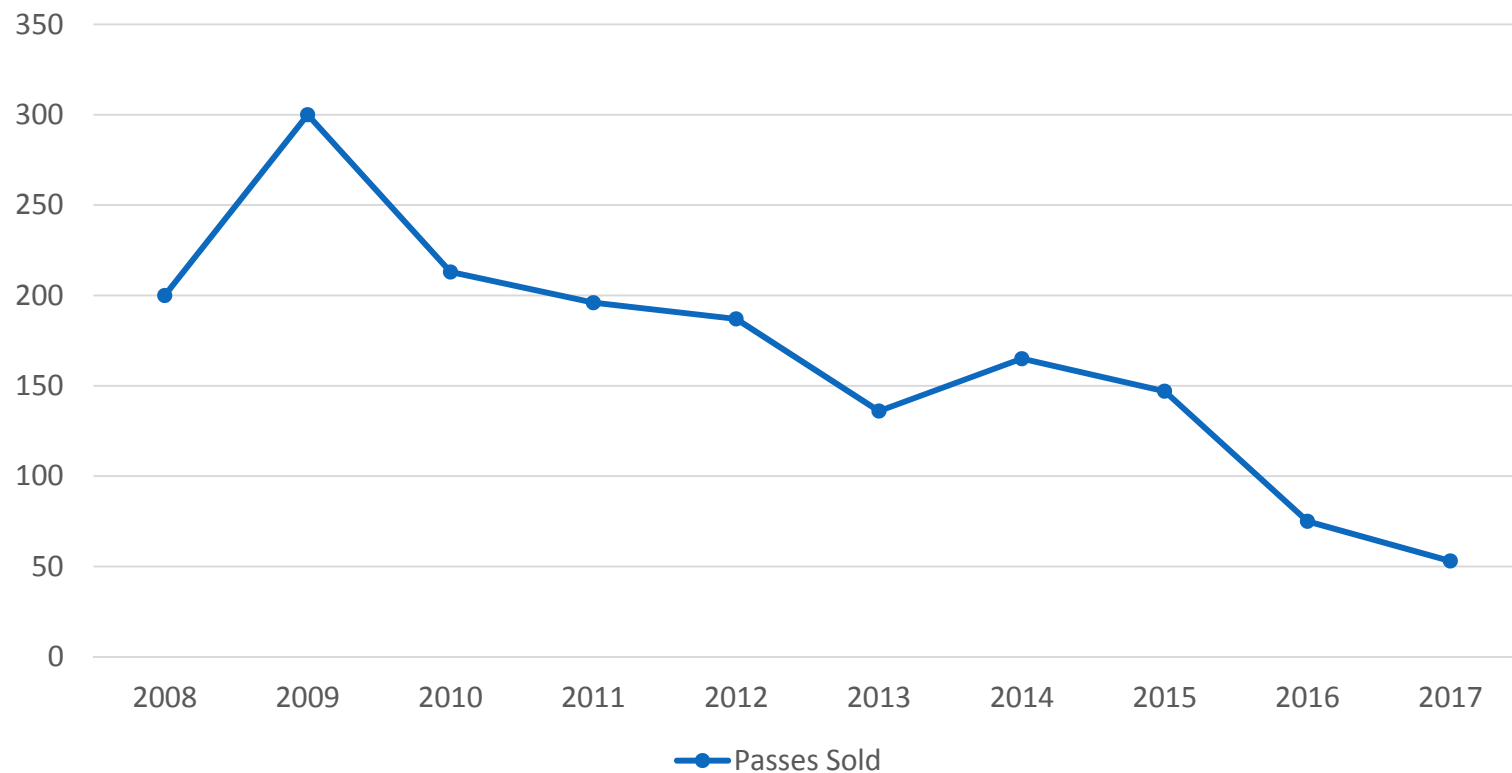
- Car-centric community
- Teens age out
- Limited advertising funds





MyLink Teen Summer Pass

MyLink Teen Summer Pass Sales 2008-2017





MyLink Teen Summer Pass 2017 Marketing Efforts

- Piggyback on existing newspaper/online ads
- Flyers for schools
- On-board notices
- Rider Express email/text alerts
- Facebook
- Community events

OmniLink Gets You There!

MyLink Teen Summer Pass: Ride Through Sept. 2 for \$30

THE RIDE THAT'S RIGHT FOR YOU!

For shopping, going to the movies, library, rec center or just hanging with friends — OmniLink will get you there! Safe and dependable OmniLink buses serve neighborhoods and businesses along routes in Dale City, Dumfries (including Quantico), Woodbridge, Lake Ridge, Manassas and Manassas Park. It only costs \$1.55 per ride or get unlimited rides all day with a local bus day pass for \$3.60, or a weekly pass for just \$14.35. Call for bus stop and schedule information, or check us out on the web at PRTctransit.org.

Best of all...you won't always have to depend on your parents for a ride.

OmniLink, your link around town!

OmniRide • OmniLink • Cross County Connector • Metro Direct • OmniMatch are services of the Potomac and Rappahannock Transportation Commission.

 PRTC participates in the Guaranteed Ride Home and SmartBenefits Programs.

SmarTrip® accepted on all PRTC buses.

PRTctransit.org
(703) 730-6664 or (888) 730-6664 | Virginia Relay Center-TDD, call 711



Potomac Nationals Partnership

- Team photo
giveaway/autograph
session sponsor
- Touch-a-Bus
promo at games
- Seat upgrade
sponsor
- Ad in programs





Dump the Pump “Tell a Friend” Campaign

- Refer a friend to PRTC’s New Passenger Questionnaire
- You could win a \$20 Starbucks card
- Your friend could win a \$20 SmarTrip card





Promoting Gainesville Routes

- New Gainesville-Pentagon route started December 2016 (funded by NVTC for I-66 congestion relief)
- Direct mail to Gainesville homes
- Geo-targeted online and print ads
- Mailed information packets to Gainesville HOAs

Commuting the **Easy** Way!

Save time
Save money
Save your sanity

Gainesville Pentagon Downtown DC

Commuting along I-66 can make you want to pull your hair out. But it doesn't have to be that way. Ride stress-free on OmniRide commuter buses directly from Gainesville to the Pentagon and downtown DC. Stop fighting traffic and read, nap, catch up on emails, or play a game instead.

Other nearby OmniRide routes operate between:

- Linton Hall and Tysons Corner Metro Station
- Manassas and the Pentagon and downtown DC
- Manassas and Tysons Corner Metro Station

OmniRide Fares:
\$6.90 with SmarTrip
or \$9.20 Cash

For maps, timetables and much more:
PRTCtransit.org
(703) 730-6664

As part of the Transform 66 Multimodal program, this OmniRide route is funded by the Northern Virginia Transportation Commission to bring new travel options and greater travel-time reliability to I-66 commuters.



Thank you!

Katy Nicholson

703-580-6114

knicholson@OmniRide.com