

# Potomac and Rappahannock Transportation Commission



## **PRTC Recent Marketing Initiatives**

Presented to Commuter Connections  
Marketing Group March 17, 2015



# New Website Design

PRTCtransit.org

- New site launched June 2014 (previous update was in 2008)
- Fresh, more current look
- Improvements to admin page
- New Google Transit TripPlanner
- Constant Contact survey tool introduced

**POTOMAC AND RAPPAHANNOCK TRANSPORTATION COMMISSION**

**PRTC**  
THE RIDE THAT'S RIGHT FOR YOU

COMMUTER BUS LOCAL BUS RIDESHARING  SEARCH

ABOUT US FAQs CONTACT US

**MY PRTC**  
[REGISTER RIDER EXPRESS](#)  
[NEW RIDER INFORMATION](#)  
[SPECIAL PROGRAMS](#)  
[SYSTEM MAP](#)  
[RIDER TOOLS](#)

**Ride Stress-Free to Tysons Corner**

*Routes from Woodbridge  
Manassas & Gainesville*

**OmniRide**  
PRTC

OmniRide commuter buses serve destinations throughout Northern Virginia and Washington, DC.

**RIDER TOOLS**

Use PRTC's RiderTools to:

- Find Nearest Stops
- Get Stop & Route Information
- Plan Your Trip via Google Transit

[Try it now >](#)

**SERVICE UPDATES AND PRTC NEWS**

- FOR NEW RIDERS
- PRTC BUSES TO USE SHOULDERS OF I-66 STARTING MARCH 23
- PUBLIC HEARINGS SET FOR PROPOSED FY 2016 BUDGET
- AUDIENCIA S PUBLICAS DE LA PROPUUESTA PRESUPUESTARIA PARA AF 2016
- MARCH 2015 RIDER SPOTLIGHT
- NEW MORNING TRIP ON GAINESVILLE OMNIRIDE STARTS FEB. 23
- FEBRUARY MESSAGE FROM THE EXEC DIR - OMNIMATCH

# Potomac and Rappahannock Transportation Commission



## New Website Design

PRTCtransit.org

- Updated color scheme
- More prominent photos on home page add visual interest
- New menu/tab organization

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All PRTC buses are easily accessible.

# Potomac and Rappahannock Transportation Commission



## New Website Design

PRTCtransit.org

The old website design features a header with the PRTC logo and tagline 'The Ride That's Right For You'. Below the header is a navigation menu with 'Commuter Bus', 'Local Bus', and 'Ridesharing' options. The main content area is divided into sections: 'SERVICE UPDATES AND PRTC NEWS' with a list of news items, 'SYSTEM MAP', 'MY PRTC', 'SPECIAL PROGRAMS', 'NEW RIDER INFORMATION', 'REGISTER RIDEREXPRESS', 'WEATHER', and 'CURRENT TRAFFIC'. A 'TripPlanner' sidebar is located on the left, and a footer contains links for 'SITE MAP', 'PRIVACY POLICY', 'VRE', 'VOTER REGISTRATION', and 'CONTACT PRTC'.

Old Design

The new website design features a more modern layout with a teal and white color scheme. The header includes the PRTC logo and tagline, along with a search bar and navigation links for 'COMMUTER BUS', 'LOCAL BUS', and 'RIDESHARING'. The main content area is organized into a grid with sections for 'MY PRTC' (including links for 'REGISTER RIDER EXPRESS', 'NEW RIDER INFORMATION', 'SPECIAL PROGRAMS', 'SYSTEM MAP', and 'RIDER TOOLS'), a featured article 'Ride Stress-Free to Tysons Corner' with a cityscape image, and 'RIDER TOOLS'. A large image of a woman and a child on a bus is featured on the right. The footer includes a 'SERVICE UPDATES AND PRTC NEWS' section with a list of recent news items.

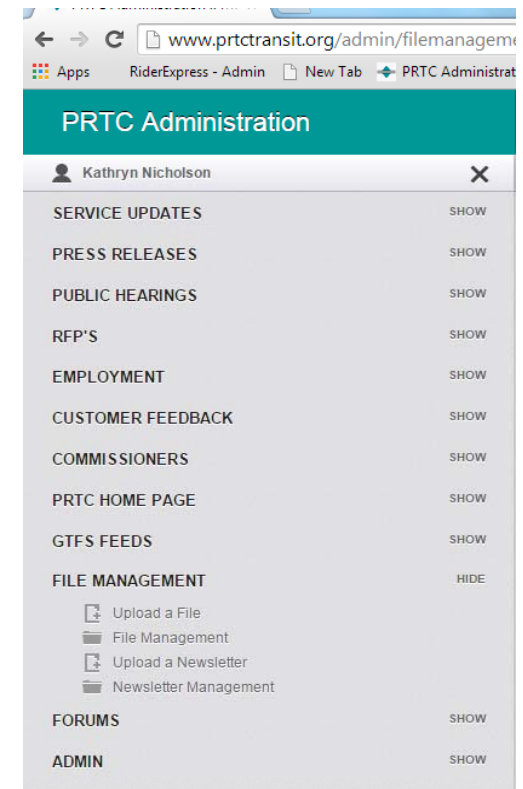
New Design



# New Website Design

PRTCtransit.org

- Admin site easier to access; only one login
- Ability to upload GTFS feed for Google Transit
- PRTC staff can upload PDF documents to site, including monthly board kit
- PRTC staff can create private accounts for Commissioners





# New Website Design

## PRTCtransit.org

- Rider Tools page includes stop and route information
- Integrated with Google Transit TripPlanner
- TripPlanner launched concurrently with new site

The screenshot displays the PRTC website's "Rider Tools" page. The header includes the PRTC logo and navigation links for "COMMUTER BUS", "LOCAL BUS", and "RIDESHARING". Below the header, there are links for "ABOUT US", "FAQS", and "CONTACT US", along with a "Select Language" dropdown and social media icons for Facebook, Twitter, and Email. The main content area features a "Rider Tools" section with tabs for "Nearest Stops", "Stop Information", "Route Information", "Google Transit Trip Planner", and "Fares & Transfers". The "Google Transit Trip Planner" tab is active, showing a form with fields for "From: Starting address", "To: Destination address", "Depart at" (radio button), "Arrive by" (radio button), "Date: 3/12", and "Time: 11:48 am". A "Get Directions" button is located below the form. To the right of the form, there is a "PRTC" logo and the "Google maps" logo. Below the logos, there is a paragraph of text explaining the partnership with Google Transit and providing instructions on how to use the trip planner. At the bottom of the page, there is a "Like facebook" button and a footer containing the copyright notice "© 2015 PRTC" and a "PRTC" logo. The footer also includes links for "Sitemap", "Privacy Policy", "VRE", "Voter Registration", and "Contact PRTC".



# Promotion of Tysons Services

- Manassas/Linton Hall Metro Direct began serving Tysons Corner Metro July 2014
- Tysons Corner OmniRide from Woodbridge: DRPT funding began January 2015
- Promote Tysons buses to residents on eastern and western ends of service area, and Tysons employers





# Promotion of Tysons Services

- Print and Online Advertising:
  - [WTOP](#) (60-day online campaign, targeted zips; 2,400 click-throughs, 1,700 new users)
  - Prince William Today/InsideNoVa
  - Observer newspapers
  - Prince William Times
- Online ads link to new Tysons landing page on PRTC website

**Ride Easy to Tysons Corner!**

Looking for an easy commute to Tysons Corner? Here's how. Express yourself to Tysons Corner along the Express Lanes from Woodbridge on an OmniRide bus. Or ride a Metro Direct bus from Linton Hall/Gainesville or Manassas to the Tysons Corner Metro Station. To reach other northern Virginia and Washington, DC locations, just transfer to the Silver Line. It's time to get out from behind the wheel and enjoy a low-cost, stress-free commute. Who doesn't want that?

**Save Time. Save Money.  
Save Your Nerves.**

OmniRide Fare: \$5.75 with SmarTrip or \$7.70 Cash  
Metro Direct Fare: \$2.90 with SmarTrip or \$3.60 Cash

 **PRTCtransit.org**  
(703) 730-6664

PRTC participates in the Guaranteed Ride Home and SmartBenefits Programs.





# Promotion of Tysons Services

Other promotions:

- Mailings to local HOAs/libraries and Tysons employers
- Direct mailings to local households
- [Prince William County Buzz video](#)
- Facebook posts
- Sent article to county supervisors for inclusion in newsletters





## I-66 Bus-on-Shoulder Pilot

- Begins March 23 – Agreement between VDOT and PRTC
- PRTC buses permitted to use shoulder on designated areas of I-66 inside Beltway
- Traffic speeds must be lower than 35 mph; buses may not exceed 25 mph while on shoulder
- Additional regional agencies plan to participate





# I-66 Bus-on-Shoulder Pilot

## Publicity:

- News release
- Website posting and messages to riders
- Flyers for Manassas and Gainesville OmniRide passengers
- Notices at bus stops

## OmniRide Passengers I-66 Bus-on-Shoulder Pilot Program

Beginning March 23, OmniRide buses will be allowed to travel on the shoulder in designated areas of I-66 when traffic is heavy. Shoulder use will depend on operators' professional judgment of roadway conditions.

See the map below for areas inside the Beltway approved for the Bus-on-Shoulder pilot program. Details are posted at [PRTCtransit.org](http://PRTCtransit.org).



[PRTCtransit.org](http://PRTCtransit.org) • (703) 730-6664 • [Omni@OmniRide.com](mailto:Omni@OmniRide.com)

Photo: Cushing Road Commuter Lot - Fort Belvoir Commuter Lot - Manassas Mall Commuter Lot - Williams & Storehouse



# I-66 Bus-on-Shoulder Pilot

## Media coverage:

- [NBC](#)
- WTOP
- Washington Post
- Prince William Today/  
InsideNoVa.com
- PotomacLocal.com
- FairfaxNews.com

*The Washington Post*

Dr. Gridlock

## I-66 shoulders will open for buses this month

By Robert Thomson March 10

Opening the shoulders of Interstate 66 for buses is one of the simpler plans to ease the commute in that congested corridor, but it still took a while. Now, the Virginia Department of Transportation has set March 23 as the date for launching the program inside the Capital Beltway.

As of that Monday, VDOT-authorized commuter buses will be allowed to drive along the highway shoulder to get around slower traffic. The first authorized user is PRTC's Omniride buses. But VDOT officials hope to have agreements with other bus operators so they too can participate in the pilot program later this year.

The transportation department will survey bus operators, riders, its own staff and police to evaluate the program over the course of about a year.

The shoulder lane program is simple compared to other I-66 projects, such as setting up [high-occupancy toll lanes](#) or the [Automated Traffic Management](#) system. But it does have its complications.

The key factor was solving the safety issues for everyone involved, including the commuters driving in the regular travel lanes. VDOT staff did test rides with bus operators to identify the sections of I-66 where shoulder travel would be safe. In some spots, the



**Thank you!**

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