

Re-DISCOVER YOUR RIDE



Re-DISCOVER
YOUR RIDE



DRPT

Virginia Department of Rail and Public Transportation



wtop
news 103.5 FM
WTOP.COM



A LOWER-STRESS
WAY TO RIDE
TO WORK

Re-DISCOVER
YOUR RIDE
WITH NoVaTransit

As offices reopen and people return to work in person, Northern Virginia's public transit providers are ready to welcome you back. Instead of sitting in traffic, you can ride one of the many trains and buses that serve our region. Imagine catching up on your email, browsing your favorite social media feeds or simply decompressing while you let someone else take the wheel.

[Learn More](#)

NoVa's Transit Providers Give You Choices

Metro and Virginia Railway Express (VRE) provide connections across Northern Virginia and to downtown Washington, D.C., making it easy to get to work with less hassle. In addition, Fairfax Connector, Loudoun County Transit and OmniRide provide commuter bus service connecting key Northern Virginia and downtown job centers. Alexandria's DASH bus, Arlington's ART bus and the City of Fairfax's CUE bus round out the list, providing local connections to Metro, VRE and key job and activity centers.





**Re-DISCOVER
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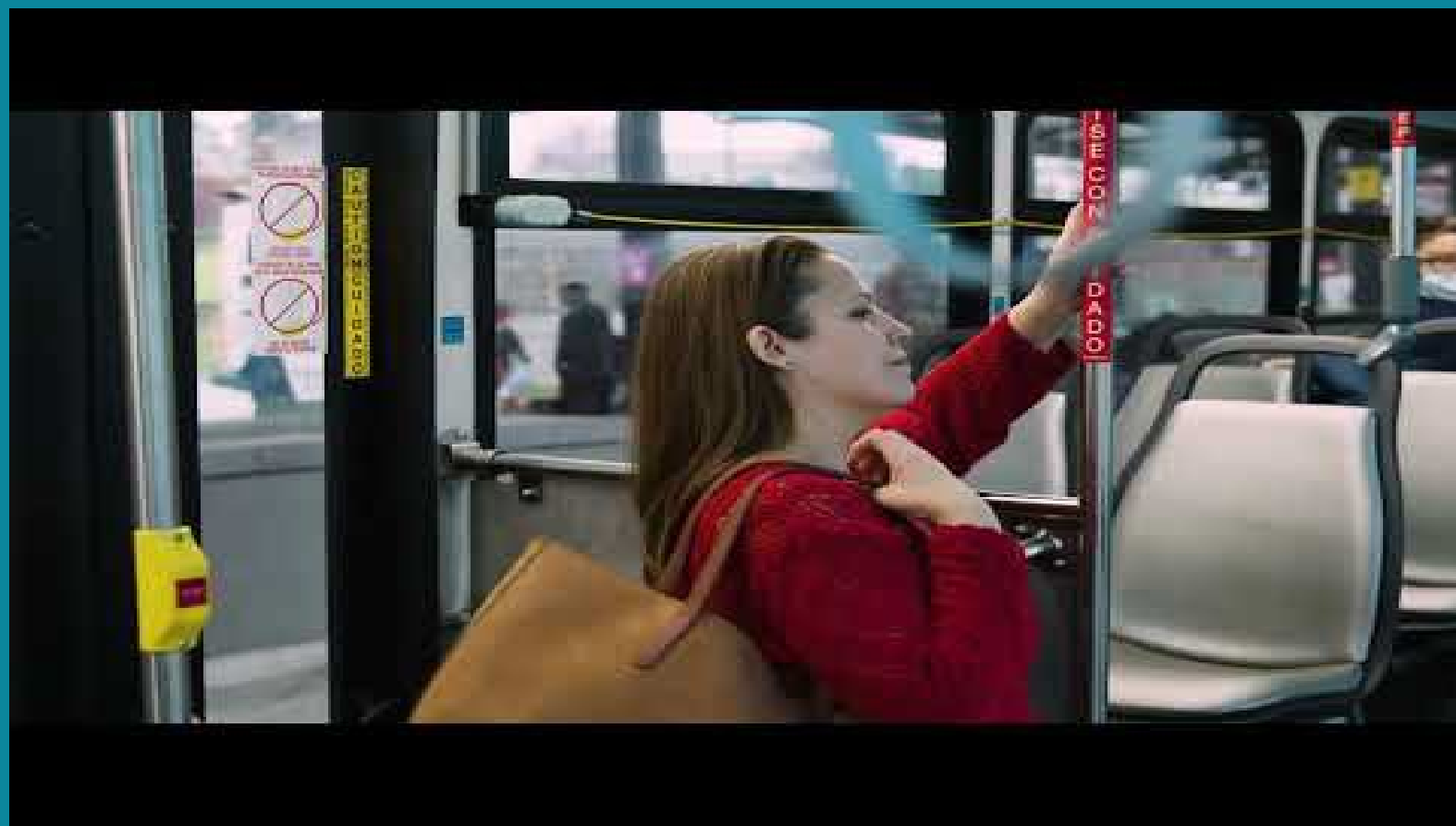
**Re-DESCUBRA
SU VIAJE**



**We've
got this.**

**So you
can relax
and ride!**

**Re-DISCOVER
YOUR RIDE**

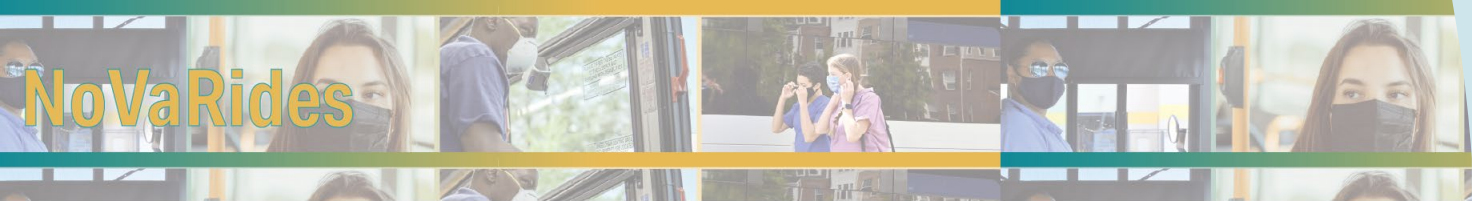


**¡Nos estamos
ocupando de
todo para que
usted pueda**

**viajar con
tranquilidad!**

**Re-DESCUBRA
SU VIAJE**





English Español Plan Ride Sharing Transit Providers



Re-DISCOVER YOUR RIDE

Commuter Tools



Plan Your Trip

Find out more on how to find your best route!

Get Started



Ride Sharing

Find others who share similar routes and work hours.

Learn More

Re-DISCOVER YOUR RIDE

NoVaRides.org page views:

- English: 50,000
- Spanish: 14,000

370% increase over entire 2021 campaign



Re-DISCOVER YOUR RIDE

NoVa's public transportation providers can safely get you to your destination



We've got this.
So you can relax and ride!



novatransit.org
Find your best route

Learn more



¡Nos estamos ocupando de todo para que usted pueda **viajar con tranquilidad!**



Northern Virginia Transportation Commission
Published by Blake Bogue · 19h ·

NoVa's public transportation providers can safely get you to your destination

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So you can relax and ride!

DRPT NVTC Re-DISCOVER YOUR RIDE

NOVATRANSIT.ORG
Find your best route
Plan your trip @ novarides.org

Learn more



Online display ads:

- 0.26% Click Thru Rate (CTR) Overall
- 0.29% CTR for ads in Spanish

Twitter:

- 25% CTR

¡Nos estamos ocupando de todo para que usted pueda **viajar con tranquilidad!**



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WTOP Email

- 8% Open Rate
- 1% CTR

WAZE:

- 536,319 impressions
- 7,500 clicks

¡Nos estamos ocupando de todo para que usted pueda **viajar con tranquilidad!**



NVTC Post-Shutdown Marketing

- NVTC will seek a grant from DRPT and a local match to conduct a “return to ridership” marketing campaign
- If awarded, NVTC will lead a collaborative marketing effort on-air and online targeted to potential Northern Virginia riders
- The marketing campaign would complement efforts by Metro and NoVa providers

Questions?

