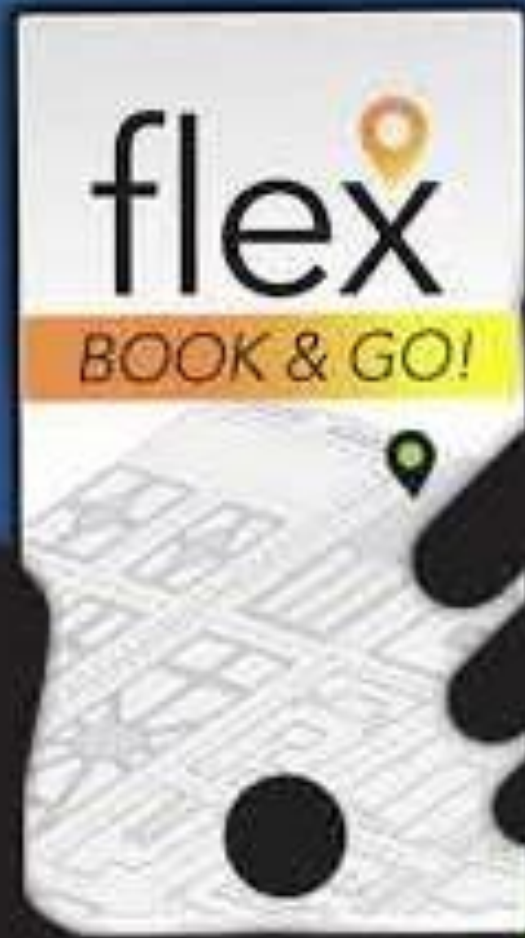


RIDE ON FLEX



No fixed stops
or schedules



Montgomery County Department of Transportation
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RIDE ON FLEX

- ❑ Service launched on June 26, 2019
- ❑ Two zones for the Ride On Flex
- ❑ Operates weekdays 5 days a week from 6 am – 7 pm.
- ❑ Wheaton/Glenmont Zone
 - ❑ 6:00 am – 9:00 am and 3:30 pm – 7 pm
 - ❑ Glenmont Station
 - ❑ Wheaton Station
- ❑ Rockville Zone
 - ❑ 9:00 am - 3:30 pm
 - ❑ Rockville Station



RIDE ON FLEX



Performance Metrics



Rides Completed



Average Wait time



Primary Destination



Number of Downloads



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RIDE ON FLEX

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



Average Wait Time: 8.26 Minutes

Primary Destinations: Metro Stations, Mall,
Schools, Town Center

* Note: 228 Survey Respondents at 90 days



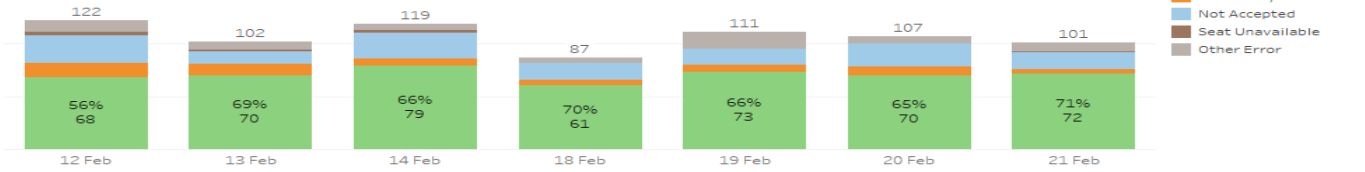
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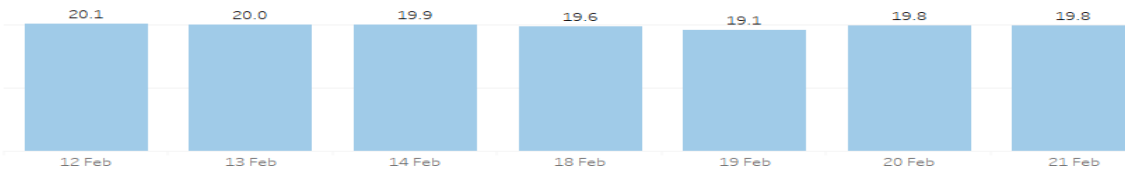
RIDE ON FLEX

Service Operations

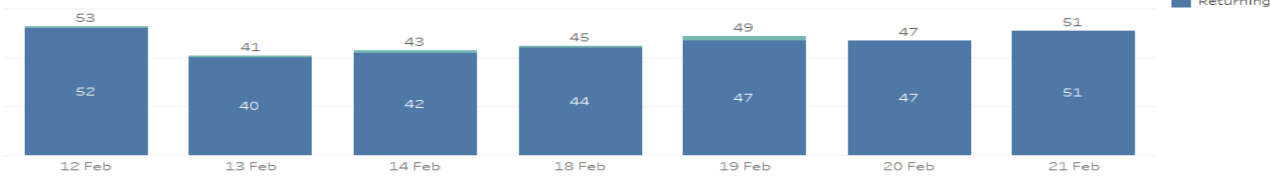
Requests



Driver Hours

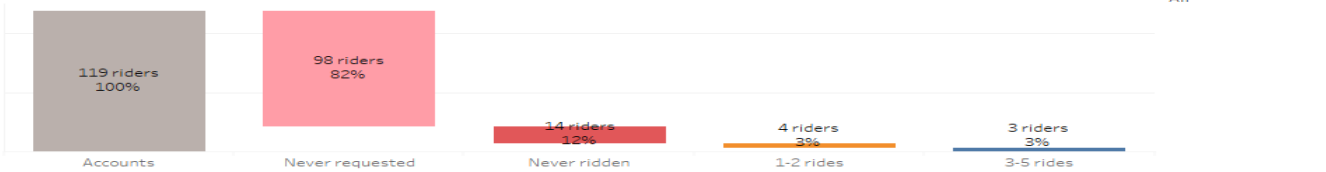


Active Users

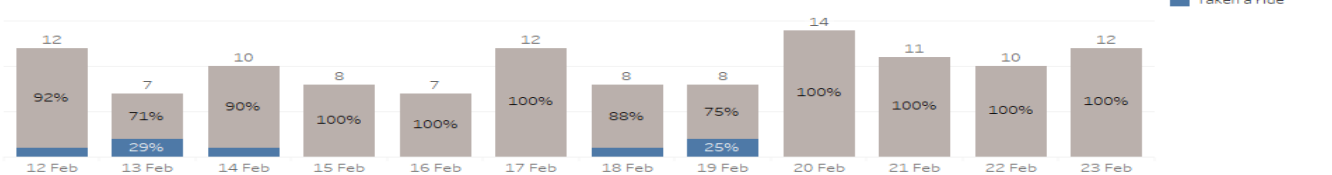


Rider Growth

Conversion



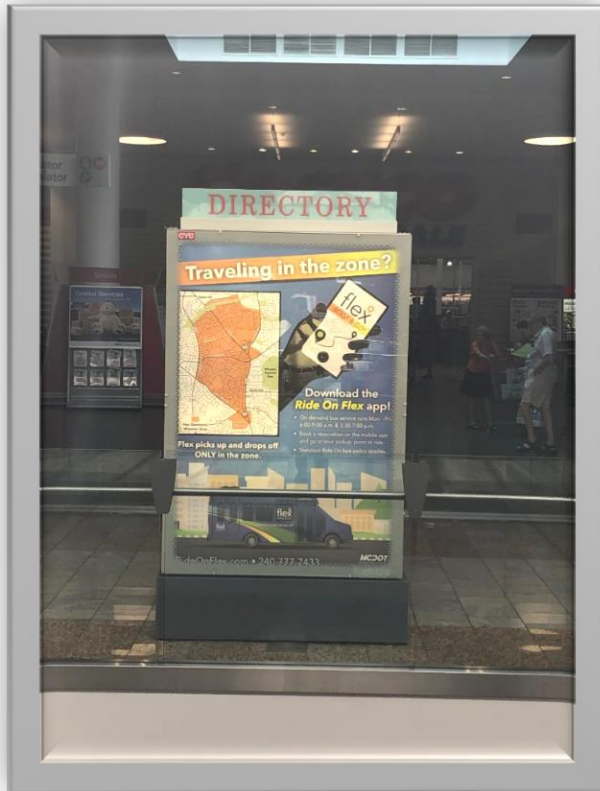
New Accounts Created



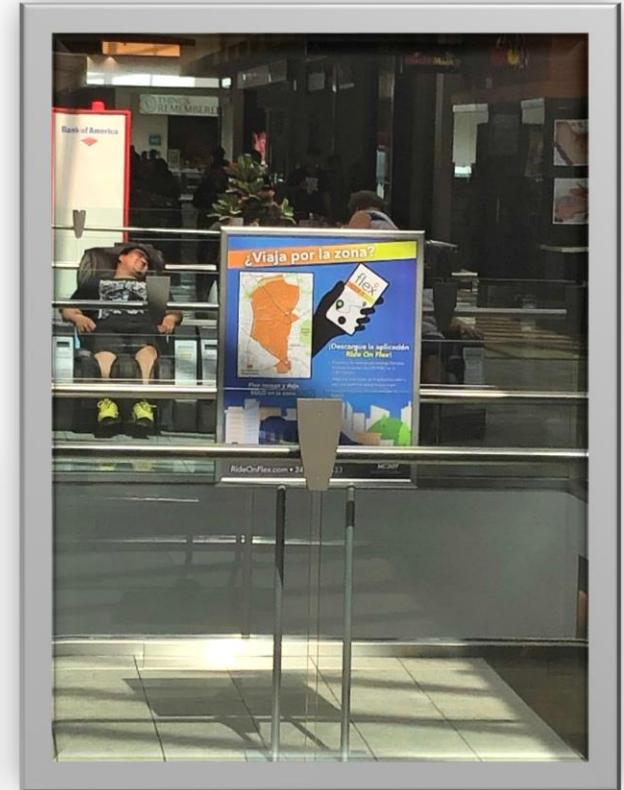
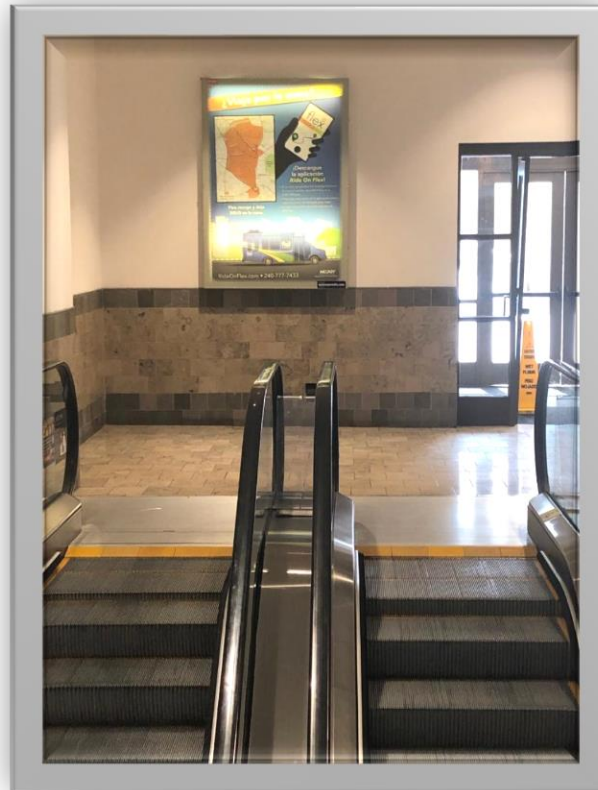
RIDE ON FLEX

Westfield
Wheaton
Mall

Wall Ads Above Escalator



Back of Main Directories



Standing Displays

- Main Mall
- North Building
- South Building

RIDE ON FLEX



Floors in front of Turnstiles



Rockville Station Banner



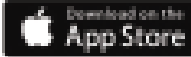

Entrance Walls

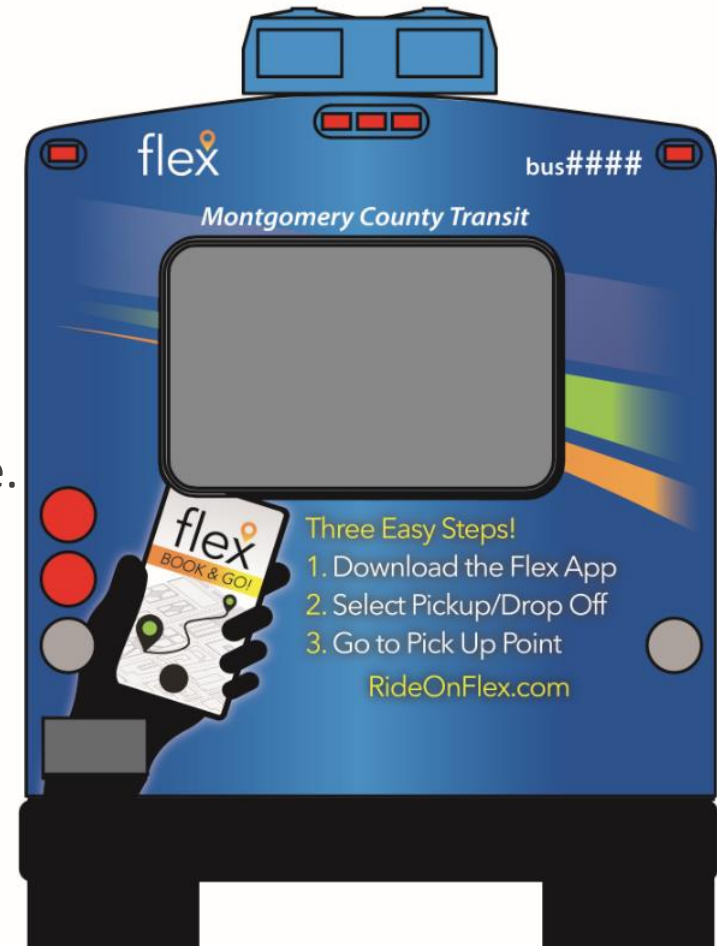


Standing Displays on Platforms

RIDE ON FLEX

Riding the Flex is easy!

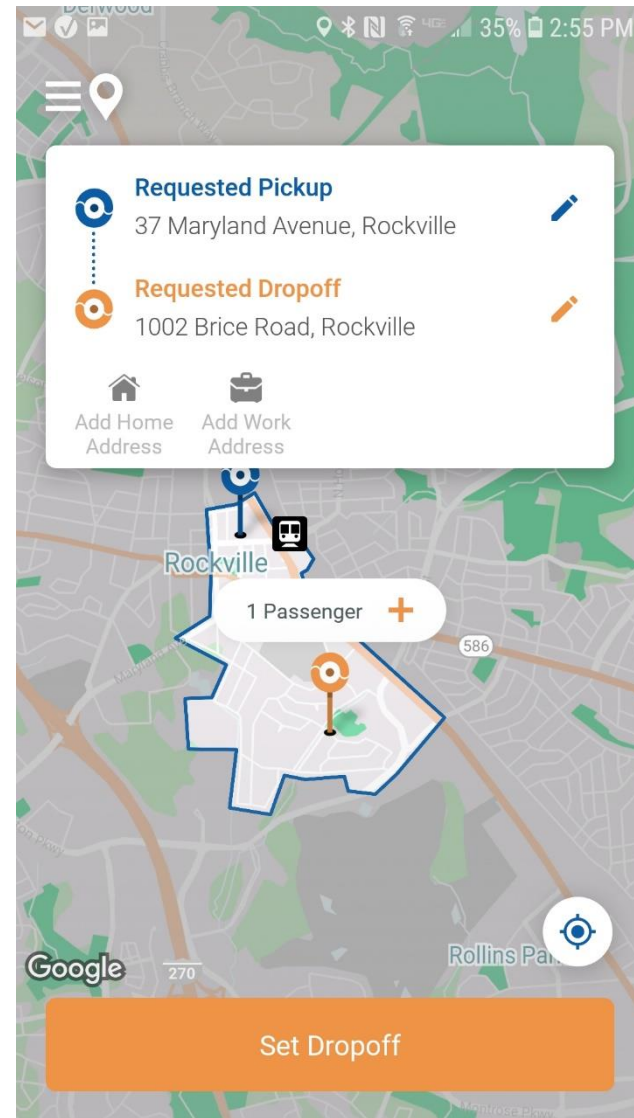
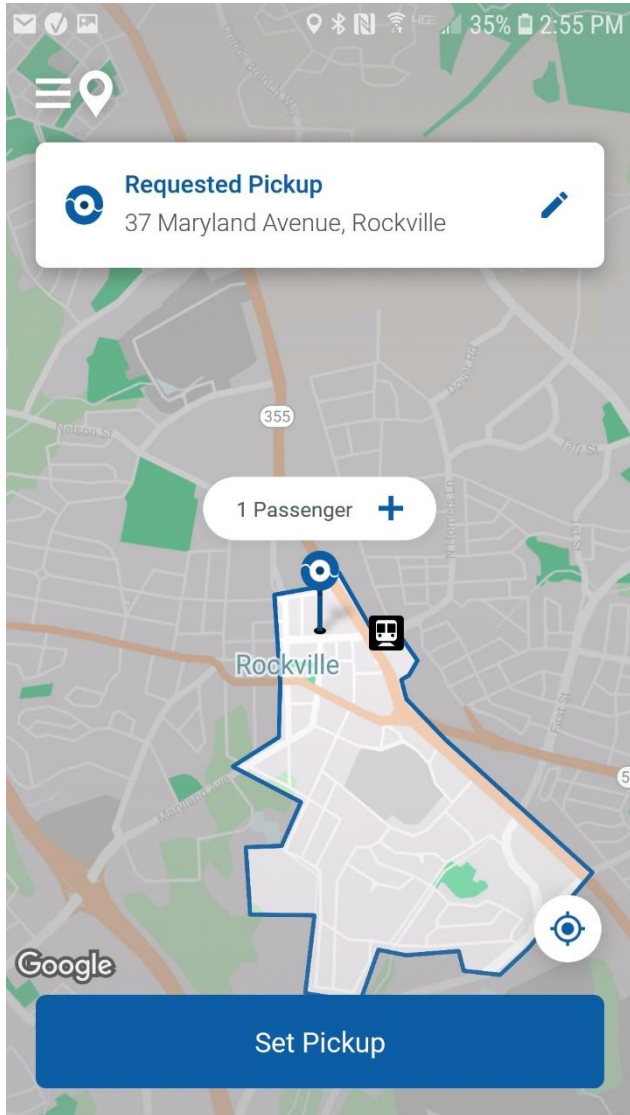
1. Download the Ride On Flex app  
2. Enter your pickup and drop off location within the zone.
3. Go to your pick up location.



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RIDE ON FLEX



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