

YOUR RIDE IS HERE.



Maryland Transit Administration

Regional TDM Marketing Group
InterCounty Connector Marketing Efforts

September 20, 2011



MTA Commuter Bus Service

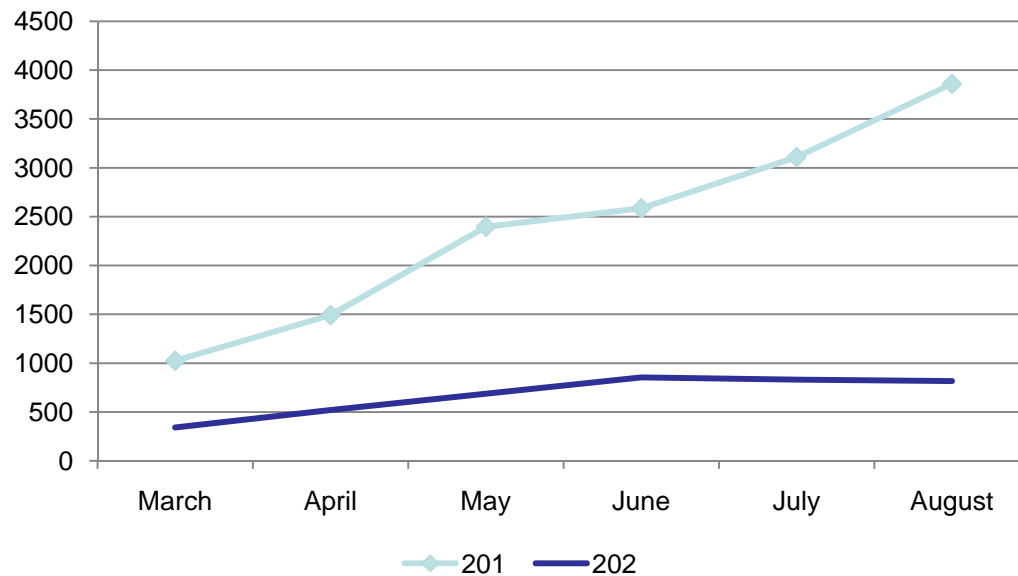
- Initiated service on March 1, 2011
 - Route 201: Gaithersburg Park & Ride to BWI Marshall Airport
 - Route 202: Gaithersburg to Fort Meade (7 daily trips)
 - Flat fare of \$5

ICC Commuter Bus Ridership

- Plan to initiate additional service in Early 2012
 - Route 203: Columbia to Bethesda (7 daily trips)
 - Route 204: Monocacy to College Park (8 daily trips)
 - Route 205: College Park Metro to Germantown Transit Center (7 daily trips)
- Six public hearings scheduled for Sept 27 – Oct 6

ICC Commuter Bus Ridership

- Ridership has grown steadily since March 2011 as more riders become aware of the service.



MTA Marketing Efforts

- Radio \$77,616
- Print \$11,998
- Bus advertising \$43,275
- Signage \$10,256
- Publications/Giveaways \$75,571
- Website and Social Media
- Outreach Events
- TOTAL \$218,716

BWI Marketing Efforts

• Total Traffic Network	\$60,000
• Transit Shelters	\$40,000
• The Gazette	\$69,367
• WAMU	\$33,800
• Washington Examiner	\$4,667
• TOTAL	\$207,834

Easy Come, Easy Go
Great news Montgomery County!
Getting to BWI is easier than ever.

New!
ICC Commuter Bus #201
from Gaithersburg to BWI Marshall Airport.



Easy Come, Easy Go



bwiairport.com

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mtaiccbus.com

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