

# **TRANSIT**

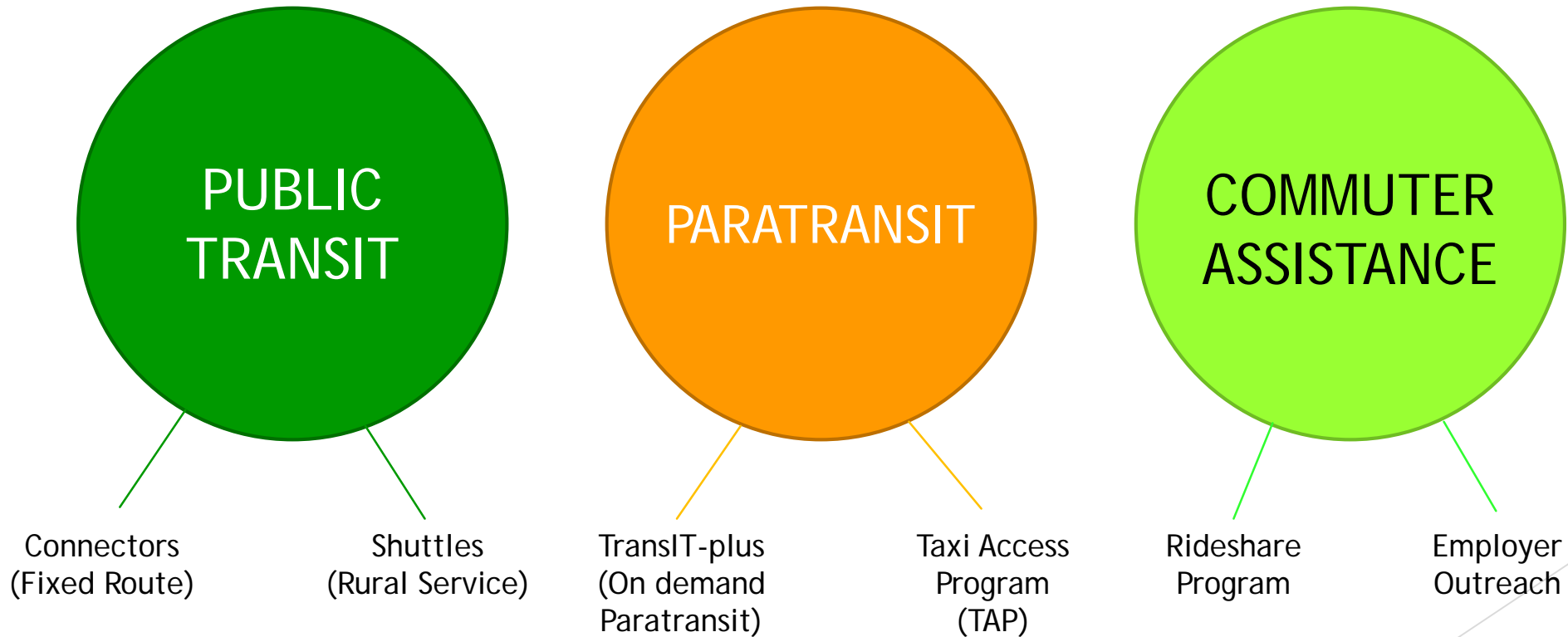
TransIT Services of Frederick County

Commuter Connections

Ridematching Committee

March 2021

# Transit Services Division Frederick County Government



# Tactics to Capture Applicants

For Rideshare and GRH on the Commuter Connections Database

## ▶ Channels and Follow Through:

- ▶ Radio: 301-600-RIDE
- ▶ Print: On Board
- ▶ Events: Brochures + In Person Forms
- ▶ Social Media: Website, Email, and Phone
- ▶ Native Online Advertising: Website with Wufoo Form
- ▶ Pre-roll Video with Comcast Spotlight: Website with Wufoo Form

# Radio & Print

Rideshare email address & phone line.

Guaranteed Ride Home



Rideshare



# Events, Online Ads & Pre-roll Video

Click through and web analytics.

## Your Commuter Insurance



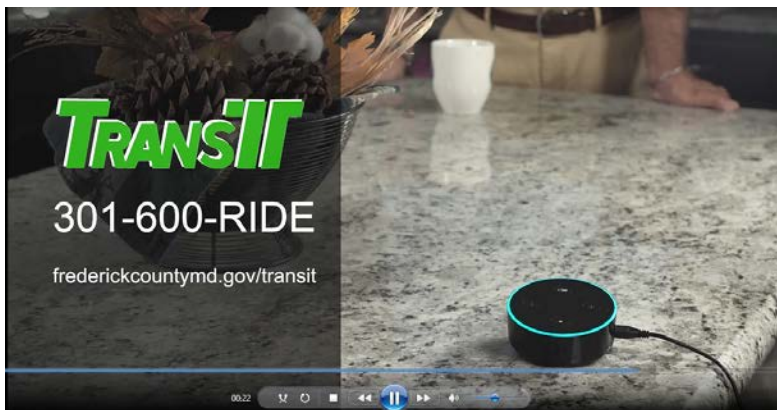
Worried about getting sick at work or a family emergency? Ease uncertainty with free rides home when you use an alternative commute mode at least twice a week. Guaranteed Ride Home provides up to four free rides home a year for commuters for illness, family emergencies and unscheduled OT.

[Sign Up Here](#)

Sponsored By TransIT Rideshare



The screenshot shows the Frederick County website with a navigation menu including Government, Departments, Services, Community, Business, and How Do I. The main content area is titled 'Rideshare' and features a 'Commuter Assistance' section with a 'COMMUTER CONNECTIONS. A SMARTER WAY TO WORK' logo. The page also includes a sidebar with links to Regional Transportation, Rideshare, Guaranteed Ride Home, Vanpools, Employer Connection, Bike to Work with TransIT, Resources, Parks & Recreation, Health Department, and Frederick.



# Reporting with the Database for Success Measures & Grant Reporting

- ▶ Commonly Used Reports in Frederick County:
  - ▶ New Apps
    - ▶ Monthly for Grant Reporting
  - ▶ Reapps
    - ▶ Monthly for Grant Reporting
  - ▶ Follow Up
    - ▶ Internal Success Tracking (Monthly Management Report)
  - ▶ Notes Report
    - ▶ Assists with follow ups.
      - ▶ Match letters, contact information, etc.
    - ▶ Assists TransIT staff.



*Thank you!*

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