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WHAT'S NEW WITH OMNIRIDE



Presented to Regional TDM Marketing Group
March 19, 2019



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HAYMARKET-ROSSLYN/BALLSTON OMNIRIDE EXPRESS SERVICE

- Launched in December 2018; coincided with opening of new VDOT commuter lot
- Four AM and four PM trips
- Free fares through mid-February; half-fares now in effect





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REBRANDING AGENCY & SERVICES

**Potomac &
Rappahannock
Transportation
Commission (PRTC)**

WAS: Agency name associated with various services

NOW: Official agency name; not used in reference to services

OmniRide:

WAS: Commuter bus service name

NOW: Umbrella name for ALL our services



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REBRANDING AGENCY & SERVICES

- OmniRide** → **OmniRide Express**
- OmniLink** → **OmniRide Local**
- Cross County Connector** → **OmniRide Cross County Connector**
- Metro Direct** → **OmniRide Metro Express**
- OmniMatch** → **OmniRide Ridematching Service**



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OLD AGENCY & SERVICE LOGOS





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NEW, REFRESHED LOGO



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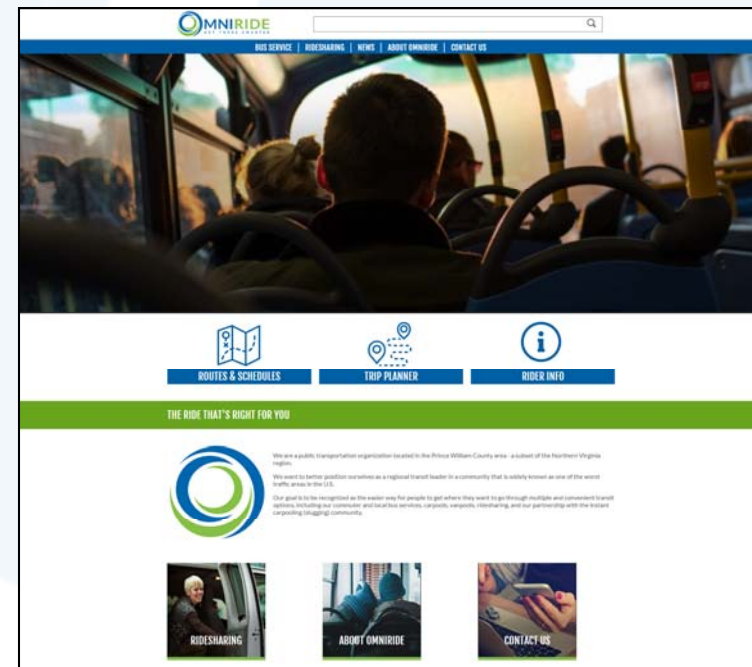
NEW BUS LOOK





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COMING SOON: NEW WEBSITE





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COMING IN 2020: NEW FACILITY



**OmniRide's Western Bus Maintenance and Storage Facility
Doane Drive, Manassas**



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NEW FACILITY FUNDING: \$49.8M

- \$16.5M NVTA
- \$11M Concessionaire payment from Transform 66 project
- \$10M DRPT
- \$7.7 Federal CMAQ
- \$2.5M Federal earmarks
- \$2M PRTC



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BENEFITS OF NEW FACILITY

- House 100 buses (current facility over capacity)
- Allow OmniRide to expand services to support the 4,000 park & ride spaces being constructed in the corridor
- Reduce deadhead expenses (driving empty buses to/from western service area)
- House dispatching for western services (more efficient operations)



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GROUNDBREAKING CEREMONY



January 23, 2019



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WMATA BLUE LINE SHUTDOWN

FREE OmniRide shuttles to Woodbridge & Rippon VRE stations

- Summer 2019
- Serve four AM VRE trains; all PM trains (Fredericksburg Line)
- Temporary signage for OmniRide stops served by shuttle
- Promote via website, email/text alerts to existing OmniRide passengers, local media, social media
- Also increase promotion of carpool and vanpool programs



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THANK YOU!



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