

# | OmniRide

Item #5



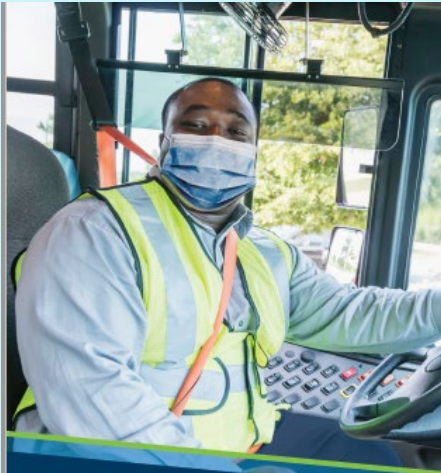
12/19/2023 ◀

# Challenges



- Bus Operator shortage
  - Impacted reliability of our services and were missing trips frequently
- Work Stoppage
  - Our bus operators went on a work stoppage further impacting our service to passengers
  - Continued to encourage riders- present and new- to hop onboard and give us a try
- Hybrid schedule
  - Right-size our service to meet our passengers needs.





## Welcome Back!

Our lives have changed over the past year and a half. As we all try to figure out our way forward, know that OmniRide's family of services are ready to meet your mobility needs.

**We saved a seat for you!**



OmniRide.com • 703-730-6664

2021



# Reserved for

(insert YOUR name here)



703-730-6664  
OmniRide.com

The past two years have been filled with uncertainty – for *all* of us.

As we begin to forge a new way forward, know that OmniRide is still here to provide you with safe, reliable transportation. Our buses are rigorously cleaned and are operating according to published schedules. You can count on us to get you where you need to go.

Visit **OmniRide.com** to learn more.



2022



# Reserved for

(insert YOUR name here)



703-730-6664  
OmniRide.com

**OmniRide has reserved a seat just for you!**

Whether you ride twice a week or five days a week, OmniRide buses provide safe, reliable transportation to get you where you need to go. Visit **OmniRide.com** to learn more and then hop onboard.



2023



# 35<sup>th</sup> Anniversary

August 2021 – September 2021



**SYSTEM MAP**

**35 years**  
1986-2021  
OMNIRIDE

**Serving:**

- Northern Virginia
- Washington, DC
- Manassas
- Manassas Park
- Haymarket
- Gainesville
- Woodbridge
- Dale City
- Dumfries
- Lake Ridge
- Quantico
- Stafford
- & More!

Effective September 2021

OMNIRIDE.com • (703) 730-OMNI



1<sup>st</sup> Frame Ad



2<sup>nd</sup> Frame Ad



3<sup>rd</sup> Frame Ad



**Celebrating 35 years of service to OUR community!**

Join OmniRide in a month-long celebration through September 15, as we mark our 35th anniversary. It's been proven that a strong public transportation system is vital to a community's growth and development. Like the community we serve, OmniRide has experienced significant growth over the past 35 years and we look forward to an exciting future.

OmniRide provides a family of mobility options to meet the travel needs of our community.

**To work... school... shopping... entertainment and much more!**

Check our website to join in the fun activities!  
OmniRide.com • 703-730-6664  
35th@OmniRide.com

10 x 5 Print Ad



# Commuter Buses Ribbon Cutting

May 12, 2021





# Western Facility Ribbon Cutting

August 11, 2021



## You're Invited!

Please Join OmniRide and the Northern Virginia Transportation Authority for a Ribbon Cutting Ceremony for OmniRide's Western Bus Maintenance and Storage Facility

Wednesday, August 11, 2021, 11 a.m.  
7850 Doane Drive, Manassas, Virginia

OmniRide, in partnership with the Authority, will host a ribbon cutting for OmniRide's Western Bus Maintenance and Storage Facility. This new facility will permit OmniRide to improve and expand transit services for western Prince William County residents and the business community and will help to reduce congestion along the I-66 corridor.



RSVP to Christine Rodrigo  
by August 3, 2021

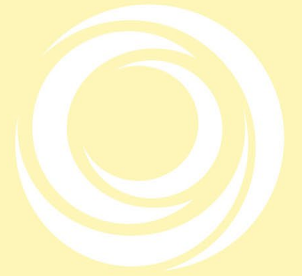
[crodrigo@OmniRide.com](mailto:crodrigo@OmniRide.com) • 703-580-6122



Reminder: Per federal mandate, masks are required inside public transit facilities.

# Sunday Service

Launched Sunday, August 28, 2022



### Sunday... Movie Day!



**You've asked and now it's here!**

Watching the latest Sunday movie matinee just got easier. Now OmniRide Local routes in Dale City, Dumfries, Route 1 and Woodbridge/Lake Ridge offer service all day on Sundays... and the Prince William Metro Express route too!

**Let OmniRide get you there!**



OmniRide.com • 703-730-6664

### Sunday... Fun Day!



**You've asked and now it's here!**


Having an extra day for some fun is now on the table. Now OmniRide Local routes in Dale City, Dumfries, Route 1 and Woodbridge/Lake Ridge offer service all day on Sundays... and the Prince William Metro Express route too!

**Let OmniRide get you there!**



OmniRide.com • 703-730-6664



### Sunday... Church Day!



**You've asked and now it's here!**


Attending church services on Sunday just got easier. Now OmniRide Local routes in Dale City, Dumfries, Route 1 and Woodbridge/Lake Ridge offer service all day on Sundays... and the Prince William Metro Express route too!

**Let OmniRide get you there!**



OmniRide.com • 703-730-6664



### Sunday... Adventure Day!



**You've asked and now it's here!**

New adventures and fun exploration just got easier every day—including Sunday. Now OmniRide Local routes in Dale City, Dumfries, Route 1 and Woodbridge/Lake Ridge offer service all day on Sundays... and the Prince William Metro Express route too!

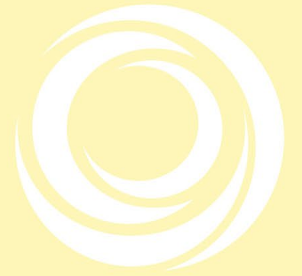
**Let OmniRide get you there!**



OmniRide.com • 703-730-6664



# Sunday Service



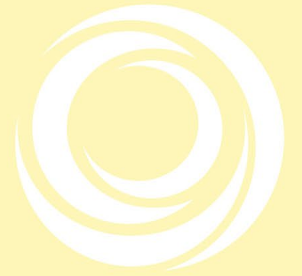
Bus wraps



Sunday Service Fans



# Sunday Service



1<sup>st</sup> Frame

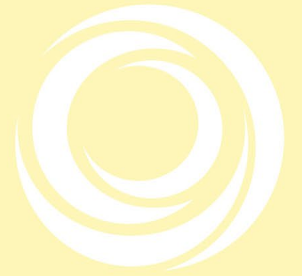


2<sup>nd</sup> Frame



3<sup>rd</sup> Frame

# Sunday Service



 **Potomac and Rappahannock Transportation Commission** ...  
Published by Ivanna Baez · August 31, 2022 ·

OmniRide's Eastern Local routes and Prince William Metro Express buses are NOW operating on Sundays. Ride with us around town or connect to the Franconia- Springfield Metro Station 7 days a week! And ZERO-FARES makes it even easier to hop on-board. Visit our website to learn more about our new Sunday service:

**Now offering...**



**Sunday Service!**

On Some Routes



 **Potomac and Rappahannock Transportation Commission** ...  
Published by Ivanna Baez · September 9, 2022 ·

Las rutas del Este de OmniRide Local y los autobuses de Prince William Metro Express AHORA operan los domingos. ¡Viaja con nosotros alrededor de la ciudad o para conectarte a la estación de Metro de Franconia-Springfield los 7 días de la semana! Y CERO-TARIFAS hacen que sea aún más fácil subirse a bordo. Visite nuestro sitio web para más información sobre nuestro nuevo servicio dominical:

<https://omniride.com/>

**Ahora ofreciendo...**



**¡Servicio Dominical!**

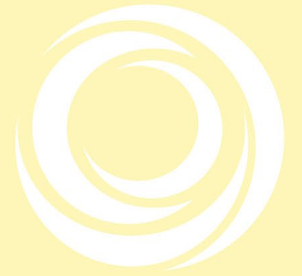
En Algunas Rutas

English and Spanish Facebook Boosted Posts

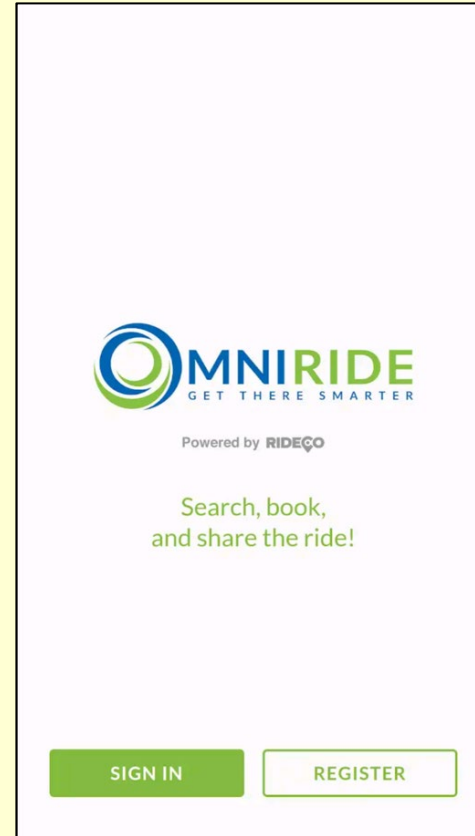


# OmniRide Connect MicroTransit

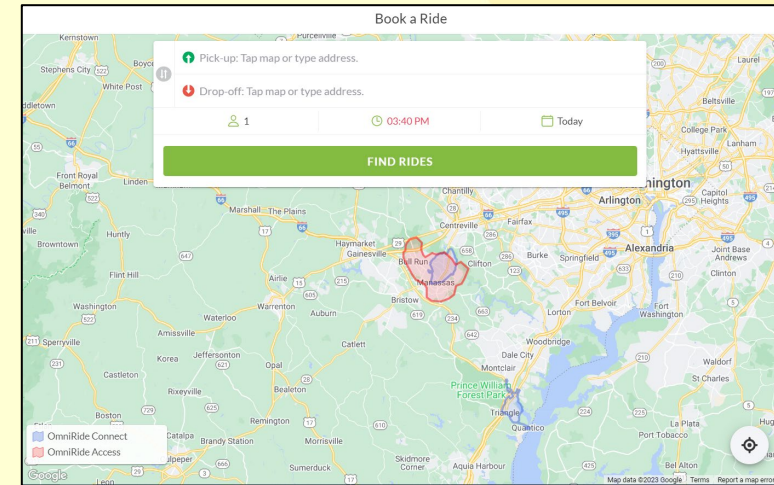
Launched December 12, 2022



OmniRide Connect  
Image



OmniRide Mobility App



Online Portal

# Manassas-Dulles Corridor/Reston/Herndon (608) Express Route

Launched December 12, 2022

## Going to **NEW** Places!



**OmniRide's NEW 608 Express route** originates at the new Balls Ford Commuter Lot (Century Park Drive, off Balls Ford Road) that has easy access to the new I-66 Express Lanes and it serves employment centers in the Dulles Corridor, Herndon, and Reston and provides a connection to Metro's new Silver Line to Dulles Airport.

**Give it a try for half-fare— just \$3.45 one-way!**

**Learn more here!**



**OmniRide.com • 703-730-6664**



**Connections to regional transit AND Dulles Airport!**



7 x 3 Print Ad



**EXPRESS BUS • 608**

**Manassas**  
OMNIRIDE EXPRESS  
Connecting Service Between Manassas and Dulles Corridor/Herndon/Reston  
Rider's Guide



**OMNIRIDE**  
GET THERE SMARTER

OMNIRIDE.com  
(703) 730-6664

Virginia Relay Center-TDD, call 711  
Effective December 2022

**New Route!**

Social Media Graphic



# Senior Summit

## Held June 15, 2023

**You're invited!**  
**OMNIRIDE SENIOR SUMMIT**



**Join OmniRide for a fun and informative event!**  
 Community partners will showcase their services and provide resources that are beneficial to older adults, their families and caregivers. The event is **FREE** and open to the public.

**Need a ride?** OmniRide's Dumfries and Route 1 Local routes will serve the bus stop immediately in front of the Ferlazzo building the day of the event. One of OmniRide's friendly Transportation Associates can help you plan your trip. Learn more about the Senior Summit at [OmniRide.com](https://OmniRide.com).

**Prizes... Giveaways... Refreshments... and more!**

Presentations on:

- ▶ Community Resources
- ▶ Safety & Security
- ▶ Caregiver Support Services
- ▶ Transportation
- ▶ Recreational Activities

**June 15, 2023**  
**10AM – 2:30PM**

**Ferlazzo Building**  
 15941 Donald Curtis Dr.  
 Woodbridge, VA 22191

[OmniRide.com](https://OmniRide.com) • 703-730-6664




Visit our Senior Summit webpage!



10 x 5 Print Ad

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 Woodbridge, VA 22191

[OmniRide.com](https://OmniRide.com) • 703-730-6664




Visit our Senior Summit page!



Flyer

# Senior Summit



Comcast Commercial



WTOP Sponsored Facebook Post



# Saturday Service

Launched August 2023



# GREAT NEWS!

Now there's  
**Saturday Service**  
on Manassas area routes  
and mobility services



Social Media Graphic

Your  
**SATURDAY**  
ride is  
here!



**NEW Saturday OmniRide service in Manassas and Manassas Park**

Shopping at the mall, dinner with friends or just running errands on Saturdays is now easier using these OmniRide mobility services:

- OmniRide Local Manassas North (65N)
- OmniRide Local Manassas/Manassas Park (67)
- OmniRide Connect Microtransit
- OmniRide Access Paratransit

**BONUS...** you can even take OmniRide's East-West Express to eastern Prince William (including Potomac Mills Mall).



OmniRide Local Bus Service



OmniRide Connect Microtransit



OmniRide Access Paratransit

View the  
Saturday  
schedules  
here!



OmniRide.com • 703-730-6664

4 x 13 Print Ad



# Commuter Bus Ribbon Cutting

Held August 23, 2023





# Transit & Treats

Held October 28, 2023



Poster



Social Media Graphic

# What's to Come...

Southern Express routes began service on December 11.

- Stafford- Washington (State Dept.) (541)
- Spotsylvania- Navy Yard (923)
- Falmouth-Pentagon/Rosslyn/Ballston/Crystal City (932)



**YOUR cure for CONGESTION!**

Thanks to Three NEW OmniRide Express routes, your commute just got easier.

- Stafford – Washington (State Department)
- Falmouth – Pentagon/Rosslyn/Ballston (and Crystal City by transfer)
- Spotsylvania – Navy Yard

With transfer options to other destinations.



Learn more here: 

**OmniRide.com • 703-730-6664**

7.5 x 4.8 Print Ad



# What's to Come...

## Proposed Eastern Restructure

- Purpose is to create a streamlined, more efficient, and more direct service.
- Expand our service area
- Fixed-route service
- Introduce OmniRide Access Paratransit for people with disabilities on the eastern side of the County.



**OMNIRIDE**

GET THERE SMARTER

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**Thank you!**