



Ride On extRa
New Limited Stop Service
On Maryland Route 355
(Lakeforest to Medical Center Station)

Ride On OVERVIEW

▶ Ride On

- ▶ 850 Employees
- ▶ 343 Buses
- ▶ 79 Routes
- ▶ 24 Million Boardings Per Year
- ▶ 39 Largest Transit System in miles traveled
- ▶ 5,000 Bus Stops, 500 Bus Shelters
- ▶ Part of the regional network of transportation providers



▶ Medicaid & Senior Transportation

- ▶ Call N Ride - Subscription

RIDE ON BUS SERVICE

Current State

- ▶ Ridership down 7% YTD
- ▶ **Over capacity on MD 355 Corridor (Routes 46 & 55)**
- ▶ Increasing traffic congestion



Future State

- ▶ 3 Tiers of Bus Service
 - ▶ Ride On
 - ▶ Ride On extRa (an extension of Ride On brand)
 - ▶ BRT (separate and distinct brand)
 - ▶ Reduces congestion on major arteries

LAKEFOREST TRANSIT CENTER



Ride On
extra

Ride On extRa - Service

- ▶ **Limited Stop service:** operates between Lakeforest Transit Center and Medical Center Metro Station.
- ▶ Due to limited stops-the Ride On extRa will operate **30-40% quicker** than local buses.
- ▶ **Transit Signal Priority (TSP)** will be installed at 30 intersections to help ensure the Ride On extRa service reliability.
- ▶ 14 dedicated and specially branded buses will be utilized to provide **10 minute headways** during the peak periods (530a-930a/330p-730p).
- ▶ **Buses will include WiFi and USB charging outlets.**
- ▶ **12 bus stops in each direction** will be provided with new amenities including Real Time Information Monitors.
- ▶ **Connections** will be made to multiple MetroRail Red Line Stations, the MARC Brunswick Line, MTA Commuter buses, 42 Ride On routes and 15 MetroBus routes while serving high residential and commercial points in the corridor.
- ▶ The Ride On extRa will begin operation **October 2, 2017.**

Lakeforest

RideOn **extRa**

Coming Fall 2017

Summit Ave.

Westland Dr.

Shady Grove Metro

Montgomery College

Rockville Metro

Edmonston Dr.

Halpine Rd.

Marinelli Rd.

Security Ln.

Tuckerman Ln.

**Less
Stop.
More
Go!**

Only 12 stops along Rt. 355

MCDOT

RideOnBus.com • 240-777-7433

Ride On
Montgomery County Transit

**Medical
Center**



Ride On
Montgomery County Transit

Bus Shelter Graphic Design

Shelter
Will be
Painted
Silver to
Match
Buses



Bus Shelter Graphic Design



COMMUNICATIONS PLAN

Media	March	April	May	June	July	August	September	October	November	December
EARNED/OWNED:										
Press Release	■					■		■		
Press Event								■		
Web Banners				■						
MC Communications				■		■		■		
Owned Social Media	■		■		■		■			
PAID MEDIA:										
Streaming TV							■			
Bus Sides							■			
Bus Interiors							■			
Bus Shelters						■				
Streaming Radio							■			
Paid Social Media						■				
Digital/Mobile							■			
Outreach Teams							■			

COMMUNICATIONS PLAN

- ▶ Media Releases: April, July, & October

Presentations

- ▶ Gaithersburg City Council
- ▶ Rockville City Council
- ▶ Bethesda Regional Services Center Citizens' Advisory Group
- ▶ UpCounty Regional Services Center Citizens' Advisory Group
- ▶ TMD Advisory Committees: North Bethesda, Shady Grove
- ▶ Friends of White Flint - Amy Ginsburg is Exec Director
- ▶ White Flint Partnership - developer interests (JBG & FRIT)
- ▶ White Flint Downtown Committee
- ▶ White Flint Implementation Advisory Committee
- ▶ NIH/Walter Reed -
- ▶ Montgomery College/Rockville
- ▶ Metropolitan Washington Council of Governments

Exterior Bus Ad Designs

New bus service coming Fall 2017

RideOn extRa

Less Stop. More Go! 12 stops on Rt. 355 between Lakeforest & Medical Center



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MCDOT

Montgomery County Department of Transportation

Ride On

Montgomery County Transit

THANK YOU!!!

