



Marketing 2020

Ivanna Baez
Marketing Specialist
December 15, 2020

COVID-19 Response

Communications

- Press Release distributed to various media outlets:
 - COVID-19
 - Service and fare changes
- Customer communications- SMS, emails, and website announcements
- Social Media

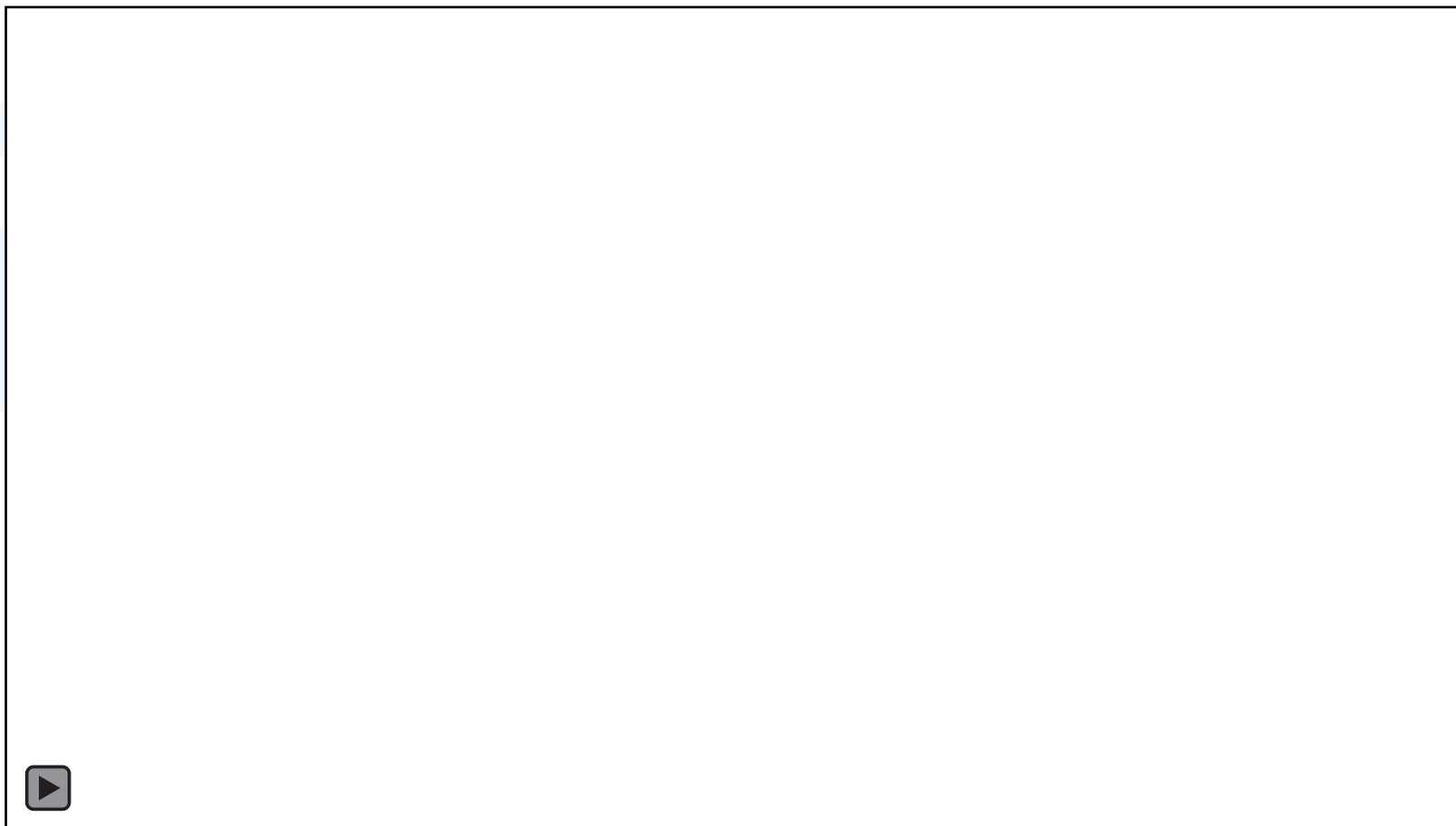
#SoundTheHorn #HeroesMovingHeroes

Appreciation to frontline transportation workers providing critical services and other frontline essential workers. Participated in all 3 #SoundTheHorn events:

- April 16, 2020
- May 21, 2020
- June 18, 2020



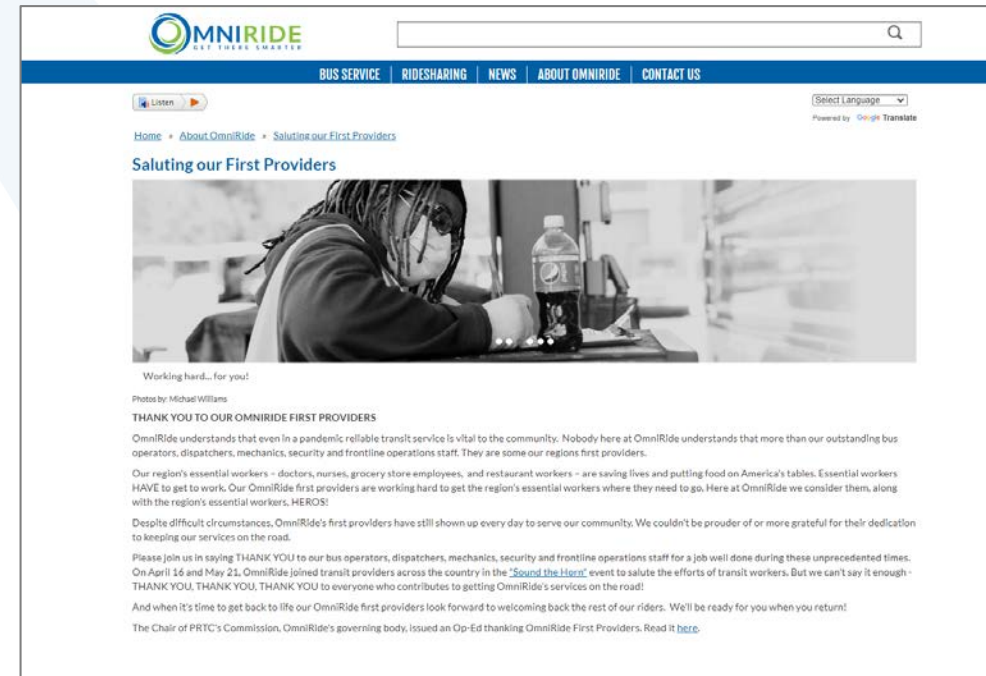
#SoundTheHorn #HeroesMovingHeroes



OmniLove- Salute to First Providers



- Created a page dedicated to our First Providers
- Weekly social media posts dedicated to frontline workers (bus operators, mechanics, dispatchers, Operations staff, security and front desk staff)
- Resumed digital advertising



Welcome Back Campaign 2020



- Two-part campaign:
 - 1.) We're Ready When You Are- Ease riders back to using our services
 - 2.) Welcome Back!- When the state entered phase 2 and 3
- Communication materials were created for:
 - Current and new vendors (English & Spanish)
 - Distribution to media outlets
 - Mailings (postcards & flyers) to our community partners and regular mailing New Rider Kits

We're Ready When You Are

- Print and Digital advertising
- Facebook Boosted post 6/15-30/2020
- LinkedIn page




We're Ready When You Are

Daily rigorous cleaning, required face coverings, and practicing social distancing goes a long way to making it safe and comfortable to ride with us.

C'mon, hop on-board... we've got a seat for you!

 **OMNIRIDE**
GET THERE SMARTER


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



We're Ready When You Are

Daily rigorous cleaning, required face coverings, and practicing social distancing goes a long way to making it safe and comfortable to ride with us.

C'mon, hop on-board... we've got a seat for you!

 **OMNIRIDE**
GET THERE SMARTER

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



Estamos listos cuando tu lo estás

Limpieza rigurosa diaria, los coberturas faciales obligatorios y la práctica del distanciamiento social contribuyen en gran medida a que sea seguro y cómodo viajar con nosotros.

¡Tenemos un asiento para ti!

 **OMNIRIDE**
GET THERE SMARTER

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



OMNIRIDE
GET THERE SMARTER

Welcome Back!

- Kicked off with OmniRide employees participating in meet-n-greets at commuter lots
- Facebook Boosted post 08/3-17/2020
- OmniRide's Executive Director, Bob Schneider, interviewed with local outlet Potomac Local



Welcome Back!

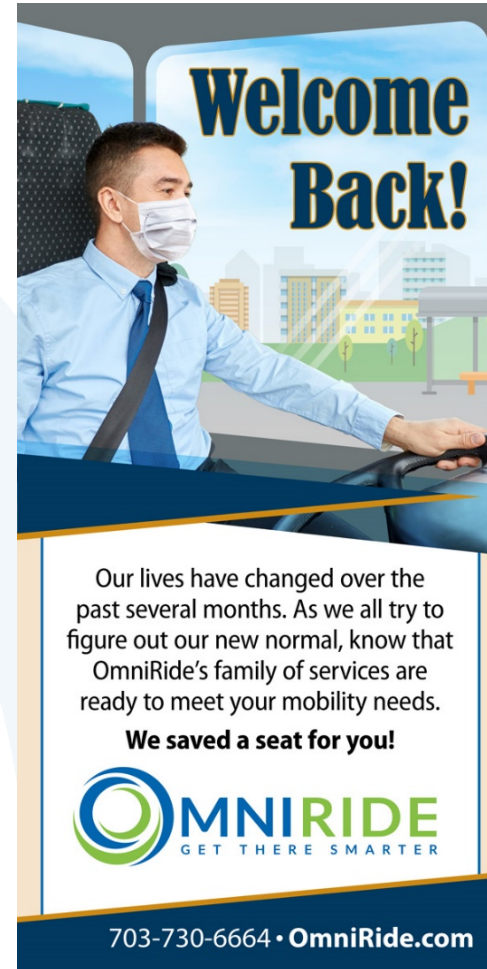
Our lives have changed over the past several months. As we all try to figure out our new normal, know that OmniRide's family of services are ready to meet your mobility needs.

We saved a seat for you!

OMNIRIDE
GET THERE SMARTER

OmniRide.com • 703-730-6664

Remember to bring your mask



Welcome Back!

Our lives have changed over the past several months. As we all try to figure out our new normal, know that OmniRide's family of services are ready to meet your mobility needs.

We saved a seat for you!

OMNIRIDE
GET THERE SMARTER

703-730-6664 • OmniRide.com



¡Bienvenidos!

Nuestras vidas han cambiado en los últimos meses. Mientras todos intentamos descubrir nuestra nueva normalidad, sepa que la familia de servicios de OmniRide está lista para satisfacer sus necesidades de movilidad.

¡Guardamos un asiento para ti!

OMNIRIDE
GET THERE SMARTER

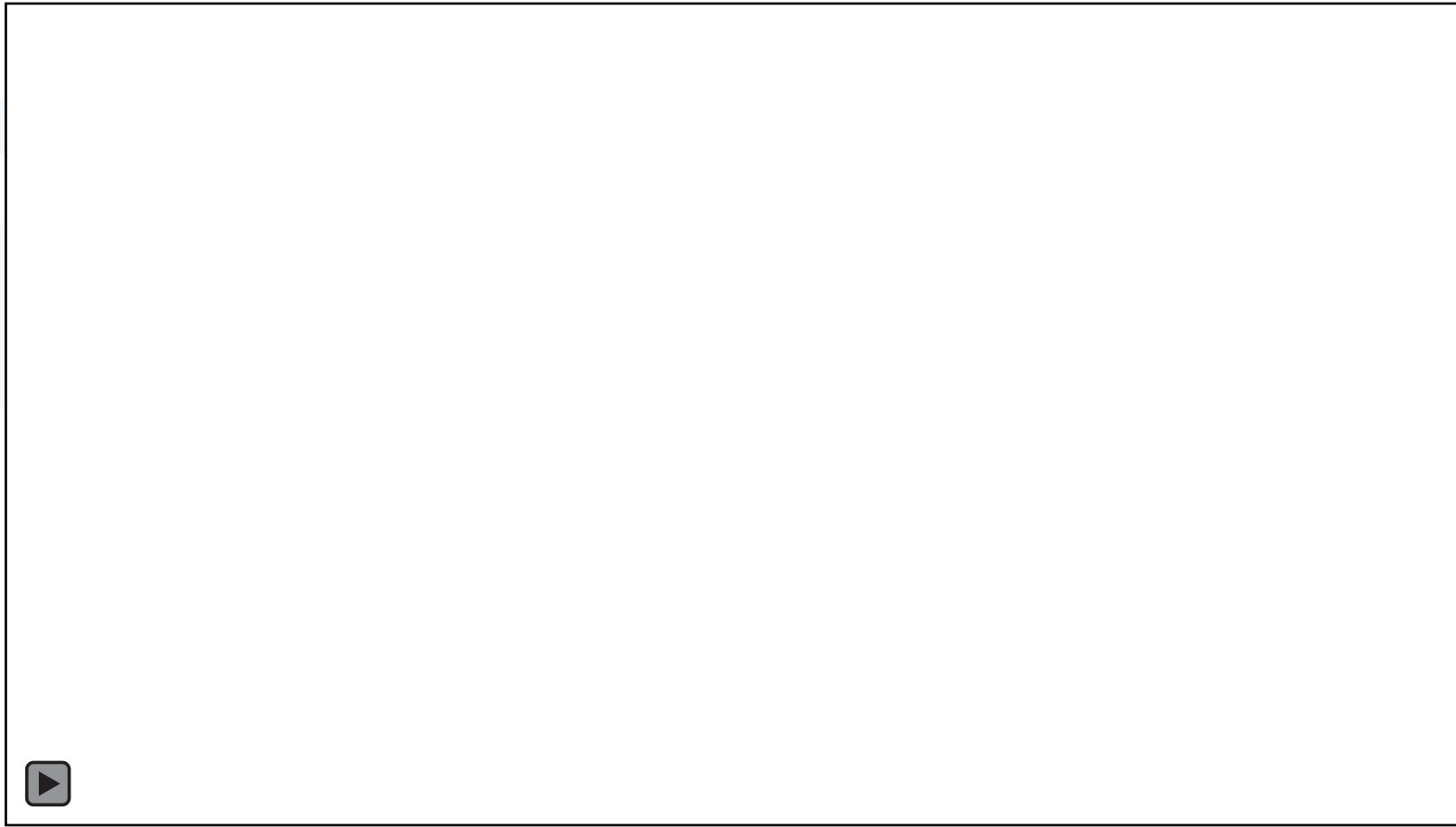
Recuerda a traer su mascarilla

703-730-6664 • OmniRide.com



OMNIRIDE
GET THERE SMARTER

Welcome Back!



Advertising with COVID-19

Advertising our services with COVID-19 messaging:

- A maximum of two lines explaining our rigorous bus cleaning
- Included imagery of people wearing facemasks
- A mask callout



OmniRide Local Gets You There!

OMNIRIDE
GET THERE SMARTER

OmniRide.com
(703) 730-6664 or (888) 730-6664
Virginia Relay Center-TDD, call 711

For appointments, shopping or essential travel—OmniRide will get you there. Safe, dependable and affordable, OmniRide Local buses serve routes in Dale City, Dumfries, Woodbridge, Lake Ridge, Stafford, Manassas and Manassas Park. And with an advance call, buses operating in Eastern Prince William County can leave the standard routes to serve locations up to 3/4 mile off the route.

Fares – 60+ years

One-way: \$0.75 • Day Pass: \$1.80 • Weekly Pass: \$7.15

- Stringent twice-daily cleaning of buses
- On-board social distancing

Our helpful Customer Service Agents are ready to answer your questions.

Monday–Friday • 5:30 AM to 7:00 PM • 703-730-6664
Or catch us on the web at OmniRide.com.

OmniRide Express • OmniRide Local • OmniRide East-West Express
OmniRide Metro Express • OmniRide Ridematching
are services of the Potomac and Rappahannock Transportation Commission.

SmarTrip® accepted on
all OmniRide buses.

OmniRide participates in the
Guaranteed Ride Home and
SmartBenefits Programs.

Remember
to bring your
mask



¡Unase a la familia de transito OmniRide!

OmniRide Express: Un servicio de autobuses práctico y sin estrés desde el este del condado de Prince William y el área Manassas, Gainesville, Haymarket y Stafford a destinos en el Norte de Virginia (incluyendo el Pentágono) y el Distrito de Columbia.

OmniRide Local: El servicio de autobuses personalizado diseñado tomando en cuenta sus necesidades de transporte! Es su enlace a Dale City, Dumfries, Woodbridge/Lake Ridge, Manassas y Manassas Park.

OmniRide Metro Express: Tres rutas desde Woodbridge, Manassas y el área de Gainesville/Linton Hall para una conexión fácil a las estaciones de metro cercanas.

OmniRide East-West Express: Perfecto para divertirse o hacer negocios. Ofrece fácil acceso a instalaciones médicas, oficinas, tiendas en el condado de Prince William del área ubicada a ambos extremos de la ruta de autobuses.

OmniRide Ridesharing Service: A fin de ahorrarle tiempo y dinero, este servicio GRATUITO le ayudará a ubicar el viaje compartido en carro o camioneta (carpool o van pool) que mejor se adapte a sus necesidades.

OmniRide ofrece:

- ✓ Estricta limpieza de autobuses dos veces al día
- ✓ Distanciamiento social a bordo
- Recordar a traer su mascarilla

OMNIRIDE
GET THERE SMARTER

OmniRide.com
(703) 730-6664 or (888) 730-6664
Virginia Relay Center-TDD, llame al 711

Se acepta SmarTrip® en todas las líneas de OmniRide.

Servicios de transporte provistos por la Comisión de Transporte de Potomac y Rappahannock.

OmniRide participa en los programas de Viaje a Casa Garantizado (Guaranteed Ride Home) y SmartBenefits®



Join the OmniRide Transit Family!

OmniRide Express is a stress-free and convenient bus service from eastern Prince William County, the Manassas area, Gainesville, Haymarket, and Stafford to destinations in Northern Virginia (including the Pentagon) and Washington, D.C.

OmniRide Metro Express offers three routes that connect Woodbridge, Manassas, and Gainesville/Linton Hall with nearby Metro stations.

OmniRide Local is a local bus service in Dale City, Woodbridge/Lake Ridge, Dumfries, Manassas, and Manassas Park.

OmniRide East-West Express travels between Eastern Prince William County and the Manassas area, with access to medical facilities, offices, shopping and other destinations.

OmniRide Ridesharing Service saves you time and money by helping you locate the carpool or vanpool that fits your needs. It's easy and FREE!


OmniRide ofrece:

- ✓ Stringent twice-daily cleaning of buses
- ✓ On-board social distancing
- Remember to bring your mask

OMNIRIDE
GET THERE SMARTER

OmniRide.com
(703) 730-6664 or (888) 730-6664
Virginia Relay Center-TDD, call 711

OmniRide participates in the Guaranteed Ride Home and SmartBenefits Programs.
Transit services provided by the Potomac and Rappahannock Transportation Commission.






Express routes from Stafford to Pentagon and D.C.!

Dreaming of a better commute?

I-95 traffic is rapidly returning to pre-COVID-19 levels. Instead of fighting traffic on I-95, hop on a comfortable OmniRide Express bus. Two routes originate at the Staffordboro Commuter Lot to the Pentagon and Washington, D.C.

Stafford OmniRide Express Routes

 Stafford-Pentagon OmniRide Express
 Stafford-Washington OmniRide Express



Remember to bring your mask

OMNIRIDE.com | 703-730-6664



Transportation Security Administration Gold Standard Award.



The award is the top recognition TSA can give to a transit agency for demonstrating outstanding performance in enhancing their security programs. OmniRide is the first and only bus-only transit system in the National Capital Region to earn this recognition.



OmniRide 2021...



- Completion and moving into our new Western Facility
- KEOLIS as the new Operations and Maintenance Contractor
- OmniRide hosted first virtual Hispanic Council Meeting- December 9th
 - Part of a Transportation/ Education Awareness campaign to discuss the transportation needs, challenges, and recommendations to increase outreach to the Hispanic Community.



Thank you!