



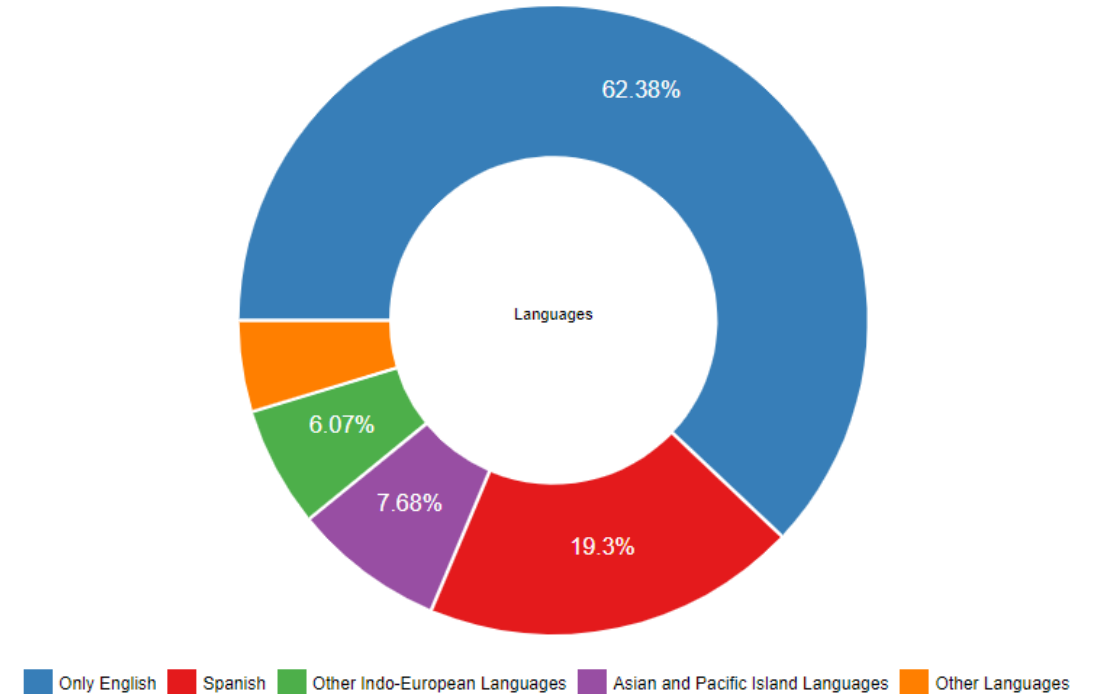
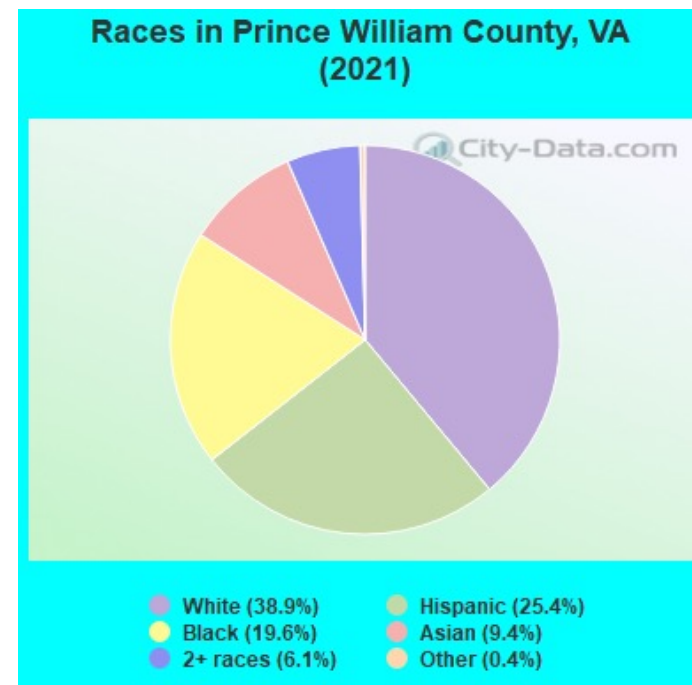
Getting Better But More to do – Improvements in OmniRide Hispanic engagement and how we can be even better.

JOE STAINSBY – CHIEF DEVELOPMENT OFFICER

DECEMBER 18, 2023

What was the starting point ?

- ▶ We know from prior surveys that Latino community does not historically ride our bus
- ▶ Majority minority county
- ▶ Spanish and Vietnamese main languages other than English
- ▶ THIs was not reflected in our ridership, good service should reflect community it serves.
- ▶ **So what have we done ?**

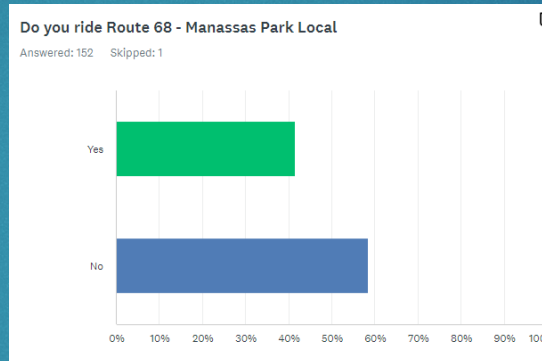
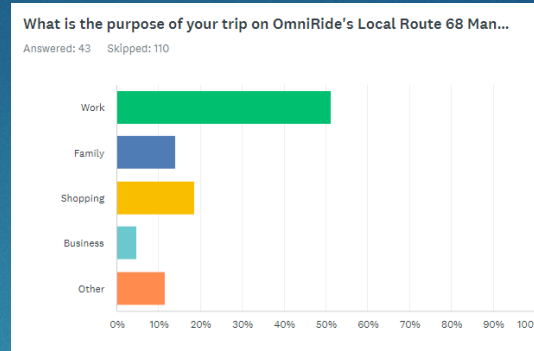
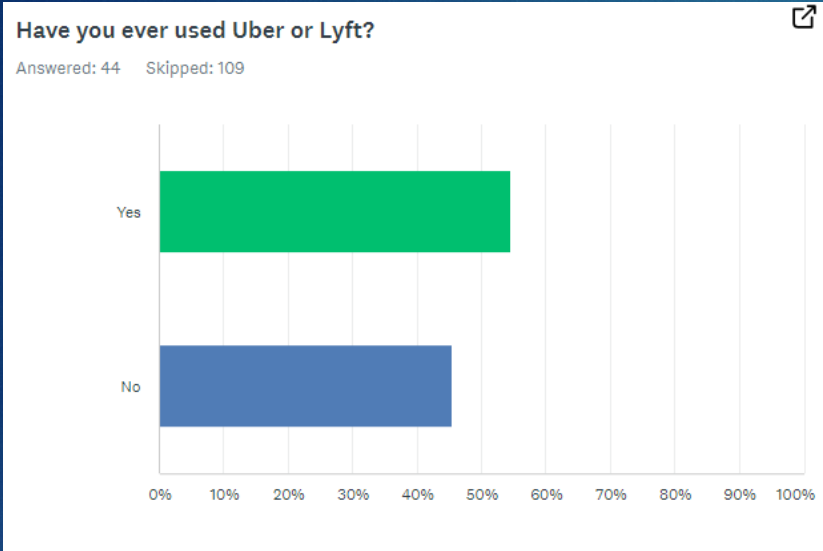


OMNIRIDE Connect Service

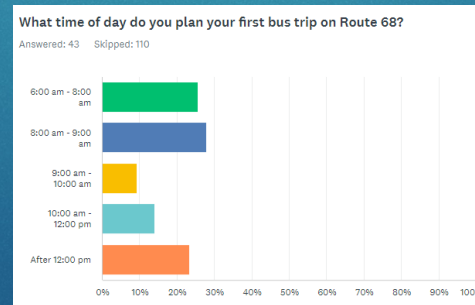
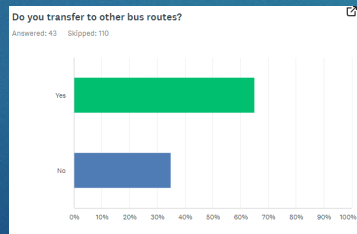
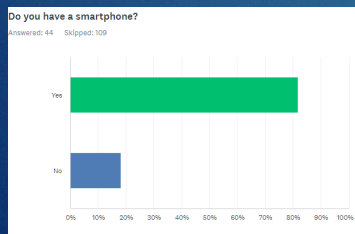
- Soft launch December 2022
- Local route eliminated January 2023
- Operates Corner to Corner
- Comingled with Paratransit
- Use data to determine further adjustments
- RideCo Software
 - App based
 - Website
 - Customer Call Center
- All of this is available in Spanish, app live changes so can be any language



Bi-lingual outreach



- Survey all online in English and Spanish
- Promoted during ride-alongs and if necessary done right there with staff
- 152 people took survey only 43 answered all questions
- MAJOR TAKEWAYS – most didn't ride Rt68, morning trips most common, mostly going to work, most connect to other routes, most have a smartphone.



Continued

Manassas Park, we want to hear from you!

OmniRide is considering implementing Microtransit service in the Manassas Park area. Converting our fixed-route local buses to Microtransit would be a more efficient, cost-effective, and flexible way to provide transportation in Manassas Park.

Similar to Lyft or Uber, Microtransit allows riders to book a ride through their phone or by calling OmniRide's Customer Service office. Instead of a bus, riders are transported in vans. The fee would be the same as a local bus ride costs today. But before we do this, we are hoping to gain better insight into possible demand for this type of transportation.

Please use the QR code to take a short survey to share some information about how you use OmniRide's Local buses.

Por favor, utilice el código QR para realizar una breve encuesta y compartir información sobre cómo utiliza los autobuses locales de OmniRide.

MNIRIDE GET THERE SMARTER
OmniRide.com • 703-730-6664

¡Manassas Park, queremos saber de ustedes!

OmniRide está considerando implementar el servicio Microtransit en el área de Manassas Park, convirtiéndolos nuestros autobuses locales de ruta fija a Microtransit sería una forma más eficiente, rentable y flexible de brindar transporte en Manassas Park.

De manera similar a Lyft o Uber, Microtransit permite a los pasajeros reservar un viaje a través de su teléfono o llamando a la oficina de Servicio al Cliente de OmniRide. En lugar de un autobús, los pasajeros son transportados en camionetas. La tarifa será la misma que un viaje en autobús local hoy en día. Pero antes de hacer esto, esperamos obtener una mejor perspectiva de la posible demanda de este tipo de transporte.

Manassas Park, We want to hear from you!

Background

OmniRide provides a family of mobility services for Prince William, Manassas, and Manassas Park residents. Historically, ridership on our Manassas Park Local route has been the lowest of all our local bus routes. OmniRide understands that reliable public transit is vital to the community. With that in mind, OmniRide is considering implementing Microtransit service in the Manassas Park area. Converting our fixed-route local buses to Microtransit would be a more efficient, cost-effective, and flexible way to provide transportation in Manassas Park. But before we do this, we are hoping to gain better insight into possible demand for this type of transportation.

What is Microtransit?

Similar to Lyft or Uber, Microtransit allows riders to book a ride through their phone or by calling OmniRide's Customer Service office. Instead of a bus, riders are transported in vans. Upon request, a van would be dispatched to pick-up passengers and deliver them to their destination.

Share Your Thoughts

Join OmniRide for a listening session – we want to hear your concerns and answer all your questions.

March 16, 2022, 9am to 11am at Manassas Park City Hall

Please use the QR code to take a short survey to share some information about how you use OmniRide's Manassas Park local route.

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¡Manassas Park queremos saber de ustedes!

Contexto

OmniRide ofrece una familia de servicios de movilidad para los residentes de Prince William, Manassas y Manassas Park. Históricamente, el número de pasajeros en nuestra ruta local de Manassas Park ha sido el más bajo de todos nuestros rutas de autobuses locales. OmniRide entiende que el transporte público confiable es vital para la comunidad. Con eso en mente, OmniRide está considerando implementar el servicio Microtransit en el área de Manassas Park. Convierte nuestros autobuses locales de ruta fija a Microtransit sería una forma más eficiente, rentable y flexible de brindar transporte en Manassas Park. Pero antes de hacer esto, esperamos obtener una mejor perspectiva de la posible demanda de este tipo de transporte.

¿Qué es Microtransit?

De manera similar a Lyft o Uber, Microtransit permite a los pasajeros reservar un viaje a través de su teléfono o llamando a la oficina de Servicio al Cliente de OmniRide. En lugar de un autobús, los pasajeros se los transporta en camionetas. Previo solicitud, se envía una camioneta para recoger a los pasajeros y llevarlos a su destino.

Comparta lo que piensa

Únase a OmniRide en una sesión de escuchar queremos escuchar sus inquietudes y responder a todas sus preguntas.

16 de marzo de 2022, de 9 a.m. a 11 a.m. en el ayuntamiento de Manassas Park.

Utilice el código QR para realizar una breve encuesta y compartir información sobre cómo utiliza los autobuses locales de OmniRide.

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Manassas Park, we want to hear from you!

¡Manassas Park, queremos saber de ustedes!

MNIRIDE GET THERE SMARTER



Se propone Microtransit para Manassas Park

Utilice el código QR para obtener más información.

MNIRIDE GET THERE SMARTER



Microtransit is proposed for Manassas Park

Use QR code to learn more.

MNIRIDE GET THERE SMARTER



All schedules now in Spanish

Listen ▶ Select Language ▼
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Schedules and Maps

Note that some routes will be renumbered starting December 10.

- D-100 will be renumbered as 971

Propuesta de Reestructuración del Servicio Local este de Área de Lake Ridge

Woodbridge/Lake Ridge Local – Actual

LEYENDA

- Parada a pedido
- Punto de transbordo
- Estación de VRE de Woodbridge/punto de transbordo
- Estacionamiento de transporte urbano de Lake Ridge
- Potomac Mills Mall
- Centro Médico Sentara
- Omniride Transit Center
- Woodbridge/Lake Ridge Local

Lake Ridge Local (92) – Propuesta

LEYENDA

- Estacionamiento de transporte urbano de Tackett's Mill
- Estación de VRE de Woodbridge/punto de transbordo
- Punto de transbordo
- Centro de conexión/punto de transbordo propuesta
- Galveston Court
- Chinn Center
- Lake Ridge Local – Propuesta

971 • DALE CITY-WASHINGTON EXPRESS

De Dale City al centro de Washington

LEYENDA

- Parada de autobuses (El autobús también para a las horas enumeradas)
- Centro de Transbordo
- Estacionamiento Suburbano
- Punto de Interés
- Estación de Metrorail
- Estación de VRE

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Mapa no a escala

Latino Focused Events



Georgetown
Latino Fest



Georgetown
Latino Fest



Georgetown
Latino Fest



Georgetown
Latino Fest



Manassas
Latino Fest



TODOS
Outreach



Americana
Halloween



PWC Latino
Fest

How can we improve ? you can help

- ▶ What events can we attend
- ▶ What groups should we work with
- ▶ Where should we advertise



Questions ?

▶ Joe Stainsby-Chief Development Officer

▶ jstainsby@omniride.com



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