

GREAT SENECA TRANSIT NETWORK OUTREACH REPORT

March 1 – March 3, 2023

OUTREACH PURPOSE

- Inform the community (transit riders and potential transit riders) of the Great Seneca Transit Network plan (Ride On ExtRa)
- Inform the community about the online information session on March 15, 2023

OUTREACH ACTIVITIES

Website

3/1 - VHB and Clark completed the project page website update (LIVE)

<https://montgomerycountymd.gov/dot-dte/projects/GST/index.html>

Email invitation to March 15 information session

3/1 - SGTMD lists for Gaithersburg, Richmond, and Montgomery County – 367 contacts

3/1 - Community stakeholders – 62 contacts

3/3 - Government – 39 contacts

3/3 - Ride On Reimagined – 311contacts

Media buy

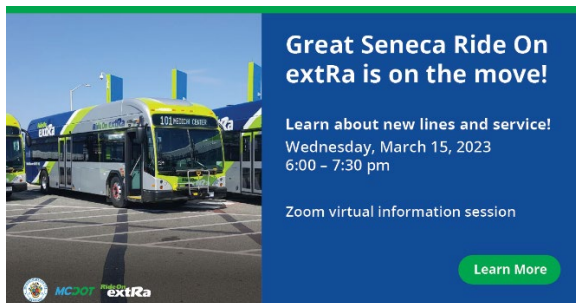
3/1 - English language media buy to run through 3/15

- Facebook/Instagram ads – Geotargeted
- Digital ad placement through Google Ad platform Geotargeted on Extended Display
 - Display ad placement on Afro.com

City of Gaithersburg: 20697, 20877, 20878, 20879, 20884, 20885, 20899

City of Rockville: 20847, 20848, 20849, 20850, 20851, 20852, 20853, 20854, 20857, 20877

Town of Washington Grove: 20880, 20877



The advertisement features a photograph of a white and yellow bus with 'extRa' branding on its side, parked in a lot. To the right of the image is a blue text box with white text. The text reads: 'Great Seneca Ride On extRa is on the move!', 'Learn about new lines and service!', 'Wednesday, March 15, 2023', '6:00 – 7:30 pm', and 'Zoom virtual information session'. At the bottom right of the blue box is a green button with the text 'Learn More'. In the bottom left corner of the image area, there is a small logo for 'MONTGOMERY COUNTY extRa'.

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Organic social media

3/1 - MCDOT – Twitter <https://twitter.com/MCDOTNow/status/1631699764788985872>



3/1 MCDOT – Facebook



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Pop-up event: Shady Grove East

Audience: Ride On extRa transit riders	Date and time: Wednesday, March 1, 2023, 3:00-6:00 p.m.
Location: Shady Grove Metro Station, Bus Bay C Rockville, MD 20855	Staff: Marshall Bell (PRR), Lauren Whalley-Hill (PRR)
Display/presentation materials: <ul style="list-style-type: none">• Phase 1 Routes, Stations & Improvements display board• Service details display board	
Handouts: <ul style="list-style-type: none">• Public meeting flyer with QR Code• Phase 1 Routes fact sheet• Ride On swag items (water bottles, reflectors, car usb chargers)	
Summary People engaged: 107 Flyers and fact sheets distributed: Approximately 100 Overall comments / reactions: The outreach team set up at Bus Bay C, where all Ride On routes pull in at Shady Grove. The team spoke to many kinds of commuters, including health care workers, students, other professionals, and people who are in transitional housing. The public's reaction to the new routes was positive, especially from those who use Ride On to get to their medical appointments. We did not receive any negative comments about Ride On. The only concern expressed was that new routes might increase the cost of fares.	

