

GREAT SENECA TRANSIT NETWORK OUTREACH REPORT

March 8 – March 13, 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

Email reminder of the invitation to March 15 information session

3/10 - SGTMD lists for Gaithersburg, Richmond, and Montgomery County – 367 contacts

3/10 - Community stakeholders – 62 contacts

3/10 - Government – 41 contacts

3/10 - Ride On Reimagined – 309 contacts

Media buy

3/8 - Spanish 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 El Tiempo.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



¡Great Seneca Ride On extRa está en marcha!

¡Infórmese sobre las nuevas líneas y servicios!

Miércoles, 15 de marzo de 2023
18:00 a 19:30

Sesión informativa virtual con zoom

[Más información](#)

MCDOT Ride On extRa

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Organic social media

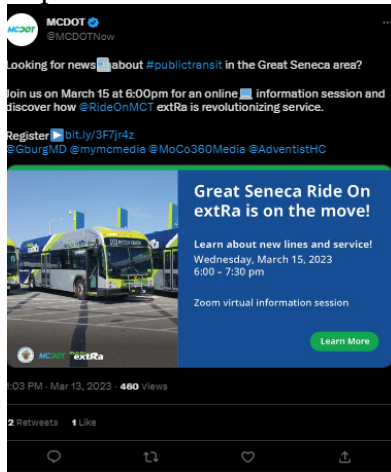
3/11 Twitter

<https://twitter.com/RideOnMCT/status/1634594318823325696>

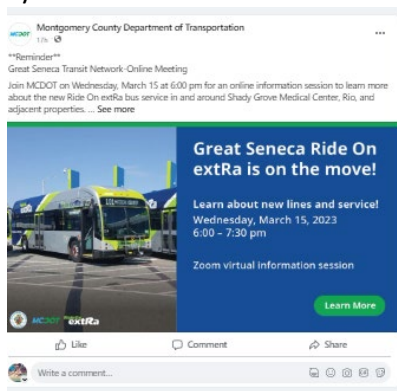


3/13 - MCDOT – Twitter

https://twitter.com/MCDOTNow/status/1635325624872050703?cxt=HHwWnoC9qbr_67EtAAA



3/13 MCDOT – Facebook



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Pop-up event: RIO Lakefront

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| Audience: Ride On extRa transit riders | Date and time: Saturday, March 11, 2023, 9:30 a.m. - 2:00 p.m. |
| Location: Shady Grove Metro Station, Bus Bay C Rockville, MD 20855 | Staff: Marshall Bell (PRR), Amy Kennedy (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 in English and Spanish• Phase 1 Routes fact sheet• Ride On swag items (water bottles, reflectors, car usb chargers) | |
| Rio Lakefront pop up summary: People engaged: 77 Flyers and fact sheets distributed: approximately 144 including approximately 20 “sets” in Spanish. Overall comments / reactions: The outreach team set up along the lake, close to the Yard House restaurant, for the Rio Lakefront St. Patrick’s Day parade and celebration. The public was very interested in GSTN plans and many people expressed interest in attending the March 15 online public meeting. The public’s reaction to the bus service and to the new routes was generally positive. The outreach team fielded the following comments: <ul style="list-style-type: none">• Need to extend service Upcounty to Poolesville and Boyds• The stop at River Road and Bethesda is dark (safety concern)• The 72 bus route schedule needs to be updated• The T-2 route needs a paper schedule• Crosswalks near bus stops should be painted (safety concern)• The stop at Emory Grove Road and Strawberry Knoll needs a bus shelter | |
| Rio Lakefront and Crown East store outreach summary: Stores what accepted materials to post on bulletin boards/ breakrooms): 11 Flyer and fact sheets distributed: 22 (11 sets) Stores: Amazing Lash Studio, Blue Mercury, Lens Crafters, Revive Wellness, South Moon Under, Uncle Julio’s, UPS, Starbucks (photo included), Sweet Green, Bath & Body Works, Glamour Nail Salon | |

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