



Marketing Update

August Service Improvements Communications



Goal/Objective

- Provide bus customers with updated scheduling & route changes

Tactics

- eBusBook (web and mobile)
- Website (service change page)
- Bus Interior ads
- On Board flyer
- On-street signage (individual routes)
- Social media
- Email
- Printed bus books (operators and staff/customer on demand)

OCbus.com/August2021

BEGINNING AUGUST 15TH

MORE SERVICE IMPROVEMENTS
CONVENIENCE
SAVINGS

289 ADDED TRIPS ON POPULAR ROUTES

14 ROUTES WITH ADDED FREQUENCY

19 ROUTES WITH EXPANDED HOURS

2 ROUTES RETURNING 150 & 560

40% SAVINGS WITH NEW WELCOME PASS

WELCOME

OCBUS | **OCTA**
YOUR SAFETY IS OUR PRIORITY

The graphic is a promotional banner for OCBUS service improvements starting August 15th. It features a blue and orange color scheme. At the top left, the URL "OCbus.com/August2021" is displayed. The main headline reads "BEGINNING AUGUST 15TH" followed by "MORE SERVICE IMPROVEMENTS CONVENIENCE SAVINGS". Below this, five circular icons highlight key statistics: 289 added trips on popular routes, 14 routes with added frequency, 19 routes with expanded hours, 2 routes returning 150 & 560, and 40% savings with the new Welcome Pass. On the right side, there is an illustration of a bus with "WELCOME" on its destination sign. At the bottom right, the OCBUS and OCTA logos are shown, along with the slogan "YOUR SAFETY IS OUR PRIORITY".

Comeback Campaign – Welcome Pass and Route Promotions



More Service. More Savings. Starting August 15. OCbus.com/Welcome | (714) 636-RIDE

Save 40% with the New OC Bus Welcome Pass*

- Get 5 One-day Passes for only **\$15** (\$10 savings)
- Get a 30-day Pass for only **\$40** (\$29 savings)

OCbus.com/Welcome | (714) 636-RIDE
*Good for use from August 15 to November 15, 2021



OCBUS |   

Save 40% with the New OC Bus Welcome Pass*

- Get 5 One-day Passes for only **\$15** (\$10 savings)
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OCbus.com/Welcome | (714) 636-RIDE
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OCBUS |   

Comeback Campaign – Welcome Pass and Route Promotions

Print

- Ultra-super king ads
- King ads
- Interior bus ads
- Flyers on buses

Digital

- Email blast 7/23 (coming soon), 8/5 (launch)
- A dedicated “Welcome” web portal
- Social Media ads – FB, Instagram, Youtube

Grassroots outreach

- Mailings/info distribution to community organizations
- Target door hangers (2-3 blocks along the 21 improved/reinstated routes)
- TBD - Pop up events (community and transit hubs)



Comeback Campaign – Welcome Pass and Route Promotions

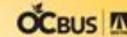
Save 40% with the New OC Bus Welcome Pass

- Get 5 One-day Passes for only \$15 (\$10 savings)
- Get a 30-day Pass for only \$40 (\$29 savings)



Welcome Passes are only good for use between August 15 - November 15, 2021 and can be purchased with the OC Bus App or at retail outlets starting August 4.

[OCbus.com/Welcome](https://ocbus.com/Welcome) | (714) 636-RIDE



Two ways to save plus hundreds of trips added starting August 15



New OC Bus Welcome Pass

Good things are headed your way as part of the OC Bus August Service Change. Improvements such as additional bus trips and more frequent service will be added to make your ride even better.

- Adding 289 additional bus trips throughout the county
- Improving frequency of service on 14 routes
- Improving the hours of operation with earlier and/or later service on 19 routes
- Restoring two routes that were previously suspended due to the COVID-19 pandemic

In addition, it's the perfect time to introduce the money-saving Welcome Pass with two ways to save:

- Get five one-day Welcome Passes for only \$15 (\$10 savings)
- Get a 30-day Welcome Pass for only \$40 (\$29 savings)

Welcome Passes are good for use between Aug. 15, 2021 and Nov. 15, 2021, and can be purchased with the new OC Bus App or at retail outlets beginning Aug. 1.

Thanks for riding OC Bus.

Youth Ride Free Promotion Program

Grassroots outreach and communications

- Schools and youth organizations partnership development
 - Phone calls; emails/letters from Executives
- Create awareness and educate on how-to-ride
 - Develop and distribute program collaterals– factsheet, flyers, ads website, digital toolkits for schools and cities, etc.
 - Target general youth and parents, youth-organizations and events
- Monitoring and reporting

OC BUS YOUTH RIDE FREE PROMOTION

AT A GLANCE

AREA OF BENEFIT:

All 34 Orange County cities and the County of Orange

PROGRAM PARTICIPANTS:

Orange County Youth (Ages 6 – 18)

FUNDING:

State of California Low Carbon Transit Operations Program (LCTOP)

WEBSITE:

OCbus.com/YouthRideFree

CONTACT:

Ryan Maloney
rmaloney@octa.net
(714) 560-5451

Fact sheet as of 7/16/21



OVERVIEW

The Youth Ride Free program is a promotional pass that allows youth 18 and under to ride all OC Bus fixed-route buses for free. The six-month program will start in September 2021 and passes will be valid through February 28, 2022.

Passes and marketing information will be distributed in partnership with Orange County schools, with parents able to request a pass from participating schools, the OCTA store, or at OCbus.com/YouthRideFree.

BENEFITS

- Offers a promotional free fare for youth 18 and under, providing a reliable transportation option for education, work, and leisure.
- Promotional free pass valid on any OC Bus fixed-route service, including weekends and holidays.
- Supports the economic recovery of Orange County and helps mitigate the financial impacts from the COVID-19 pandemic on low income and diverse populations.
- Allows youth from all over Orange County to equitably re-engage with education and other opportunities following pandemic restrictions.
- Helps introduce new youth riders to public transit, encouraging long term usage.
- Improves mobility options, reduce congestion, and reduce greenhouse gas emissions.
- Provides rider feedback and information for future youth program development.

FUNDING

This Youth Free Fare promotion is grant-funded by the Low Carbon Transit Operations Program through California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment – particularly in disadvantaged communities.

HIGHLIGHTS

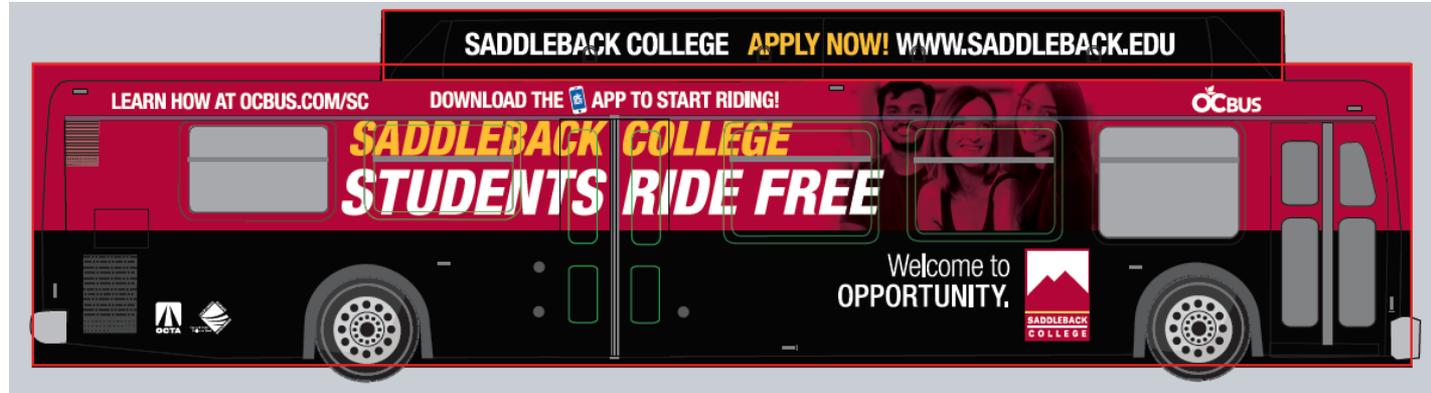
AGES 6-18

- “Youth Ride Free Fare” pass will be a free magnetic stripe OC Bus pass, good for six months.
- A multilingual “parental request form” will be available through schools, the OCTA store, and at OCbus.com/YouthRideFree.



Orange County Transportation Authority
550 S. Main St
P.O. Box 141184
Orange, CA 92863-1584
(714) 560-OCTA
www.octa.net

College Pass Program



Transit Training

OCbus | TRANSIT TRAINING

GETTING YOU THERE SAFELY

LEARN HOW TO RIDE OC BUS

To schedule a workshop or to learn more about our Transit Training options, please contact our specialists:

Phone: 888-878-7099

Email: mmp@occta.net

Workshops available in English, Spanish, Vietnamese, Korean and Chinese.

Orange County Residents only

FREE BUS PASSES

Participants will receive two free 1 Day mobile bus passes after submitting the feedback survey upon completion of training.

HOW DOES THIS WORK?

As we emerge from the pandemic, we're delivering our training online. It's easy and simple to set up, and we would be happy to help you. Please call 888-878-7099.

When state and federal regulations allow, we will offer in-person training and field trips.

[OCbus.com/TransitTraining](https://ocbus.com/TransitTraining)

OCbus | PROGRAMA DE ENTRENAMIENTO DE TRANSITO

TRANSPORTANDOTE DE MANERA SEGURA

APRENDE COMO VIAJAR EN AUTOBUS

Para programar un taller o para más información sobre nuestras opciones de Entrenamiento de Tránsito, por favor comuníquese con nuestro especialista:

Cristina Rosales Bernabe
Teléfono: 714-550-5923
Correo electrónico: cristanr@occta.net

Talleres disponibles en inglés, español, vietnamita, coreano y mandarín.

Únicamente para residentes del Condado de Orange.

PASES DE AUTOBUS GRATIS

Los participantes recibirán dos pases de autobús de un día móviles gratis después de someter la encuesta con comentarios al final del taller.

¿CÓMO FUNCIONA?

Como nos vamos moviendónos más allá de la pandemia, seguimos proporcionando nuestro entrenamiento virtualmente. Es fácil y simple de coordinar y nos encantaría ayudarlos. Por favor llámenos al 714-550-5923.

Cuando las regulaciones federales y estatales permitan, comenzaremos a proveer entrenamientos en persona y excursiones.

[OCbus.com/TransitTraining](https://ocbus.com/TransitTraining)

OCbus | CHƯƠNG TRÌNH ĐÀO TẠO VỀ BIÊN LƯU THÔNG TIẾN CÔNG CỘNG

ĐƯA QUÝ KHÁCH ĐẾN NƠI MỘT CÁCH AN TOÀN

TÌM HIỂU CÁCH ĐI OC BUS

Để đặt lịch tham gia giờ thảo luận hoặc tìm hiểu thêm về các tùy chọn trong Đào Tạo Tham Gia Công Cộng, vui lòng liên hệ với các chuyên viên của chúng tôi.

Điện thoại: 888-878-7099
Email: mmp@occta.net

Hội thảo được thực hiện bằng Tiếng Anh, Tiếng Tây Ban Nha, Tiếng Việt, Tiếng Hàn Quốc và Tiếng Trung Quốc.

Chỉ dành cho các cư dân Quận Cam

VE XE BUÝT MIỄN PHÍ

Người tham gia sẽ nhận được hai vé xe buýt miễn phí một ngày di động, miễn là đi được 1 ngày, sau khi gửi phản hồi và trả bài kiểm tra thực địa đào tạo.

CÁCH THỨC HOẠT ĐỘNG?

Do chúng ta đang bước qua đại dịch nên chúng tôi sẽ thực hiện đào tạo trực tuyến. Việc bố trí đặt hàng và đơn giản, chúng tôi sẽ rút lui khi được giúp đỡ quý khách. Vui lòng gọi 888-878-7099.

Trong trường hợp các quy định của tiểu bang và liên bang cho phép, chúng tôi sẽ tiến hành đào tạo trực tiếp và có các chuyến đi thực tế.

[OCbus.com/TransitTraining](https://ocbus.com/TransitTraining)

OCbus | 社區教育培訓

여러분을 안전하게 모셔다 드립니다

OC 버스 이용 방법에 대해 알아보세요

최대수 할인을 예약하거나 교육 과정 중이든 때든 자세한 정보를 얻으실 수 있도록 도와드립니다.

전화: 888-878-7099
이메일: mmp@occta.net

워크숍은 영어, 스페인어, 베트남어, 한국어 및 중국어로 제공됩니다.

지역사회의 언어에 맞는 전문가.

OC 버스에 오신 것을 환영합니다

OC 버스가 갑자기 매우 혼잡하기 때문에, 워크숍을 할 때 이용할 수 있는 다양한 옵션과 관련된 정보는 다음 링크에서 자세히 알아보십시오.

OC 버스는 승객이 안전한 곳으로 갈 수 있도록 다양한 옵션을 제공하고 있습니다. 버스 승차 방법을 제공하는 video 콘텐츠도 교육 자료에 포함되어 있습니다. 직원들이 교육 과정 동안 항상 COVID-19 예방 조치를 취하고 있습니다.

세부 내용

- 버스 타기의 기본, 안전한 승차를 위한 중요한 것
- 승객 센터 - OC 버스 이용 방법
- 지불 방법 - 승차권 구입 및 지불 옵션
- 여행 계획 - 여행 계획을 위한 간단한 온라인 플랜기
- 시각 장애인 - 시각 장애인 승차 방법 및 승차권
- 코퍼레이션
- ADA 규정 준수 - OC 버스의 이용 방법을 제공하는 ADA 규정 준수 비디오 콘텐츠도 포함되어 있습니다. 직원들이 교육 과정 동안 항상 COVID-19 예방 조치를 취하고 있습니다.

승객 센터?

일반적으로 직원들이 승객 센터는 고객에게 무료로 제공되며, 승객이 필요할 때 언제든지. 직원들이 일일 방문자를 처리합니다. 888-878-7099으로 연락하십시오.

수정된 및 변경된 규정의 적용은 경우 특정 교육 현장 방문을 제공할 것입니다.

OCbus | 讓您安全出行

學習如何乘坐 OC BUS

我們提供多種語言的培訓課程，以幫助您了解如何安全地使用 OC 巴士。

我們提供多種語言的培訓課程，以幫助您了解如何安全地使用 OC 巴士。

電話: 888-878-7099
電子郵件: mmp@occta.net

免費公車票

參加培訓課程的學員將獲得兩張免費的一日移動巴士票，前提是他們在培訓課程結束後提交反饋調查表。

如何運作?

由於我們正在從大流行中走出來，我們將提供線上培訓課程。這很容易設置，我們將很樂意為您提供幫助。請致電 888-878-7099。

[OCbus.com/TransitTraining](https://ocbus.com/TransitTraining)

Metrolink Weekends Daycation Campaign – Summer 2021

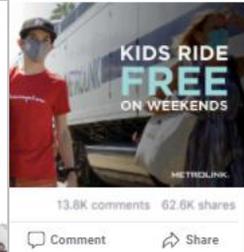
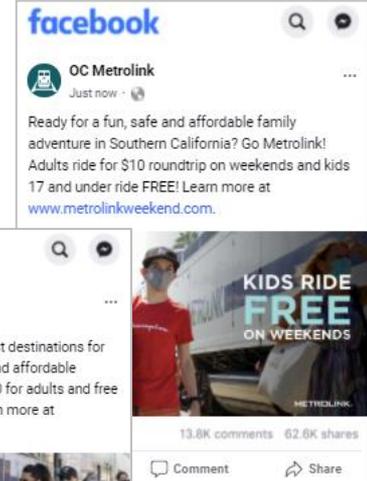


Making It Safe to Ride

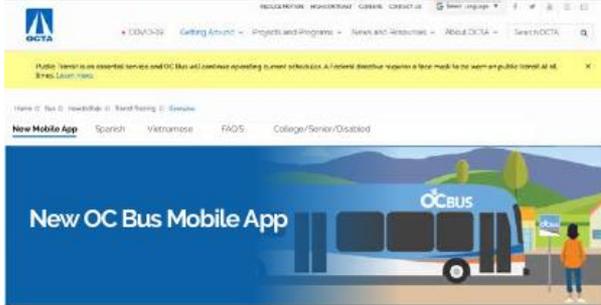
Metrolink has gone to great lengths to keep you safe. Our enhanced cleaning and disinfecting procedures now include daily deep cleaning and electrostatic spraying of hospital-grade disinfectants on trains. We've also added two hand sanitizers in every car. You can feel safe on Metrolink.



LEARN MORE



New OC Bus Mobile App



Upgrading is easy

- Download at the Apple App Store or Google Play
- Follow on-screen prompts to set-up account.
- Use the same email address used for the current app for a smooth transition.
- Register a debit card, credit card or PayPal account.

The new app will offer the same pass types as the current mobile app.

How long will my current app keep working?
The current OC Bus mobile app will stop working on October 1, 2021.

How long can I use my current passes?
Be sure to use them before September 30 when all passes will expire.

Can I transfer my existing passes to the new app?
Passes can't be transferred between apps.

Do I have to create a new user name?
No. The transition will be easier if you use the same email address.

[More FAQs](#)

I have questions!



You'll love what's new!

The new OC Bus mobile app includes a number of enhancements making it easier for you to purchase and organize your passes including color-coded passes and rider type.

Full Spanish and Vietnamese versions of the app will be available.

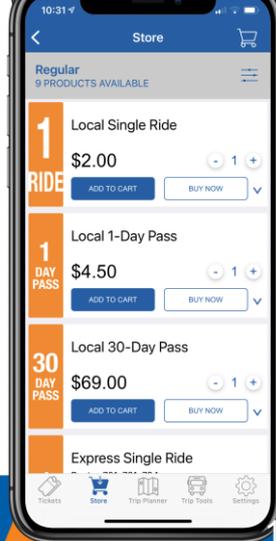
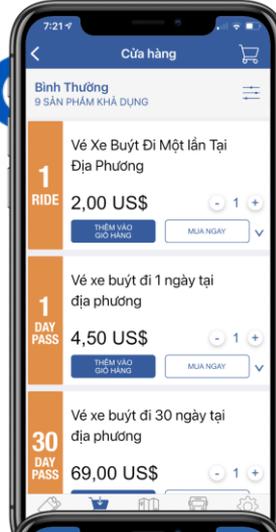


Key transition dates

Please follow this timeline to ensure a smooth transition to the new mobile app.



| Month | Day | Event |
|-----------|------|---|
| JULY | 7th | New update for current mobile app available with important information. |
| AUGUST | 4th | New OC Bus mobile app is available for download. |
| | 18th | Last day to purchase passes on the current app. |
| SEPTEMBER | 30th | Passes on the current app will expire. |
| OCTOBER | 1st | Current mobile app will no longer function. |



OCTA 30TH Anniversary



[REDUCE MOTION](#) [HIGH CONTRAST](#) [CAREERS](#) [CONTACT US](#)

Select Language



COVID-19

Getting Around

Projects and Programs

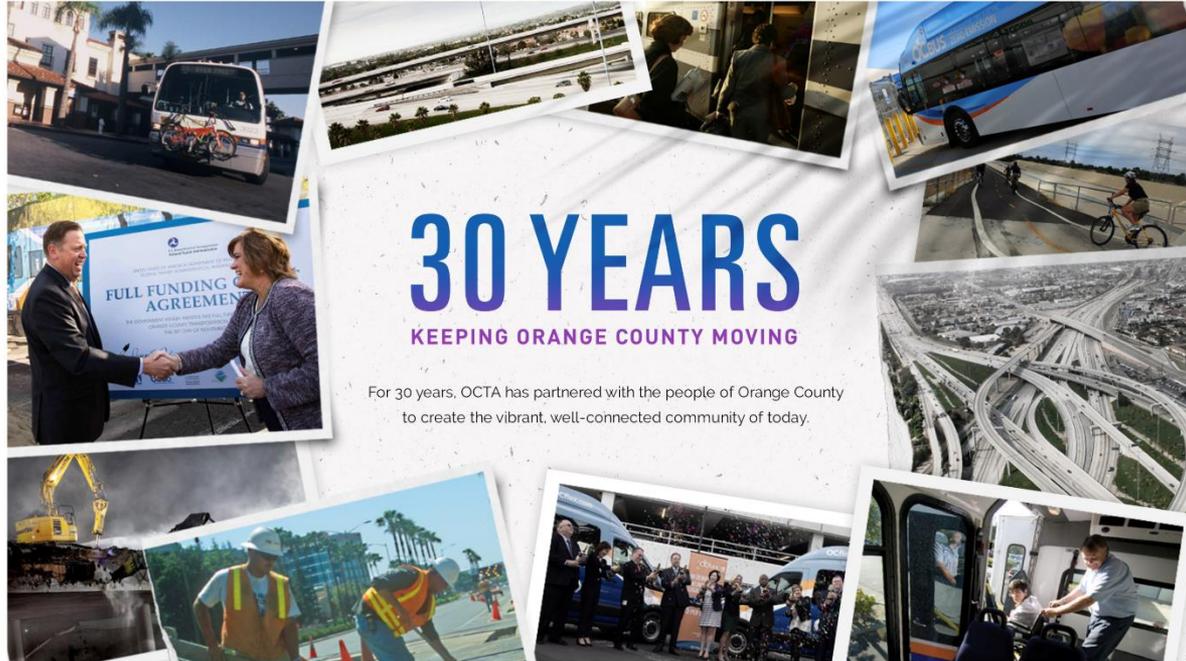
News and Resources

About OCTA

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Home About OCTA OCTA 30th Anniversary



30 YEARS
KEEPING ORANGE COUNTY MOVING

For 30 years, OCTA has partnered with the people of Orange County to create the vibrant, well-connected community of today.

The banner features a central white background with the text "30 YEARS KEEPING ORANGE COUNTY MOVING" in large blue and purple letters. Below the text is a paragraph: "For 30 years, OCTA has partnered with the people of Orange County to create the vibrant, well-connected community of today." The background is a collage of various photos: a white bus with bicycles, a modern transit station, a blue and white bus, a person on a bicycle on a ramp, a man and woman shaking hands in front of a "FULL FUNDING AGREEMENT" sign, a construction site with a yellow excavator, two construction workers in safety vests, a group of people celebrating, and a person driving a bus.