



# OC Bus 360° Service Change Program for October 2016



- Support a smooth implementation
- Prepare customers for the service change
- Enhance public awareness and perception



## Provide extensive customer information

- Route-specific, tri-lingual, print and online, social media, mailers, call center, stop signage

**OCBUS** ROUTE 72 SUNSET BEACH TUSTIN

Your ride to work, school and fun.  
Every 30 minutes.\*  
Effective October 9, 2016

Now with 85% more weekday service!

FREE BUS PASS AND RIDE GUIDE AT [OCBus.com/72](http://OCBus.com/72)

*Let's Get Started!*

OCTA offers many resources to help plan your trip. Check out [OCBus.com](http://OCBus.com) or use free mobile apps to plan your trip.

Got questions? Need further assistance? Talk to one of our friendly reps at (714) 636-RIDE, extension 5. We look forward to welcoming you onboard.

ROUTE 72 SUNSET BEACH TUSTIN

Grand  
Main  
Flower  
Bristol  
Fairview  
Harbor  
Euclid  
MILE SQUARE PARK  
Brookhurst  
Magnolia  
Beach  
Goldenwest  
Boisa Chica  
Pacific Coast Hwy

WARNER & TUSTIN RANCH RD TO WARNER & PACIFIC COAST HWY  
Frequency improved to 30 min all day weekdays

EFFECTIVE OCTOBER 9, 2016  
EFFECTIVO EL 9 DE OCTUBRE 2016 / BẮT ĐẦU TỪ NGÀY 9 THÁNG 10 NĂM 2016

## 2016 OCTOBER BUS SERVICE CHANGE

CAMBIO EN EL SERVICIO DE AUTOBÚS EN OCTUBRE DE 2016  
THÁNG MƯỜI 2016 THAY ĐỔI DỊCH VỤ CỦA XE BUÝT

**IMPROVED BUS SERVICE ROUTES**  
Rutas con servicio mejorada / Cải tiến dịch vụ cho các lộ trình  
26, 37, 47, 71, 72, 79, 206, 211, 463

**REDUCED BUS SERVICE ROUTES**  
Rutas con servicio reducidas / Giảm bớt dịch vụ cho các lộ trình  
82, 85, 87, 167

**DISCONTINUED BUS ROUTES**  
Rutas suspendidas / Ngưng các lộ trình  
20, 175, 187, 188, 191, 193, 464, 757, 758

**NEW MOBILE TICKETING OC BUS APP**  
Nueva aplicación OC Bus para la compra de boletos desde dispositivos móviles  
Ứng dụng OC Bus mới để mua vé qua điện thoại di động

**DISCOUNTED DAY PASS FOR ONLY \$4**  
Pase de un día con descuento por solo \$4  
Giảm giá vé xe trọn ngày còn \$4

Partially funded by / Financiado en parte por / Được tài trợ một phần

Clean Transportation Funding from the MSRC

CalSTA CALIFORNIA STATE TRANSPORTATION AGENCY  
California Environmental Protection Agency  
Air Resources Board

**NEW COMMUNITY SHUTTLES FUNDED THROUGH MEASURE M**  
Nuevo servicio de transporte urbano financiado a través de Measure M  
Tuyến xe đưa đón mới trong cộng đồng tài trợ qua Luật M

OCBUS Together we ride

[OCbus.com/2016BusPlan](http://OCbus.com/2016BusPlan)

## Conduct in-person outreach

- Transit Ambassadors on-board buses and at bus stops; diversity street team outreach



# STRATEGIES



## Promote improved services & new programs

- Direct mail, print/online advertising, outreach

**PAYING MADE EASY**

LAUNCHING OCTOBER 9TH | [OCbus.com/MobilePay](http://OCbus.com/MobilePay)

**OCBUS**  
Together we ride

The advertisement features a man in a plaid shirt looking at his smartphone. To his left are two circular icons: one showing a hand holding a smartphone with the OC Bus Mobile Pay app interface, and another showing a '\$4 DAY PASS' sticker. The background is a blurred city street.

**71**  
OCBUS

**Your ride to work, school and fun.**  
Every 30 minutes.\*

**OCBUS**  
Together we ride

**OCBus.com**  
\*Effective October 9, 2016

**FREE RIDE**

**FREE PASS COUPON**  
Valid 10/3/2016 - 10/31/2016

Just hand this coupon to the coach operator and receive a free one-day bus pass good for a full day of riding on any OC Bus (excluding ACCESS). NO CASH REDEMPTION. One coupon per person, per day. Original coupon required; photocopies not accepted.

The advertisement is split into three horizontal sections. The top section is orange and features a route 71 sign icon and promotional text. The middle section is a photograph of a smiling female driver in a white OC Bus uniform. The bottom section is blue and contains the OC Bus logo, website, and a 'FREE RIDE' coupon with detailed terms and conditions.

## GET YOUR PASS ANYTIME, ANYWHERE FOR LESS!



New App



Lower Fare

10.9.16



OCBUS  
Together we ride

