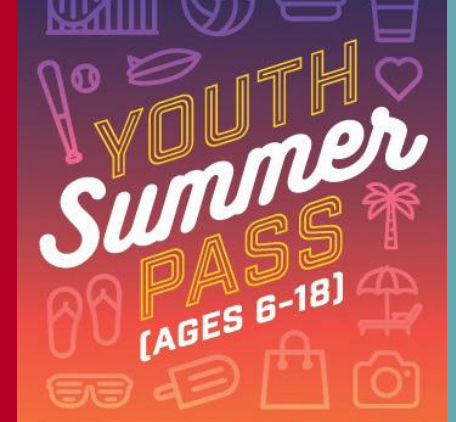
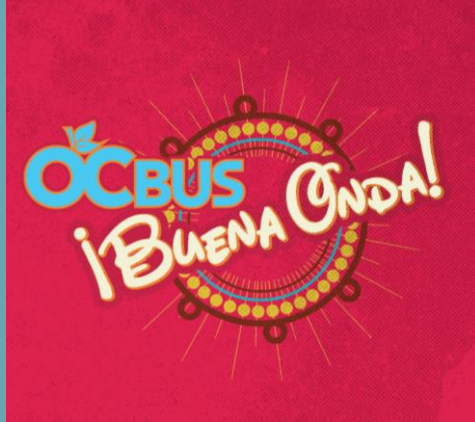




## MARKETING STRATEGY OVERVIEW



## MARKETING GOALS



## MARKETING STRATEGY

- Individual route promotion
- Diversity marketing
- Targeted marketing
  - Youths
  - College students
  - Commuters
  - Current customers
  - Employers
  - Schools

## KEY OBJECTIVES

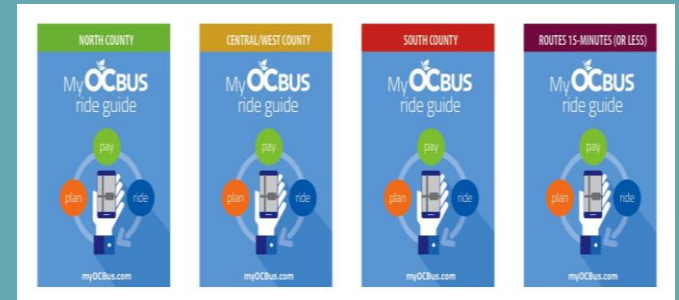
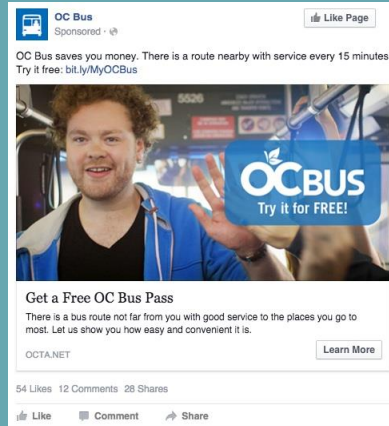
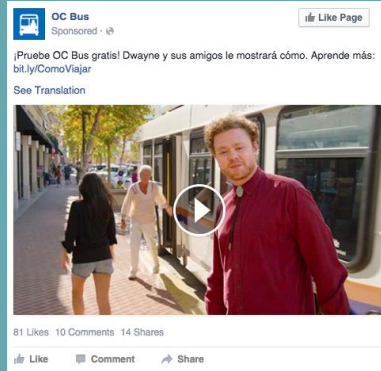
- Increase active ridership in key market segments
- Utilize targeted and cost-effective tactics for high yield
- Generate new users/ convert non-riders through innovative campaigns and programs
- Increase usage among current riders



# AWARENESS AND PERCEPTION CAMPAIGN – AUGUST, 2016

## Tactics

- Bus ads
- Ride guides
- How to ride video
- How to ride landing page
- Digital ads
- Outreach





## AWARENESS

Website Visits

23,670

Impressions

1,370,005

Video Views

46,819



## INTEREST

Respondents

Total: 2,739

Non-Riders 1,824



## TRIAL USE

PASSES REDEEMED

833



## CONVERT

CONTINUED  
TO RIDE

(32%)

267



# Estimated revenue based on 267 new customers

| Length of Usage | Frequent Riders (33%)<br>Ride 3-4 days/week<br>Purchases Monthly Pass | Average Riders (33%)<br>Ride 2 days/week<br>Purchases Day Pass | Occasional Riders (34%)<br>Rides 1 day/week<br>Purchases Day Pass | Total Estimated Revenue<br>(All Rider Types) | Marketing ROI Ratio<br>(Total Estimated Revenue / Marketing Cost of \$45,000) |
|-----------------|---|--|---|--|---|
| 1 month         | \$6,080   | \$3,524  | \$1,816   | \$11,420                                     | 0.3   |
| 2 months        | \$12,159  | \$7,049  | \$3,631   | \$22,839                                     | 0.5   |
| 3 months        | \$18,239  | \$10,573   | \$5,447   | \$34,259                                     | 0.8   |
| 4 months        | \$24,318  | \$14,098   | \$7,262   | \$45,678                                     | 1.0   |
| 5 months        | \$30,398  | \$17,622   | \$9,078   | \$57,098                                     | 1.3   |
| 6 months        | \$36,478  | \$21,146   | \$10,894  | \$68,518                                     | 1.5   |
| 1 year          | \$72,955  | \$42,293   | \$21,787  | \$137,035                                    | 3.0   |
| 2 years         | \$145,910   | \$84,586   | \$43,574  | \$274,070                                    | 6.1   |
| 3 years         | \$218,865   | \$126,878  | \$65,362  | \$411,105                                    | 9.1   |
| 3.3 years*      | \$240,752   | \$139,566  | \$71,898  | \$452,216                                    | 10.0  |

\* Average length customers use bus services. (Source: 2014 Bus Customer Satisfaction Survey)



# RIDERSHIP CHANGES (Average Daily Boardings) Sept. 15 – Jan. 2016 vs. Same Period Prior Year

| Promoted Routes* | Non-Promoted Routes | Systemwide |
|------------------|---------------------|------------|
| -6.13%           | -10.33%             | -8.15%     |

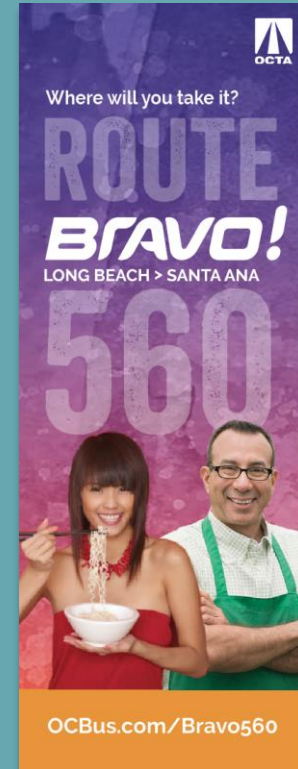
\*29, 38, 47, 53, 55, 57, 60, 64, 66, 70, 543



# JUNE SERVICE CHANGE ROUTE PROMOTION

## Tactics

- 60,000 direct mails in 3 language versions to youths, college students and commuters along:
  - Routes 30, 35 (improved frequency routes)
  - Routes 50, 54 (new high frequency routes)
  - Routes 150, Bravo! 560 (new routes)
- Digital ads



# STREET TEAM OUTREACH – JUNE, 2015



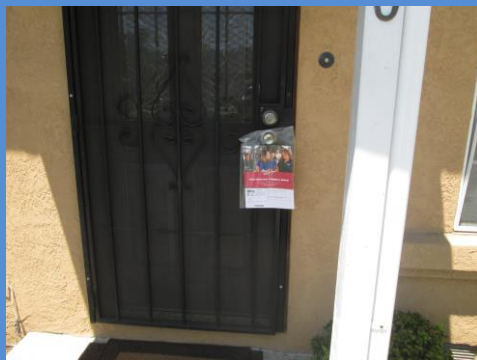
| Street Team Outreach   |                      |
|------------------------|----------------------|
| # of Locations Reached | 27                   |
| # of Surveys           | 951 (249 non-riders) |
| # of Promo Passes Sent | 150                  |
| Redemption Rate        | 30% (45)             |



# HISPANIC PROMOTION – JULY, 2016

## Tactics

- 25,000 door hangers with bus book and flyer along routes with good service in Santa Ana and Anaheim
- El Clasificado and Miniondas ads



**Hola Anaheim. ¡Viajamos Juntos!**

OC Bus es una comunidad y nosotros todos pertenecemos. Resúmbete, ¡abre tu mente, resúmbete para pensar en más y para hacer todo el día por día de forma diferente!

OCbus.com/BuenaOnda

**¡Gané Hoy!**  
 ¿Faltaba un boleto a Santa Ana para ir a Disneyland? ¿Querías ir al "Pit" y pasar de 20 días en el Bus?  
 Si quieres ganar un boleto a Disneyland, un boleto al "Pit" y pasar de 20 días en el Bus, entonces ¡resúmbete hoy!

**¿Quieres ganar un boleto a Disneyland, un boleto al "Pit" y pasar de 20 días en el Bus?**  
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 Si quieres ganar un boleto a Disneyland, un boleto al "Pit" y pasar de 20 días en el Bus, entonces ¡resúmbete hoy!

OCBUS Buena Onda!

**¡Súbase A OC Bus!**

**Planea** **Paga** **Viaja**

**Anaheim** **Orange/Fullerton**

**OCBUS** Orange County Transportation Authority

**BUSINESS REPLY MAIL**  
 POSTAGE WILL BE PAID BY ADDRESSEE  
 ORANGE, CA

ORANGE COUNTY TRANSPORTATION AUTHORITY  
 ATTN: MKTG RM 746  
 P.O. BOX 14314  
 ORANGE, CA 92663-9431

**¡Viajamos Juntos!**

Viaja entre toda la comunidad por solo \$5 o menos al día. ¡Y ahora, puedes ganar grandes premios como una televisión de 50"; y mucho más! Ve como en [OCbus.com/Juntos](http://OCbus.com/Juntos)

Television de 50" iPad Pases de 30 días Boleto para Disneyland

Patrocinado por **MINIONDAS**





**COMMUTER CAMPAIGN**

**August 1, 2016 – October 14, 2016**

# COMMUTER CAMPAIGN – AUGUST, 2016

## Business-to-Business Tactics

- 2,600 direct mails to employers along routes with good service
- Digital ads



**Discover Perk Pass and Win**

Perk Pass provides your employees with the lowest possible bus fare per boarding – \$1.25 compared to our regular \$2 fare, a savings of nearly 40%.



**ENJOY LUNCH ON US**

Win a Lunch & Ride Bus Party and we'll pick you and your employees up in a clean, comfortable OC Bus and take you out to your favorite lunch hotspot. We'll also give you 40 7-day OC Bus passes to try out our service.

**GETTING STARTED IS SIMPLE:**


- 1 Visit [OCBus.com/PerkPass](http://OCBus.com/PerkPass)
- 2 Enter to win the Lunch & Ride Bus Party
- 3 We'll contact you with more great Perk Pass details

(714) 560-5331  
[OCBUS.COM/PERKPASS](http://OCBUS.COM/PERKPASS)



PERK PASS  
RIDE & RIDE BUS PARTY

WIN A LUNCH & RIDE BUS PARTY  
AND 40 7-DAY OC BUS PASSES



**PERK PASS**

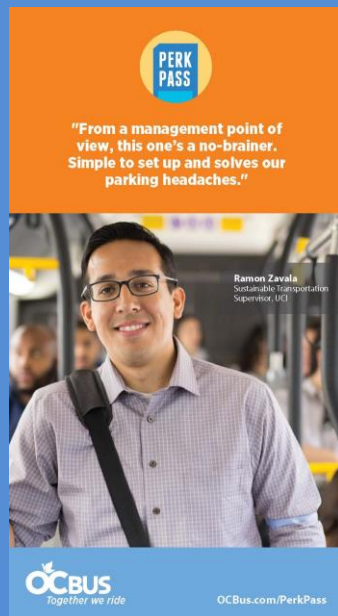
"Every day, our employees save money and reduce air pollution while commuting."



**Lilly Garcia**  
Transportation Programs Manager,  
City of Anaheim


**OCBUS**  
Together we ride

[OCBus.com/PerkPass](http://OCBus.com/PerkPass)



**PERK PASS**

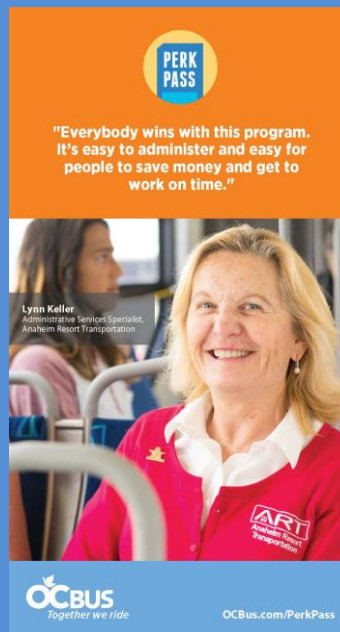
"From a management point of view, this one's a no-brainer. Simple to set up and solves our parking headaches."



**Ramon Zavala**  
Sustainable Transportation  
Superior, UCI


**OCBUS**  
Together we ride

[OCBus.com/PerkPass](http://OCBus.com/PerkPass)



**PERK PASS**

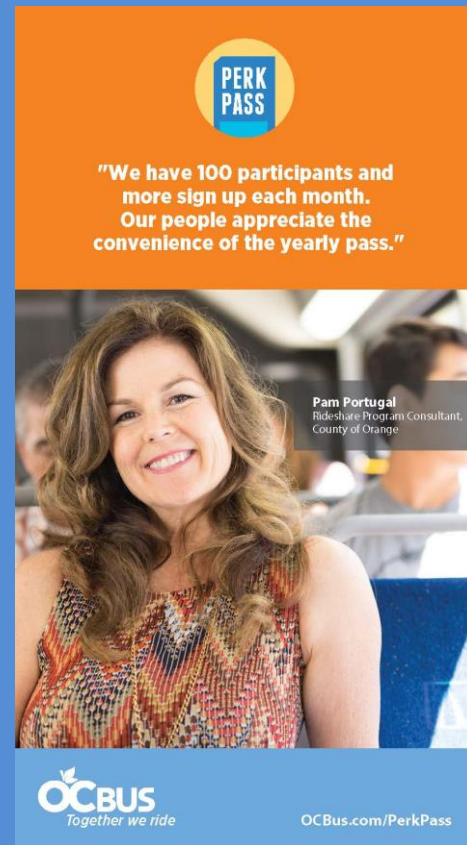
"Everybody wins with this program. It's easy to administer and easy for people to save money and get to work on time."



**Lynn Keller**  
Administrative Services Specialist,  
Regional Report Transportation


**OCBUS**  
Together we ride

[OCBus.com/PerkPass](http://OCBus.com/PerkPass)



**PERK PASS**

"We have 100 participants and more sign up each month. Our people appreciate the convenience of the yearly pass."



**Pam Portugal**  
Rideshare Program Consultant,  
County of Orange

**OCBUS**  
Together we ride

[OCBus.com/PerkPass](http://OCBus.com/PerkPass)




# COMMUTER CAMPAIGN – AUGUST, 2016

## Business-to-Consumer Tactics

- 50,000 door hangers along routes with good service in 7 cities (Santa Ana, Anaheim, Fullerton, Orange, Costa Mesa, Garden Grove, Westminster)
- Digital ads




**"Cuando me paseo del autobús, que omiten el tráfico y ahorrar en gas. Es fácil y sin complicaciones."**  
DAN HASELL, POWERBET

**"When I ride the bus, I bypass the traffic and save on gas. It's easy and hassle-free."**  
DAN HASELL, POWERBET




**"OCBUS puede llevar a cualquier lugar. He estado viajando por más de 19 años, y cada viaje es tranquilo y relajante."**  
SUSANA FUAL, CITY OF ANAHEIM

**"OCBUS can take you anywhere. I've been riding it for more than 19 years, and every trip is peaceful and relaxing."**  
SUSANA FUAL, CITY OF ANAHEIM




**"Cuando me paseo del autobús, que omiten el tráfico y ahorrar en gas. Es fácil y sin complicaciones."**  
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SUSANA FUAL, CITY OF ANAHEIM




FORM BELOW MUST BE FILLED OUT AND PRESENTED WITH YOUR COUPON TO RECEIVE FREE PASS.

**FREE PASS COUPON**  
GOOD FOR VALID: AUGUST 15, 2016 - SEPTEMBER 2, 2016

Your Name:   
Your Email:   
What city are you from?

OCBUS RESPONSE: One coupon per person, per day. Coupon expires August 15, 2016. September 2, 2016.




**"OCBUS puede llevar a cualquier lugar. He estado viajando por más de 19 años, y cada viaje es tranquilo y relajante."**  
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OCBUS RESPONSE: One coupon per person, per day. Coupon expires August 15, 2016. September 2, 2016.




**"Viajar en el autobús me da tiempo para ponerse al día en cosas que no podía hacer mientras se conduce."**  
JAMIE GARCIA, CITY OF ANAHEIM

**"Riding the bus gives me time to catch up on things I couldn't do while driving."**  
JAMIE GARCIA, CITY OF ANAHEIM




**"Viajar en el autobús me da tiempo para ponerse al día en cosas que no podía hacer mientras se conduce."**  
JAMIE GARCIA, CITY OF ANAHEIM

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JAMIE GARCIA, CITY OF ANAHEIM




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GOOD FOR VALID: AUGUST 15, 2016 - SEPTEMBER 2, 2016

Your Name:   
Your Email:   
What city are you from?

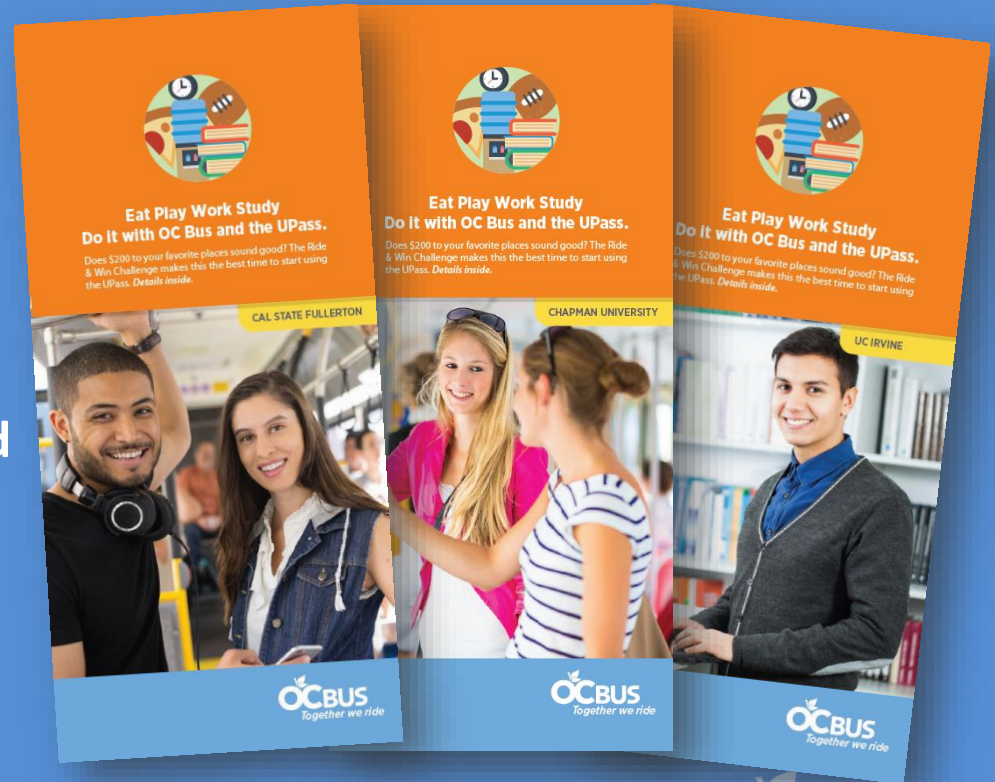
OCBUS RESPONSE: One coupon per person, per day. Coupon expires August 15, 2016. September 2, 2016.



# UNIVERSITY PASS PROMOTION – AUGUST/SEPTEMBER, 2016

## Tactics

- Updated Landing Page
- Digital ads/Social Media
- Custom Brochures with Campus Maps
- CSUF Orientation Handbook Ad
- UCI Orientation Handbook Placement





**YOUTH SUMMER PASS PROMOTION**

**May 27, 2016 – August 31, 2016**



# YOUTH SUMMER PASS PROMOTION – JULY, 2016

## Tactics

- Parent/Youth Landing Page
- Digital ads
- Social Media
- Parent/Youth Brochure
- Bus Wrap
- Outreach



OCBUS

**SNAP OUT OF IT!**

Go cool places. Share a snap or two. All summer long!

GET STARTED!

\$20 BUCKS

Summer's 30 DAYS

30 DAYS



YOUTH SUMMER PASS \$20 bucks / 30 days! OCBUS.com/Summer

OCBUS

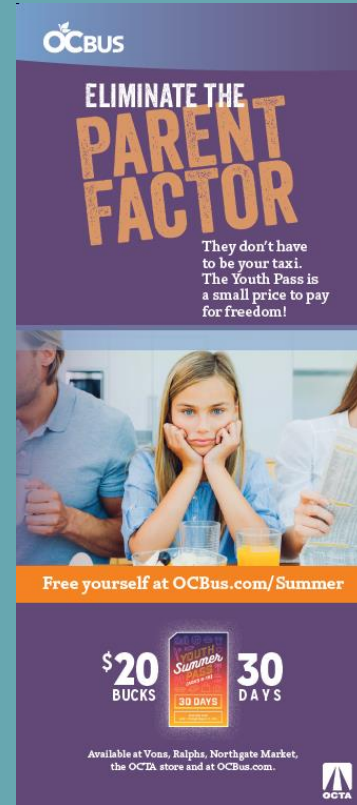
**SNAP OUT OF IT!**

\$20 BUCKS

Summer's 30 DAYS

30 DAYS

Go cool places. Share a snap or two. All summer long!



OCBUS

**ELIMINATE THE PARENT FACTOR**

They don't have to be your taxi. The Youth Pass is a small price to pay for freedom!

Free yourself at [OCBUS.com/Summer](http://OCBUS.com/Summer)

\$20 BUCKS

Summer's 30 DAYS

30 DAYS

Available at Vons, Ralphs, Northgate Market, the OCTA store and at [OCBUS.com](http://OCBUS.com).

OCTA



**SNAP OUT OF IT!**

Go cool places. Share a snap or two. All summer long!

\$20 BUCKS

Summer's 30 DAYS

30 DAYS

OCBUS

GET STARTED!

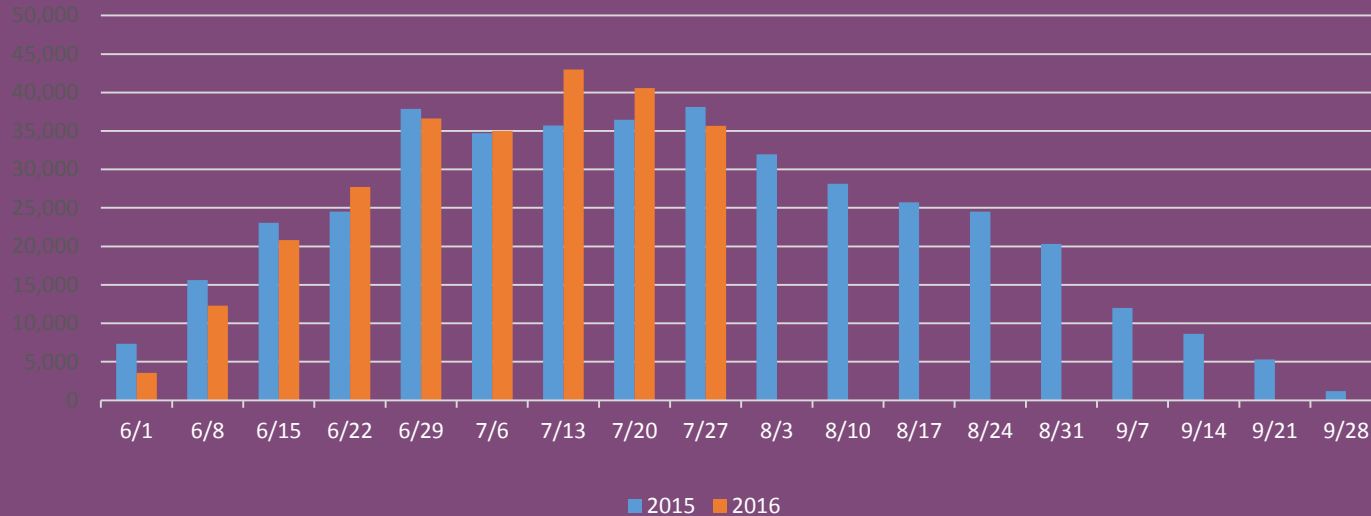




# RIDERSHIP CHANGES (Weekly Boardings)

## June 1 – Current vs. Same Period Prior Year

YSP Weekly Ridership 2015 vs. 2016



2015 Boardings to Date: **253,375**  
2016 Boardings to Date: **255,182**  
**1% Increase to Date**

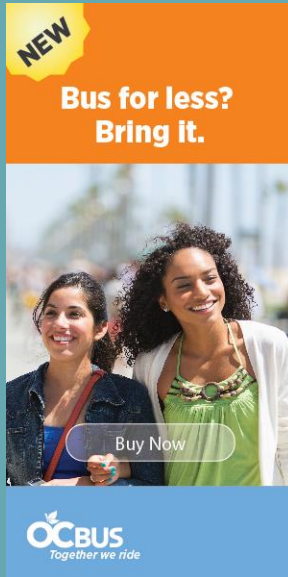


**COLLEGE PASS PROMOTION**  
**July 1, 2016 – August 31, 2016**

# COLLEGE PASS SUMMER PROMOTION

## Tactics

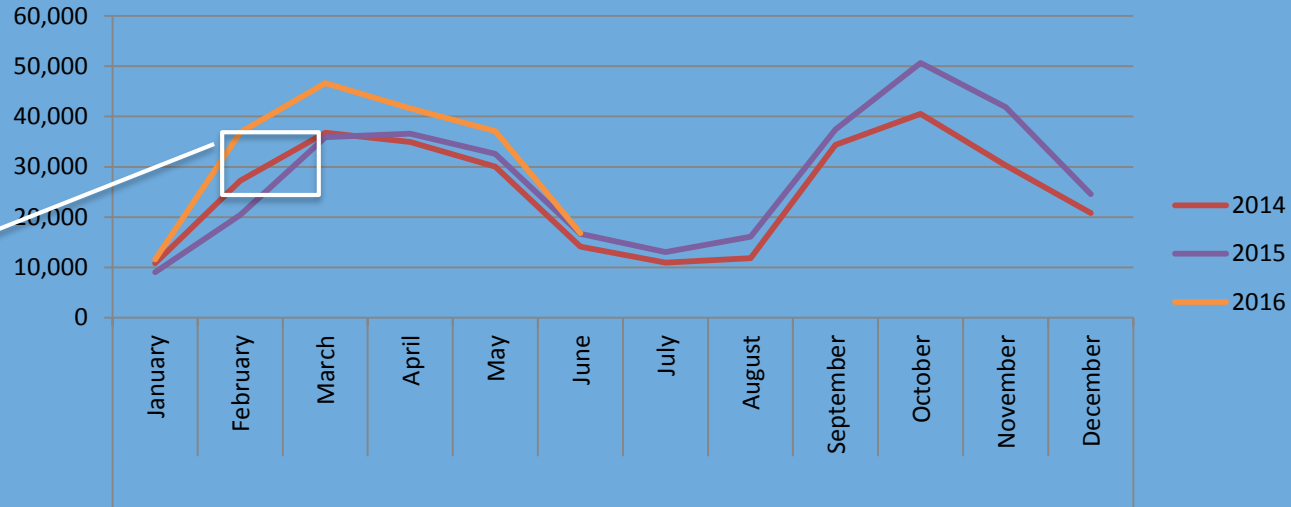
- Reduced Credit Requirement for Summer
- Targeted Digital Ads
- Sell 30 Day College Pass Online





# RIDERSHIP CHANGES (Monthly Boardings) 3 Year Comparison

College 30  
Day Pass  
Introduced  
February  
2015



|          | January | February | March  | April  | May    | June   | July   |
|----------|---------|----------|--------|--------|--------|--------|--------|
| 2015     | 9,026   | 20,407   | 35,865 | 36,588 | 32,597 | 16,655 | 13,058 |
| 2016     | 11,560  | 36,814   | 46,645 | 41,638 | 37,091 | 16,780 | 16,780 |
| % Change | 28%     | 80%      | 30%    | 14%    | 14%    | 1%     | 1%     |

Summer Digital Campaign Launched



**LOOKING AHEAD**

# OCTOBER SERVICE CHANGE ROUTE PROMOTION

## Tactics

- **Direct mails in 3 language versions to youths, college students and commuters along:**
  - **Routes 26, 37 (new high frequency routes)**
  - **Routes 71, 72, 79, 206, 211 (improved frequency routes)**
- **Digital ads**
- **Video campaign featuring OC Bus riders**
- **Street Team Outreach**



FEEDBACK?



*Together we ride*