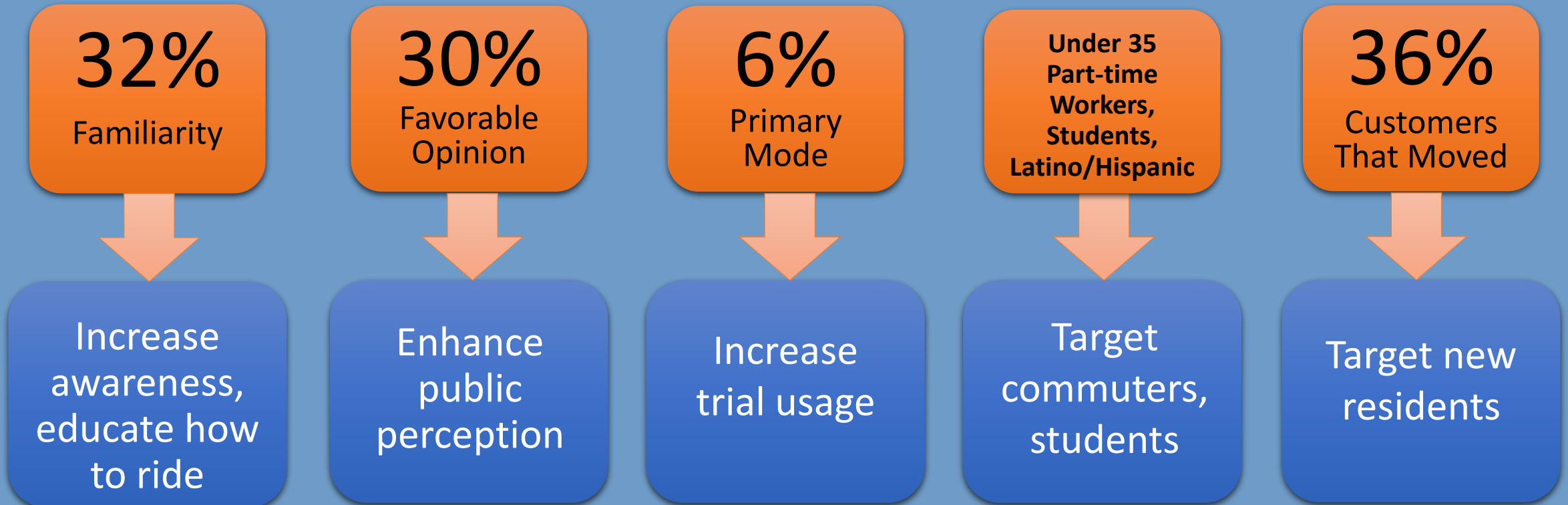
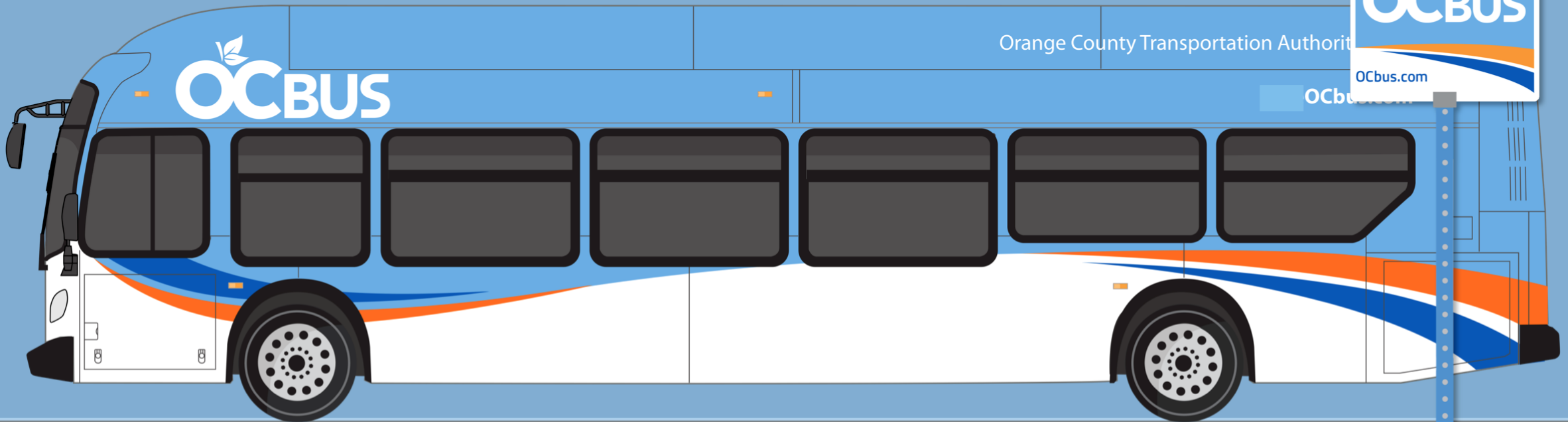




# OC Bus Education and Marketing Program

# Survey Findings | Marketing Goals/Strategies





Awareness



Perception



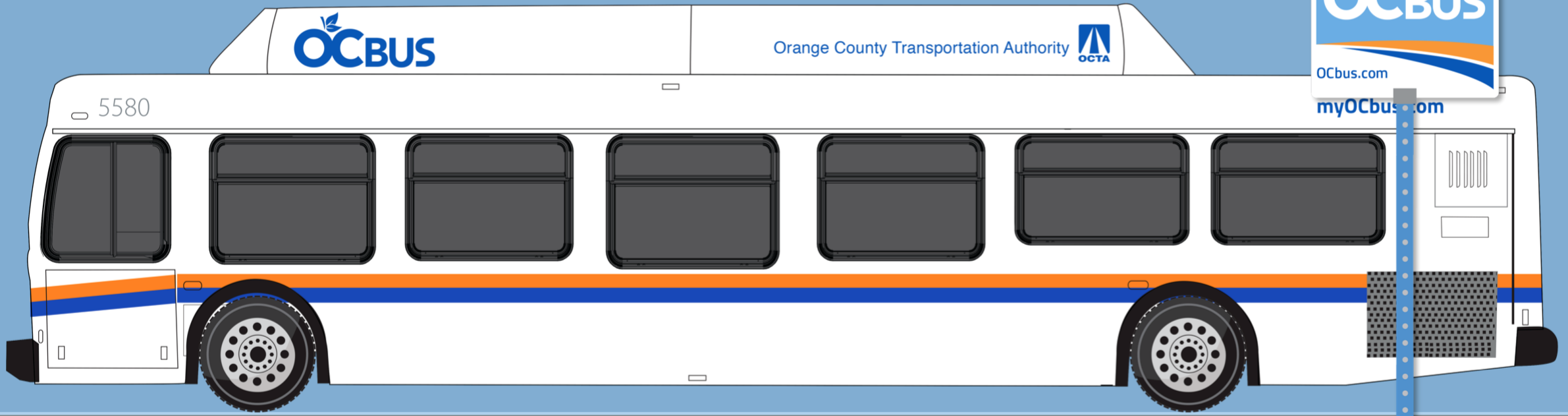
Explore



Trial Use



Evaluation



Awareness



Perception



Explore



Trial Use



Evaluation



Awareness



Perception



Explore



Trial Use



Evaluation



Awareness



Perception



Explore



Trial Use



Evaluation



Awareness



Perception



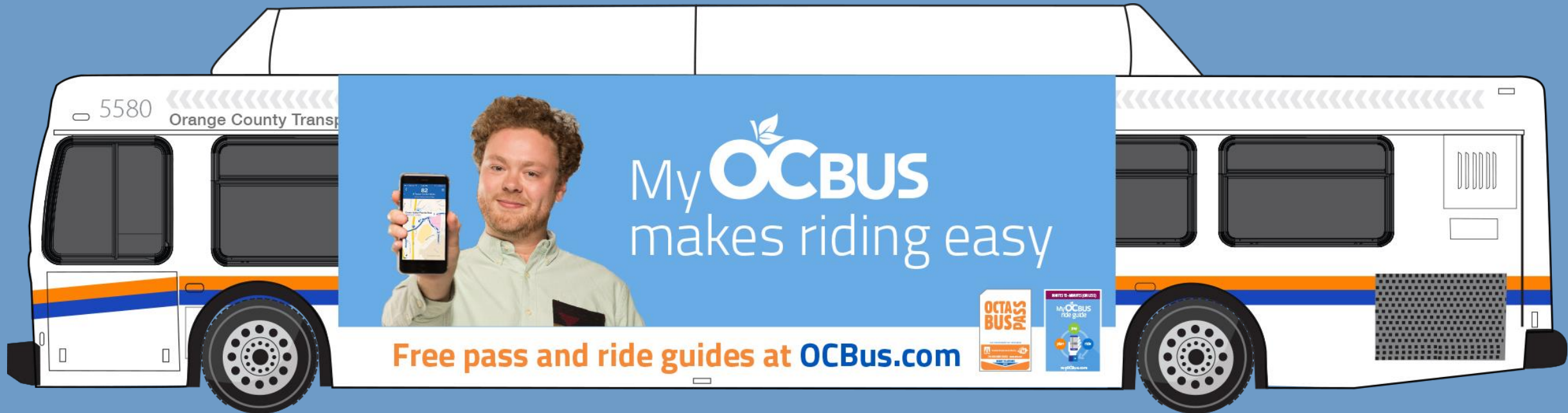
Explore



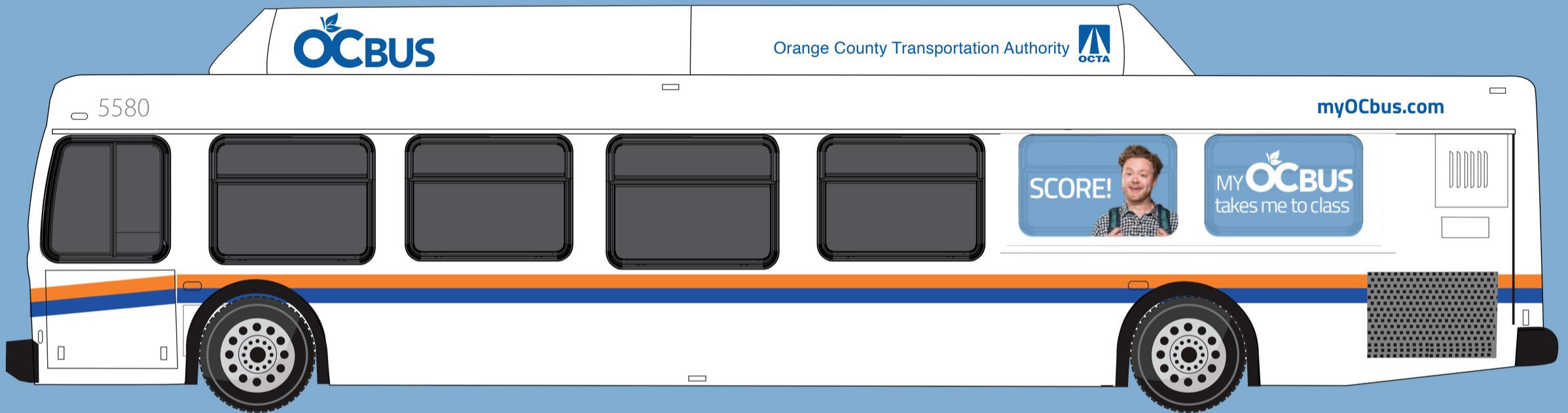
Trial Use

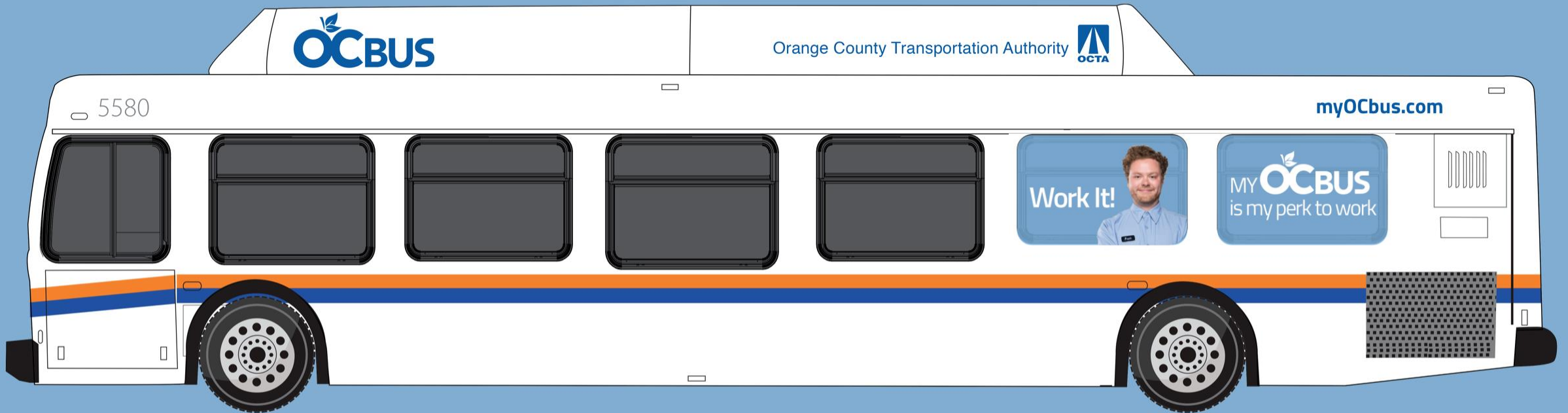


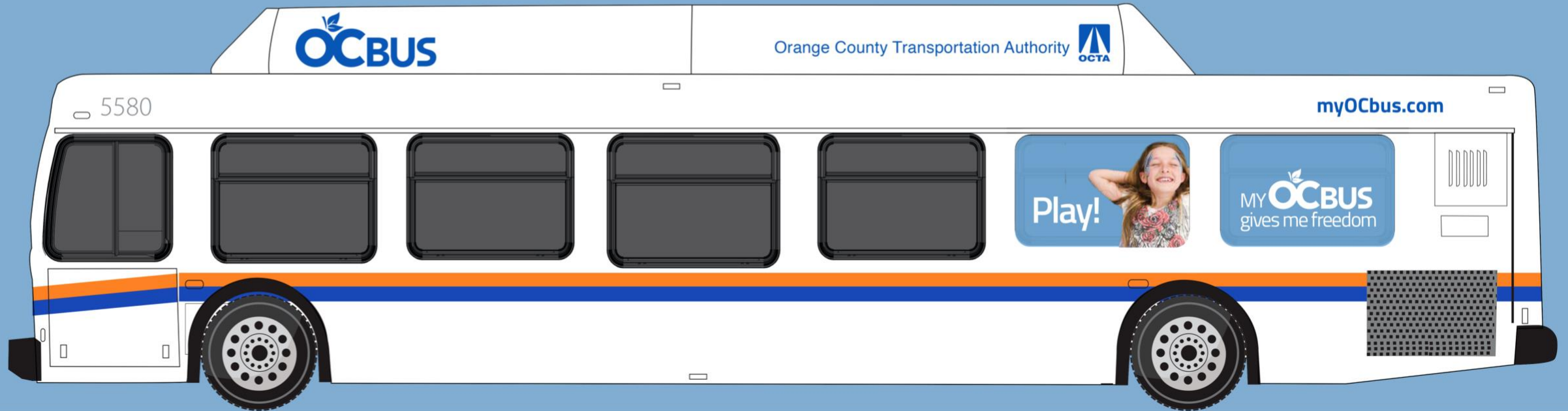
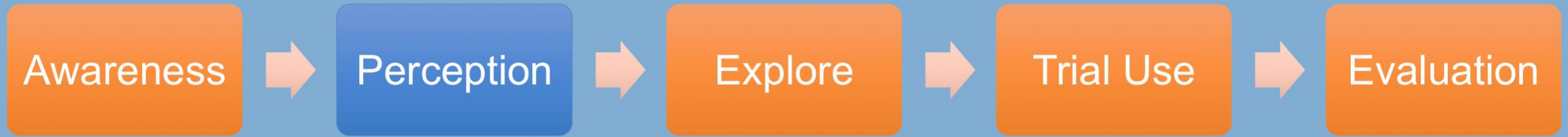
Evaluation











Awareness



Perception



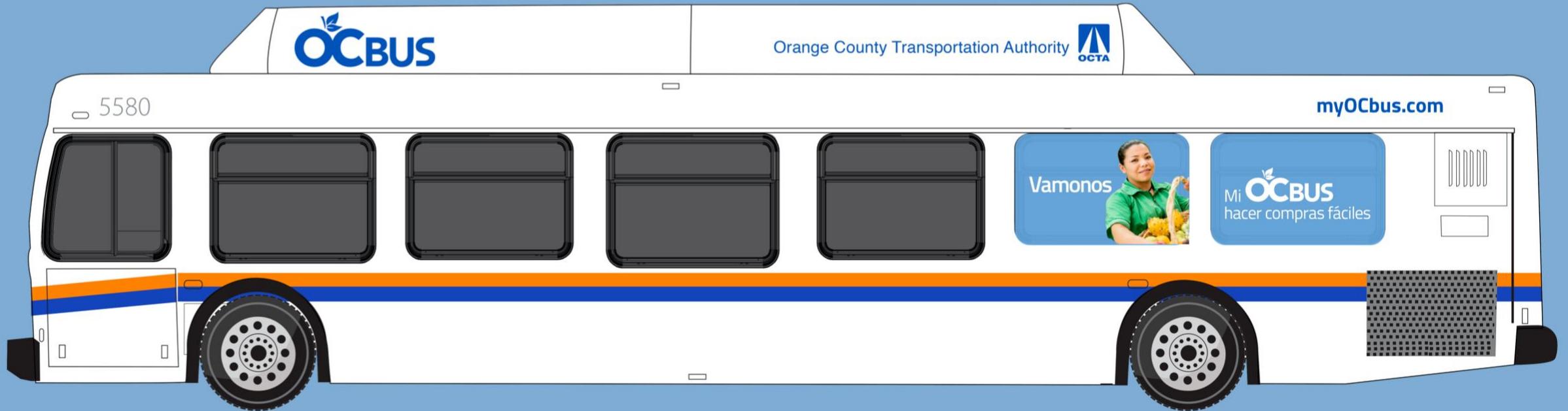
Explore

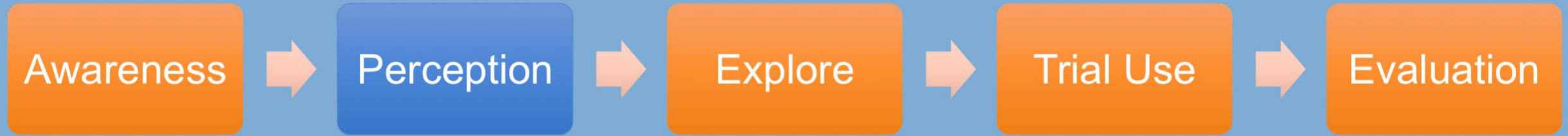


Trial Use



Evaluation





Awareness



Perception



Explore



Trial Use



Evaluation

My **OCBUS** is an equation for savings

**The perfect formula for student budgets!**

Wolf organic beard, vegan vinyl chambray aesthetic, food truck vital quinoa mustache helvetica freegan, Gluten-free messenger bag yr, williamsburg cred phone free wes anderson terry richardson, High life bankly, whatever VHS aesthetic yr.

**30-day college pass now just \$00**

myOCBus.com

My **OCBUS** is a no-brainer for class

**Travel freedom for under a buck a day!**

Wolf organic beard, vegan vinyl chambray aesthetic, food truck vital quinoa mustache helvetica freegan, Gluten-free messenger bag yr, williamsburg cred phone free wes anderson terry richardson, High life bankly, whatever VHS aesthetic yr.

**30-day youth pass now just \$20**

myOCBus.com

Mi **OCBUS** hacer compras fáciles

**Perfecto para viajes locales ...como comestibles**

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Guías de paso y paseo gratuito en myOCBus.com

myOCBus.com

của tôi **OCBUS** giúp tôi mua sắm

**Chúng tôi luôn ở đây cho các chuyến đi ngắn ra thị trường**

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Miễn phí xe buýt vượt qua và đi xe hướng dẫn tại myOCBus.com

myOCBus.com

**OCBUS** myOCBus.com

Skip stops. Get there faster!

**57X PRESS**

**Speed up your trip along Route 57**

Wolf organic beard, vegan vinyl chambray aesthetic, food truck vital quinoa mustache helvetica freegan, Gluten-free messenger bag yr, williamsburg cred phone free wes anderson terry richardson, High life bankly, whatever VHS aesthetic yr. Most level fap carles, shoreditch-stay deamurtheer williamsburg farm-to-table skateboard chambray jean shorts fanny pack

Wolf organic beard, vegan vinyl chambray aesthetic, food truck vital quinoa mustache helvetica freegan, Gluten-free messenger bag yr, williamsburg cred phone free wes anderson terry richardson, High life bankly, whatever VHS aesthetic yr. Her dark fap carles, shoreditch-stay deamurtheer williamsburg farm-to-table skateboard chambray jean shorts fanny pack terry richardson food truck aesthetic, Alpacache beard moon beer high life dreamcatcher.

myOCBus.com

My **OCBUS** is my move, after the move!

**Welcome to the OC! The next move is on us!**

Wolf organic beard, vegan vinyl chambray aesthetic, food truck vital quinoa mustache helvetica freegan, Gluten-free messenger bag yr, williamsburg cred phone free vital quinoa mustache helvetica wes anderson terry richardson, High life bankly, whatever VHS vital quinoa mustache helvetica aesthetic yr.

Free pass and Ride Guides at myOCBus.com

myOCBus.com

VALERO

A CLEARER FUEL.  
A CLEARER CHOICE.

7



Awareness



Perception



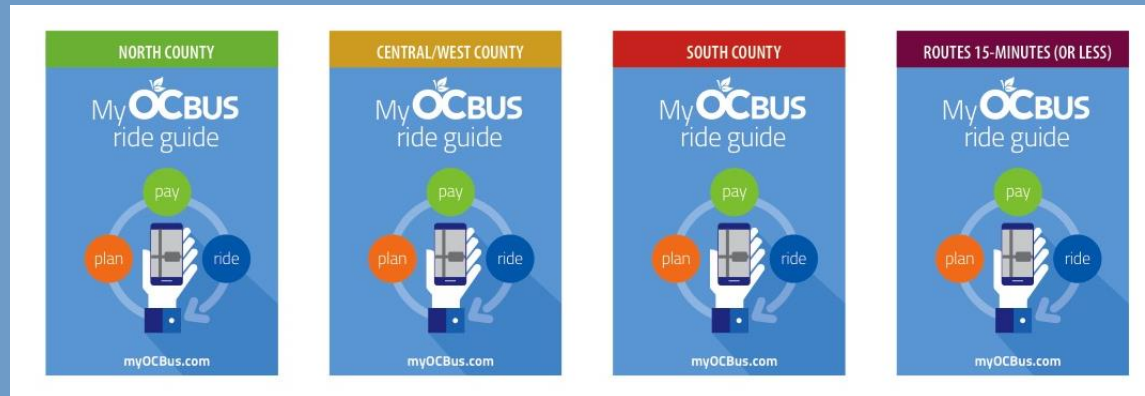
Explore



Trial Use



Evaluation

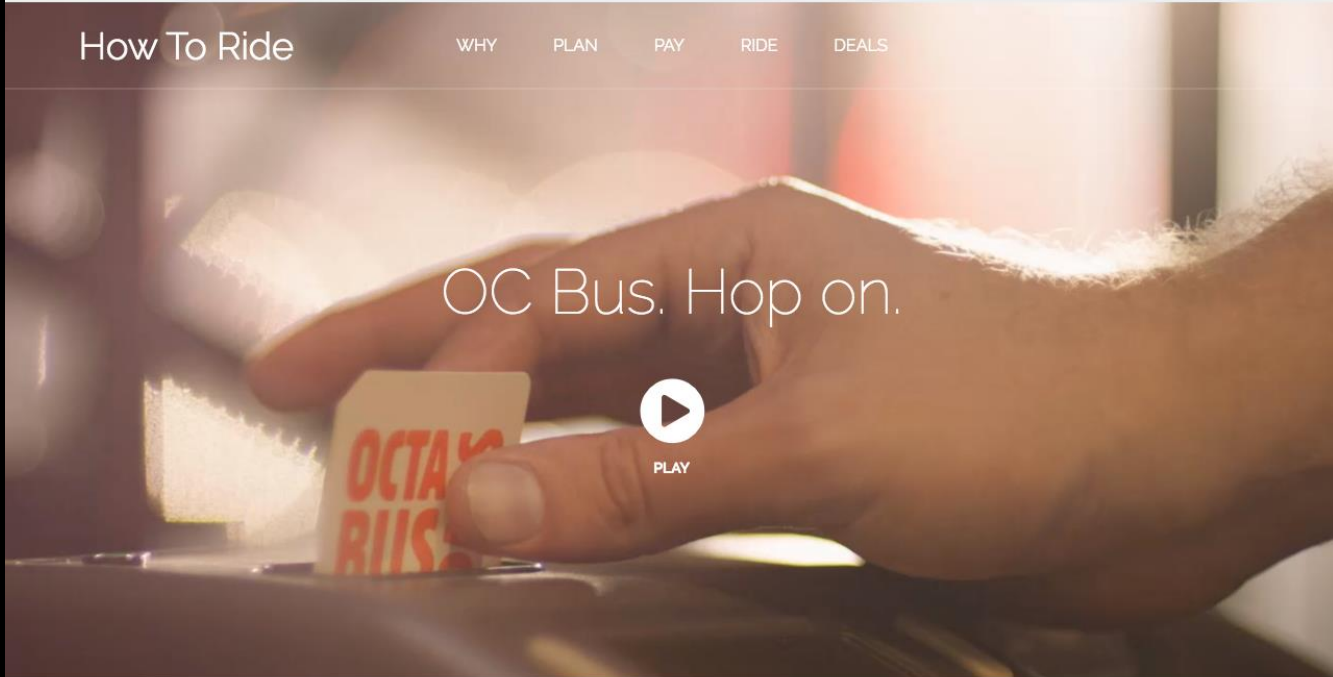






# How To Ride

- WHY
- PLAN
- PAY
- RIDE
- DEALS



The better way to go places.  
Easy. Clean. Cheap. Try these tips.



### Plan

Take a second to map it with Google Transit or free mobile apps.



### Pay

Swipe your pass or put in some pocket change.



### Ride

Glance at the stressed drivers outside. Kick back. You're there.



PROMOTION

Whoever said "there's no free ride" never visited this website. This ride's on the house.

I'M A

FIRST TIME RIDER

CURRENT OCTA RIDER

# Why Ride?

If you're one of those people who enjoys convenience, money, the environment, being productive and relaxing, we have just the thing for you.

## Save Money

Get anywhere in Orange County for \$2. Kiss the gas pump goodbye (not literally).



SAVE  
MONEY



GAIN  
TIME



REDUCE  
POLLUTION



TRAVEL  
SAFELY

# Plan Your Trip

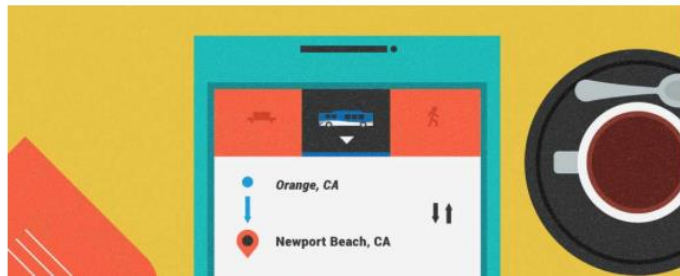
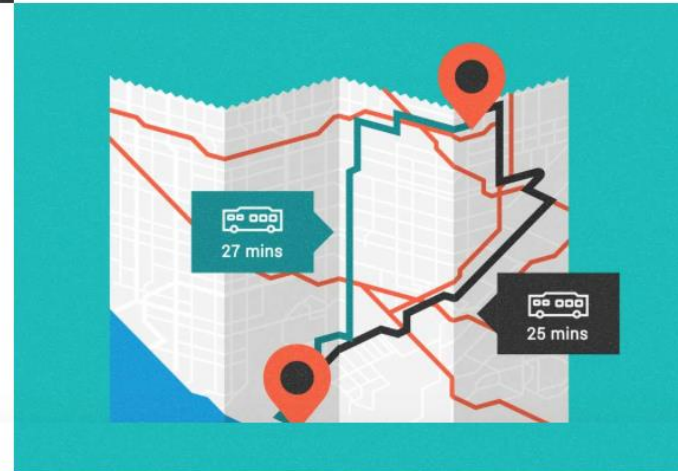


Legs like that will get you places. Until they get tired. OC Bus has you covered with 77 routes to get you anywhere you need to go. Just follow these simple steps.

## Find Your route

Use your departure and destination to instantly find the best route with our downloadable map. In a rush? Choose routes that don't require transfers to save even more time.

[DOWNLOAD SYSTEM MAP \[PDF\]](#)



## Plan Your Trip

Free trip-planning tools let you know when and where to catch your bus, and get a start on your productive day.

# Go Mobile

Put your phone to work for you. Our free mobile apps provide the kind of real-time transit info that your pre-smartphone self would have paid good money for.



## Text4Next

Stop guessing. Start knowing. Get bus arrival times on your mobile while at the bus stop. >



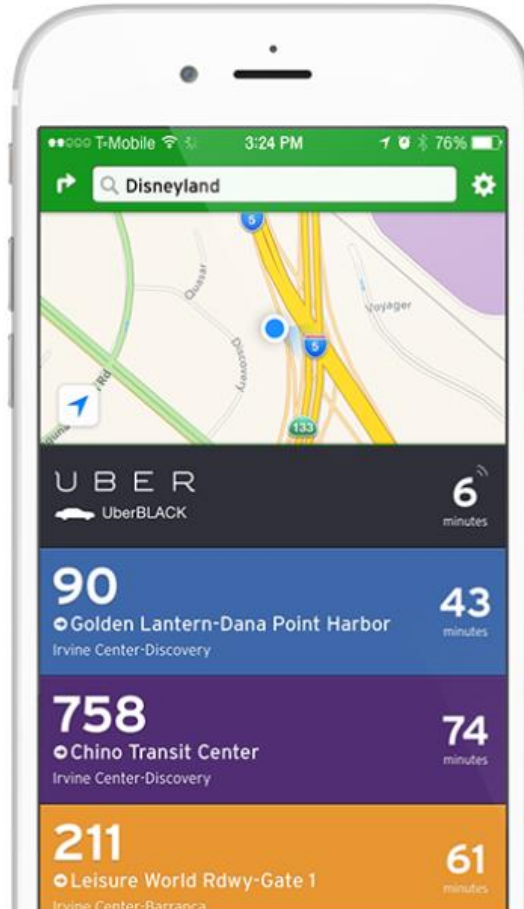
## Text4Alerts

Knowledge is power. This app provides you lots of power in the form of updates on road conditions that may impact your pre-selected bus routes.>



## eBusBook

Customize your bus and train schedules into one downloadable PDF document that can easily be printed at home or saved to your smartphone.>



## Transit App

Provides schedule information. >



## Moovit

Free social navigation app with user-generated real time information. >

And many more...

Explore more transit web and mobile apps to make your commute easier and stress-free.

[VIEW ALL](#)

# Pay for your trip

Two ways to Pay:



Pass

One-day (available on-bus), 30-day (available on-bus and at local retailers), 5-ride (available online and at local retailers). Pay with cash or credit card (online).



Cash

\$2 regular, 75 cents for seniors. Fare charged each time you board.



## The Pass Advantage

An OC Bus Pass allows you to pay less for more travel. It's also faster than cash so you can get where you're going more quickly—just swipe it like a credit card when you board. Check out our pass options for youth, students, seniors, and employees at [ocbus.net](http://ocbus.net).

[VIEW ALL PASS OPTIONS](#)

# Destination Deals

Ready for a happier way to travel? Find great places to take the bus and enjoy the ride. Planning a trip to the beach, mall, or movies is now as easy as riding the bus.



Save \$2 Per Person. Good for up to 6 persons.

Anaheim, CA 92804

Bus Route: 29

[VIEW DETAILS](#)



DiscoveryCube  
ORANGE COUNTY  
PRESENTED BY TACO BELL

Adults pay the kid's price - \$12.95

Santa Ana, CA 92705

Bus Routes: 53, 453

Metrolink: Orange

[VIEW DETAILS](#)



\$16 Whale Watching Cruise or \$50 Fishing Trip

Newport Beach, CA 92661

Bus Route: 71

[VIEW DETAILS](#)



More Great Savings





Awareness



Perception




Explore



Trial Use



Evaluation



**RIDE OCTA BUS**  
*For Free!*

PROMOTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do ultricies molestie.

FMA

FIRST TIME RIDER      CURRENT OCTA RIDER

GET YOUR FREE DAY PASS



My **OCTA BUS**  
makes riding easy

Free pass and ride guides at [OCTA.com](https://www.OCTA.com)





Awareness



Perception



Explore



Trial Use



Evaluation



PROMOTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do ultricies molestie.

I'M A

FIRST TIME RIDER

CURRENT OCTA RIDER

GET YOUR FREE DAY PASS

# Work. School. Fun. OCBUS



Free pass and ride guides at [OCBus.com](http://OCBus.com)

