

# Marketing Update

Citizens Advisory Committee  
July 17, 2012



***Start Riding.***

# Bus Service SWOT Analysis

## S

### Strengths

- Clean, safe buses; courteous drivers
- More economical compared to driving
- Bus stops near home and destinations
- Effective bus information (Text4Next, eBusbook, and JustClick trip planning)
- Discounted pricing for special groups (senior, youth)
- 200 retail pass sales outlets

## W

### Weaknesses

- Not enough frequency
- Overcrowding on some buses
- No late night service, limited weekend service
- Longer travel times, multiple transfers
- Perception of safety at bus stops

## O

### Opportunities

- Rising gas prices
- Unemployment rates reducing

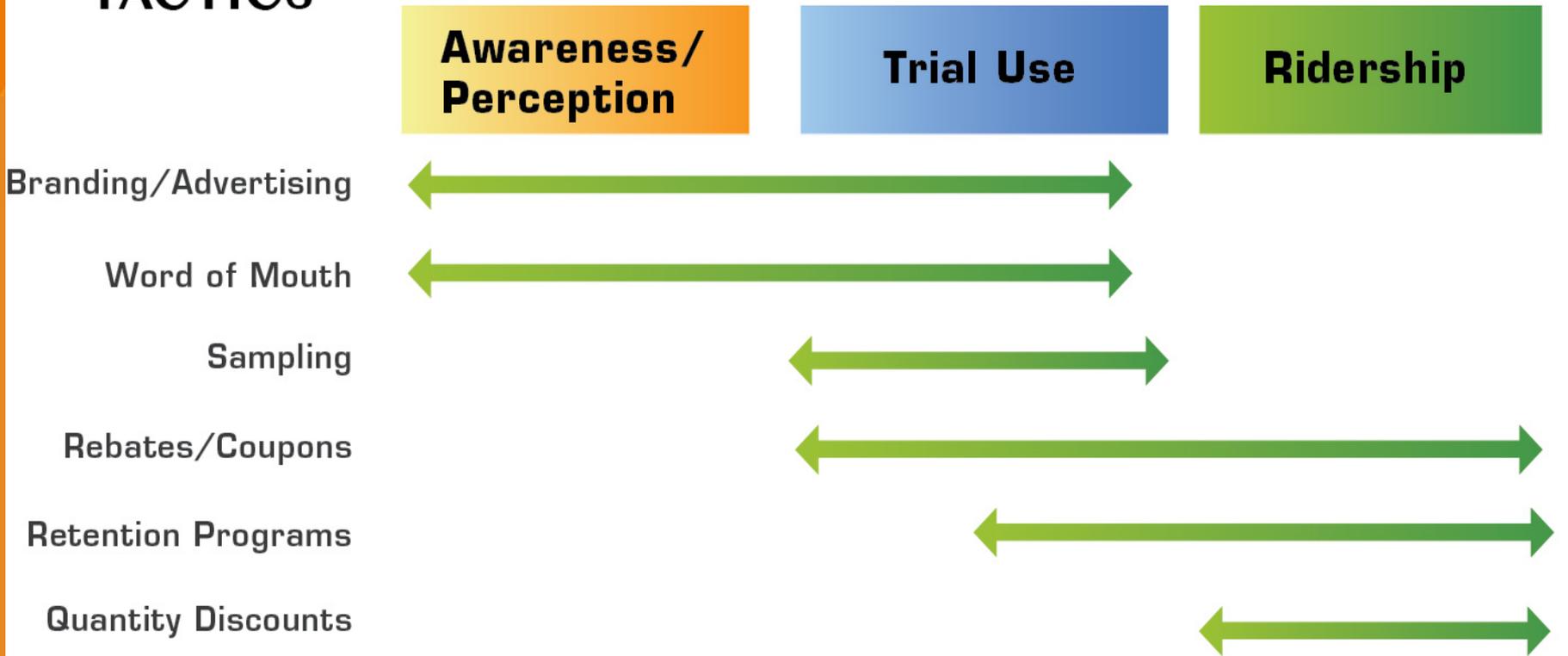
## T

### Threats

- Potential fare increase
- Unemployment still high

## STRATEGIES / TACTICS

## MARKETING GOALS / METRICS



# 2012 Marketing Program/Timeline/Budget

May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Budget
Bus 40 <sup>th</sup> Anniversary/ Dump the Pump								\$30,000
		Ridership Campaign/ Route Promotions						\$80,000
Youth Summer Bus Pass								\$25,000
	OC Fair Express							\$55,000
	Pre-Paid Pass Sales Promotion							\$20,000
					Holiday Promotion/ Jingle Pass			\$30,000
							New Year's Eve Free Ride	\$10,000
								<b>Total: \$250,000</b>

# OCTA's 40<sup>th</sup> Anniversary

**40**  
**YEARS**  
**& ROLLING**

**40th Anniversary  
Commemoration**

June 11, 2012



40th Anniversary Celebration sponsored by:



**Start Riding.**

XXXX

DUMP THE PUMP WEEK | JUNE 11 - 15 | Pledge to ride and get a free bus pass! | [octa.net/iplodge](http://octa.net/iplodge)

It's our 40th. Celebrate by giving the planet and yourself a gift!

start riding 

**40 YEARS & ROLLING**



XXXX

Trade the nozzle for the bus!

start riding 

Dump the Pump Week  
June 11-15  
[octa.net/iplodge](http://octa.net/iplodge)




DUMP THE PUMP WEEK | JUNE 11 - 15 | Pledge to ride and get a free bus pass! | [octa.net/iplodge](http://octa.net/iplodge)

**40 YEARS & ROLLING**



Save money and the planet, park yourself here!

Dump the Pump

start riding 

DUMP THE PUMP WEEK | JUNE 11 - 15 | Pledge to ride and get a free bus pass! | [octa.net/iplodge](http://octa.net/iplodge)

**40 YEARS & ROLLING**



Celebrating OC's true road warriors...our bus riders!

Dump the Pump

start riding 

# 40<sup>th</sup> Anniversary/Dump the Pump

**40**  
YEARS  
& ROLLING



## Just say no to the nozzle! Ride the bus.

Why not do something good for your budget and our environment—trade the gas pump for one of our sleek 40 foot buses. With over 77 bus routes, 6500 bus stops, and 200,000 boardings a day, it is one of the most economical ways to get where you're going! And Dump the Pump week is the perfect time to hop on the bus and give it a try. We will even give you a free bus pass. See coupon below for details!

start riding

### Free Bus Pass

Valid any day during Dump the Pump Week, June 11-15.

Redeem this coupon when boarding for a free one-day bus pass, good for a full day of unlimited riding on any OCTA bus (excluding ACCESS Services). Just hand it to the coach operator on your first trip and you'll receive a regular one-day bus pass that will allow you to go anywhere in the county without pumping gas!

For more information call 714-636-RIDE or visit [octa.net](http://octa.net).

NO CASH REDEMPTION. One coupon per person, per day. Original coupon required. Photocopies not accepted. Offer good June 11-15, 2012.



CELEBRANDO  
**40**  
AÑOS  
EN SERVICIO



## ¡No gaste más en gasolina! Viaje en autobús.

¿Por qué no hacer algo bueno para su bolsillo y para el medio ambiente? Cambie la estación de gasolina por uno de nuestros elegantes autobuses de 40 pies. Con más de 77 rutas de autobuses, 6,500 paradas y 200,000 pasajeros por día, ¡es una de las maneras más económicas de llegar adónde va! La semana, **Dump the Pump**, es el momento perfecto para tomar el autobús y olvidarse de la gasolina. Incluso le daremos un pase gratuito de autobús. Mire el cupón que se encuentra abajo para más detalles.



viaje hoy

### Pase gratuito de autobús

Válido para cualquier día durante la semana "Dump the Pump", del 18 al 22 de junio.

Cuando suba, cambie este cupón por un pase de un día de autobús gratuito, válido para un día completo de viajes ilimitados en cualquier autobús de OCTA (sin incluir el Servicio ACCESS). Sólo entregueselo al conductor del autobús en su primer viaje y recibirá un pase regular de un día de autobús que le permitirá ir a cualquier lugar en el condado sin gastar gasolina!

Para obtener más información, visite [octa.net/iplodge](http://octa.net/iplodge)



SIN VALOR DE CAMBIO EN EFECTIVO. Un cupón por persona, por día. La oferta es válida del 18 al 22 de junio, 2012.

**40**  
năm hoạt động  
và lăn bánh



## Hãy nói "Không bơm xăng"! Hãy đi xe Bus.

Tại sao quý vị không làm lợi cho túi tiền và môi trường của chúng ta bằng cách di chuyển trên một trong những chiếc xe bus sang trọng dài 40 foot của chúng tôi. Với trên 77 tuyến đường xe bus, 6500 trạm xe bus và 200,000 lượt khách đáp xe mỗi ngày, đó là một trong những cách kinh tế nhất mỗi khi muốn đi đến một nơi nào quý vị muốn! Tuần lễ "không bơm xăng" là thời gian tốt nhất để sử dụng và thử đi xe bus. Chúng tôi sẽ tặng vé xe bus miễn phí. Đọc phiếu coupon dưới đây để có thêm chi tiết.



Hãy bắt đầu đi xe bus

### Vé Xe Bus Miễn Phí

Có giá trị bất cứ ngày nào trong tuần lễ "Không bơm xăng" từ 18 tháng Sáu đến 22 tháng Sáu.

- Print & Bus ads
- Web/social media
- Budget: \$30,000

# Brand Message - "I ride OCTA"

- Not just a campaign - a long-term message
- Showcase benefits of riding
- Meaningful call to action
- Brand consistency
- Relevant testimonials



A woman with dark curly hair, wearing a green top, is smiling and holding several shopping bags (one blue, one pink) and a stack of cash. In the background, there is a clothing rack with various items. An OCTA logo with a wheelchair icon and the text "OCTA.net" is visible in the top right corner of the image area.

*I save money  
I ride OCTA*

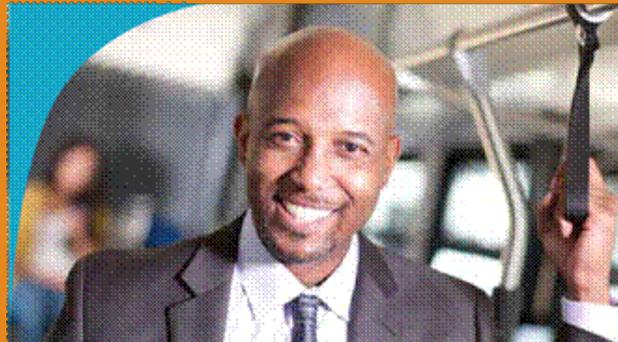
Get your trial pass at [OCTA.net/trialpass](https://OCTA.net/trialpass) **start riding** 



A woman with blonde hair, wearing a blue top, is smiling and holding a young child in her arms. They are outdoors, with greenery in the background. An OCTA logo with a wheelchair icon and the text "OCTA.net" is visible in the top right corner of the image area.

*I get there safely  
I ride OCTA*

Get your trial pass at [OCTA.net/trialpass](https://OCTA.net/trialpass) **start riding** 



A man in a dark suit and tie is smiling and holding onto a handrail on a train. The background is slightly blurred, showing other passengers. An OCTA logo with a wheelchair icon and the text "OCTA.net" is visible in the top right corner of the image area.

*My ride is always clean  
I ride OCTA*

Get your trial pass at [OCTA.net/trialpass](https://OCTA.net/trialpass) **start riding** 

# Target Marketing - Employees

- Push and Pull
  - Employees promotion
  - Employers sales
- Bus Advertising
- Budget: \$10,000



OCTA  
OCTA.net

*I love my commute  
I ride OCTA*



EMPLOYER PASS  
ES  
PAS

Ask your employer about the OCTA employer pass

start riding 



OCTA  
OCTA.net

*I get to work stress-free  
I ride OCTA*



EMPLOYER PASS  
ES  
PAS

Ask your employer about the OCTA employer pass

start riding 



**Start Riding.**

# Target Marketing - Youth (6-18)

*I go where I want  
I ride with the OCTA  
youth summer pass*

- Expand pass sales locations
- Target advertising and outreach
- Budget: \$25,000



*Get out and have some fun. If you're 18 or younger, you can ride the bus all you want from June 1st to August 31st for just \$50! Better yet, your pass gets you discounts at some of your favorite places, like \$2 admission to the OC Fair when you take the OC Fair Express bus.*

*Buy your pass online, inside Ralphs supermarkets, at the OCTA Store in Orange, or by calling 714-560-5932. And don't forget to become a fan on [facebook.com/OCTAbus](http://facebook.com/OCTAbus).*

**start riding** 



**Start Riding.**

# Target Marketing - Colleges/Universities

- Partner with cities and colleges
- Seek grant funding from the Mobile Source Air Pollution Reduction Review Committee
- Promotion/Outreach/Target Ads
- Budget: \$17,000



*I don't worry about parking*  
**I ride OCTA**

Get your trial pass at [OCTA.net/trialpass](http://OCTA.net/trialpass)

start riding 

This advertisement features a young woman with blonde hair, wearing a pink top, standing in a library or bookstore with her arms crossed and holding a book. To her right is a blue sign with the OCTA logo, a wheelchair icon, and the text 'OCTA.net'. The background is a purple gradient.



*I have more study time*  
**I ride OCTA**

Get your trial pass at [OCTA.net/trialpass](http://OCTA.net/trialpass)

start riding 

This advertisement features the same young woman in the library setting. The sign to her right is identical to the one in the first ad. The background is a purple gradient.



*Ticket for texting? No way!*  
**I ride OCTA**

Get your trial pass at [OCTA.net/trialpass](http://OCTA.net/trialpass)

start riding 

This advertisement features the same young woman in the library setting. The sign to her right is identical to the ones in the previous ads. The background is a purple gradient.



**Start Riding.**

# Target Marketing – Seniors

- Outreach and Direct Mail
- Seniors publication ads
- Budget: \$18,000

*We stay active*  
**We ride the bus**

*Keep on the go with OCTA bus. With reduced fares for seniors, OCTA's bus is a safe, easy and inexpensive way to spend time on the court, visit the grandkids, and do the things you want to do.*

*To learn more about senior fares, visit [www.octa.net](http://www.octa.net). While you're there, you can also buy your bus pass, sign up to receive email updates, and even plan your next bus trip with the JustClick trip planner. See you on board!*



**Get your free bus riding kit today!\***

To get your free riding kit that includes two FREE bus passes and a booklet on how easy it is for seniors to ride the bus, send this reply card in the mail to the Orange County Transportation Authority, Attn: Senior Marketing – LW12, PO Box 14184, Orange CA 92863-9831. Or to arrange a free group presentation on how easy it is to ride the bus, call us at (714) 560-5310 and mention code LW12.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Have you ridden the OCTA bus before?  Yes  No

\*Limit to two passes and one trial kit per person.

**start riding** 

*Nothing holds us back*  
**We ride OCTA**

Transit Programs for Seniors



**start riding** 



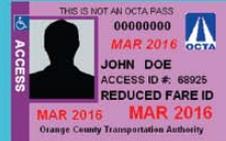
**Start Riding.**

# Target Marketing – ACCESS Customers



*I save money  
I ride the big bus*

Why pay \$2.70 each way? If you are an ACCESS customer and able to ride OCTA regular service big buses, fares are just 25 cents when you show your ACCESS Reduced Fare ID card.



start riding 

- Encourage ACCESS-eligible customers to use fixed-route service
- Promote fixed-route bus fare of 25 cents
- Target advertising and outreach
- Budget: \$5,000



*Yo ahorro dinero  
Ahora viajo en el  
autobús grande*

¿Por qué pagar \$2.70 por viaje? Si usted es un cliente de ACCESS y es capaz de viajar en los autobuses grades de servicio regular de OCTA, la tarifa es de sólo 25 centavos cuando usted muestra su tarjeta de tarifa reducida, ACCESS ID.



comience hoy 

*Tôi tiết kiệm tiền  
Tôi đi xe bus loại lớn*

Tại sao phải trả \$2.70 cho mỗi chuyến đi? Nếu quý vị là khách hàng và có thể đi xe bus loại lớn của OCTA qua dịch vụ thường nhật, thì chỉ phải trả có 25 cents khi có thể chứng minh giảm giá ACCESS Reduced Fare ID.



Hãy bắt đầu sử dụng  
xe bus ngay đi 



**Start Riding.**

# Target Route Promotions



**Goodbye gas pump**  
*I ride the bus*

With **16 bus routes and 265 stops in Costa Mesa**, we've got you covered! Check out the routes below for the destinations where you can go.

**ROUTE 37:** Fountain Valley Hospital, Mile Square Park

**ROUTE 43:** Triangle Square, Estancia High School, Charles W. Tewinkle Middle School, Disneyland, Anaheim Garden Walk, Anaheim Convention Center

**ROUTE 47:** Hoag Hospital, Newport Pier, Costa Mesa High School, Estancia High School, OC Fairgrounds, Orange Coast College, South Coast Marketplace, Talbert Medical Group, The Outlets at Orange, UCI Medical Center

**ROUTE 55:** Balboa Island, Fashion Island, Triangle Square, OC Fairgrounds, Orange Coast College, South Coast Plaza, OC Performing Arts Center

**ROUTE 57:** Fashion Island, Orange County Museum of Art, Platt College, South Coast Plaza, Costa Mesa Library, OC Performing Arts Center, South Coast Village, Mater Dei High School, The Outlets at Orange, UCI Medical Center, Angel Stadium

**ROUTE 71:** Balboa Island, Balboa Pier, Newport Pier, Hoag Hospital, Vanguard University, OC Fairgrounds, Costa Mesa High School, Pacific College, Triangle Square

**ROUTE 76:** Harbor View Nature Park, South Coast Plaza, Segerstrom High School, Costco Plaza, Orange Coast Memorial Medical Center, Huntington Central Park

**ROUTE 86:** South Coast Village, South Coast Plaza, OC Performing Arts Center, Irvine Metrolink Station, Irvine Spectrum, Kaiser Permanente

**ROUTE 145:** South Coast Plaza, Santa Ana Senior Center, Segerstrom High School, Valley High School, Orange County High School of the Arts

**ROUTE 172:** South Coast Plaza, OC Performing Arts Center, Segerstrom High School, Costco Plaza, Huntington City Beach

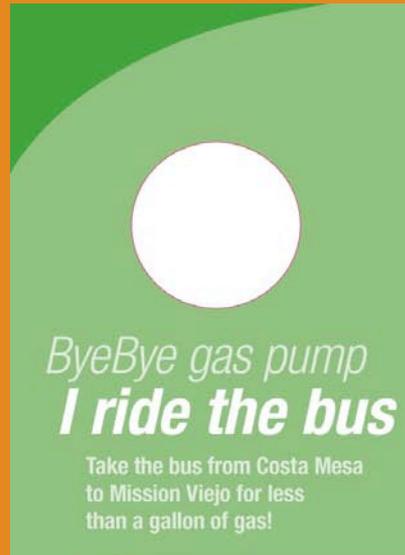
**ROUTE 173:** Segerstrom High School, Costa Mesa High School, South Coast Plaza, OC Fairgrounds, Vanguard University, Triangle Square, Estancia High School, Huntington City Beach

**ROUTE 178:** Seaciff Village Center, Orange Coast College, Costa Mesa High School, OC Fairgrounds, UC Irvine, University Center

**ROUTE 211:** Leisure World, Golden West College, Bella Terra Shopping Center, South Coast Metro, South Coast Plaza, Segerstrom High School, Kaiser Permanente Hospital, Irvine Spectrum, Irvine Metrolink Station

Get your **FREE trial pass** today! Visit [octa.net/cmtrial](http://octa.net/cmtrial). Plan your trip at [octa.net/justclick](http://octa.net/justclick)

start riding 



**Bye Bye gas pump**  
*I ride the bus*

Take the bus from Costa Mesa to Mission Viejo for less than a gallon of gas!



start riding 



Take an OCTA bus for a **FREE** trial run and shop South Coast Plaza, stop by the Murray Community Center, and more. With 150 stops, Route 86 will take you there.

The more gas prices go up, the more you'll love your \$4 OCTA Day Pass. Try it free and see. Just clip the trial pass\* for your free ride!

**Free trial pass I ride OCTA**

Good in exchange for one Day Pass. Perish on board any OCTA fixed route bus in Orange County. Limit one pass per household.

start riding 

- Route specific
- Door hangers
- Local community newspaper ads
- Budget: \$30,000

 **Start Riding.**

# Customer Retention



*I refer a friend*  
**We both get a  
FREE pass!**

*Like riding OCTA? Pass it on! For every referral, OCTA will send you each a free bus pass. Find forms on this bus, or visit [octa.net/PassItOn](http://octa.net/PassItOn)*

start riding 

*I saved \$15 on a  
30-day bus pass*  
*How about you?*



*I love savings*  
**I buy a 30-day pass**

Get yours today:



**VONS**

PAVILIONS



start riding 

start riding 



**Start Riding.**

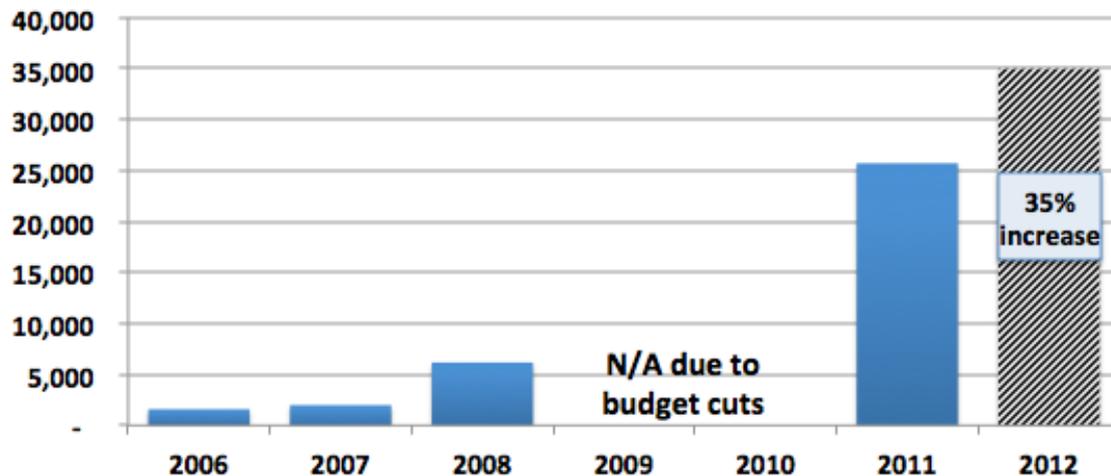
# OC Fair Express

- Direct service to OC Fair
- Partnership with OC Fair (Bus customers save \$9 on admission)
- Bus, print and online ads
- Special events
- Budget: \$55,000

## 2011 Results:

- ✓ Reinstated service in 2011 with MSRC grant
- ✓ Direct service to OC Fair with 5 routes
- ✓ 25,699 boardings
- ✓ 57% of customers never rode the bus before
- ✓ 40% of the new customers continued to ride the bus
- ✓ 99% are satisfied with the service

**OC Fair Express Ridership  
Six-Year Comparison**



**Start Riding.**

# OC Fair Express - 2012 Highlights

- Partnership with the OC Fair \$2 Fair admission
- Addition of 2 new routes
  - Irvine Metrolink Station
  - Laguna Hills Transportation Center
- New OC Fair transit hub



**\$2 Admission to the 2012 OC FAIR**

**RESTRICTIONS APPLY:**

- One coupon per paid bus fare to OC Fair on OC Fair Express only
- Not valid with any other offer
- Non-transferable
- Original coupons only - no copies

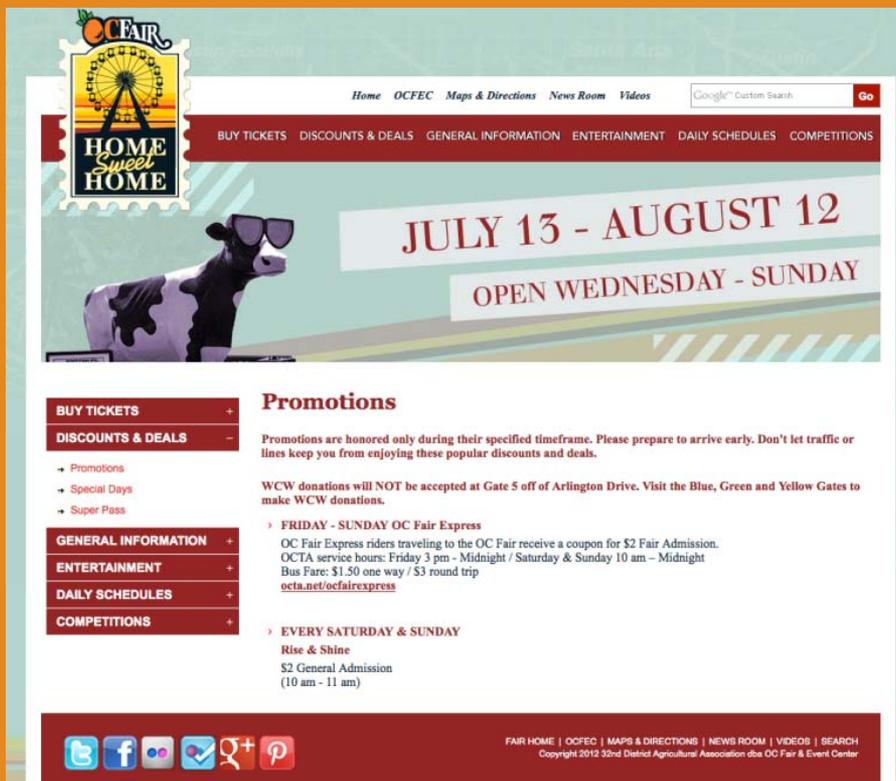
**COUPON VALID:**

- Friday - 3 pm - Midnight
- Saturday - 10 am - Midnight
- Sunday - 10 am - Midnight

**CODE: NOCTA**



ocfair.com  
ocfa.net/ocfairexpress



Home OC FEC Maps & Directions News Room Videos

BUY TICKETS DISCOUNTS & DEALS GENERAL INFORMATION ENTERTAINMENT DAILY SCHEDULES COMPETITIONS

**JULY 13 - AUGUST 12**  
**OPEN WEDNESDAY - SUNDAY**

**Promotions**

Promotions are honored only during their specified timeframe. Please prepare to arrive early. Don't let traffic or lines keep you from enjoying these popular discounts and deals.

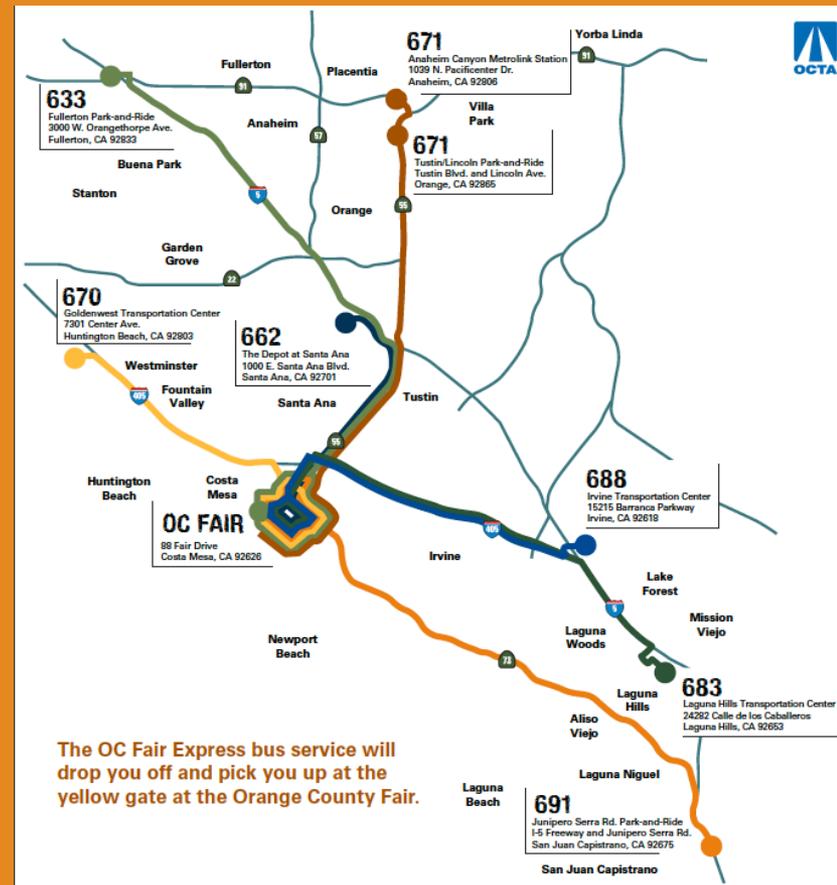
WCW donations will NOT be accepted at Gate 5 off of Arlington Drive. Visit the Blue, Green and Yellow Gates to make WCW donations.

➤ **FRIDAY - SUNDAY OC Fair Express**  
OC Fair Express riders traveling to the OC Fair receive a coupon for \$2 Fair Admission.  
OCTA service hours: Friday 3 pm - Midnight / Saturday & Sunday 10 am - Midnight  
Bus Fare: \$1.50 one way / \$3 round trip  
[ocfa.net/ocfairexpress](http://ocfa.net/ocfairexpress)

➤ **EVERY SATURDAY & SUNDAY**  
Rise & Shine  
\$2 General Admission (10 am - 11 am)

BUY TICKETS +  
DISCOUNTS & DEALS -  
PROMOTIONS +  
SPECIAL DAYS +  
SUPER PASS +  
GENERAL INFORMATION +  
ENTERTAINMENT +  
DAILY SCHEDULES +  
COMPETITIONS +

FAIR HOME | OC FEC | MAPS & DIRECTIONS | NEWS ROOM | VIDEOS | SEARCH  
Copyright 2012 32nd District Agricultural Association dba OC Fair & Event Center



The OC Fair Express bus service will drop you off and pick you up at the yellow gate at the Orange County Fair.

**OC FAIR**  
88 Fair Drive  
Costa Mesa, CA 92626

**633** Fullerton Park-and-Ride  
2000 W. Orangeflour Ave.  
Fullerton, CA 92833

**670** Goldenwest Transportation Center  
7301 Center Ave.  
Huntington Beach, CA 92803

**662** The Depot at Santa Ana  
1000 E. Santa Ana Blvd.  
Santa Ana, CA 92701

**671** Anaheim Canyon Metrolink Station  
1039 N. Pacificcenter Dr.  
Anaheim, CA 92806

**671** Villa Park  
Tustin/Lincoln Park-and-Ride  
Tustin Blvd. and Lincoln Ave.  
Orange, CA 92865

**688** Irvine Transportation Center  
15215 Barranca Parkway  
Irvine, CA 92618

**683** Laguna Hills Transportation Center  
24282 Calle de los Caballeros  
Laguna Hills, CA 92653

**691** Junipero Serra Rd. Park-and-Ride  
I-5 Freeway and Junipero Serra Rd.  
San Juan Capistrano, CA 92675

**OC FAIR** routes: 633, 670, 662, 671, 688, 683, 691



# Direct Mail to 370,000 homes in OC and IE

**SAVE A BUSLOAD THIS SUMMER**  
 Youth ride June 1 – Aug 31  
 All over Orange County for just \$50!

Get \$2 OC Fair admission when you take the OC Fair Express!

- Special non-stop bus service
- 7 Locations in Orange County

Order Online NOW and enter to win a \$50 gift card

SEE REVERSE FOR DETAILS






**OCTA TRAVELS EVERYWHERE YOU DO**

550 busses | 6,500 bus stops | 77 routes

**Youth Summer Bus Pass**

OCTA's Youth Summer Bus Pass is a great deal for youth 18 years and younger to get around during the summer. At only \$50, that's only 55 cents a day. And if you purchase online now at [octa.net/buyapass](http://octa.net/buyapass) you can enter to win a \$50 gift card. The Youth Summer Bus Pass is also available for sale any Orange County Ralpins, Vons, Pavilions and Northgate markets, the OCTA store in Orange, or by calling 714-560-5932. For more information on the Summer Youth Bus Pass visit: [octa.net/youthpass6](http://octa.net/youthpass6)

**OC Fair Express**

OC Fair Express provides direct bus service on Friday afternoons, and all day Saturday and Sunday to the OC Fair for only \$1.50 each way, and you will receive a coupon for \$2 admission into the OC Fair.

7 Orange County Locations:

- Fullerton Park and Ride
- Santa Ana Metrolink Station
- Goldenwest Transportation Center (Huntington Beach)
- Anaheim Canyon Metrolink Station
- Tustin/Lincoln Park and Ride (Orange)
- Laguna Hills Transportation Center (NEW LOCATION FOR 2012)
- Irvine Metrolink Station (NEW LOCATION FOR 2012)
- San Juan Capistrano Park & Ride

For location addresses and schedule information for the OC Fair Express visit: [octa.net/ocfairexpress1](http://octa.net/ocfairexpress1)

Note: Contest open to online purchases only. Not applicable to purchases at pass sales outlets.




**Get \$2 OC FAIR ADMISSION**  
 when you take the OC FAIR EXPRESS

**SAVE A BUSLOAD ON THE OC FAIR EXPRESS!**

Special non-stop bus service, with convenient connections with Metrolink.

SEE REVERSE FOR DETAILS

start riding





**Make Metrolink your first ride to the OC Fair.**

If you're going to the Orange County Fair this year, take Metrolink to the Anaheim Canyon, Santa Ana or Irvine Metrolink Station. Then show your Metrolink ticket and hop aboard one of OCTA's OC Fair Express buses. You'll ride FREE with a valid Metrolink ticket directly to the yellow gate at the OC Fair. Plus, all OC Fair Express passengers riding to the fair will receive a coupon good for \$2 admission into the fair.

**Catch the OC Fair Express.**

Already near one of 7 locations in Orange County with direct bus service to the OC Fair? Catch the OC Fair Express bus for only \$1.50 each way, and you receive a coupon for \$2 admission into the OC Fair.

**7 Orange County Locations:**

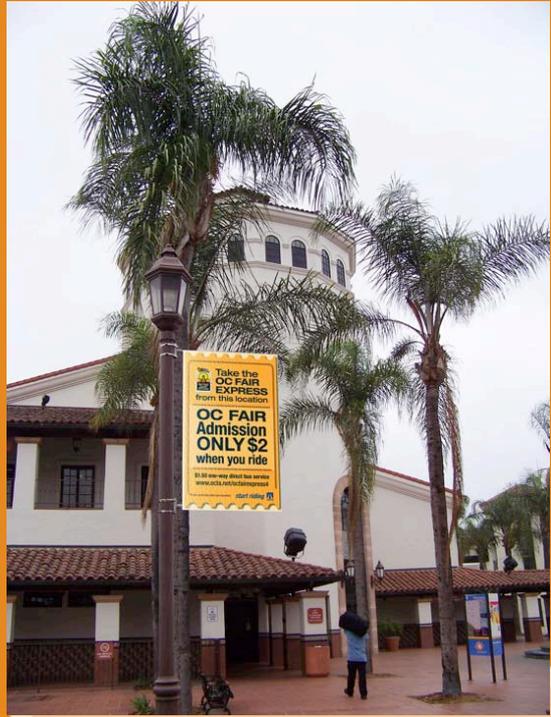
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- San Juan Capistrano Park and Ride

For location addresses and schedule information for the OC Fair Express visit: [octa.net/ocfairexpress1](http://octa.net/ocfairexpress1)





ART GOES IN ART GOES HERE LAYER ONLY





**OC FAIR Admission ONLY \$2 when you ride**  
**Take the OC FAIR EXPRESS**

We save money  
 We ride **OC FAIR EXPRESS!**

**DIRECT Bus Service**  
 from 7 Locations.  
 \$1.50 one-way direct bus service

Get your schedules on board or at  
[www.octa.net/ocfairexpress3](http://www.octa.net/ocfairexpress3)

start riding

**Entrada para la FERIA DEL CONDADO DE ORANGE**  
**POR SOLO \$2**  
 Cuando tomes el autobús  
**OC FAIR EXPRESS**

¡Ahorro dinero cuando me subo al **OC FAIR EXPRESS!**

**Servicio DIRECTO** de autobús  
 desde 7 lugares distintos  
 a \$1.50 ida o vuelta

Obtén un horario en el autobús o visita  
[www.octa.net/ocfairexpress3](http://www.octa.net/ocfairexpress3)

viaje hoy



# Metrolink Weekend Promotion

- Created a system-wide branding:
  - “Metrolink Weekends - Opening the Doors to New Adventures”
- Leverage destinations, special events and partnerships to create buzz and excitement



**\$10 WEEKEND PASS**  
VALID FRIDAY 7 P.M. -  
SUNDAY UNTIL 11:59 P.M.

**METROLINK** *Weekends.*  
Opening the Doors to New Adventures

**RIDE ANYWHERE, ALL WEEKEND FOR ONLY \$10.**  
Start your adventure from the moment you board!  
Pass available at all Metrolink station ticket vending machines.

[metrolinktrains.com/weekends](http://metrolinktrains.com/weekends)

**METROLINK.** 



**Start Riding.**

# METROLINK *Weekends.*

Opening the Doors to New Adventures

**\$10 WEEKEND PASS**  
VALID FRIDAY 7 P.M. -  
SUNDAY UNTIL 11:59 P.M.

MORE TRAIN SERVICE ON  
ORANGE COUNTY & INLAND  
EMPIRE-ORANGE COUNTY LINES!



## RIDE ANYWHERE, ALL WEEKEND FOR ONLY \$10.

Start your adventure from the moment you board! Leave your car, skip the weekend traffic, and ride Metrolink to the beach, theme parks, ball games, downtown Los Angeles and beyond. Metrolink's Weekend Pass gives you unlimited rides for only \$10. Your pass is even accepted for free transfers on most connecting transit services (Amtrak excluded).

[metrolinktrains.com/weekends](http://metrolinktrains.com/weekends)

METROLINK.



## MORE TRAINS. MORE DESTINATIONS. MORE FUN.

Start enjoying even more weekend travel options. More weekend service has been added to the Orange County and Inland Empire-Orange County Lines—two more roundtrips on the Orange County Line and one more on the Inland Empire-Orange County Line. Purchase yours today at any Metrolink station ticket vending machine. First select Special Ticket Options, and then \$10 Weekend Pass.

# METROLINK *Weekends.*

Opening the Doors to New Adventures

**RIDE FREE**  
TO THE SAN CLEMENTE  
OCEAN FESTIVAL



Join OCTA to kick off summer fun!

**SATURDAY, JULY 21, 2012**  
8:30 a.m.

Fullerton Transportation Center  
120 East Santa Fe Avenue  
Fullerton, CA 92832

- FREE Metrolink ticket to the first 100 people (ticket distribution starts at 8:30 a.m.)
- FREE prizes and giveaways
- FREE food provided by



**TRAIN TO SAN CLEMENTE PIER DEPARTS AT 9:28 A.M.**

Visit [octa.net/oceanfestival](http://octa.net/oceanfestival) for more details.

Ride Metrolink to San Clemente Pier for the festival to enjoy "The Greatest Show on Surf." With more Metrolink weekend service on the Orange County and Inland Empire-Orange County lines, it's easy to get to the fun! For more information, go to [metrolinktrains.com/weekends](http://metrolinktrains.com/weekends).



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**Start Riding.**



Opening the Doors to New Adventures

Win FREE Passes - Click Here

## Ocean Festival Kickoff Event

July 21

8:30 a.m. Start | Train leaves 9:28 a.m.

Fullerton Transportation Center



**METROLINK Weekends.**  
Opening the Doors to New Adventures

**\$10 WEEKEND PASS**  
VALID FRIDAY 7 P.M. -  
SUNDAY UNTIL 11:59 P.M.

MORE THAN 100 STATIONS IN  
ORANGE COUNTY & INLAND EMPIRE-ORANGE  
COUNTY LINES



## Ride Anywhere, All Weekend for Only \$10

Start your adventure from the moment you board! Leave your car, skip the weekend traffic, and ride Metrolink to the beach, theme parks, ball games, downtown Los Angeles and beyond. Metrolink's Weekend Pass gives you unlimited rides for only \$10. Purchase your pass today at all Metrolink station ticket vending machines.

[metrolinktrains.com/weekends](http://metrolinktrains.com/weekends)

## Kick Off Your Summer at the Ocean Festival



Get your summer fun started with OCTA, Metrolink and the San Clemente Ocean Festival. Be one of the first 100 people to arrive at the Fullerton Transportation Center on Saturday, July 21st, at 8:30 a.m. and get a FREE roundtrip Metrolink ticket to the Ocean Festival! Plus there will be prizes, giveaways, and free food provided by Fullerton-area restaurants for everyone. Details at [octa.net/oceanfestival](http://octa.net/oceanfestival)

**METROLINK.**



**Start Riding.**