

Bus Transit Marketing and Communications Plan



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

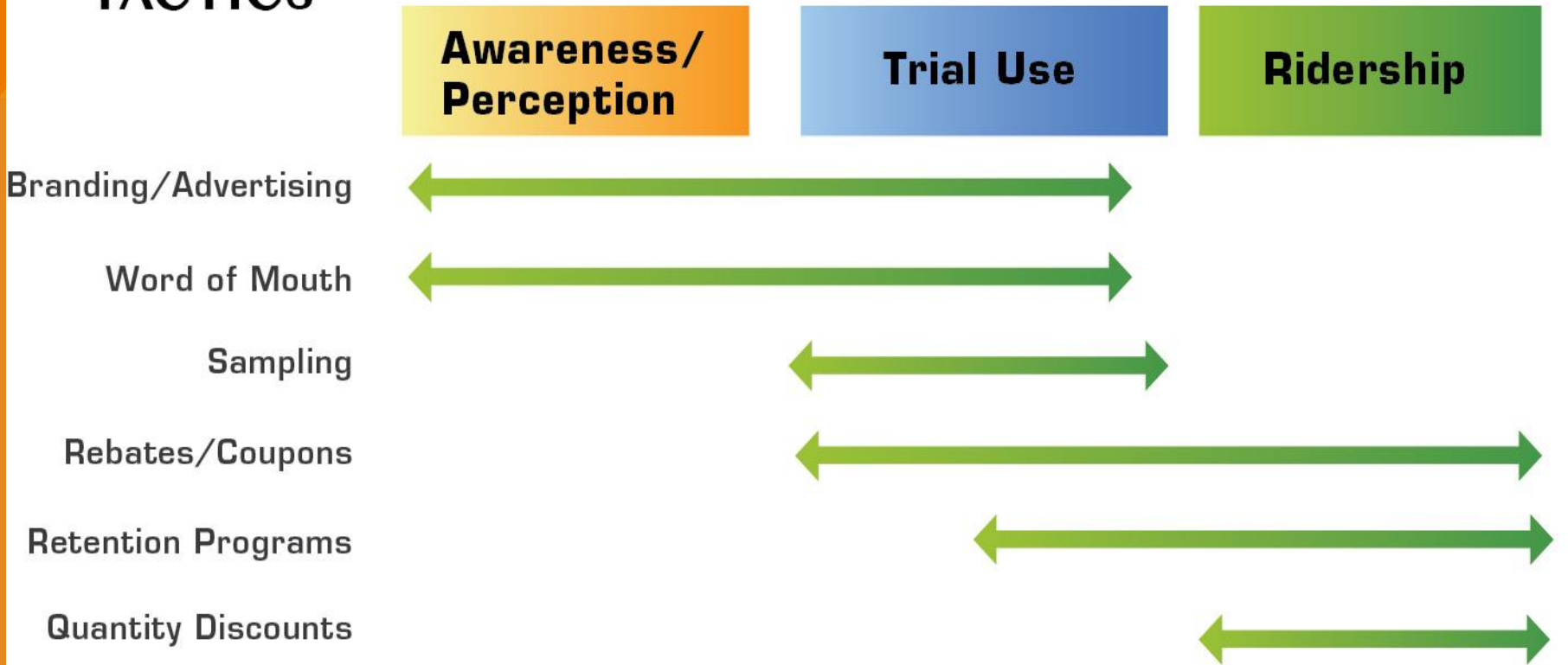
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Threats

- 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 th 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
								Total: \$250,000

XXXX

DUMP THE PUMP WEEK | JUNE 11 - 15 | Pledge to ride and get a free bus pass! | 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




DUMP THE PUMP WEEK | JUNE 11 - 15 | Pledge to ride and get a free bus pass! | 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

40 YEARS & ROLLING



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

Dump the Pump

start riding 

40th Anniversary / Dump the Pump



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 Service). 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.

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



Just say no to the nozzle! Ride the bus.

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



Start Riding.

Brand Message - “I ride OCTA”

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



*I play it safe
I ride OCTA*

Get your trial pass at OCTA.net/trialpass **start riding** 

This advertisement features a woman with long blonde hair holding a young child in a blue shirt. They are standing outdoors in a park-like setting. To their right is a signpost with the OCTA logo and the website URL OCTA.net. The background is a solid blue color with white text.



*I save money
I ride OCTA*

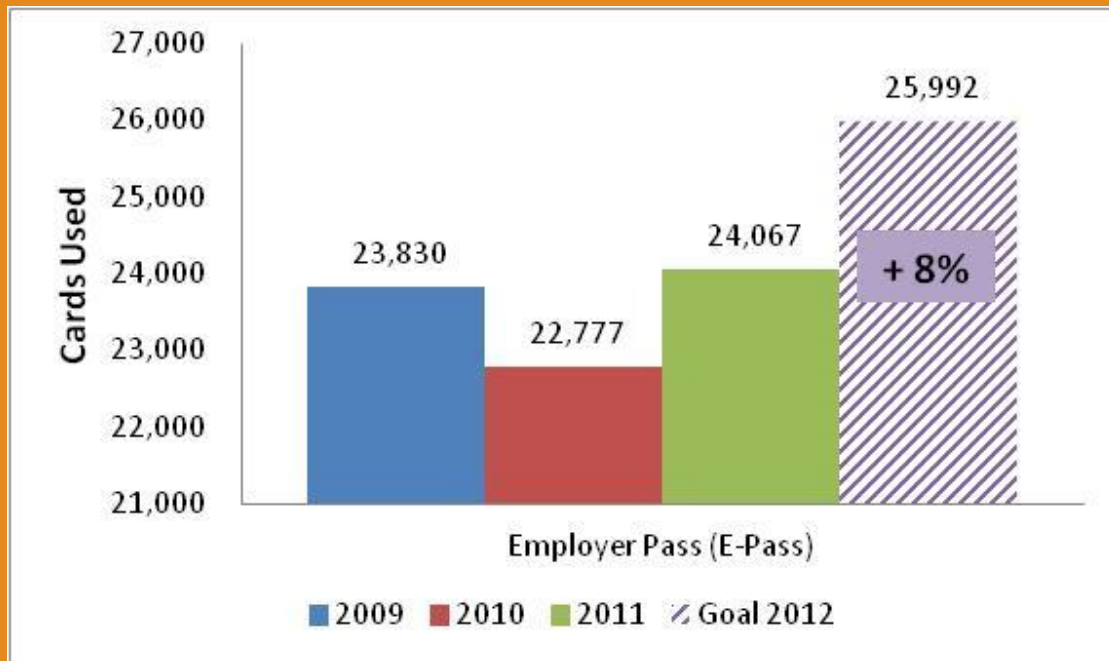
Get your trial pass at OCTA.net/trialpass **start riding** 

This advertisement features a woman with dark curly hair holding several shopping bags and a stack of cash. She is standing in a clothing store. To her right is a signpost with the OCTA logo and the website URL OCTA.net. The background is a solid teal color with white text.



Start Riding.

Target Marketing - Employees

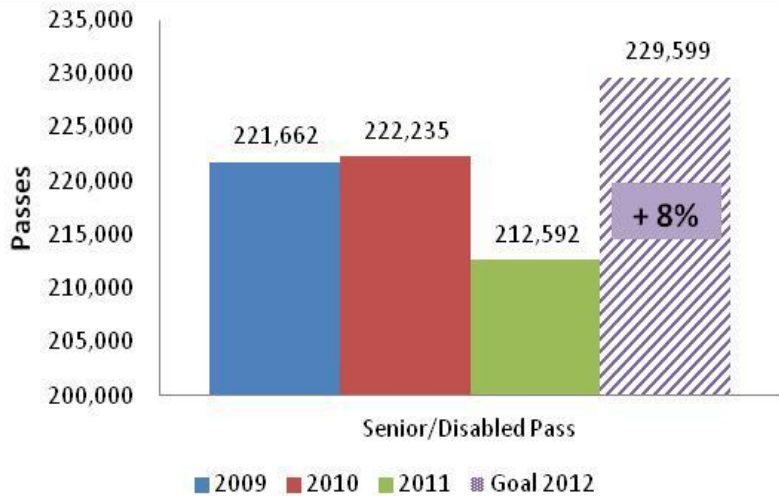


- Push and Pull
 - Employees promotion
 - Employers sales
- Bus Advertising
- Target Business-to-Business Direct Mail and Outreach
- Budget: \$10,000



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. 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

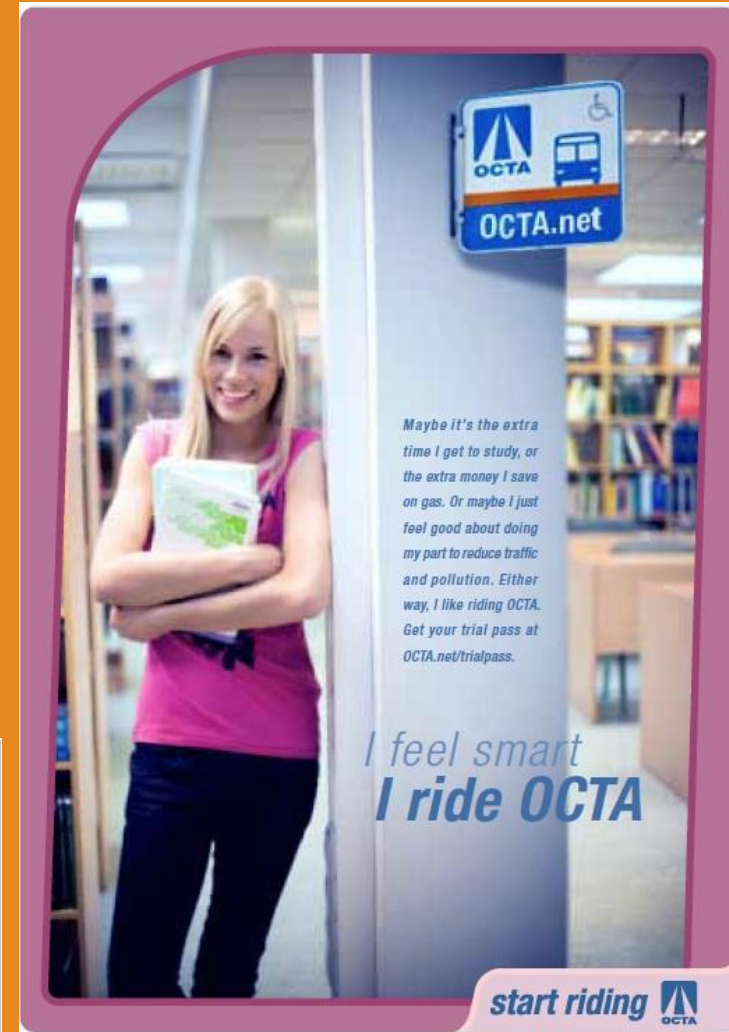
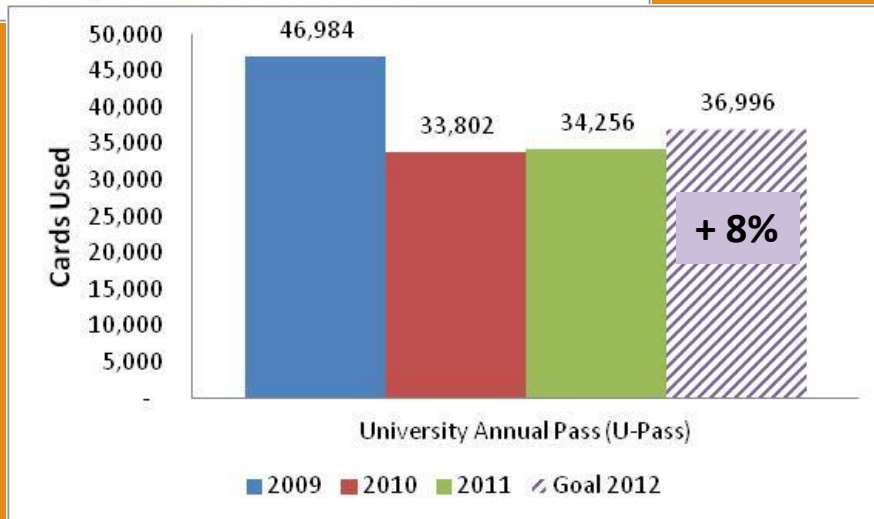
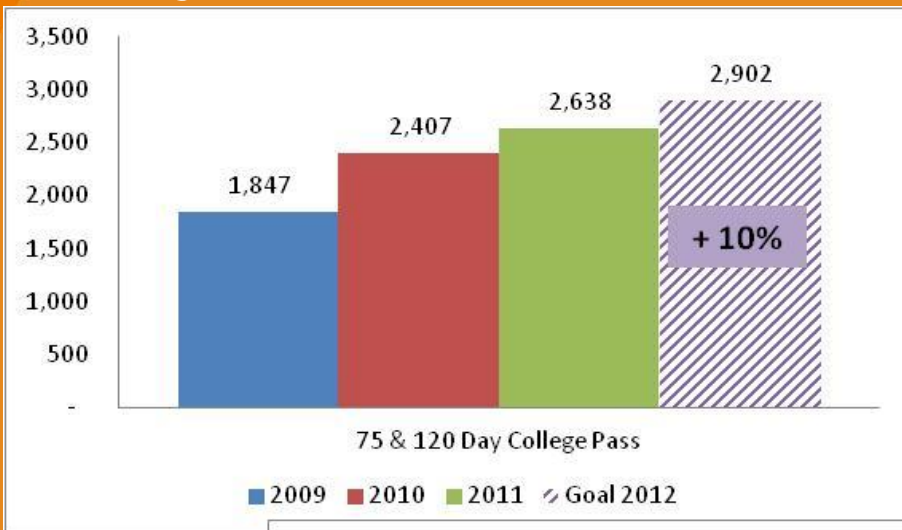
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Target Marketing - Colleges/Universities

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



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Target Marketing - Youth (6-18)

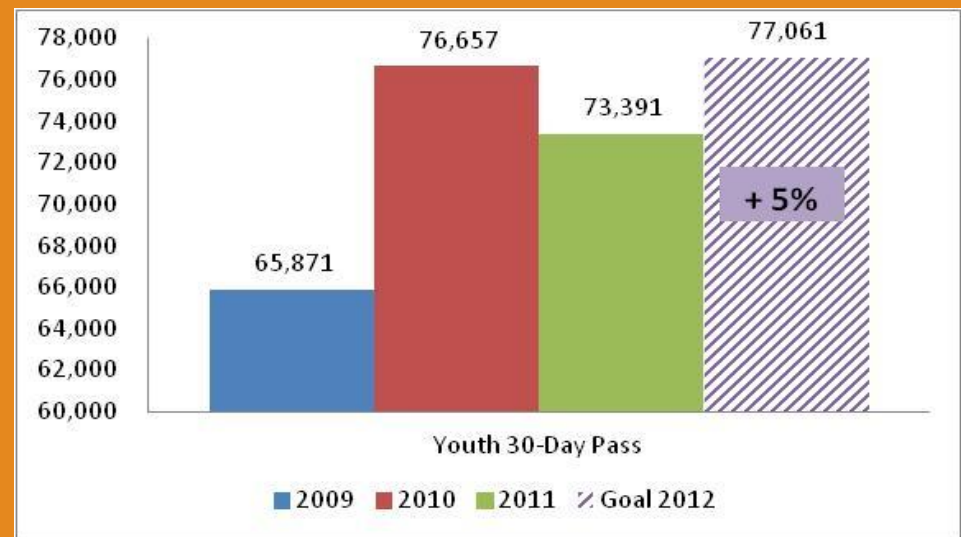
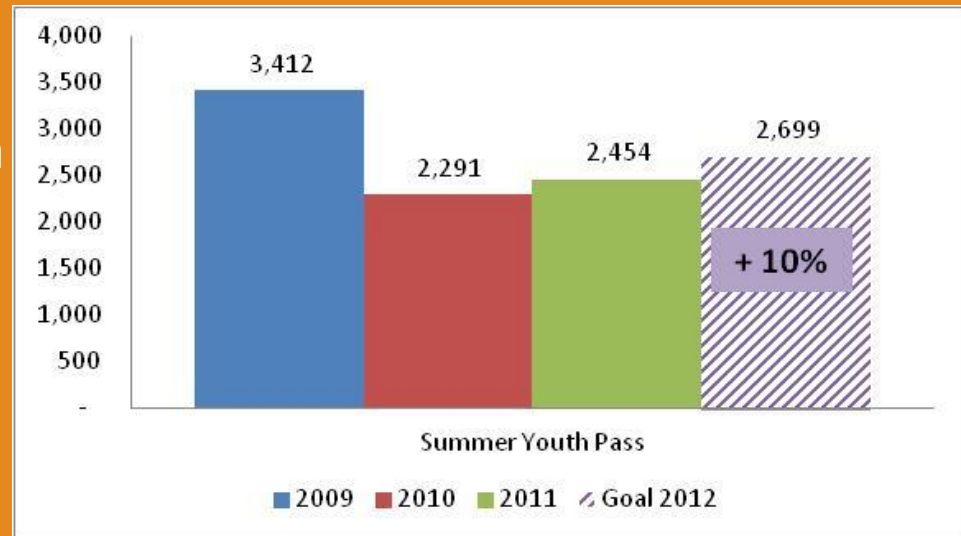
- Expand pass sales locations
- Target advertising and outreach
- Budget: \$25,000

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

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.

start riding



Target Marketing - ACCESS Customers

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



*I save money
I ride the bus*

Ride for only 25 cents with your ACCESS card

Why pay \$2.70 each way? If you're ACCESS-eligible and able to ride OCTA regular service buses, fares are just 25 cents when you show your ACCESS card. Plus, there's no need to schedule trips ahead of time!

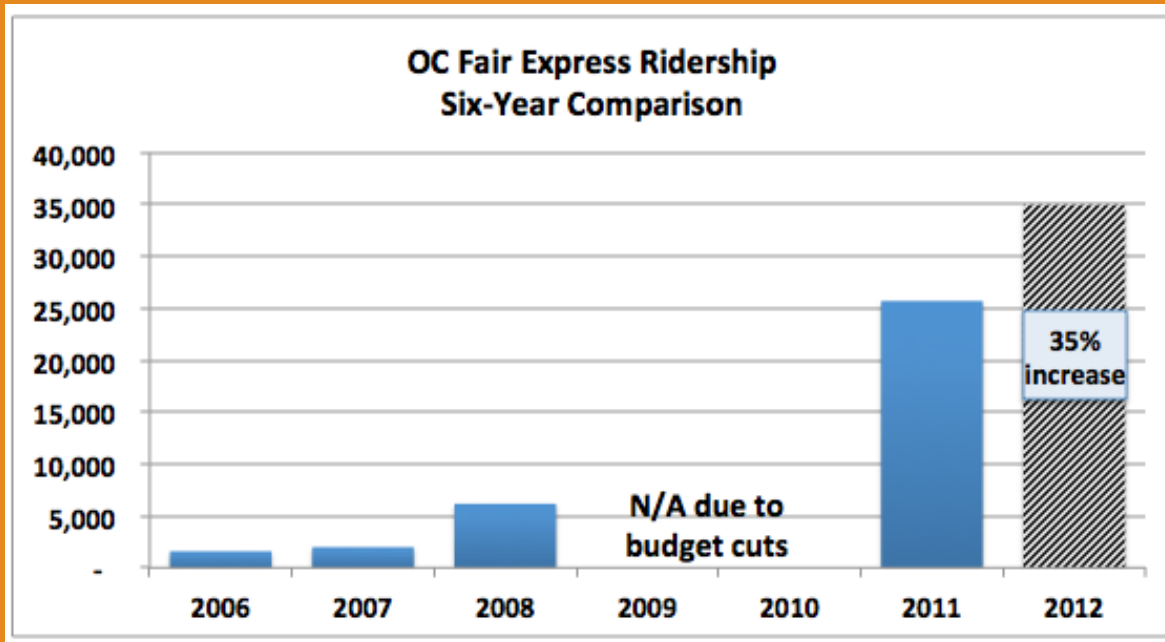
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Start Riding.

OC Fair Express


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



2011 Results:



- ✓ 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


“I Ride” Theme - OC Fair Express



I love going for a spin
I ride OCTA



*DIRECT Bus Service to the OC Fair
and \$9 OFF Admission!*
octa.net/ocfairexpress

start riding  



*Pay for parking at
the fair? Ne-e-e-igh*
I ride OCTA

*DIRECT Bus Service to the OC Fair
and \$9 OFF Admission!*
octa.net/ocfairexpress

start riding  

 ***Start Riding.***

Target Route Promotions

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

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.
Plan your trip at 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!

OCTA bus for a FREE trial run and stop South Coast Plaza stop by Mission Viejo Community Center, and more. With 150 stops, Route 86 will

Free trial pass
I ride OCTA

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

start riding

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start riding

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

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:



start riding 

start riding 



Start Riding.

Next Steps

- Implement bus ridership programs
- Monitor promotion impacts and ridership trending
- Conduct cost and benefit analysis
- Report to the Board