

Proposed New Fare Media Public Involvement Plan

Final Outreach Report, May 2025



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Introduction

The proposed new fare media system is a new system that will modernize fare payments for OC Bus and other Orange County Transportation Authority (OCTA) transit services, including OC Streetcar. The new system includes the implementation of a new smart card (“Wave card”), a new mobile application (Wave mobile app), contactless payments (digital wallets), fare capping, and other features. The Federal Transit Administration (FTA) requires transit agencies to gather public feedback for any major changes to fare payments, which led to the OCTA implementing a Public Involvement Plan (PIP) for the proposed new fare media system in early 2025.

The OCTA Board of Directors (Board) directed OCTA staff to initiate the PIP on January 13, 2025. The plan included a ten-week comprehensive community outreach and public feedback campaign, with a multilingual online and print survey, community meetings, and other outreach opportunities. The PIP concluded on March 24, 2025, with a public hearing held during the Board meeting and a report on preliminary findings.

This final report summarizes the public feedback gathered from the survey, community meetings, and other outreach engagements from January 13 to March 24, 2025. Topics covered in this report include interest in the new fare media, potential usage of specific new fare media (including the Wave card), and positive feedback, concerns, and common questions about the proposed new fare media.

Executive Summary

The PIP was implemented to fulfill Title VI requirements by gathering public feedback when proposing new fare media. The PIP included extensive public outreach including a multilingual online and print survey, virtual and in-person community meetings, community outreach events, bus ride-alongs, social media, and email updates.

During the outreach period from January 13 to March 25, 2025, OCTA received many customer comments and public engagements about the proposed new fare media, including 8,256 online and print survey responses, 13,768 community event engagements, and 596 engagements at staff bus ride-alongs.

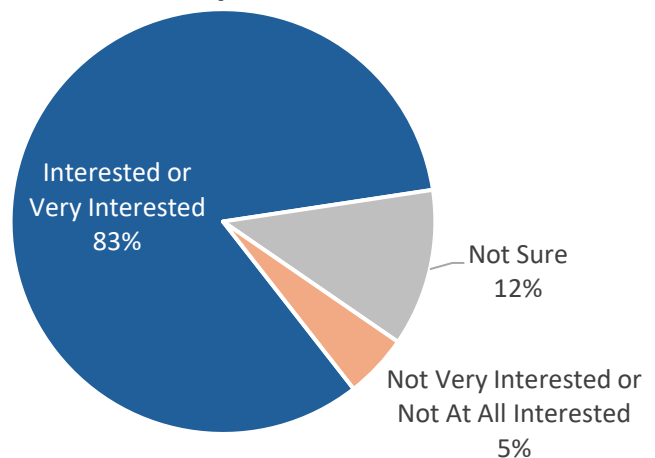
Several key themes have emerged during the PIP.

There Is High Interest in New Fare Options

More than 80 percent of respondents said they are interested or very interested in OCTA enhancing new fare options. A percentage of respondents said they are not sure (12 percent), and a small percentage do not show interest (five percent).

Feedback from open-ended comments, community meetings, and outreach events mentioned the flexibility of the new fare options and the environmental benefit of a reusable Wave card.

Interest in OCTA Providing New Fare Options



n = 6,570 respondents

The Wave card and the Wave Mobile App Attracted the Most Interest

Fare Option	% Responses
Wave card	30%
Wave Mobile App	27%
Cash	15%
Contactless payments	14%
Credit / Debit Card	13%

*n = 13,587 responses from 6,309
unique respondents (multiple
selections available)*

Respondents indicated which future fare options they would use, with the Wave card (30 percent of responses) and the Wave mobile app (27 percent) being the most popular choices.

Interest in contactless payments, cash, and credit/debit cards was lower and more evenly distributed. Cash stood out due to mentions in open-ended comments and outreach feedback. All selected options are proposed to be available on OC Bus, with most options (aside from cash) planned for the future OC Streetcar service.

Due to rounding, some percentages may not add up to 100 percent.

Key Themes from Written Comments

In addition to the high interest in the proposed new fare media from the survey, some respondents composed open-ended responses that provided some additional context. Those comments covered the following themes:

- **Approximately 15 percent of open-ended comments showed support for the proposed new fare media. Positive responses** to the proposed new fare media **noted familiarity and/or experiences with similar systems from other agencies**, highlighted how the Wave card **added flexibility** to the fare system as a new fare option, and an **environmental benefit**.
- While there was not a significant amount of negative feedback (three percent of comments), there were some requests for **keeping cash as a fare option, continuing onboard day passes, and keeping discounted fares for senior, disabled, youth, and college riders**.
- Frequently asked questions from the feedback included **smart card interoperability with other transit agencies – such as OC Streetcar – and external transit agencies** and further clarification on fare capping and the **two-hour transfer period**.

Background

Proposed New Fare Media

The current OC Bus farebox system has been operating for over two decades. Historically, options for paying fares were limited to using cash onboard and magnetic stripe physical passes. A mobile app and mobile ticketing validators were implemented in 2018 as an initial step to modernizing the farebox system.

To keep up with modern public transportation trends and meet customers' needs, OCTA is exploring new fare media. The proposed new fare media aims to improve the fare payment experience, enhance rider validation, and offer greater fare flexibility. Included in this new system is a new functionality known as "fare capping," the contactless, reloadable Wave card, and a new Wave mobile app. All current fares, including specialty or discounted, will remain the same. The proposed new fare media will apply to OC Bus and the upcoming OC Streetcar.

Title VI

The FTA guidelines require transit agencies to evaluate new fare media implementations for potential impacts to people of minority and/or low-income populations. As part of this evaluation process, OCTA implemented a PIP that will gather community feedback about the upcoming changes to the fare media. There is also a requirement to conduct a Title VI equity analysis to ensure that the proposed new fare media will cause no disparate impacts, which is a separate study from the PIP and is not included in this document.

The PIP utilized a broad range of print and digital media, along with various outreach and communication methods, to reach a wide audience and gather feedback from the community, including individuals from low-income and minority communities, as well as those with limited English proficiency. The survey, website, and other communications channels provided information about the proposed new fare media in multiple languages. In-person and virtual opportunities for direct feedback were held at no cost, with interpreters available for non-English-speaking participants.

Public Involvement Plan (PIP)

The PIP was a multifaceted and extensive ten-week campaign from January 13 to March 24, 2025, that implemented broad community outreach. The outreach effort was equitable, inclusive, and accessible to the needs of diverse stakeholder populations and adhered to guidelines required to meet FTA public hearing and Title VI mandates. The campaign also gathered feedback about potential barriers or areas of confusion to help OCTA understand and address those concerns.

The Board approved an updated fare policy (that allowed for future fare capping and free two-hour transfers) on November 25, 2024. The Board then directed OCTA staff to start the PIP on January 13, 2025. The PIP concluded on March 24, 2025, with a public hearing. This final report details outreach tactics and what OCTA has heard about the proposed new fare media from the public, current and potential transit customers, and other stakeholders.

Public Information and Outreach Program

On January 13, 2025, the Board received the Proposed New Fare Media plan and directed staff to implement a public outreach program to solicit feedback.

The outreach program included a broad range of media and communication methods to reach a wide audience, provide information, solicit participation and input, and allow ongoing feedback and input. Outreach efforts were also made to diverse communities to ensure their feedback was gathered and addressed, which would meet the Title VI guidelines mandated by the FTA.

Tactics

The following tactics and activities have been completed in this phase. Unless noted, all communications were in English, Spanish, and Vietnamese.

Bus Advertisements and Collateral

- 50,000 multilingual brochures were distributed on all buses. Each brochure included a mail-back survey with pre-paid postage
- Interior bus cards (550 each language for a total of 1,650)

Print Advertisements

- Six newspaper ads, including OC Register, La Opinión, El Clasificado, Người Việt, Việt Báo, and Viet Dong

Digital Information

- Dedicated website with 53,647 visits from 32,294 users, including an online survey
- Email blasts regarding the proposed new fare media and in-person/virtual community meetings which reached 85,336 people
- “On the Move” e-Newsletter (English)
- “NextStop” e-Newsletter (English)
- Public information and ads on Facebook, Instagram, X, and Nextdoor
- OC Bus and Transit mobile app notification
- Digital stop signage alert

In-Person Rider Outreach

- Bus ride-alongs on 11 routes in core service areas matched real riders with multilingual outreach staff in English, Spanish, and Vietnamese.
- Five pop-up events at transportation centers, including the Santa Ana Regional Transit Center (SARTC) within the future OC Streetcar alignment, staffed with English/Spanish speaking staff.

School Outreach

Communications toolkits were provided to all 28 Orange County K-12 school districts and all nine community colleges to share with students, parents, and staff.

An email to K-12 school staff shared resources and encouraged sharing the proposed new fare media materials via parent communications, newsletters, and social media as well as with relevant groups, including parent teacher associations and district English learner advisory committees (DELAC).

The proposed new fare media was presented at a roundtable that invited all community colleges, which participate in OCTA's Community College Pass program. School representatives received a presentation of the proposed new fare media and were able to provide feedback on behalf of their respective constituencies.

Employer Outreach

Communications toolkits were sent to 178 Orange County large employers for distribution to their employees.

Community Events & Organizations

- Twenty-eight community and ethnic events, staffed with English, Spanish, and Vietnamese speaking staff.
- Communications to ethnic chambers of commerce, business organizations, and community organizations, including Wellness Centers via Santa Ana Unified School District, Santa Ana Active Streets, Costa Mesa Alliance for Better Streets, and local social service agencies.
- A presentation and discussion held at a Senior Mobility Program (SMP) roundtable of staff and representatives for the program from throughout Orange County.

In-person/Virtual Community Meetings

Several meetings took place in person and virtually where customers and the public had the opportunity to discuss the proposed new fare media and provide input. Spanish and Vietnamese interpreters were accessible as needed for attendees.

- February 4, 2025 - Virtual English Zoom Meeting
- February 5, 2025 - Virtual Spanish Zoom Meeting
- February 11, 2025 - Norman Hertzog Community Center (Costa Mesa)
- February 12, 2025 - Virtual Vietnamese Zoom Meeting
- February 12, 2025 - Laguna Hills Community Center
- February 13, 2025 - Fullerton Community Center
- February 20, 2025 - Santa Ana College

Local Jurisdiction Communication

The public information officers and communication staff from 34 cities and the County of Orange were notified of the service change information and were provided with a digital toolkit to disseminate information via city communication channels.

Public Comments – Email, Phone Calls, and Social Media

Public comments were collected from multiple channels, including phone calls to the Customer Information Center, emails, and social media comments to OCTA Customer Relations. Public social media discussion was also considered as a source of public comments.

Local News Media

A press release was issued to local media notifying the community about the proposed new fare media and PIP.

OCTA Advisory Committees

The proposed new fare media was presented at the following OCTA advisory committee meetings. Committee members received a presentation of the proposed new fare media and were able to provide feedback on behalf of their respective constituencies.

- January 21, 2025 - Citizen Advisory Committee Meeting
- January 28, 2025 - Accessible Transit Advisory Committee
- February 18, 2025 - Diverse Community Leaders Meeting
- February 18, 2025 - Teen Council

What We Heard

Following extensive public outreach, many comments have been received on the proposed new fare media through in-person and virtual community meetings, events, online, print surveys, email, and by phone. In addition to capturing public feedback using these channels, participants were provided an opportunity to complete a multi-lingual survey, either electronically or in print.

Channel	Count
Webpage Unique Visitors	32,294
Community Event Engagements	16,377
People Reached with Organic Social Media Messages	12,168
Online and Print Surveys	8,256
Onboard Ride-Along and Transit Center Engagements	709
In-person and Virtual Community Meeting Attendees	205
Customer Relations Calls, Emails, and Social Media	175
OCTA Public & Advisory Committees Attendees	70

Online and Print Survey

Methodology

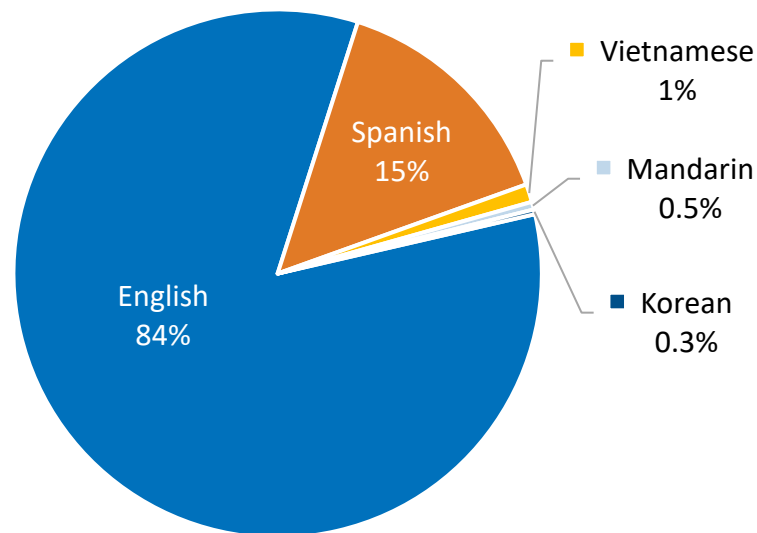
The online survey was released on January 13, 2025, and ended on March 24, 2025. A total of 8,256 surveys were collected over the course of the PIP.

The print surveys were distributed through brochures that include pre-paid postage for easy return, as well as printed surveys distributed at community outreach events for participants to complete and return on-site.

Both the online and print surveys were initially available in English, Spanish, and Vietnamese. Following the launch of the PIP, a request was made to offer surveys in Mandarin and Korean, which were implemented and incorporated into PIP efforts, including key outreach events. The survey was offered in multiple languages to guarantee a varied cross-section of Orange County transit riders, including at community engagements and diverse outreach events.

Approximately 84 percent of respondents completed the survey in English, 15 percent in Spanish, one percent in Vietnamese, less than one percent in Mandarin, and less than one percent in Korean. These are conservative estimates as the respondent language for the PIP was determined by two methods: the language respondents elected to take the survey in (online surveys) and the language used in open-ended comments (print surveys). It is possible that some respondents spoke a non-English language at home and elected to take the survey in English.

Respondent Language by Survey Completion



n = 8,256 respondents

The percentages for Vietnamese, Mandarin, and Korean are similar to the percentages for the same languages in a recent OC Bus customer satisfaction survey from the American Bus Benchmarking Group (ABBG) — one percent Vietnamese, two percent Mandarin, and less than one percent Korean. Although the ABBG survey was primarily an online survey and had a smaller sample size, the comparison to the ABBG survey shows that the PIP was consistent in collecting representative samples from populations with limited English proficiency.

The survey prioritized gathering feedback from current and former OC Bus riders, as well as those who are considering using OC Bus in the future. Additionally, respondents could indicate they were a non-rider who were not interested in using OC Bus in the future. These non-prospective riders were excluded from later analysis.

The resulting sample of current, former, or potential OC Bus riders included more than 6,900 respondents by the end of the PIP.

Trip Frequency	% Respondents
Daily	46%
Weekly	19%
Monthly	9%
Less than once a month	8%
I used to ride OC Bus, but haven't used it in the last six months	10%
I've never used OC Bus, but I may in the future	9%
Total Respondents	6,951

To determine if the PIP reached a representative sample of active OC Bus riders, respondents' trip frequencies (not including former and potential riders who completed the survey) were compared to the trip frequency distribution from the recent ABBG customer satisfaction survey. Both surveys have similar distributions.

Trip Frequency (Proposed New Fare Media PIP)	% Respondents	Trip Frequency (ABBG 2024)	% Respondents
Daily	56%	Very Often	54%
Weekly	23%	Often	27%
Monthly	11%	Sometimes	11%
Less than once a month	10%	Rarely or Very Rarely	8%
Total Respondents	5,645	Total Respondents	1,118

This suggests that the PIP obtained a good sample of bus riders that is reflective of the current ridership and consistent with ridership trends seen in previous surveys.

The PIP survey results are considered informal and qualitative rather than statistically significant, as the sample size is small relative to the overall Orange County population, and participants were self-selected. Informal research such as this survey is useful to explore a group's opinions and views, allowing for the collection of rich and verifiable data. This data can reveal information that may warrant further study and is often a cornerstone for developing new ideas.

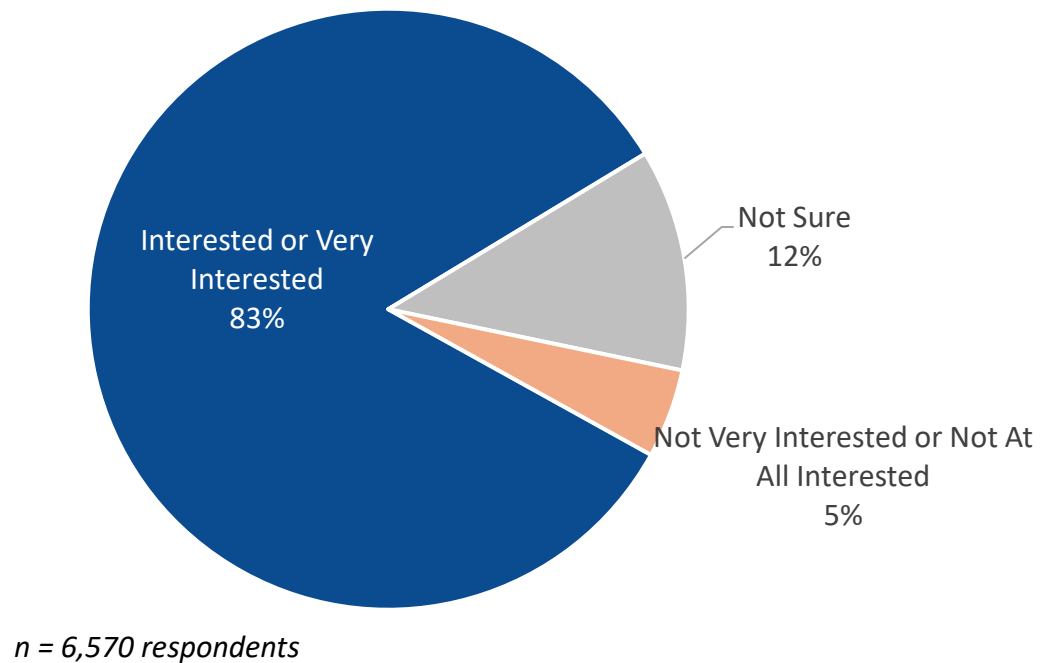
Key Findings / Results

Interest in OCTA Providing New Fare Options

Respondents who are current, former, or potential OC Bus riders were asked about their interest in OCTA making changes to its fare system, specifically enhancing the system with new fare options. A majority of respondents (83 percent) said they are interested or very interested in OCTA providing enhanced new fare options. There seems to be high support for OCTA providing additional fare options, including adopting new technologies.

More than ten percent of respondents were not sure if they were interested, and five percent were not very interested or not at all interested. These respondents show a potential opportunity for additional outreach or better clarification of why some bus riders may oppose the new fare media.

How interested are you in OCTA providing enhanced new fare options?



Further analysis is being conducted to see if the varying interest in OCTA providing new fare options is based on the existing fare options OC Bus riders are using or have used in the past. All fare options have consistent use from respondents who were interested, with no specific fare option being prominent. The variance between the options is small, with a difference of three percent between the least and most picked options. Overall, it seems likely that the current fare options have no effect on interest in OCTA providing new fare options.

Note that the use of current fare options was self-reported in the survey, so responses may not reflect actual numbers found in bus ridership or pass sales data. Due to rounding, some percentages may not add up to 100 percent.

Interest in OCTA Providing New Fare Options				
Current Fare Media	Interested / Very Interested	Not Sure	Not Very Interested / Not At All Interested	Total Responses
Mobile app	90%	7%	3%	2,818
Cash (single trips)	87%	9%	4%	2,696
Paper (pre-paid) passes	88%	7%	5%	2,510
Purchased on-board day passes	87%	9%	4%	2,269
Passes from other agencies	88%	9%	4%	781
Grand Total	88%	8%	4%	11,074

n = 11,074 responses from 5,952 unique respondents (respondents can make multiple selections)

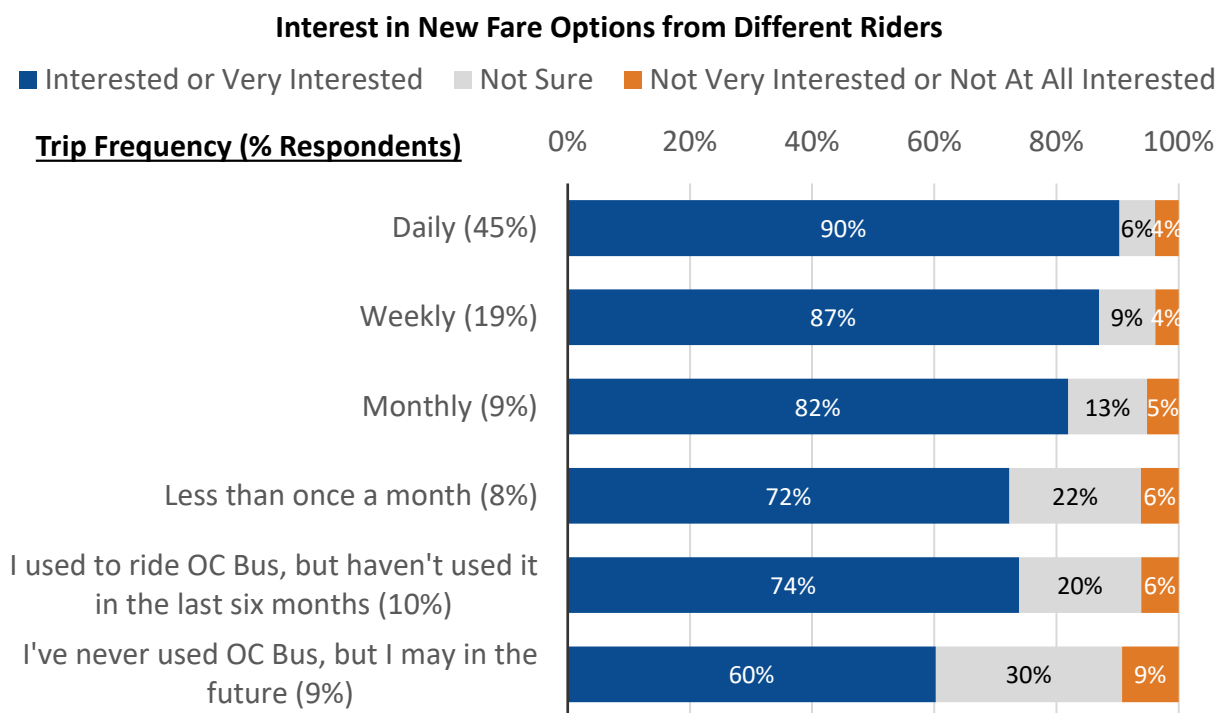
Interest also varied among different types of riders. Frequent riders (those who ride daily or weekly) had the highest levels of interest in the new fare options, with 91 percent of daily riders and 87 percent of weekly riders. A total of 82 percent of monthly riders were also interested in the new fare options.

One likely reason is that frequent riders have familiarity with the current fare media, so they may be curious to see how the new fare options, including the Wave card, will perform compared to the other options.

Interest is relatively lower among riders who ride less than once a month (72 percent being interested or very interested) and former riders (74 percent being interested or very interested). Potential riders who are considering using OC Bus in the future only have 60 percent of respondents interested or very interested in the new fare options.

There is a substantial amount of uncertainty among riders who ride less than once a month (22 percent), former riders (20 percent), and potential riders (30 percent). One reason may be due to lack of familiarity with OC Bus and the different fare options.

Interest in the new fare options is very high for frequent riders, but interest decreases as trip frequency decreases, with the lowest interest coming from potential OC Bus riders who have never used OC Bus before.



n = 6,570 respondents

Interest in OCTA providing new fare options varied by respondent language. More than 95 percent of Spanish respondents say they are interested in OCTA providing new fare options. English, Vietnamese, and Korean respondents show similar levels of interest (between 81 and 85 percent of respondents for each language). Mandarin respondents have the lowest level of high interest (76 percent). The higher interest from Spanish respondents show that the new fare options are appealing to bus riders from communities with limited English proficiency.

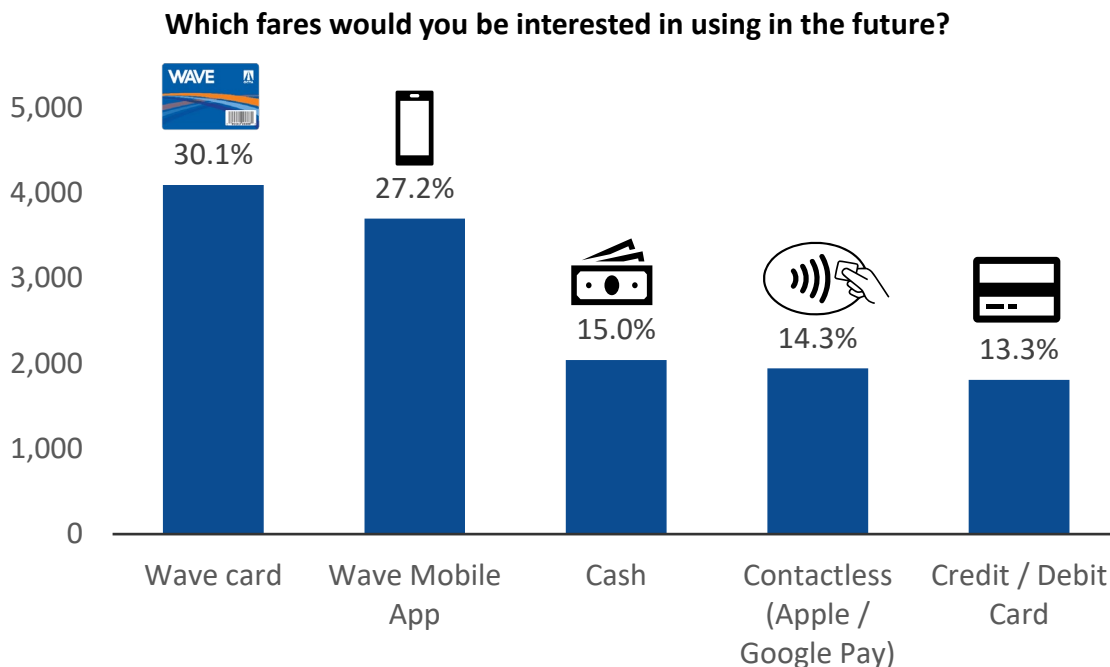
Interest in OCTA Providing New Fare Options				
Respondent Language	Interested / Very Interested	Not Sure	Not Very Interested / Not At All Interested	Total Respondents
English	81%	14%	5%	5,362
Spanish	95%	3%	2%	1,078
Vietnamese	85%	10%	5%	78
Mandarin	76%	17%	7%	29
Korean	83%	9%	9%	23
Grand Total	85%	10%	5%	6,570

Interest in the Wave Card and Other Potential New Fare Options

Respondents were asked which fare media they want to use after the proposed new fare media is implemented. New options included the Wave card, the Wave mobile app, contactless payments (tap-to-pay using Apple Pay or Google Pay), and the option to tap a credit or debit card directly. Cash was an existing fare option that is available for respondents to pick.

Respondents are interested in using the Wave card (30 percent) and the Wave mobile app (27 percent) in the future. These new fare options receive a lot of feedback, especially from respondents who have used similar systems from other agencies before.

Interest in contactless payments, cash, and credit / debit cards options is lower and more consistent. Cash continues to generate some interest even among the newer fare options. This suggests that even with the interest in new fare options, there remains a sustained demand for paying fare with cash.



n = 13,587 responses from 6,309 unique respondents (respondents can make multiple selections)

Further analysis shows that respondents who are interested in OCTA providing new fare options are further interested in specific options, particularly the Wave card and contactless payments. Both options have more than 90 percent of responses each. Cash has the least interest from interested respondents, although interest is still more than 80 percent. Note that OC Streetcar will not have an option to use cash or purchase single ride passes onboard the vehicle, although there will be options available at the service's ticket vending machines (TVM).

Interest in OCTA Providing New Fare Options				
Future Fare Media	Interested / Very Interested	Not Sure	Not Very Interested / Not At All Interested	Total Responses
Wave card	92%	6%	2%	4,070
Wave Mobile App	88%	10%	3%	3,687
Cash for single trip	82%	12%	7%	2,030
Contactless (Apple / Google Pay)	91%	6%	3%	1,938
Credit / debit card	87%	10%	3%	1,798
Grand Total	88%	8%	3%	13,523

n = 13,523 responses from 6,266 unique respondents (respondents can make multiple selections)

The distribution of responses suggests that most respondents are both interested in new fare options (generally) and the specific new fare options that were noted in the survey.

Respondents were asked in separate questions which current fares they use and which of the specific proposed new fare options they would be interested in using. Interestingly, while it was shown earlier that overall interest in “new fare options” was consistently high across all current fare types, respondents’ interest in specific future options was more varied. The comparison indicates that interest in specific new fare media may be influenced by the specific fares respondents currently use.

In particular, current users of the OC Bus mobile app demonstrated a high interest in using the future Wave mobile app (82 percent of respondents that use the mobile app).

Notably, respondents that currently use cash, paper (pre-paid) passes, or onboard day passes express strong interest in the physical Wave card option (71 percent for cash users and 78 percent respectively for pre-paid / onboard day passes).

Future Fare Media						
Current Fare Media	Credit / debit card	Contactless (Apple / Google Pay)	Cash for single trip	Wave Mobile App	Wave card	Total Respondents
Mobile app	35%	44%	31%	82%	71%	2,788
Cash (single trips)	36%	39%	51%	62%	71%	2,626
Paper (pre-paid) passes	32%	35%	40%	56%	78%	2,423
Purchased onboard day passes	32%	35%	40%	56%	78%	2,228
Total Respondents	1,583	1,726	1,883	3,313	3,719	5,574

n = 5,574 unique respondents (respondents can make multiple selections)

Although there is interest in the Wave card and the Wave mobile app from cash users, they also reported having high interest in continuing to use cash in the future (51 percent).

Note that respondents could pick multiple selections for both current fare media and current fare media and percentages (which are based on the current fare media selected by survey respondents) can add up to more than 100 percent. Passes from other agencies were not

considered for this analysis since the sample size is small compared to the other current fare media options.

Interest was also gauged among different types of OC Bus riders to see if trip frequency affects interest in specific future fare options. OC Bus riders were split into the following categories:

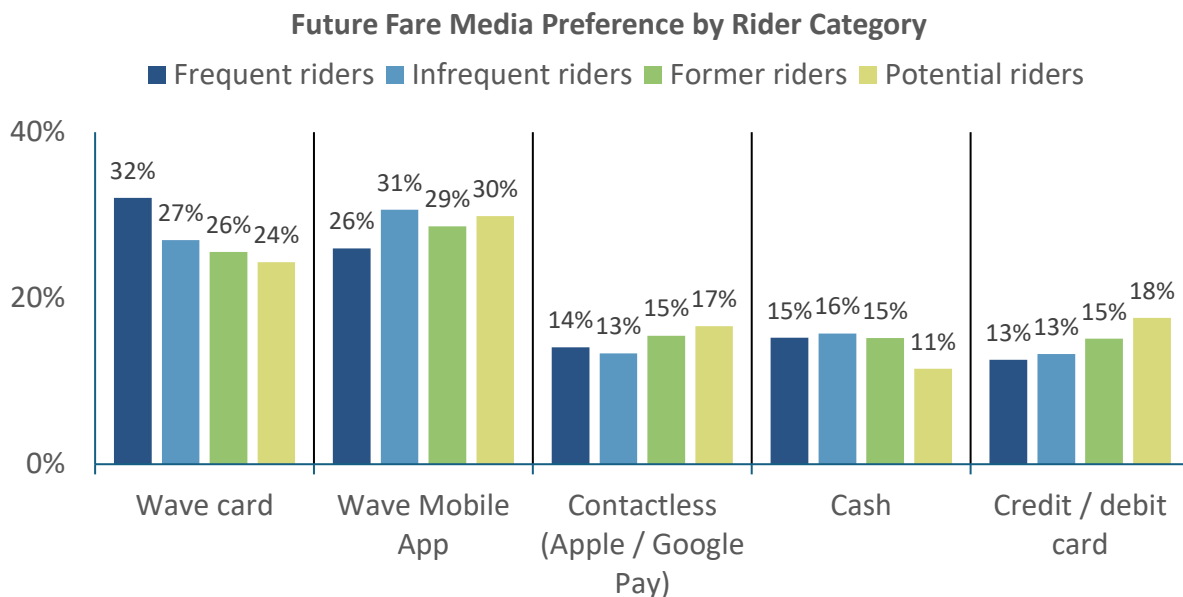
- Frequent riders = riders who ride daily or weekly
- Infrequent riders = riders who ride monthly or less than once a month
- Former riders = riders who used to ride OC Bus, but have not in the last six months
- Potential riders = respondents who have not ridden OC Bus, but may ride in the future

Frequent riders have a very similar distribution of interest in future fare options to the overall survey distribution. A total of 32 percent of responses express interest in using the Wave card, and 26 percent express interest in the new Wave mobile app.

The other groups (infrequent, former, and potential riders) have relatively higher percentages of interest in the Wave mobile app compared to the Wave card. All groups besides frequent riders have between 29 to 31 percent of responses interested in the Wave mobile app, in contrast to 24 to 27 percent for the Wave card.

Potential riders show a comparatively low amount of interest in using cash in the future (11 percent) compared to other future fare media.

Overall, frequent riders seem to have a slight preference for the Wave card, while other groups of riders prefer the Wave mobile app more.



n = 13,587 responses from 6,309 unique respondents (respondents can make multiple selections)

Interest in specific future fare options vary by respondent language. All respondent languages indicate substantial interest in the Wave card – with the Wave card being the most frequently selected option across all language group respondents – although the distribution of interest among the different languages varied. Respondents were able to pick as many proposed future fare media options as they wanted.

In terms of interest in the Wave card, Korean language respondents show the highest percentage of respondents, although it should be noted that the number of Korean language respondents was limited. Interest from Vietnamese language responses is the next highest with 43 percent interested in the Wave card.

Interest in the Wave card from respondents of remaining languages is closer in distribution, from Spanish (36 percent), Mandarin (33 percent) and English (29 percent).

Respondent Language	Future Fare Media					Total Responses
	Wave card	Wave Mobile App	Cash for single trip	Contactless (Apple / Google Pay)	Credit / debit card	
English	29%	28%	15%	15%	14%	11,068
Spanish	36%	23%	18%	12%	11%	2,315
Vietnamese	43%	21%	14%	13%	10%	143
Mandarin	33%	31%	13%	15%	8%	39
Korean	68%	5%	9%	0%	18%	22
Grand Total	33%	31%	13%	15%	8%	13,587

n = 13,587 responses from 6,309 unique respondents (respondents can make multiple selections)

Korean language respondents have the lowest level of interest in the Wave mobile app (five percent) and contactless payments (zero percent), particularly compared with other language groups.

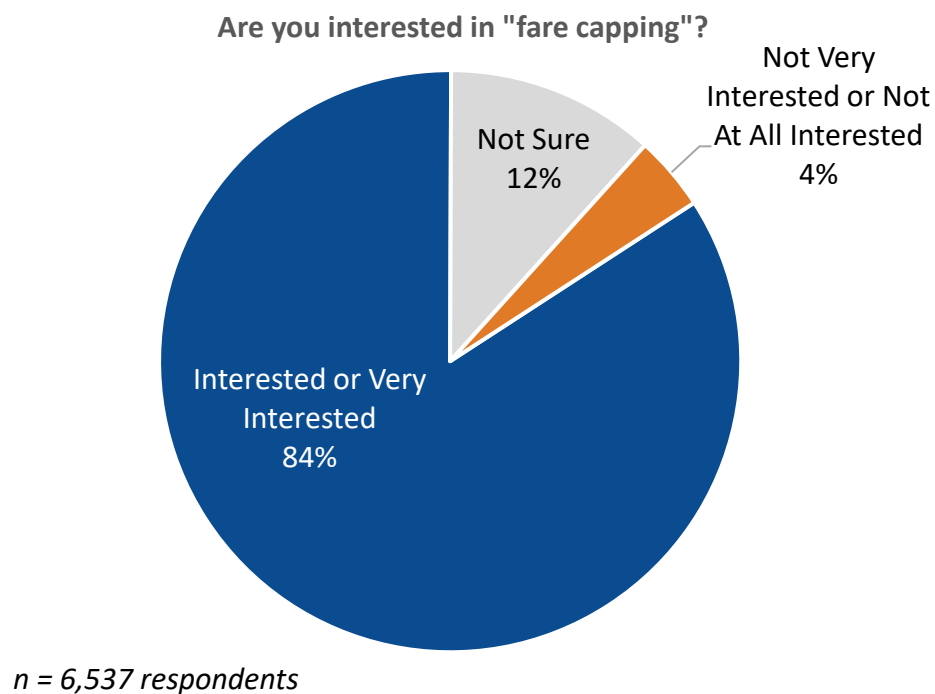
Biggest Changes to Fare System

Fare Capping

"Fare capping" was explained in the survey for respondents who were not familiar with the concept. Respondents were then asked if they are interested in fare capping.

A majority of respondents (84 percent) say they are interested or very interested in fare capping. Some respondents indicate in their open-ended responses that they are familiar with fare capping and describe their own experience in how fare capping was a benefit.

More than ten percent of respondents say they were not sure if they were interested, and four percent of respondents say they were not very interested or not at all interested.



Usage of current fare options seems to have little to no effect on respondents' interest in fare capping. Interest is consistent across all existing fare options with little variance (between 87 and 90 percent of responses for all options).

Interest in Fare Capping				
Current Fare Media	Interested / Very Interested	Not Sure	Not Very Interested / Not At All Interested	Total Responses
Mobile app	90%	8%	2%	2,811
Cash (single trips)	87%	10%	3%	2,686
Paper (pre-paid) passes	88%	8%	4%	2,494
Purchased onboard day passes	87%	9%	4%	2,254
Passes from other agencies	87%	9%	4%	780
Grand Total	88%	9%	3%	11,025

n = 11,025 responses from 5,920 unique respondents (respondents can make multiple selections)

Interest in fare capping seems to affect respondents' interest in specific future fare media. Respondents interested in fare capping may be more likely to use the Wave card compared to uninterested respondents.

There were more responses from interested respondents for the Wave card (31 percent of responses) and the Wave mobile app (27 percent) compared to the other options.

In contrast, uninterested respondents show interest in cash (27 percent) and the Wave mobile app (25 percent) but have low interest in the Wave card (16 percent). Respondents who were unsure about fare capping appear to be a middle ground between the two groups, with the Wave mobile app as their most picked option (29 percent).

Interest in Fare Capping	Future Fare Media					Total Responses
	Wave card	Wave Mobile App	Cash for single trip	Contactless (Apple / Google Pay)	Credit / debit card	
Interested / Very Interested	31%	27%	14%	14%	13%	12,022
Not Sure	25%	29%	20%	12%	14%	1,130
Not Very Interested / Not At All Interested	16%	25%	27%	16%	15%	352
Grand Total	30%	27%	15%	14%	13%	13,504

n = 13,504 responses from 6,254 unique respondents (respondents can make multiple selections)

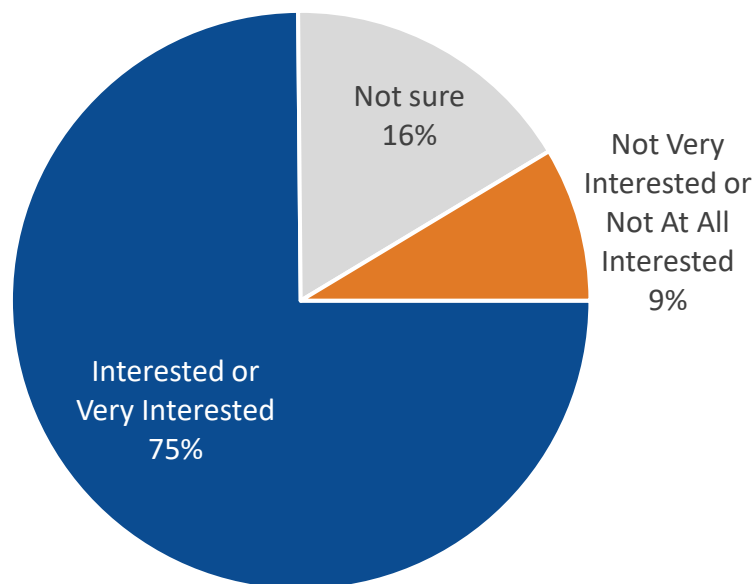
One-Time Purchase of Wave Cards

Respondents were asked if they are interested in purchasing the Wave card (paying a one-time fee to obtain a Wave card before officially using it). There is general interest in the one-time purchase fee, although there is some uncertainty. Three-quarters of respondents (75 percent) say they are interested in purchasing the Wave card. A total of 16 percent of respondents say they are unsure, and approximately nine percent say they were not very interested or not at all interested.

A likely reason for higher percentages of respondents being unsure or not interested is because of the one-time purchase fee being an additional cost on top of the usual bus fare. However, Wave card users do not have to pay the fee again once the card is used.

Some respondents are interested in the Wave card because of its environmental benefits, such as its reusability. Others say they appreciate having the card as a back-up option, in case their phones or cash are not available.

Are you interested in purchasing the Wave card?



n = 6,531 respondents

Those that indicated an interest in purchasing a Wave card also reflected this interest when asked about their future fare usage. A crosstabulation of responses to those that plan to use a Wave card (future fare media) and those interested in purchasing the Wave card shows a strong plurality of 88 percent. Respondents who indicated that they planned to use other fare media (that does not require a physical Wave card or a one-time fee) showed slightly less interest in purchasing a Wave card but still demonstrated interest.

Interest in Purchasing Smart Card				
Future Fare Media	Interested / Very Interested	Not Sure	Not Very Interested / Not At All Interested	Total Responses
Wave card	88%	9%	2%	4,061
Wave Mobile App	77%	15%	8%	3,682
Cash for single trip	73%	16%	10%	2,024
Contactless (Apple / Google Pay)	79%	13%	9%	1,935
Credit / debit card	78%	16%	7%	1,796
Grand Total	80%	13%	6%	13,498

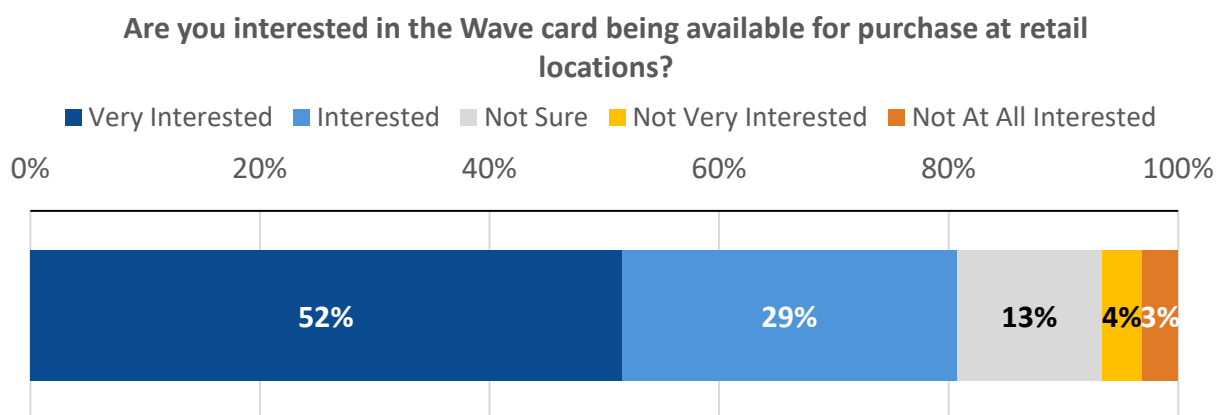
n = 13,498 responses from 6,246 unique respondents (respondents can make multiple selections)

Purchasing / Reloading Wave Cards at Retail Vendors

One change as a part of the proposed new fare media is an expanded retail vendor network. Respondents were asked if they were interested in visiting retail vendors as a first point of purchase for the Wave card. Approximately 81 percent of respondents are interested in purchasing new Wave cards at retail locations.

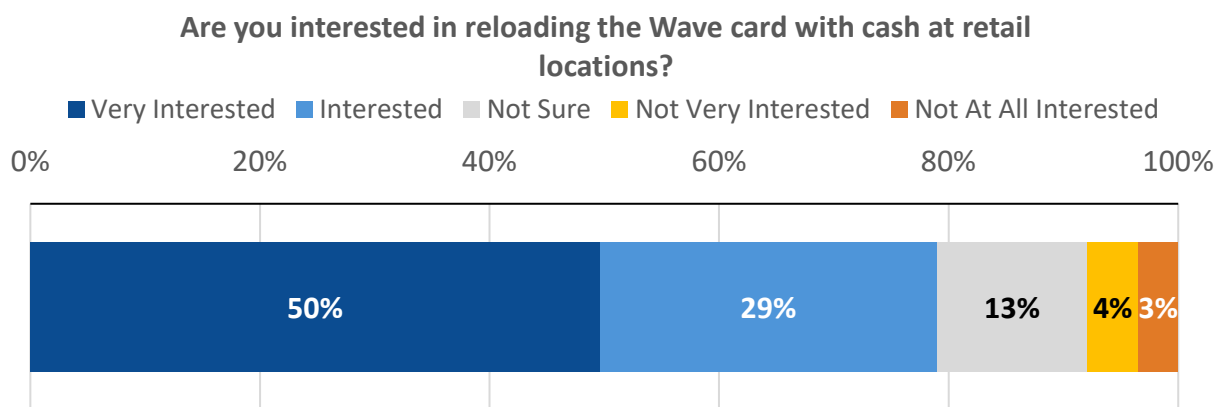
Open-ended comments from customers included requests to allow customers to purchase and reload physical Wave cards at transit centers, Metrolink stations and OC Streetcar stop TVMs. Currently, OC Streetcar TVMs will allow a customer to reload a physical pass, but not to initially purchase a physical Wave card (other options are available as an alternative).

Due to rounding, some percentages may not add up to 100 percent.



n = 6,395 respondents

Next, respondents were asked if they were interested in visiting these retail vendors again for reloading the Wave card. More than three-quarters (79 percent) of respondents are interested in reloading at retail locations.



n = 6,398 respondents

There is some correlation between purchasing and reloading at retail locations. More than 90 percent of respondents interested in purchasing the Wave card at retail locations are also interested in reloading their cards at retail locations.

More than 70 percent of respondents who are not interested in purchasing at retail locations say they are also not interested in reloading. Approximately 63 percent of respondents who are unsure about purchasing at retail locations are also unsure about reloading.

Interest in Reloading at Retail Locations				
Interest in Purchasing at Retail Locations	Interested / Very Interested	Not Sure	Not Very Interested / Not At All Interested	Total Respondents
Interested / Very Interested	92%	6%	2%	5,133
Not Sure	29%	63%	9%	796
Not Very Interested / Not At All Interested	15%	10%	74%	422
Grand Total	79%	13%	8%	6,351

Key Feedback Themes from Open-Ended Comments

Respondents were able to provide open-ended responses about the proposed new fare media at the end of the survey. These comments were reviewed and categorized by theme to get a sense of what respondents thought about the proposed new fare media. A comment may contain multiple themes.

By the end of the PIP, there were a total of 2,054 individual categorized comments received from surveys.

Positive Feedback About Proposed New Fare Media

There were respondents who were excited about the proposed new fare media in the open-ended comments. Approximately 15 percent of comments are generally supportive of the proposed new fare media. Twelve percent of comments include thanks or compliments to OC Bus.

Many comments noted positive experiences with similar systems at other agencies (five percent), citing examples such as Los Angeles, San Diego, Chicago, and New York. International cities such as London and Tokyo also appear as examples in the comments. These experiences help those respondents understand how these systems operate and how they can benefit OC Bus.

Other comments expressed excitement to use the Wave card (four percent) as an alternative to cash or a mobile app. These comments appreciate OCTA's efforts in modernizing the fare system and enhancing fare payment flexibility.

The environmental benefit of the Wave card was also a recurring theme in the open-ended comments (one percent). Some comments value the Wave card's reusability, noting that it offers a more sustainable option by reducing paper waste from physical passes.

Concerns About Proposed New Fare Media

There are a low number of comments (three percent) that opposed the proposed new fare media for various reasons.

Elimination of Onboard Day Pass Sales

Some open-ended comments expressed concerns about the impact of the proposed new fare media on current fare media. There are some concerns over the onboard day passes being phased out (three percent) and requests to keep them as a fare option.

Approximately three percent of comments requested to keep cash as a payment option, especially as an option for low-income riders or those who do not wish to use the other fare options. The plan under the proposed new fare media is for OC Bus to continue accepting cash as a fare option for single trips.

Fares for Senior and Disabled Riders

A significant theme that appeared in open-ended comments is the accessibility of the Wave card to senior riders. Approximately three percent of comments are requests to keep the existing discounted fares for senior or disabled riders. The discounted senior and disabled fares will continue under the proposed new fare media system.

Another set of comments conveyed concerns that the Wave cards and the proposed system may be too confusing for senior riders or tech-adverse riders (three percent). Some of these comments recommend providing video tutorials or additional outreach to help these groups better understand how to use the Wave card.

Fares for Youth and Community College Students

Approximately two percent of comments were requests to keep the existing discounted fares for college and youth riders. These concerns are to be expected as the current Youth Ride Free pass and some College Passes are physical paper passes. Some comments were received from schools and districts, asking about how the new youth passes would be distributed with the proposed new fare media. Youth Ride Free and College Pass will continue under the proposed new fare media system.

Common Questions

Approximately three percent of comments were curious whether the Wave card would work with other transit agencies. The TAP card from the Los Angeles County Metropolitan Transportation Authority (LA Metro) and the PRONTO card from San Diego Metropolitan Transit System (San Diego MTS) were frequently mentioned examples. Some comments express concern about managing an additional transit card. Due to current technological limitations and different fare systems from other agencies, interoperability with other agencies is unlikely to happen in the near future, although OCTA staff may look into potential opportunities.

Other comments expressed interest in using the Wave card and new fare media options with the future OC Streetcar service. Most feedback, specifically on OC Streetcar, asked if the proposed new fare media will be directly compatible with the OC Streetcar. The proposed new fare media is planned to be operable with the OC Streetcar. Comments note the benefits of interoperability with OC Streetcar as an incentive for transit riders and highlight how it would encourage attracting new riders across respective transit services.

A small percentage of comments were questions about the status of the existing fare media and the existing mobile app (two percent). Some comments mentioned technical issues with the current mobile app. The proposed new fare media will include the new Wave mobile app that will be different from the current mobile app.

Another three percent of comments requested additional details about the proposed new fare media. Specifically, one percent of comments asked for more information about fare capping, while 0.3 percent of comments requested clarification on the two-hour transfer period.

Public Comments

In-Person/Virtual Community Meetings

OC Bus riders and the public had the opportunity to discuss the proposed new fare media and provide feedback. There were four in-person and three virtual community meetings. A total of 92 customers participated in the community meetings. Spanish and Vietnamese speaking interpreters were available for language assistance as needed for meetings.

Virtual Community Meetings (all conducted on Zoom)

- February 4, 2025 - English – 46 attendees
- February 5, 2025 - Spanish – 15 attendees
- February 12, 2025 - Vietnamese – 19 attendees

In-Person Community Meetings

- February 11, 2025 - Norma Hertzog Community Center – 4 attendees
- February 12, 2025 - Laguna Hills Community Center – 1 attendee
- February 13, 2025 - Fullerton Community Center – 5 attendees
- February 20, 2025 - Santa Ana College – 2 attendees

A summary of public comments received from the community meetings is listed below. During the meetings, customers noted that they appreciated the opportunity to provide feedback about the proposed new fare media.

Community Meeting Feedback Summary

Attendees expressed enthusiasm for the initiative and progress on “something new.” In addition to thanking staff for the information provided, attendees said they liked a lot of the changes and were excited to use the new smart card – particularly to have a mobile option. Attendees asked for more details about when the Wave card would be available and were also interested in how long existing paper passes would continue to be accepted.

There were several questions and comments related to the interoperability of the Wave card, both on other OCTA systems, as well as other external agencies. These included if the Wave card would be usable on OC Flex or the OC Streetcar system. There were several questions whether the Wave card system would include OC ACCESS, along with inquiries if there would be discounted fares for OC ACCESS riders using OC Bus.

Several attendees noted similarities to other local transit agency smart cards, including Los Angeles Metro and Long Beach Transit’s TAP cards and San Diego MTS’s PRONTO card. Several attendees asked if the Wave card would work with other local transit agencies, including LA Metro, Long Beach Transit, and San Diego MTS. One attendee was also interested if other

agencies would accept the Wave card as a transfer, asking if the card would need to be tapped, or merely shown to the transferring coach operator.

There were several questions about the specific details of the free two-hour transfer period, including questions about when the two-hour period started, if there was any need to “reset” the transfer period, and how the two-hour period would work on longer routes with more infrequent transfer times. In one meeting, an attendee asked if there were any limits on the two-hour transfer, such as direction of travel or the same route.

There were several questions about existing specialty and discount passes and if they would continue to be available and if there would be any changes to the cost or availability of these passes. Passes discussed included senior and disabled fares, Youth Ride Free passes, and community college passes. It was shared that these existing passes would continue and there would be no change to the cost of the passes.

There was some feedback about the cost of the physical Wave card, with one attendee noting that the fares weren’t changing, but now they had to pay the cost to purchase a Wave card. It was asked if there would be a promotional period when the Wave cards are offered free to riders. It was noted that OCTA intends to provide a Wave card to replace the existing Reduced Fare Identification Card used by senior and disabled riders.

One attendee asked how the Perk Pass (Employer Pass) would work with the proposed Wave card system. They asked if the physical Wave cards would include an identification or serial number that could be used to assign to employees.

Additionally, one attendee asked if OCTA would be creating a low-income pass as part of the proposed new fare system.

Community meeting attendees also asked a few technical questions about the proposed new fare system, which included whether the use of a mobile phone used or required Near Field Communication in order to operate.

There were several attendees concerned if it was a requirement to create an account in order to use the Wave card. These concerns were mostly noted that the process may be confusing for the elderly or those less experienced with computers and mobile devices. One attendee wanted to clarify that account creation did not have citizenship or other legal requirements.

The overall tone of the feedback from community meetings was largely positive, particularly once questions about the continuation of existing fares were addressed. Multiple attendees expressed that OCTA should ensure that riders are notified of the new fare media system to avoid confusion. Others asked if OCTA had information or a program to help seniors or unfamiliar riders with how to use the Wave card system and to load funds onto the card.

Public Comments — Email, Phone Calls, and Social Media

Customers were able to provide feedback on the Plan by calling or emailing the Customer Information Center and sending comments to OCTA Customer Relations. A total of 13 comments, most of which were critical of proposed new fare media, have been received and summarized below.

Customer Relations comments received included:

- Requests to keep cash payments or preferences for cash payments
- Concerns about the one-time purchase fee of the Wave card
- Questions and concerns about the logistics of the proposed new fare media for other agencies or charities who currently distribute bus passes
- One email that was received for the public hearing expressed concerns about privacy, possible impacts on intra-agency transfers, and the one-time purchase fee of the Wave card

Public social media discussion was also considered for feedback on the PIP. There were 162 comments received on social media. Approximately 22 percent of comments were supportive of the proposed new fare media, while three percent opposed the new fare media. Some social media comments asked for more information about the new fare media (three percent).

Community Events and Organizations

To meet with the public in person and ensure participation across all communities, staff participated in several community events and celebrations, completed ride-alongs and staffed transit centers, and visited popular destinations including:

- Little Saigon Television (LSTV) Little Saigon Pre-Tet Event (January 19, 2025)
- City of Santa Ana Tet Festival (January 25, 2025)
- Orangewood Foundation Transit Training (January 28, 2025)
- Little Saigon Lunar New Year's Eve Event (January 28, 2025)
- Union of Vietnamese Student Association (UVSA) Tet Festival (January 31 to February 2, 2025)
- O.C. Black History Month Parade and Unity Festival (February 1, 2025)
- Golden West College Welcome Back Event (February 3-4, 2025)
- City of Stanton Food Distribution (February 4, 2025)
- Santiago Canyon College Welcome Back Event (February 10, 2025)
- Fullerton College Club Kick-Off (February 19, 2025)
- Downtown Senior Center Community Event (February 19, 2025)
- Santa Ana Unified School District Wellness Fair (February 21, 2025)
- Kid's Pet Parade (February 22, 2025)

- Santa Ana Senior Center Community Event (February 24, 2025)
- Southwest Senior Center Community Event (February 25, 2025)
- Cypress College Back to School Event (February 26, 2025)
- Goldenwest Transportation Center (February 26, 2025)
- Fullerton Park and Ride (February 26, 2025)
- Laguna Hills Transportation Center (February 27, 2025)
- Newport Transportation Center (February 28, 2025)
- Garden Grove Unified School District Community Resource Fair (March 1, 2025)
- Northgate Market ethnic markets outreach (March 2-3, 2025)
- Family and Community Engagement (FACE) Liaison Meeting, Santa Ana Unified School District (March 4, 2025)
- Nowruz Spring Festival and Market (March 9, 2025)
- Golden West College: Goldchella (March 13, 2025)
- Southwest Senior Center St. Patrick's Day Senior Event (March 19, 2025)
- Fullerton Community Center Senior Food Distribution (March 20, 2025)
- Vietnamese Friendship Artists Group Community Event (March 23, 2025)

A brief summary of public comments received from community events is listed below. While customers supported the proposed new fare media, some voiced concerns or questions. Some attendees provided comments unrelated to the proposed new fare media, such as general appreciation for OC Bus or questions relating to technical issues with the current mobile app.

Comments heard included:

- Questions about distribution of the proposed new fare media and account management
- Questions relating to vendor locations, such as which vendors are or are not included in the proposed retail network
- Questions about free ride programs such as Youth Ride Free being included in the proposed new fare media
- Requests from senior or non-English speakers for additional print outreach materials providing more details about the proposed new fare media; requests for additional communications in advance of / during the launch of the proposed new fare media

OCTA Advisory Committees

Citizens Advisory Committee

January 21, 2025 – OCTA Headquarters (16 Attendees)

Committee members provided comments and questions following a presentation by staff on the proposed new fare media. There was interest in when the Wave card option would become available and when existing paper fare media would no longer be available. In response to a

committee member's question, staff noted that the Wave card would be available for OC Bus and the future OC Streetcar.

Summary minutes from this item are attached within the appendix.

Accessible Transit Advisory Committee

January 28, 2025 – OCTA Headquarters (11 Attendees)

Committee members discussed and shared feedback on the proposed new fare media. Members provided feedback that the design and presentation of the Wave card would be important, both for identification of the card for senior and other discounted fares, as well as differentiating the Wave card from unrelated gift cards sold by retailers. A committee member requested that additional research and consideration be performed regarding the Wave card with regard to the disabled population. They expressed concern about discounted fares not being available when using credit or debit cards. Staff noted that this was a system limitation based on credit card information, but that there were other media options (including cash and Wave cards) that continued to provide discounted fares and noted they would look into additional options.

Summary minutes from this item are attached within the appendix.

Diverse Community Leaders Meeting

February 18, 2025 – Virtual Meeting via Microsoft Teams (24 Attendees)

The PIP was also presented at the Diversity Community Leaders Quarterly Meeting on February 18, 2025. While there was no feedback specific on the proposed new fare media, the participating diversity community leaders agreed to distribute the information to their communities.

Teen Council

February 18, 2025 – OCTA Headquarters (19 Attendees)

The PIP was presented at the Teen Council Meeting on February 18, 2025. While there were no discussions about the proposed new fare media, questions were asked about the current Youth Ride Free passes, the Wave mobile app, and interoperability with other agencies, such as Metrolink or LA Metro. A majority of attendees supported the proposed new fare media and noted they prefer digital (mobile) passes.

Meeting with Social Service Agencies

March 18, 2025 – Virtual Meeting (27 Attendees)

A roundtable meeting with representatives from Orange County social services agencies provided feedback on the proposed new fare media. Attendees were interested in how the new Wave card and account-based management would provide new administration options for providing transit benefits to their clients, such as fare capping and automatic balance top offs for clients. OCTA staff noted that they would return to provide a preview of the institutional management website and provide training to interested agencies prior to the launch of the Wave card system.

Summary minutes from this item are attached within the appendix.

Public Hearing

March 24, 2025 – OCTA Headquarters (Three Public Speakers)

As part of the public hearing on March 24, there were comments received from public speakers. One speaker expressed concerns about the privacy of his transit usage of the proposed new fare media and requested that the benefits of the Wave card be available to those that do not wish to register an account or use the mobile app. Another speaker noted concerns that the move away from paper passes would impact those that receive passes through a social service agency.

The required court stenographer transcript of the public hearing, including public comments, is included in the appendix.

Next Steps

OCTA is proposing new fare media as part of the RVS scheduled to launch in late summer 2025. Through the comprehensive PIP, OCTA has gathered community feedback that shows strong interest in these new payment options, as well as limited concerns and questions.

The multifaceted and multilingual outreach program concluded with a public hearing on March 24, 2025. By the end of the program, responses from 8,256 surveys were collected. More than 6,900 current, former, and potential OC Bus riders have provided valuable feedback on the proposed RVS.

All the feedback received will help shape and inform the final proposed new fare media to be presented to the Board on May 27, 2025. Subject to the approval of the Board, OCTA will implement a comprehensive Awareness and Education Campaign to increase public awareness of the new fare media as well as proactively responding to feedback received during the PIP.

Appendix

A. Survey Question by Question Summary

All PIP data is reported as of March 24, 2025, the close of the PIP.

1. How often do you use OC Bus?

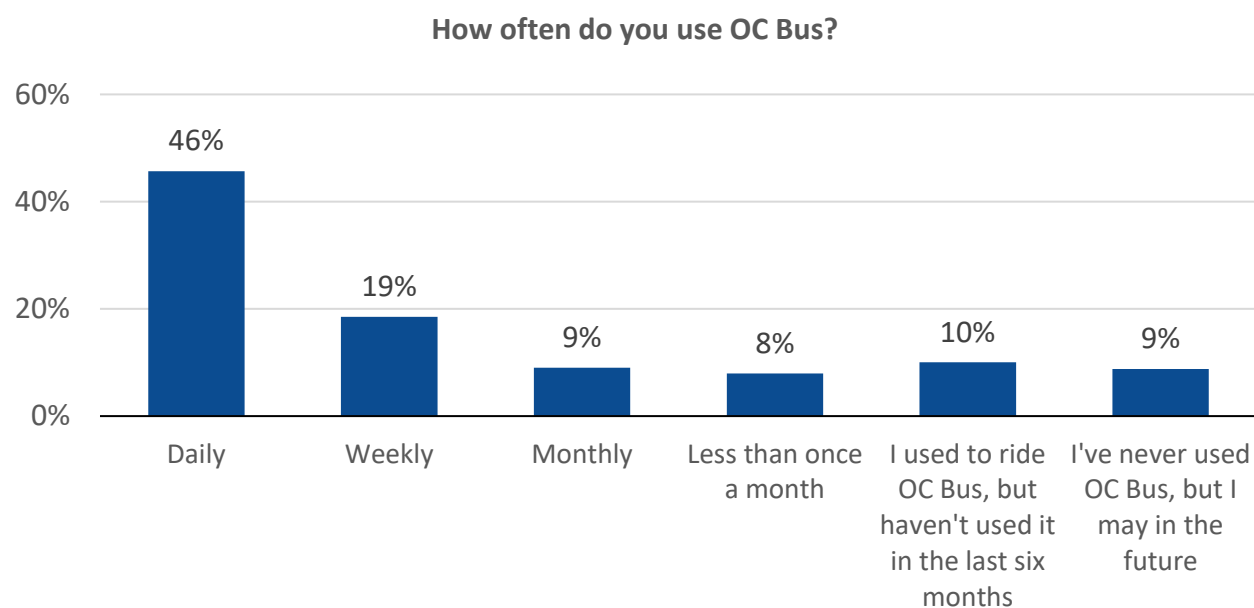
Approximately 64 percent of respondents say they use OC Bus daily or weekly, with more than 45 percent of respondents riding daily and 19 percent of respondents riding weekly. These respondents are considered frequent riders, and they currently make up the majority of respondents.

Approximately nine percent of respondents say they use OC Bus monthly, while eight percent say they use OC Bus less than once a month. These respondents are considered infrequent riders.

Some respondents say that they used OC Bus in the past, but they have not ridden the bus in the past six months (ten percent). These respondents are considered former riders.

Other respondents say that they have never used OC Bus before, but they may consider using it in the future (nine percent). These respondents are considered potential riders. Although potential riders are not currently using the bus, they may still provide valuable feedback.

The PIP prioritized receiving feedback from current and former riders of OC Bus. Respondents who picked “I don’t ride OC Bus” were not qualified to take the survey, although they were given the option to provide feedback in the open-ended comments.

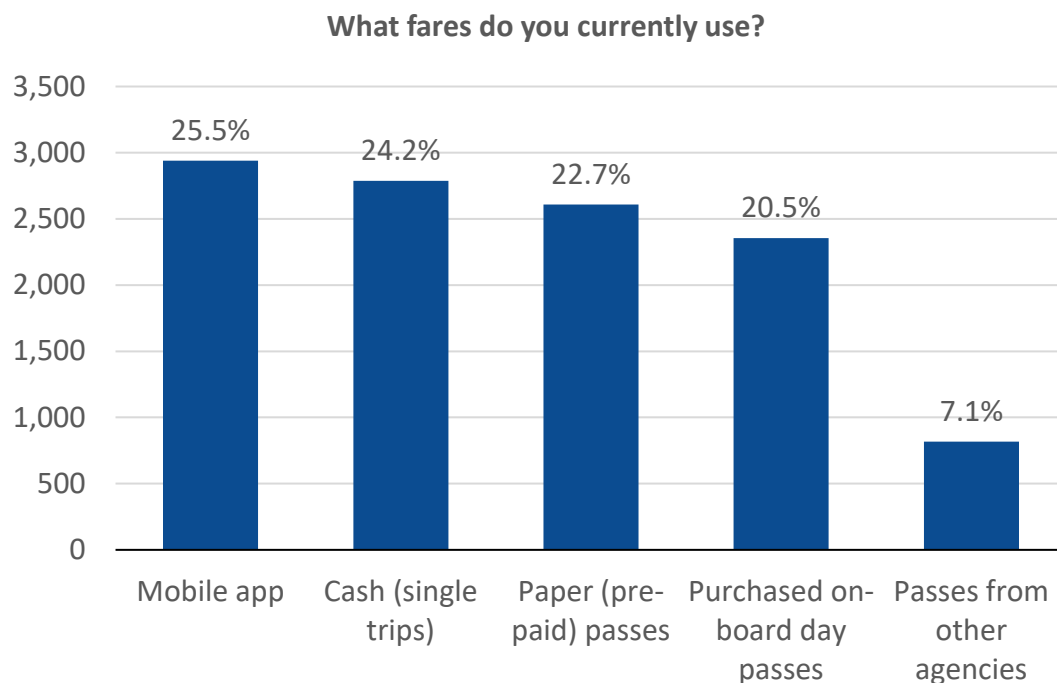


n = 6,951 respondents

2. What types of fare media have you ever used for OC Bus? (Check all that apply)

Respondents reported using most current fare options consistently (respondents could select more than one option), with the exception of usage of other transit agency passes. The mobile app has a slight lead over the rest of the options (26 percent) besides the passes from other agencies. Cash (24 percent) is the next selected option, followed by pre-paid paper passes (23 percent) and onboard day passes (21 percent). A smaller percentage of respondents report using passes from other agencies (i.e., Metrolink, Amtrak, etc.).

Respondents who say they have never used OC Bus but may in the future (potential riders) did not answer this question, but they could answer the rest of the survey.



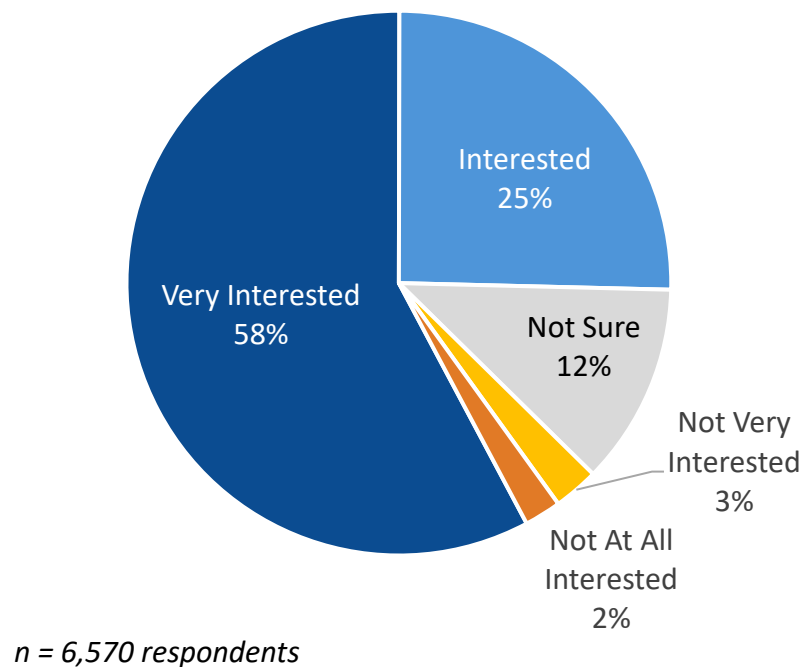
n = 11,511 responses from 6,214 respondents (respondents can make multiple selections)

3. How interested are you in OCTA providing enhanced new fare options?

A majority of respondents (83 percent) were interested or very interested in OCTA providing new fare options. The high interest shows that respondents are supportive of OCTA taking steps to modernize its fare system.

Approximately 12 percent of respondents say they were not sure, while five percent say they were not very interested or not at all interested.

How interested are you in OCTA providing enhanced new fare options?

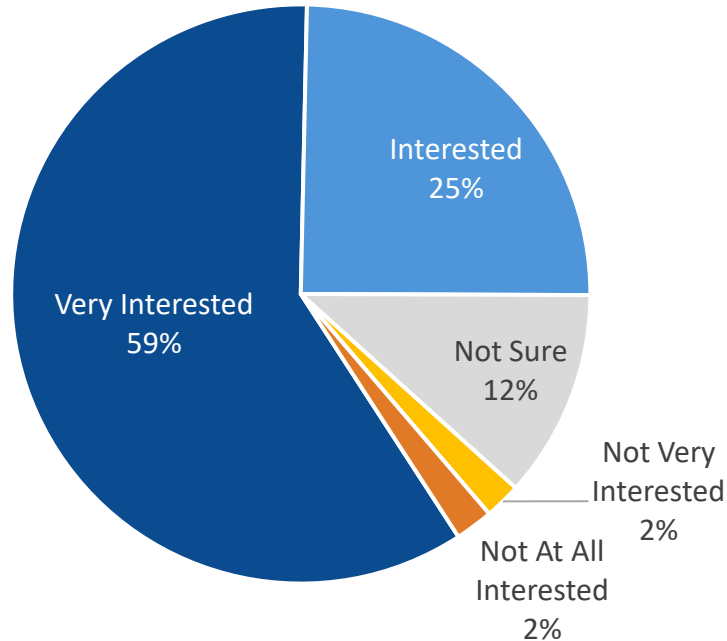


4. Are you interested in "fare capping," which ensures you're always paying the best fare when using OC Bus?

A majority of respondents (84 percent) were interested or very interested in fare capping. Those expressly noted that they are very interested (59 percent) were the majority of the responses received. Based on write-in comments, some respondents note positive experiences with fare capping in other transit systems, leading to an understanding of how fare capping works.

Other respondents express confusion or concern over fare capping in the open-ended comments, although the percentages for those categories are small (12 percent not sure and four percent not very or at all interested).

Are you interested in "fare capping"?



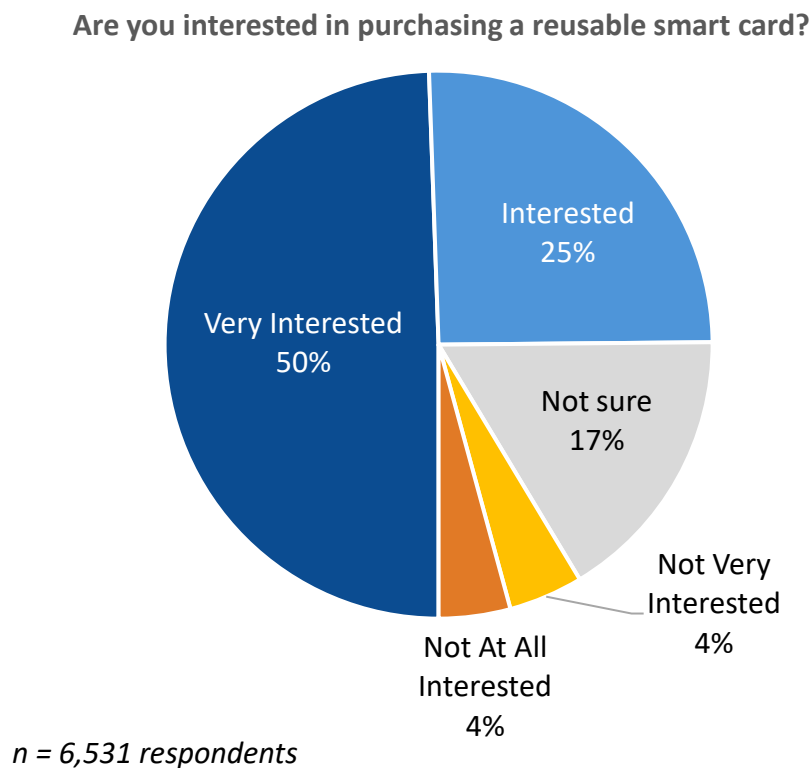
n = 6,537 respondents

5. Are you interested in purchasing a reusable smart card?

Respondents were asked whether they would be interested in purchasing a reusable smart card or pay a one-time fee to get a new card. Three-quarters of respondents (75 percent) expressed interest in purchasing a reusable smart card.

Approximately 17 percent of respondents say they were not sure about purchasing the smart card. Some of the uncertainty about this fee can also be found in the open-ended comments.

For similar reasons, eight percent of respondents said they were not interested in purchasing the smart card.

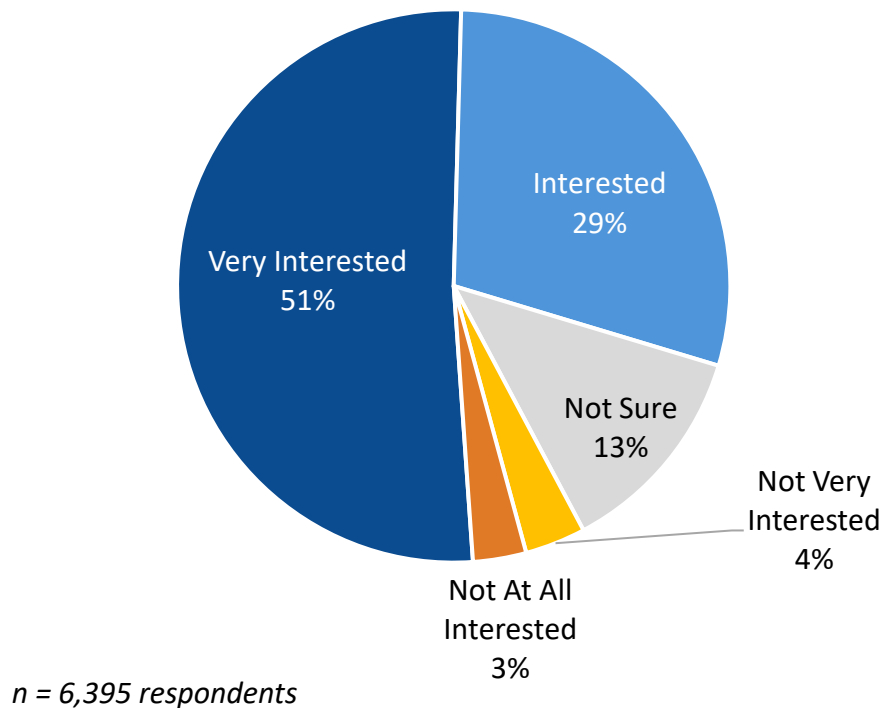


6. Are you interested in smart cards being available for purchase at retail locations?

A majority of respondents (80 percent) are interested or very interested in smart cards being available at retail locations. Respondents being open to retail vendors show that purchasing the physical fare media (Wave card) at retail locations does not pose an obstacle for obtaining smart cards or paying fare.

Approximately 13 percent of respondents say they are not sure about smart cards being available at retail locations, and seven percent of respondents say they are not very or at all interested.

Are you interested in purchasing smart cards at retail locations?

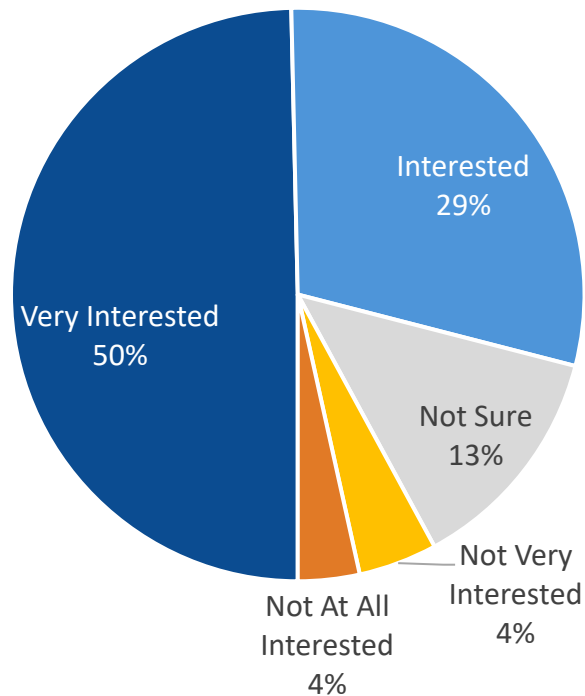


7. Are you interested in being able to reload the smart card with cash at retail locations?

A majority of respondents (79 percent) are interested or very interested in being able to reload the smart card with cash at retail locations.

Approximately 13 percent say they are not sure about reloading the smart card at retail locations, and eight percent say they are not very or at all interested. Note that reloading value to the smart card could also be done using a credit or debit card via the mobile app, or at an OC Streetcar TVM.

Are you interested in reloading the smart card at retail locations?



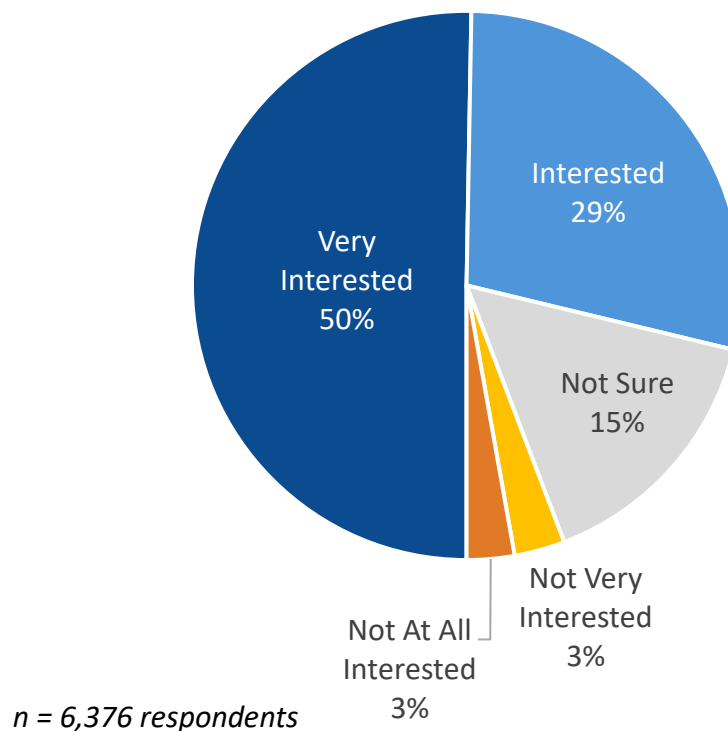
n = 6,398 respondents

8. Would you be interested in using the new fare media (with a best fare guarantee), instead of a day pass purchased onboard?

A majority of respondents (79 percent) are interested or very interested in using the new fare media, which includes the smart card.

Approximately 15 percent say they are uncertain about using the new fare media, while six percent say they are not very or at all interested. A few respondents expressed concern in open-ended responses about the discontinuation of onboard day pass sales.

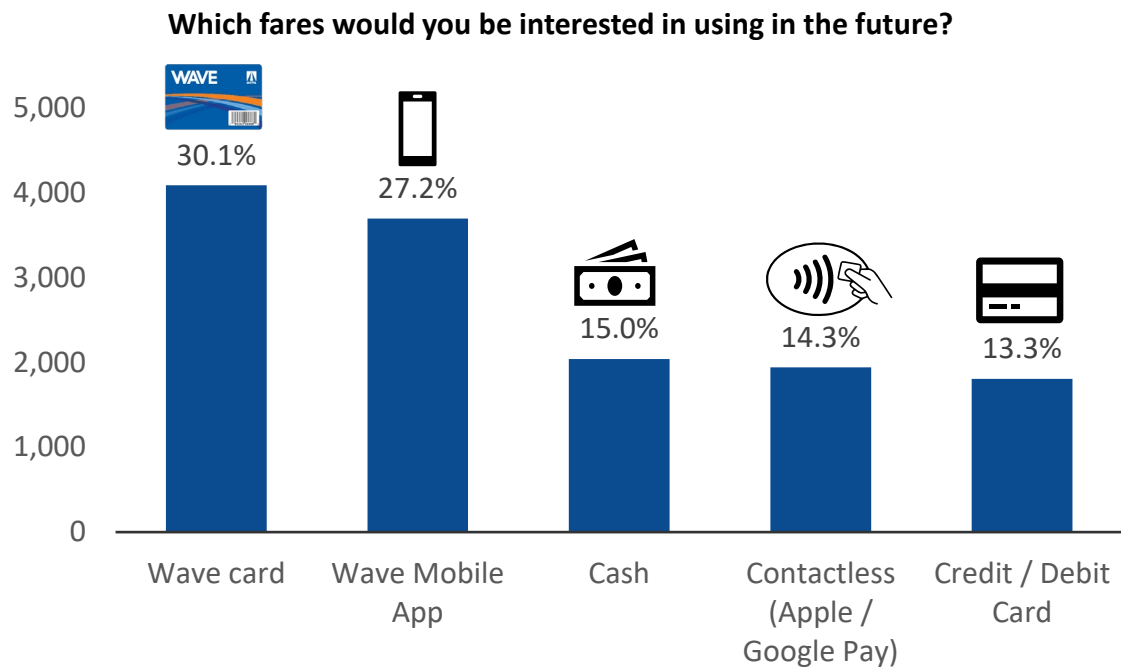
Would you be interested in using the new fare media?



9. Which types of fare would you be interested in using in the future? (Check all that apply)

A majority of respondents are interested in using a smart card such as the Wave card (30 percent) and the new Wave mobile app (27 percent) in the future. Both new fare options have the highest interest based on frequency of responses.

Interest in contactless payments, cash, and credit / debit cards options is lower and more consistent across selections.



n = 13,587 responses from 6,309 unique respondents (respondents can make multiple selections)

B. Brochure / survey instrument

Goodbye, Paper Passes. Get Ready for Wave Card!

Adiós, los pases de papel. Prepárate para la tarjeta Wave!

Participate in a survey to win a \$100 Visa gift card!

Participa en una encuesta para ganar un vale de regalo de \$100

Give us your feedback for a chance to win a \$100 VISA gift card

¡Dádnos tu opinión para tener una oportunidad de ganar un vale de regalo de \$100

GET MORE INFORMATION

For more information, please visit: OCbus.com/WaveCard or call 714-674-5432. You can visit our website in Spanish at: OCbus.com/WaveCard or call 714-674-5432.

¡OBTENER MÁS INFORMACIÓN

Para más información, por favor visite: OCbus.com/WaveCard o llame al 714-674-5432. También puede visitar nuestro sitio web en español en: OCbus.com/WaveCard o llame al 714-674-5432.

Traducción and Accessibility

Spanish and Portuguese translation services are available at all community meetings.

Any person with a disability who requires a modification or accommodation in order to participate in these meetings may request such a modification or accommodation by calling 714-674-5432 or by email at access@ocbus.com. Please allow at least 10 business days prior to the meeting to ensure OC Bus is able to make reasonable accommodations to ensure accessibility to these meetings.

For more information or to comment online, visit OCbus.com/WaveCard. You can also visit our website in Spanish at: OCbus.com/WaveCard or call 714-674-5432.

Traducción y accesibilidad

Los servicios de traducción de español y portugués están disponibles en todas las reuniones comunitarias.

Cualquier persona con una discapacidad que requiera una modificación o acomodación para poder participar en estas reuniones, debe comunicarse con el Servicio de la Junta del OC Bus al 714-674-5432 o por correo electrónico a access@ocbus.com con al menos 10 días hábiles antes de la reunión para que OC Bus pueda hacer los arreglos necesarios para garantizar la accesibilidad a estas reuniones.

Para obtener más información o hacer comentarios en línea, visite OCbus.com/WaveCard. También puede visitar nuestro sitio web en español en: OCbus.com/WaveCard o llame al 714-674-5432.

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 7782 ORANGE, CA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: WAVE CARD
ORANGE COUNTY TRANSPORTATION AUTHORITY
PO BOX 14184
ORANGE, CA 92663

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



10. Do you have any other feedback that you would like to share?

¿Tiene alguna otra retroalimentación que le gustaría compartir?

11. For a chance to win one of five \$100 VISA gift cards, please provide your email address or phone number.

Para tener una oportunidad de ganar uno de los cinco vales de regalo de \$100, por favor proporcione su dirección de correo electrónico o su número de teléfono.

Email/Phone: _____

12. Please check if you are interested in participating in the testing of the new "smart card" and "mobile app".

Por favor marque si usted está interesado en participar en la prueba de la nueva "tarjeta inteligente" y la aplicación móvil.

☐ Very Interested ☐ Interested ☐ Not Very Interested ☐ Not At All Interested

13. Which types of fare would you be interested in using in the future? (Check all that apply)

¿Qué tipos de tarifas le interesarían utilizar en el futuro? (Marque todas las que apliquen)

☐ Smartcard ☐ Mobile app ☐ Cash for single trip ☐ Mobile phone payments (Apple Pay/Google Pay) ☐ Other (please specify): _____

The smart card will be available for purchase at the OC Bus store or retail locations, such as 7-Eleven, CVS, and Dollar Tree. The smart card will be available at more than 600 locations throughout Orange County.

La tarjeta inteligente estará disponible para su compra en la tienda OC Bus o en los puntos de venta minoristas, como 7-Eleven, CVS y Dollar Tree. La tarjeta inteligente estará disponible en más de 600 ubicaciones en todo el Condado de Orange.

6. Are you interested in smart cards being available for purchase at retail locations?

¿Está interesado en comprar tarjetas inteligentes en los puntos de venta minoristas?

☐ Very Interested ☐ Interested ☐ Not Very Interested ☐ Not At All Interested

Customers will be able to add value to the smart card at the OC Bus store or retail locations, such as 7-Eleven, CVS, and Dollar Tree. The smart card will be available at more than 600 locations throughout Orange County.

Los clientes podrán agregar valor a la tarjeta inteligente en la tienda OC Bus o en los puntos de venta minoristas, como 7-Eleven, CVS y Dollar Tree. La tarjeta inteligente estará disponible en más de 600 ubicaciones en todo el Condado de Orange.

7. Are you interested in being able to reload the smart card with cash at participating retail vendors?

¿Está interesado en poder recargar la tarjeta inteligente con efectivo en los puntos de venta minoristas participantes?

☐ Very Interested ☐ Interested ☐ Not Very Interested ☐ Not At All Interested

4. Are you interested in "fare capping," which means you're always paying the best fare when using OC Bus?

¿Está interesado en "limitar el pago de tarifas", lo que significa que siempre pagará la tarifa más baja cuando use OC Bus?

☐ Very Interested ☐ Interested ☐ Not Very Interested ☐ Not At All Interested

Alongside a mobile app, existing paper passes would be replaced with a physical smart card. This smart card will be available for purchase at the OC Bus store or retail locations, such as 7-Eleven, CVS, and Dollar Tree. The smart card will be available at more than 600 locations throughout Orange County.

Además de una aplicación móvil, los pases de papel existentes serán reemplazados por una tarjeta inteligente física. Esta tarjeta inteligente estará disponible para su compra en la tienda OC Bus o en los puntos de venta minoristas, como 7-Eleven, CVS y Dollar Tree. La tarjeta inteligente estará disponible en más de 600 ubicaciones en todo el Condado de Orange.

5. Are you interested in purchasing a reusable smart card?

¿Está interesado en comprar una tarjeta inteligente reusable?

☐ Very Interested ☐ Interested ☐ Not Very Interested ☐ Not At All Interested

3. How often do you use OC Bus?

¿Con qué frecuencia usa OC Bus?

☐ Daily ☐ Weekly ☐ Monthly ☐ Less than once a month ☐ I used to ride OC Bus, but haven't used it in the last 6 months ☐ I've never used OC Bus, but I may in the future ☐ I don't use OC Bus

What types of fare have you ever used for OC Bus? (Check all that apply)

¿Qué tipos de tarifas ha usado alguna vez para OC Bus? (Marque todas las que apliquen)

☐ Paper (pre-paid) passes ☐ Purchased on board day passes ☐ Mobile app ☐ Cash (single trip) ☐ Other (please specify): _____

MAIL-IN SURVEY ENCUESTA POR CORREO

1. How often do you use OC Bus?

¿Con qué frecuencia usa OC Bus?

☐ Daily ☐ Weekly ☐ Monthly ☐ Less than once a month ☐ I used to ride OC Bus, but haven't used it in the last 6 months ☐ I've never used OC Bus, but I may in the future ☐ I don't use OC Bus

2. What types of fare have you ever used for OC Bus? (Check all that apply)

¿Qué tipos de tarifas ha usado alguna vez para OC Bus? (Marque todas las que apliquen)

☐ Paper (pre-paid) passes ☐ Purchased on board day passes ☐ Mobile app ☐ Cash (single trip) ☐ Other (please specify): _____

PROVIDE COMMENTS VIA PHONE

Proporcione comentarios por teléfono

Call 714-674-5432

PARTICIPATE IN THE PUBLIC HEARING

Participe en la audiencia pública

March 24, 2025 | 6:00 am - 9:00 am
OC Bus Headquarters, Board Room
500 S. Main St.
Seaside, CA 94132

PARTICIPATE IN A COMMUNITY MEETING

Participe en una reunión comunitaria

February 12, 2025 | 6 p.m.
February 13, 2025 | 6 p.m.
February 14, 2025 | 6 p.m.
February 15, 2025 | 6 p.m.
February 16, 2025 | 6 p.m.
February 17, 2025 | 6 p.m.
February 18, 2025 | 6 p.m.
February 19, 2025 | 6 p.m.
February 20, 2025 | 6 p.m.
February 21, 2025 | 6 p.m.
February 22, 2025 | 6 p.m.
February 23, 2025 | 6 p.m.
February 24, 2025 | 6 p.m.
February 25, 2025 | 6 p.m.
February 26, 2025 | 6 p.m.
February 27, 2025 | 6 p.m.
February 28, 2025 | 6 p.m.
February 29, 2025 | 6 p.m.
February 30, 2025 | 6 p.m.

Proposed New Fare Media PIP Survey Open-Ended Comments

C. Survey comments feedback for Proposed New Fare Media

www.OCTA.net/ProposedNewFareMediaSurveyComments

In-Person / Virtual Community Meetings

D. Customer Comments from Community Meetings

www.OCTA.net/ProposedNewFareMediaCommunityMeetingsSummary

Individual community meeting summaries for:

- Virtual English Zoom Meeting (2/4/2025)
- Virtual Spanish Zoom Meeting (2/5/2025)
- Norman Hertzog Community Center (Costa Mesa) (2/11/2025)
- Virtual Vietnamese Zoom Meeting (2/12/2025)
- Laguna Hills Community Center (2/12/2025)
- Fullerton Community Center (2/13/2025)
- Santa Ana College (2/20/2025)

Public / Customer Comments

E. Public Hearing Comments (March 24, 2025)

www.OCTA.net/ProposedNewFareMediaPublicComments

F. Customer Comments Received (Email, Phone, Social Media)

www.OCTA.net/ProposedNewFareMediaCustomerComments

G. Customer Roundtable (March 4, 2025)

www.OCTA.net/ProposedNewFareMediaCustomerRoundtable

H. Social Service Agency Roundtable (March 18, 2025)

www.OCTA.net/ProposedNewFareMediaSSARoundtable

OCTA Advisory Committees

I. Citizen Advisory Committee Meeting (January 21, 2025)

www.OCTA.net/ProposedNewFareMediaCACMeetingMins

J. Accessible Transit Advisory Committee Meeting (January 28, 2025)

www.OCTA.net/ProposedNewFareMediaATACMeetingMins