



Marketing and Communications Update

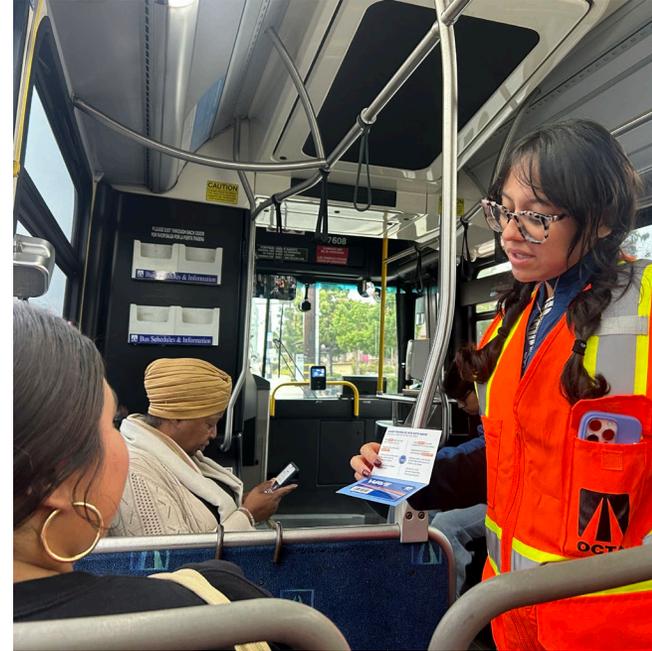
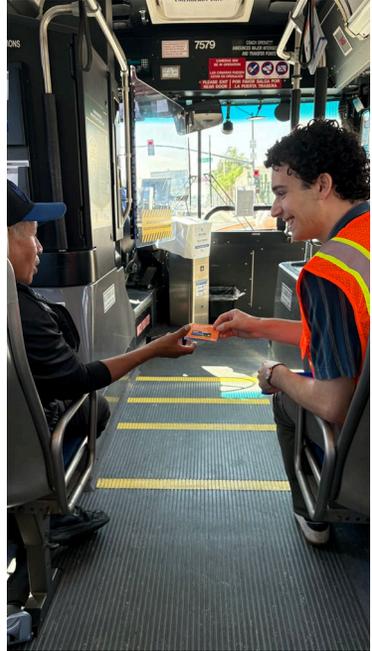


OC Bus: Wave Launch Campaign & Promotion



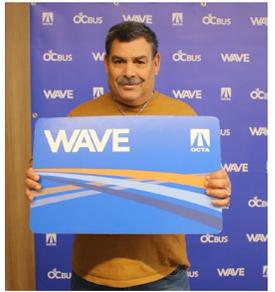


OC Bus: Wave Launch Campaign & Promotion





OC Bus: Wave Launch Campaign & Promotion





OC Bus: Transit Equity Day

A promotional poster for OC Bus Transit Equity Day. The background is a watercolor-style illustration of a woman with dark hair and glasses, wearing a red jacket, looking out of a bus window. The text is overlaid on the left side of the image.


RIDE FREE
ON OC BUS

Transit Equity Day • February 4, 2026
In honor of Rosa Parks' birthday

 OCbus.com/RideFree





OC Bus: Wave Launch Campaign & Promotion



OCTA OCBus.com/Wave

RIDE OC BUS WITH WAVE!





QUICK STEPS TO START RIDING

Welcome to Wave by OCTA, our new account-based system that makes riding faster and easier. Follow these easy steps to start riding!

DOWNLOAD the Wave by OCTA mobile app.

CREATE AN ACCOUNT then create your virtual card. Use the same email you provided to your employer.

LINK YOUR EMPLOYER (one week before the spring semester begins).

- **SELECT** Card Options → Institutions.
- **FIND** your employer in the list and select Link Institution.
- **RETURN** to Card Options → Passes. The pass available through your employer will be displayed.
- **SELECT** Order Now. A brief success message will confirm that the pass has been loaded to your account.



Download today.
Wave by OCTA mobile app





OCTA OCBus.com/Wave

RIDE OC BUS WITH WAVE!





QUICK STEPS TO START RIDING

Welcome to Wave by OCTA, our new account-based system that makes riding faster and easier. Follow these easy steps to start riding!

DOWNLOAD the Wave by OCTA mobile app.

CREATE AN ACCOUNT then create your virtual card. Use the same email you used to register for classes.

PURCHASE your U-Pass. Use the QR code below to get started.

LINK YOUR SCHOOL (one week before the spring semester begins).

- **SELECT** Card Options → Institutions.
- **FIND** your school in the list and select Link Institution.
- **RETURN** to Card Options → Passes. The pass available through your school will be displayed.
- **SELECT** Order Now. A brief success message will confirm that the pass has been loaded to your account.



Wave by OCTA mobile app



U-Pass

CSUF | Parking and Transportation Services
ADMINISTRATION AND FINANCE





OC Streetcar: Call for Artist

Orange County Transportation Authority

CALL FOR ARTISTS

MAKE YOUR MARK ON YOUR COMMUNITY



Orange County Transportation Authority

CALL FOR ARTISTS

MAKE YOUR MARK ON YOUR COMMUNITY



OC Streetcar – Orange County’s first modern streetcar – is arriving in 2026, and we want you to be part of it! OCTA is inviting local digital artists to submit their portfolios for the opportunity to create artwork featured in OC Streetcar marketing campaigns.

SHOWCASE YOUR DIGITAL ART WITH OC STREETCAR

Selected artists will be compensated on a commission basis and will collaborate with OCTA to capture the experience of the OC Streetcar – celebrating connection, movement, and the vibrant culture of our communities. Don't miss this opportunity to contribute to a historic milestone in Orange County!

KEY MILESTONES

PORTFOLIO SUBMISSIONS OPEN

January 5, 2026
Artists may begin submitting a portfolio of illustrations from their existing body of work.



DEADLINE TO SUBMIT PORTFOLIOS

February 1, 2026
Last day to submit portfolios of existing work.



FINALIST INTERVIEWS

Week of February 9, 2026
Finalist artists will be invited to participate in interviews with the Selection Committee.



SELECTED ARTISTS ANNOUNCED

February 15, 2026
OCTA will announce a selection of up to five artists.



Thank you