

Proposed New Fare Media Preliminary Public Outreach Results



# New Fare Media: Background

### **Board Actions**

- October 2024: Board-Approved Rider
   Validation System (RVS) –
   A modernized fare collection system
- November 2024: Board-Approved Fare Policy Updates – Includes fare capping and free two-hour transfers
- January 2025: Public Involvement Plan Approved – Staff to return to the Board on March 24, 2025, to present preliminary public outreach findings and hold a public hearing.

### **New Fare Media**

- Contactless smart cards, upgraded mobile app & account-based system
- Smart cards are reloadable, durable, and secure
- Virtual cards available via smartphone (no physical card required)
- Supports cash, debit, and credit reloads at over 400 retail locations
- Fare capping ensures riders always pay the lowest possible fare

# Phased Approach: Timeline for Outreach and Rider Engagement

	Title VI Public	Comprehensive	Launch Campaign &
	Involvement Plan (PIP)	Awareness & Education	Promotion
Purpose	<ul> <li>Ensure compliance with Title VI</li> <li>Engage underserved populations</li> <li>Gather public feedback</li> </ul>	<ul> <li>Prepare riders with clear information about system changes to ensure a smooth transition</li> <li>Build excitement</li> </ul>	<ul> <li>Drive adoption through incentives and promotional efforts to establish the system</li> <li>Customer support</li> </ul>
Focus	<ul> <li>Marketing or system</li></ul>	<ul> <li>Advocacy or</li></ul>	
Excludes	promotion	promotional efforts	
	JANUARY 13 - MARCH 24	APRIL - LATE SUMMER	LATE SUMMER

# Print and Traditional Media



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

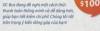
Ayúdanos a mejorar el OC Bus para la oportunidad de ganar una tarjeta VISA de \$100



- 50K print brochures and surveys
- Bus advertisements fleetwide
- Print ads in 6 newspapers and publications



44 + NGƯỜI VIỆT - (30145110)



 THAM GIA BUĞI HỌP CỘNG ĐỒNG HOẶC PHIÊN DIỀU TRẦN CÔNG CỘNG
 DIỀN KHẢO SÁT TRỰC TUYẾN
 GỬI Ý KIẾN QUA DIỆN THOẠI (714) G36-RIDE

GỜI KHÀO SÁT QUA BƯU ĐIỆN (CÓ SĂN TRÊN MỖI CHUYẾN XE BUÝT)



#### Adiós, pases de papel. ¡Prepárese para la tarjeta Wave!

OC Bus está proponiendo una forma de pogo más inteligente y láci, diseñada pora ayudante a charrar dinera. Agradecentamos su opinión. Dentro Participe En UNA RECUNIÓN COMUNITARIA O UN FORO PÚBLICO







THÍ SÁU 24.1.2



và để dàng hơn, giúp bạn tiết kiệm chi phi Chúng tối rất trản trọng ý kiến đóng gáp của bạn! THAM GIA BƯỔI HỌP CỘNG ĐỒNG HOẶC PHIỀN ĐIỀU TRẦN CÔNG CÔNG

Gửi khảo sát qua bứu điện (có sẵn trên mỗi chuyến xe buýt)





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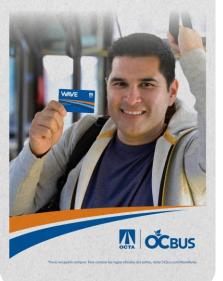
#### PARTICIPE EN UNA REUNIÓN COMUNITARIA O UN FORO PÚBLICO

COMPLETE LA ENCUESTA EN LÍNEA

 ENVÍE SUS COMENTARIOS POR TELÉFONO (714) 636-RIDE

ENVÍE LA ENCUESTA POR CORREO (DISPONBILE EN CADA AUTOBUS)





# **Digital Communications**

Take the Survey! →

#### Wave Outreach Program About Wave

#### me / Plans and Studies / Wave Outreach Program / Wave Outreach Program

#### Wave Public Involvement Process

XA Translate English Spanish Vietnamese



system.

more convenient way to ride, starting Summer 2025.

OUR **Tell Us What You Think!** OPINION Your feedback about the Wave fare system is MATTERS extremely valuable.

### **Goodbye Paper Passes**, **Hello Smart Technology**

Starting in Summer 2025, the new Wave fare payment system will use pay-as-yougo technology that lets you pay for rides based on what you use versus the fixed amount on a paper pass. You'll be able to use Wave on OC Bus and OC Streetcar. The new system will include a contactless reloadable smart card, new robust mobile app and a new account-based system.

#### NEXT STOP

Insider news for OC transit riders January 2025

Λ



#### A Smarter, More Convenient Way to Pay for Your Bus

Starting in summer 2025, the new Wave fare card will make riding easier and more convenient. With faster boarding, special discounts, and a more flexible payment system, you'll only pay for rides you take instead of committing to a fixed amount on a paper pass. The Wave system includes a contactless reloadable smart card, an improved mobile app. and an account-based system designed with your needs in

We value your feedback as we prepare to roll out these changes. Share your thoughts by completing our short survey for a chance to win a \$100 gift card! You can also visit us at one of our community events to learn more. Check out our website for details and let us know what you think

#### OC Bus anuary 27 at 1:30 PM · @ ide your feedback for a chance to win \$100! Attend an upcoming virtual or in-per nunity meeting to learn about the proposed Wave fare payment system. See the schedule to nurchase or navment necessary. See the official sweenstakes rules at ochu





On The Move directly to your inbox, sign up her



le app



See translation

Adiós, pases de papel.

Prepárese para la tarjeta Wave!

- 46,456 webpage views
- 12 email blasts sent to 85,336 people
- Social media posts reached 11,218
- Digital ads reached 1,087,912
- **In-app** notifications
- Digital messaging at 23 stops



A series of virtual and in-person

community meetings are planned to

hear from riders to ensure the new

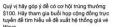
summer, is best for those who ride

nublic transit

Read more

system scheduled to be launched this





Buổi họp trực tuyến ngày 12 Tháng Hai

OC Bus

00 \$ 59

\*Không cần mua hàng. Để xem thể lê chính thức của chương trình quay số trúng thưởng vui lòng truy câp OCbus.com/WaveRules

Tạm Biệt Thẻ Giấy. Sẵn Sàng Đón Thẻ Wave!



1 comment 1 share

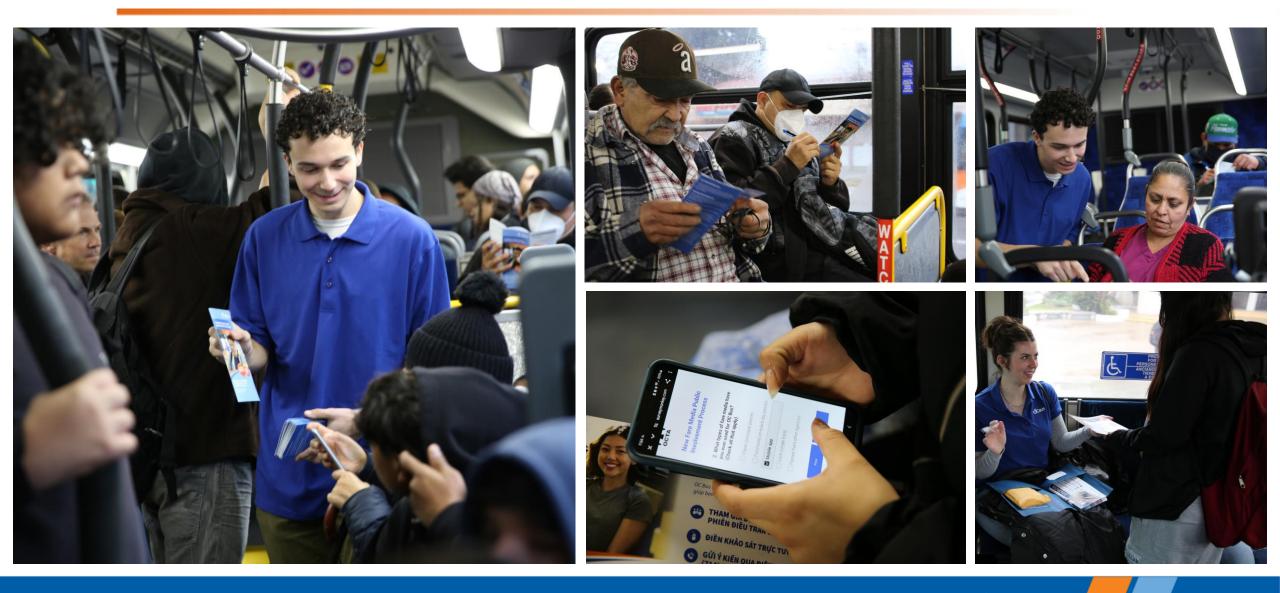


#### \* Metrics as of 2/24/25

# **Digital Toolkit and Press Release**







## **In-Person and Virtual Community Meetings**



# **Community Outreach and Public Committees**













13,768 **people engaged** at community events and public committees







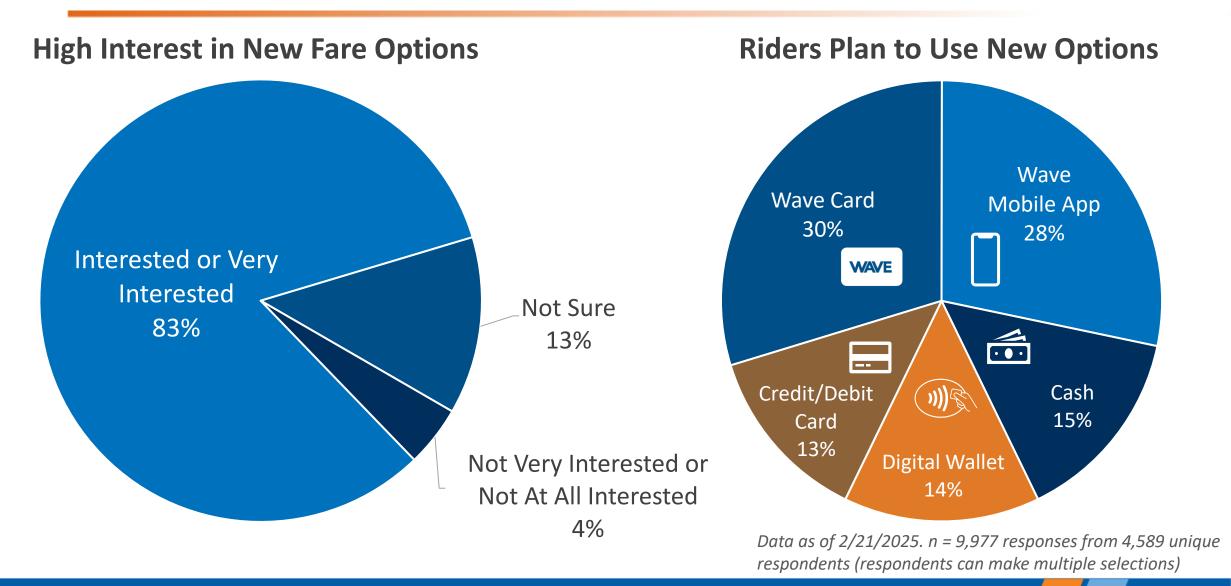
## **Outreach Engagement Summary to Date**

Channel	Count
Webpage Unique Visitors	27,797
Community Event Engagements	13,768
People Reached with Organic Social Media Messages	11,218
Online and Print Surveys	6,125
Onboard Ride-Along and Transit Center Engagements	596
Customer Relations Calls, Emails, and Social Media	162
In-person and Virtual Community Meeting Attendees	92
OCTA Public & Advisory Committees Attendees	70



*Reported as of 2/21/2025* 

# What We're Hearing So Far



# **Key Themes from Written Comments**

- General supportive comments (20%)
- Positive experiences with similar systems at other agencies (5%)
- Excitement for Wave Card as cash/mobile app alternative (4%)
- Environmental benefit, reducing paper waste (2%)
- General negative remarks (2%)
- Requests to keep discounted fares for seniors/disabled (3%), college/youth (2%) and cash payments (3%)
- Requests to keep day passes sold onboard (2%)
- Concerns about smart cards/system being confusing for some riders (2%)

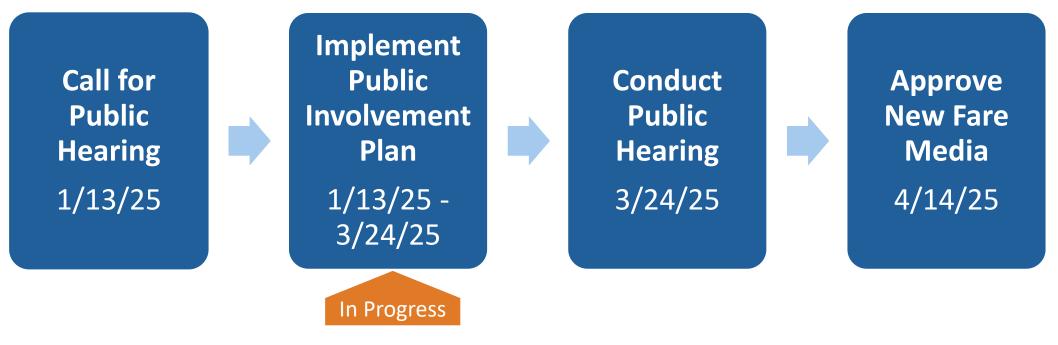
Common questions included:

- Will new Wave Card work with other local transit agencies (3%)?
- What happens to existing fare media or mobile app (1%)?
- Requests for more info (3%), including fare capping (1%) and two-hour transfers (0.3%)

*n* = 1,374 categorized open-ended comments received as of 2/14/25 from surveys and social media; a comment can appear in multiple categories.



### Phase 1:



Phase 2: Comprehensive Awareness & Education - April to Late Summer 2025 Phase 3: Launch Campaign & Promotion - Starting in Late Summer 2025



# Thank You