



# Marketing and Communications Update

# Youth Ride Free



**UTILIZA EL  
YOUTH RIDE FREE PASS  
EN ESTA ÉPOCA DE FIESTAS**

**AGES 6-18**  
**YOUTH RIDE FREE**  
FREE RIDE PROMOTION  
MAY and JUNE 2022

**PASEOS GRATUITOS PARA JÓVENES DE 6 A 18 AÑOS**  
El nuevo pase Youth Ride Free permitirá a los jóvenes de 6 a 18 años viajar en todos los autobuses OC de ruta fija todos los días gratis durante la promoción de septiembre a 28 de febrero de 2022.

**UNA FORMA SEGURA DE VIAJAR**  
Operado por la Autoridad de Transporte del Condado de Orange (OCTA), OC Bus es una manera segura y conveniente de moverse por el condado de Orange. Esta es una buena opción para estudiantes para viajar a la escuela, actividades después de la escuela, empleos y más.

**SE REQUIERE APROBACIÓN DE LOS PADRES**  
El pase Youth Ride Free estará disponible a petición de los padres a partir de Septiembre. OCTA se está asociando con las escuelas K-12 del Condado de Orange para distribuir formularios y pases.

**CÓMO OBTENER UN PASE GRATIS PARA JÓVENES**  
¡Comuníquese con la escuela de su hijo o visite [octa.net/YouthRideFree](https://octa.net/YouthRideFree) para obtener más información!

**OCTA** **OCBUS**



**Ride  
OCTA  
during  
Winter  
Break**

**AGES 6-18**  
**YOUTH RIDE FREE**  
FREE RIDE PROMOTION  
MAY and JUNE 2022

**OCTA** **OCBUS**




**PROPOSED 2022  
YOUTH RIDE FREE  
PASS PROGRAM**

**YOUTH RIDE FREE**  
MAY and JUNE 2022 AGES 6-18

OCTA is proposing a Youth Ride Free Pass Program for 2022. Please provide feedback using the online comment form, by phone, via mail, or at our virtual public meeting or public hearing.

- Fill out online comment form by 2/14**  
[OCbus.com/2022YRF](https://OCbus.com/2022YRF)
- Participate in a virtual meeting**  
By computer: [OCbus.com/2022YRF](https://OCbus.com/2022YRF)  
By phone: (669) 900-6833  
January 31, 2022 at 6 p.m.  
Meeting ID: 843 5658 2730
- Provide comments via phone by 2/14**  
(714) 636-RIDE
- Mail in comment by 2/14**  
MKTG RM 722  
Orange County Transportation Authority  
PO BOX 14184  
Orange, CA 92863-9831
- Comment as part of the Proposed Youth Ride Free Pass public hearing**  
Comments must be provided in writing by 5 p.m. on 2/13 by emailing to [boardofdirectors@octa.net](mailto:boardofdirectors@octa.net)


[OCbus.com/2022YRF](https://OCbus.com/2022YRF)

**OCTA** **OCBUS**



**YOUTH RIDE FREE**  
MAY and JUNE 2022 AGES 6-18

**ĐỀ XUẤT CHƯƠNG TRÌNH VÉ  
YOUTH RIDE FREE NĂM 2022**



**YOUTH RIDE FREE**  
MAY and JUNE 2022 AGES 6-18

Safety continues to be our highest priority as we welcome you with more savings and more service. Learn more about our safety measures.

**Youth Ride Free Pass**

The Youth Ride Free program, which allows youth ages 6 to 18 to ride OC Bus for free to school, sports, work, and other activities, started in September 2021 and was extended by the OCTA Board of Directors on February 14, 2022.

Starting in March 2022, OCTA provided extended blue passes through schools; an online request form, or walk-ins to the OCTA Store. Updated parent request forms will need to be submitted in order to receive the pass. The pass issued in March will be good through September 2022, after which time a new pass will be provided.

This free pass for youth ages 6 to 18 will allow them to get to all their important destinations on our safe, clean reliable buses.

**Partnering for Success**

**OCTA** **OCBUS**

# February Service Change

OCBUS.COM

MÁS RUTAS POPULARES

196 VIAJES

2 RUTAS CON MEJORES FRECUENCIAS

20 RUTAS CON HORARIOS EXTENDIDOS

2 RUTAS RESTABLECIDAS

**INICIA EL 13 DE FEBRERO CAMBIA EL SERVICIO EN FEBRERO**

Las mejoras en el servicio de OC Bus incluirán viajes adicionales, mejores frecuencias y horarios extendidos, además del regreso de las rutas Bravo 529 y iShuttle 402C.

OCTA | OCBUS

OCBUS.COM

HỒ SÙNG TRÊN NHỮNG TUYẾN XE PHỔ BIẾN

196 CHUYẾN

2 TUYẾN VỚI TẦN SUẤT ĐƯỢC CẢI THIỆN

20 TUYẾN VỚI SƠ GIỜ HOẠT ĐỘNG MỞ RỘNG

2 TUYẾN QUAY LẠI HOẠT ĐỘNG

**BẮT ĐẦU TỪ NGÀY 13 THÁNG 2 CÁC THAY ĐỔI VỀ DỊCH VỤ TRONG THÁNG 2**

Các cải thiện về dịch vụ OC Bus sẽ bao gồm việc bổ sung các chuyến xe, cải thiện tần suất và mở rộng giờ hoạt động cùng với sự trở lại của tuyến Bravo 529 và iShuttle 402C.

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OCbus.com/February2022

**FEBRUARY SERVICE CHANGES**

ADDED ON POPULAR ROUTES

196 TRIPS

2 ROUTES WITH IMPROVED FREQUENCY

20 ROUTES WITH EXPANDED HOURS

2 ROUTES REINSTATED

OCTA | OCBUS

**FEBRUARY SERVICE CHANGES**

196 Added Trips on Popular Routes

2 Routes With Improved Frequency

20 Routes With Expanded Hours

2 Routes Reinstated

View and download the entire bus book, or individual routes and schedules, or create a personalized Bus Book with the bus and train routes you use the most. Last updated: February 13th 2022

[CLICK HERE](#) to view February 13th Service Change Highlights

[Download Full Bus Book](#)

- ✓ All routes and schedules
- ✓ All fare information
- ✓ All connecting transit information

[DOWNLOAD FULL BUS BOOK](#)

[Create Your Own Bus Book](#)

- ✓ Choose from individual routes and schedules
- ✓ Personalize and download your own Bus Book
- ✓ Includes fares, connecting transit info, riding tips

[CHOOSE YOUR ROUTES](#)

[Español](#)

**MEJORAS EN EL SERVICIO PARA FEBRERO**

**Las mejoras en el servicio a partir del 13 de febrero proporcionarán varios ajustes en los horarios, se realizarán mejoras y se agregarán servicios en varias rutas.**

**196 viajes más en rutas populares**  
1, 25, 26, 30, 33, 38, 46, 53, 54, 57, 64, 66, 72, 79, 143, 153, 167, 178, 480, 529

**2 rutas con mejores frecuencias**  
25, 26, 29, 30, 33, 38, 46, 53, 54, 57, 64, 66, 72, 79, 143, 178

**20 rutas con horarios extendidos**  
1, 25, 26, 30, 33, 38, 79, 129, 143, 153, 167, 178

**Ruta 30:**  
Entre semana: horarios extendidos en dirección este, de 5:43 a. m. a 8:47 p. m., y en dirección oeste, de 5:40 a. m. a 8:44 p. m.; frecuencia mejorada a cada 45 minutos; se agregó 1 viaje en dirección este y 1 viaje en dirección oeste.

**Ruta 33:**  
Entre semana: horarios extendidos en dirección norte, de 5:38 a. m. a 8:32 p. m., y en dirección sur, de 4:56 a. m. a 7:23 p. m.; frecuencia mejorada a cada 40 minutos; se agregaron 10 viajes en dirección norte y 10 viajes en dirección sur.

**Ruta 38:**

**Ruta 55:**  
Entre semana: se agregó 1 viaje en dirección norte a las 3:14 p. m. y 1 viaje en dirección sur a las 7:10 a. m. para Newport Harbor High School.

**Ruta 57:**  
Entre semana: se mejoró la frecuencia a cada 16 o 32 minutos durante el pico de la mañana; se agregaron 4 viajes en dirección norte y 2 viajes en dirección sur.

**Ruta 64:**  
Entre semana: se mejoró la frecuencia a cada 14 minutos durante el pico de la mañana; se agregaron 2 viajes en dirección este y 1 viaje en dirección oeste.

**Ruta 143:**  
Entre semana: horarios extendidos en dirección norte, de 6:00 a. m. a 9:31 p. m., y en dirección oeste, de 5:09 a. m. a 10:01 p. m.; frecuencia mejorada a cada 50 minutos todo el día; se agregaron 5 viajes en dirección este y 5 viajes en dirección oeste.

**Ruta 153:**  
Entre semana: horarios extendidos en dirección norte, de 6:00 a. m. a 9:00 p. m.; se agregó 1 viaje en dirección norte y 1 viaje en dirección sur.

**Ruta 167:**



# Value Pass



## Ahorre un 40% con el nuevo Value Pass

Ahorre en gasolina. Consiga el Value Pass.



OCTA | OC BUS |  

OCbus.com/Value



## Tiết kiệm 40% với thẻ mới Value Pass

### TIẾT KIỆM LỚN!

Với Thẻ giá trị, bạn có thể đi chuyển nhiều hơn mà tốn tiền ít hơn. Và với chi phí xăng dầu cao, việc đi lại bằng OC Bus có ý nghĩa kinh tế hơn bao giờ hết. Chỉ tiêu ít hơn cho các chuyến đi trên khắp OC với Thẻ Giá trị đến ngày 15 tháng 7 năm 2022.



### BA CÁCH MUA VÉ



Ứng Dụng Di Động



Trực Tiếp



Qua Mạng

Vé Value Pass chỉ có hiệu lực sử dụng từ ngày 13 tháng 3 đến ngày 15 tháng 7 năm 2022. Hãy bắt đầu sử dụng vé của quý vị trước ngày 15 tháng 7 năm 2022. Vé dùng 1 ngày sẽ không được chấp nhận khi lên xe sau ngày này. Phải bắt đầu sử dụng vé 30 ngày kể từ ngày này nếu không vé 30 ngày sẽ hết hạn. Sau khi kích hoạt, vé của quý vị sẽ có hiệu lực trong 30 ngày liên tục.

Vé Value Pass của OC Bus là một mục tiêu trong khuôn khổ California Climate Investment (Đầu Tư Khí Hậu California), một sáng kiến quy mô toàn tiểu bang, trong đó hàng tỷ đô la Mua Đón Phái Thái được đầu tư nhằm làm giảm phát thải khí nhà kính, tăng cường nền kinh tế, cũng như cải thiện y tế công cộng và môi trường -- đặc biệt trong các cộng đồng thiếu số.

OCbus.com/Value

OCTA | OC BUS |  

YOUR SAFETY IS OUR PRIORITY



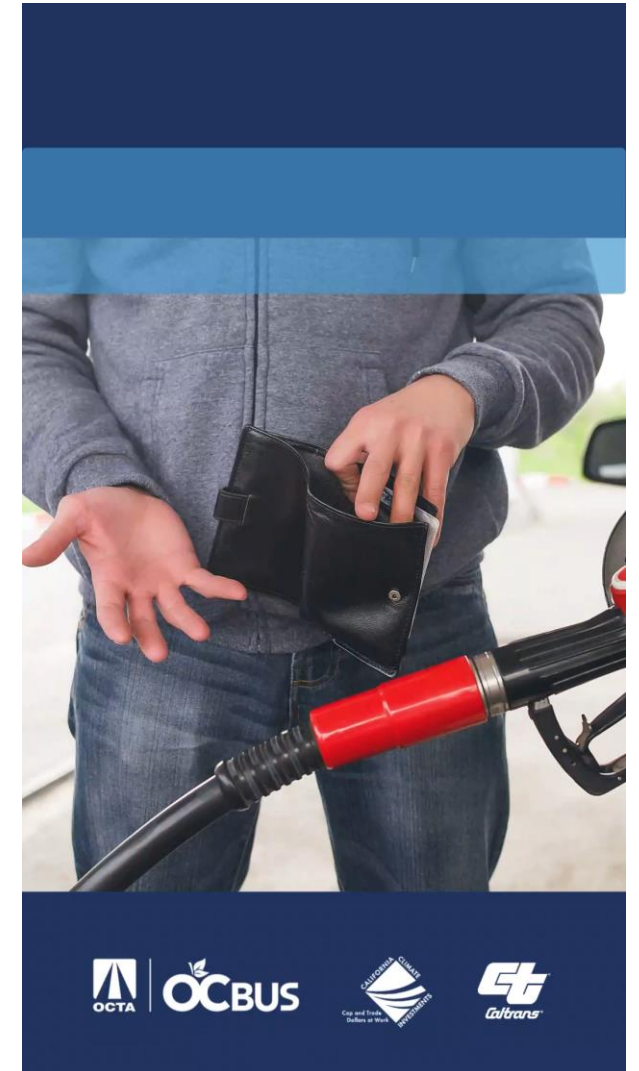
## Save 40% with the New Value Pass





Save on Gas! Get the Value Pass.

OCbus.com/Value



OCTA | OC BUS |  





# College Pass Program: Coastline College

**NEW  
BEGINNING  
SPRING 2022**

## COASTLINE STUDENTS RIDE FOR FREE!



COASTLINE COLLEGE



COASTLINE DOLPHINS  
RIDE FOR FREE!  
OCBUS.COM/COASTLINE

DOWNLOAD THE  APP TO START RIDING!  
OCbus.com/Coastline

## RIDE OC BUS TO SCHOOL, WORK, SHOPPING AND THE BEACH FOR FREE.

With unlimited rides on all OC Bus local fixed routes\*, it is easy and convenient to get to COASTLINE COLLEGE.


Relax in our air-conditioned buses and avoid paying parking costs. You can ride safely and with peace of mind knowing that you are contributing to a healthier and greener environment.


\*Additional fare applies for OC Express & Express Routes

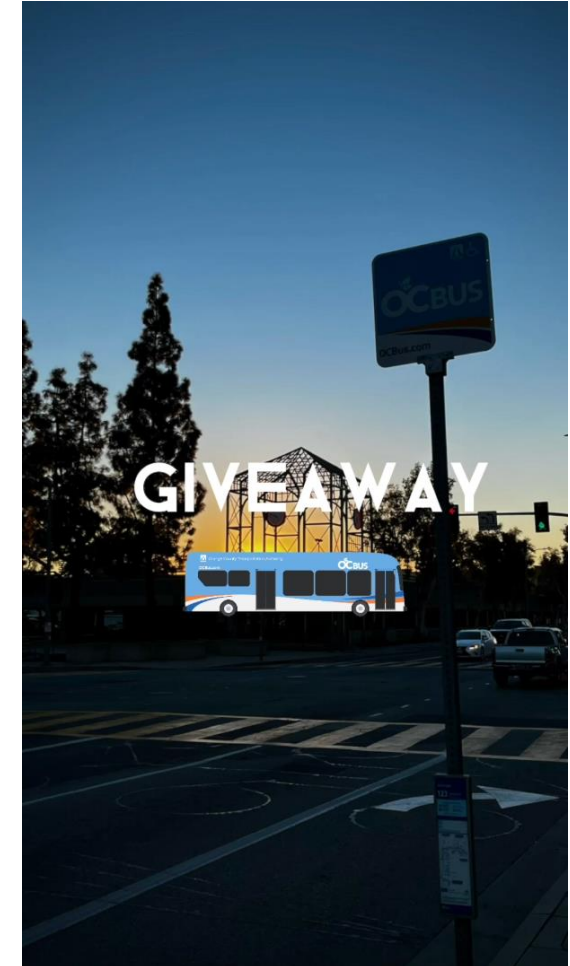



## COASTLINE STUDENTS RIDE FOR FREE!

COLLEGE ON YOUR TERMS!







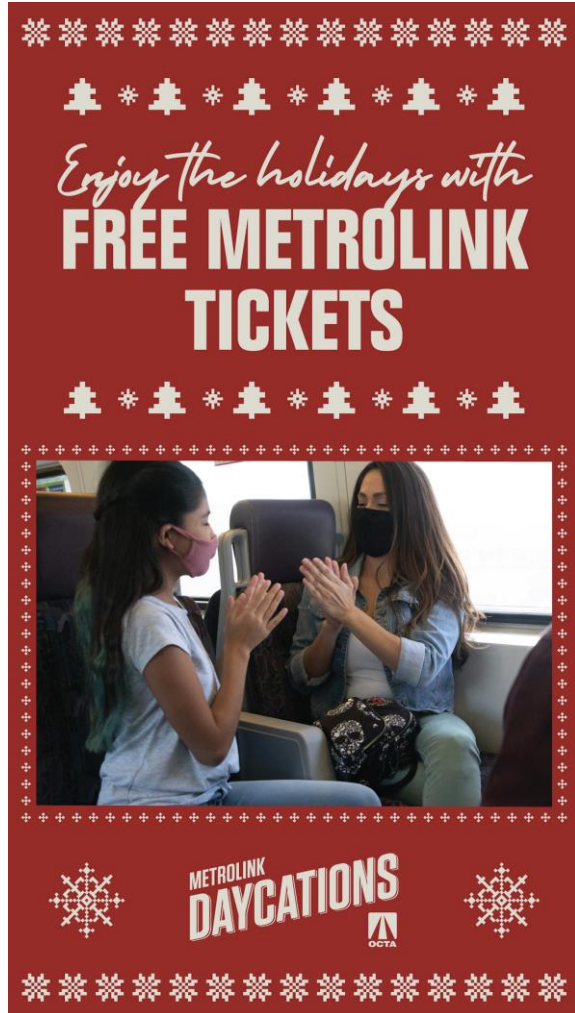


# Transit Driver Appreciation Day





# OC Metrolink Marketing





# Bike Month



**Week 1 (May 1-7) – Bike to SAFETY Week**

Safety first! Start out the month by taking a ride this week focused on best practices for safe cycling. [Click here](#) for more tips and always remember to wear a helmet and make sure to prioritize your bike maintenance.

**Week 2 (May 8-14) – Bike to FUN Week**

Leave your car behind and save money on gas by biking to your next fun outing. That short trip to grab a bite, fuel up with a coffee, get some new clothes or see a movie is easy on a bike and removes cars from the road. Plus, you can pair a trip with OC Bus and Metrolink.





**Week 3 (May 15-21) – Bike to WORK Week**

Upgrade your commute by biking fully or partially to work! It's a great way to prepare for the workday and decompress after a long one. All OCTA buses are equipped with bicycles racks that can carry three bicycles at a time so no distance is too long! Plus, you can pair a trip with OC Bus and Metrolink.

**Week 4 (May 22-28) – Bike to FITNESS Week**

Biking is fantastic exercise and Orange County boasts plenty of great trails for all skill levels. [Click here](#) to see bikeways from Class I to Class IV or ride around your local neighborhood or park!



**Pledge to ride your bike in May for a chance to WIN!**

[OCTA.net/BikeMonth](https://OCTA.net/BikeMonth)



**GRAND PRIZE:**  
Bike with a \$689.99 retail value



OC BIKE MONTH 2022

Thanks to our sponsors: 



**GRAND PRIZE:**  
Trek Dual Sport 1 - 2022 Bike  
(\$689.99 retail value)

**RUNNER-UP PRIZE:**  
Bontrager Ion Pro RT Front Bike Light  
(\$139.99 retail value)



**Pledge to ride your bike in May for a chance to win one of two great prizes!**

Participate in each of our four weekly challenges and join our Strava club to receive the maximum of five entries. All pledges also receive a coupon from Jax Bicycles!

**Week 1 (May 1-7) – Bike to SAFETY Week**  
Safety first! Start out the month by taking a ride focusing on safe practices.

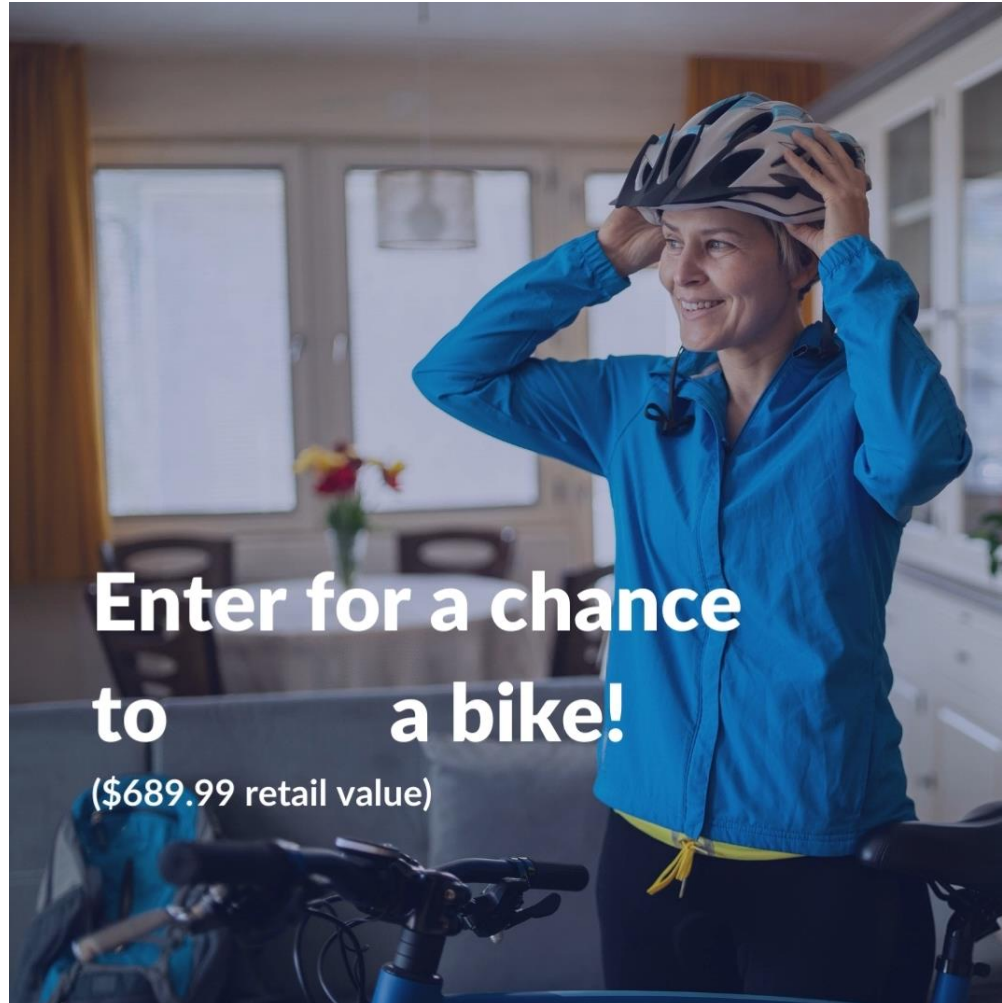
**Week 2 (May 8-14) – Bike to FUN Week**  
Bike to your favorite place to eat, drink, shop or see a movie!

**Week 3 (May 15-21) – Bike to WORK Week**  
Upgrade your commute by biking fully or partially to work!

**Week 4 (May 22-28) – Bike to FITNESS Week**  
Biking is fantastic exercise and OC has plenty of great trails for all!

**Pledge now to enter to win!**

»»»» [OCTA.net/BikeMonth](https://OCTA.net/BikeMonth) <<<<




**Enter for a chance to a bike!**

(\$689.99 retail value)





# Telework Assistance Program



### Telework for Employers

Teleworking, sometimes known as telecommuting, is the practice of working from home instead of traveling to a centralized workplace, office, or other facility.

This practice completely eliminates commuting on days when it occurs. Some employers offer teleworking full time, while others do so on a part-time basis. OCTA is committed to removing cars from the road and teleworking helps achieve the organizational goal of reducing vehicle miles traveled.




**OCTA**  
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During Telecommuter Appreciation Week and throughout the year, OCTA supports telecommuters and their employers with free resources and telework plans customized for individual businesses.

OCTA.NET  
**Telework Resources**  
Learn about the benefits for employers, employees and the environment.


## Benefits




Improve South Coast AQMD Compliance




Decrease Company's Carbon Footprint




Improve Employee Morale and Productivity



Save Money



Decrease Employee Attrition



**Improve South Coast AQMD Compliance** – Companies with 250+ employees regulated by Rule 2202 can add teleworking as a strategy to enhance their rideshare plan by improving their AVR score.

**Decrease Company's Carbon Footprint** – Telework reduces all emissions associated with employee commutes.

**Improve Employee Morale and Productivity** – Eliminating commutes reduces stress, often resulting in happier, better-rested employees with higher productivity and employee morale.

**Save Money** – An employer can save an average of \$11,000 per year per half-time teleworker according to a [report](#) provided to Congress by the U.S. Office of Management and Budget.

**Decrease Employee Attrition** – Companies can sometimes retain workers with difficult commutes by eliminating the commute altogether.

# 91 Express Lanes

