

## 2017 OC Bus 360 Ridership Marketing Initiatives

- Focus on attracting commuters to the system by marketing more heavily to business located on high-frequency and newly improved bus routes.
- Clearly identify destinations served by our high-frequency and newly improved bus routes in digital, informational, and promotional materials.
- Greatly enhance our digital engagement with key target markets through ongoing (organic and paid) social media that continually promotes OC Bus services and programs.
- Implement an ongoing e-marketing program to target new and existing riders to communicate new and existing products and services and keep our growing OC Bus database informed about the latest news and events.
- Strengthen online transactional capabilities by providing visitors to OCTA.net and OC Bus.com with critical and seamless rider information (such as trip-planning) at key engagement points (home and landing pages).
- Outreach directly to colleges and universities in Orange County to promote all service that is available to students and faculty.
- Target diverse audiences through direct marketing and direct (street team) outreach and event participation.
- Outreach directly to diverse (Asian and Hispanic) communities to educate customers about improved OC Bus service.
- Continue to promote the discounted day pass to build ridership and cross-sell services to customers.
- Continue to promote the mobile ticketing system that allows passengers to directly purchase all fare media via smartphone, in addition to in-store purchases.
- Continue to push the real-time bus arrival smartphone app to help customers to better plan trips and reduce wait times at bus stops.