

OC Streetcar Vehicle Exterior Design



OC Bus and Bravo!

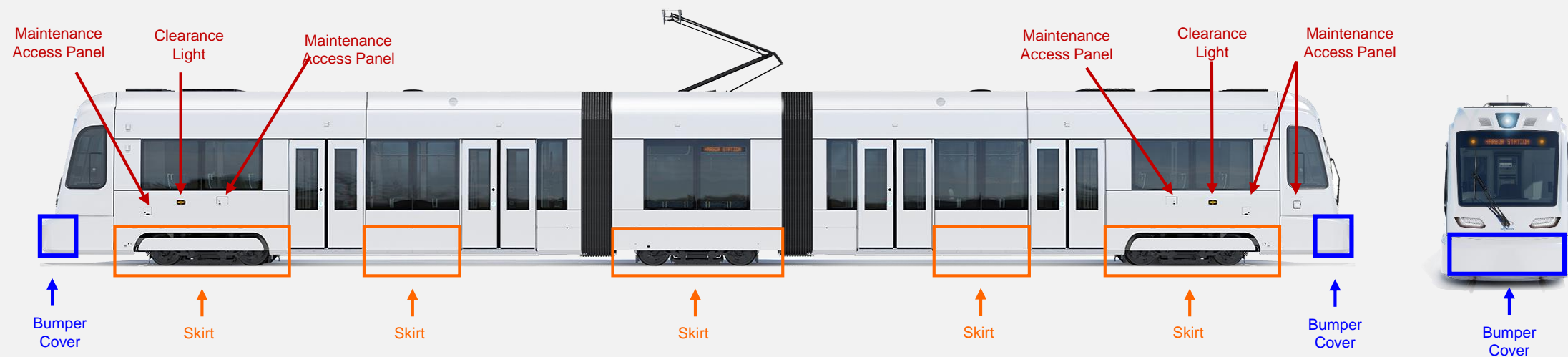


Vehicle Model

- **S70 Model**
 - 342 vehicles in operation in 8 U.S. cities
- 88 feet long
- 181 passenger capacity (70 seats)
- Level boarding
- 70 percent low floor



OC Streetcar | Vehicle Layout



Highlighted areas prone to damage and therefore should be simplified in design and number of colors.

Atlanta Streetcar

Atlanta, GA



Charlotte LYNX

Charlotte, NC



Portland Streetcar

Portland, OR



Portland MAX

Portland, OR



Salt Lake Streetcar

Salt Lake City, UT



Salt Lake TRAX

Salt Lake City, UT



St. Paul METRO

St. Paul, MN



Tucson LINK

Tucson, AZ



Streetcar Exterior Design Considerations

Vehicle layout

Affordability

Ease of replacement/repair

Visibility

Longevity

Brand continuity

OC personality

Advertising adaptability

OC Streetcar | Design 1

Without Advertising



OC Streetcar | Design 1
With Advertising



OC Streetcar | Design 1

Without Advertising – Includes Stop and Location Setting



OC Streetcar | Design 1

With Advertising – Includes Stop and Location Setting



OC Streetcar | Design 2

Without Advertising



OC Streetcar | Design 2
With Advertising



OC Streetcar | Design 2

Without Advertising – Includes Stop and Location Setting



OC Streetcar | Design 2

With Advertising – Includes Stop and Location Setting



OC Streetcar | Design 3

Without Advertising



OC Streetcar | Design 3
With Advertising



OC Streetcar | Design 3

Without Advertising – Includes Stop and Location Setting



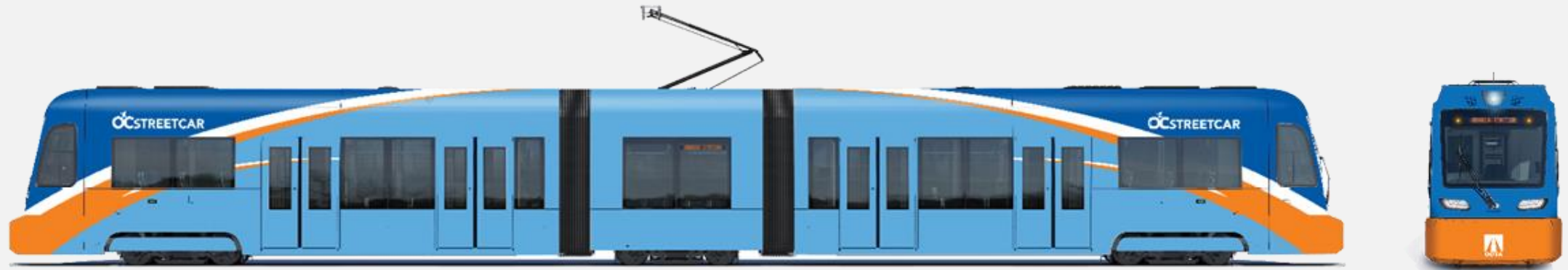
OC Streetcar | Design 3

With Advertising – Includes Stop and Location Setting

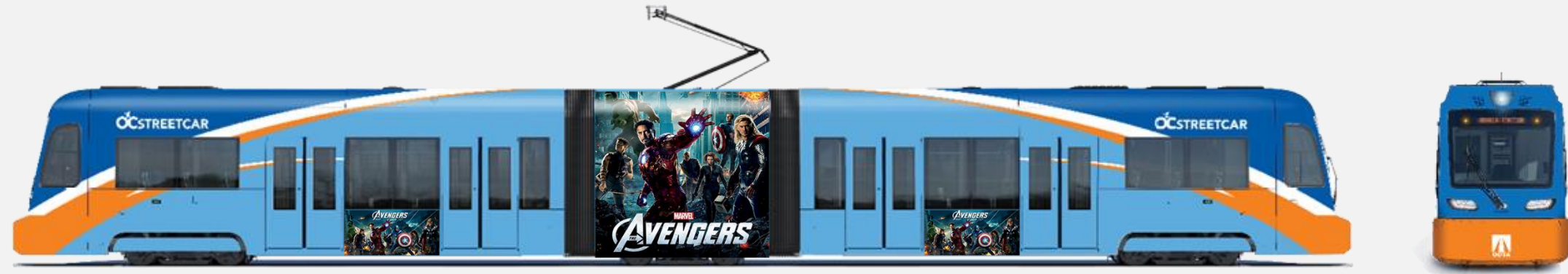


OC Streetcar | Design 4

Without Advertising



OC Streetcar | Design 4
With Advertising



OC Streetcar | Design 4

Without Advertising – Includes Stop and Location Setting



OC Streetcar | Design 4

With Advertising – Includes Stop and Location Setting



OC Streetcar | All Designs Without Advertising



Design 1



Design 2



Design 3



Design 4



OC Streetcar | All Designs With Advertising

Design 1



Design 2



Design 3



Design 4



Next Steps

- **Conduct public outreach and gather feedback on OC Streetcar vehicle designs**
 - City briefings
 - Community and neighborhood meetings
 - Community events
 - OCTA advisory committees
 - Bus and rail customers
 - Commuters and residents
- **Return to the Board of Directors with recommendations**
- **Provide Board-approved design to Siemens**

