

Marketing and Communications Update

Welcome Pass



Español | Tiếng Việt

Our new Welcome Passes offer two ways to save:

- Get five one-day Welcome Passes for only \$15 (\$10 savings)
- Get a 30-day Welcome Pass for only \$40 (\$29 savings)

And now, they're available via the OC Bus Mobile App and at retail outlets. Welcome Passes are only good for use between August 15 and November 15, 2021. Once activated, the 30-day Welcome Pass must be used for 30 consecutive days during this

Welcome Passes are part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment particularly in disadvantaged communities.

Use your Welcome Pass to enjoy additional bus trips and more frequent service as part of the August Service Change, including:

- · 289 additional bus trips throughout the county
- Improved frequency of service on 14 routes
- . Improved hours of operation with earlier and/or later service on 19 routes
- . Restored two routes that were suspended due to the COVID-19 pandemic

Tiết Kiệm 40% với vé Welcome Pass Mới của OC Bus Mua năm vé Welcome Pass một ngày chỉ với \$15 (tiết kiệm \$10)

Mua môt vé Welcome Pass dùng 30 ngày chỉ với \$40

Vé Welcome Pass chỉ có hiệu lực sử dụng từ ngày 15 tháng 8 đến ngày 15 tháng 11 năm 2021. Quý vị có thể mua vé Welcome Pass qua Ứng Dụng OC Bus hoặc tại các cửa hàng bán lẻ bắt đầu từ ngày 4 tháng 8.

OCbus.com/Welcome | (714) 636-RIDE







Ahorra 40% con el nuevo "Welcome Pass" de OC Bus

- Recibe 5 pases de un día por tan solo \$15 (ahorra \$10)
- Recibe un pase de 30 días por tan solo \$40 (ahorra \$29)

OCbus.com/Welcome | (714) 636-RIDE

(tiết kiêm \$29)





August Service Change









Youth Ride Free



GIỚI THIỀU VẾ



CÁC CHUYỂN XE MIỄN PHÍ CHO THANH THIẾU NIÊN TỪ 6 ĐẾN 18 TUỔI

Vé Youth Ride Free mới sẽ cho phép thanh thiếu niên từ 6 đến 18 tuổi đi miễn phí trên tắt cả các dịch vụ tuyến cố định của OC Bus mỗi ngày trong thời gian khuyến mãi từ tháng Chín đến gày 28 tháng Hai, 2022.

MÔT CÁCH ĐỊ LẠI AN TOÀN

Được vân hành bởi Orange County Transportation Authority (OCTA, Cơ Quan Vận Tài Quận Cam), OC Bus là cách an toàn và tiện lợi để đi khắp Quận Cam. Đây là tùy chọn tuyệt vời cho học sinhđể đi đến trường, tham gia các hoạt động sau giờ học, làm việc và nhiều hoạt động khác.

PHẢI CÓ SƯ CHẤP THUÂN CỦA PHU HUYNH

Vé Youth Ride Free sẽ có sẵn theo yêu cầu của phụ huynh bắt đầu từ tháng Chín. OCTA hiện đang hợp tác cùng các trường học từ cấp Mẫu Giáo đến lớp 12 (K-12) ở Quận Cam để phân phối các biểu mẫu và vé xe.

CÁCH THỨC NHÂN VÉ YOUTH RIDE FREE

Hãy liên lạc với trường học của con em quý vị hoặc truy cập octa.net/YouthRideFree để tìm



OCBUS M





OCBUS M 🔷 🥰

YOUTH RIDE FREE 推廣通行證

「Youth Ride Free」推廣通行證現由 Orange County Transportation Authority (OCTA, 橙縣交通局) 提供。 從 2021 年 9 月開始到 2022 年 2 月 28 日, 橙縣 6 至 18 歲 青少年可使用通行證,免費享受所有 OC Bus 固定路線服務

它是青少年上學、上班或娛樂的一種出行選擇。

如想為您的孩子申請 Youth Ride Free 通行證,僅需填寫此表格並將其返回至您孩子所在

由於 California Climate Investments (加州氣候投資) 提供補助資金, OCTA 能夠提供 Youth Ride Free 通行證,以幫助減少溫室氣體排放、強化經濟並改善公眾健康和環境。





The Orange County Transportation Authority (OCTA) is excited to announce the new "Youth Ride Free" promotional pass. This pass will allow youth ages 6 to 18 to ride all OC Bus fixed-route buses every day for free during a six-month promotion.

In order to distribute this pass to as many youth as possible, OCTA is offering the Youth Ride Free pass in partnership with Orange County K-12 schools. Schools are being asked to collect parental request forms and distribute the passes to students this allows students to receive their free passes as quickly as possible.

The Youth Ride Free pass is available starting in September and will be available until February 28, 2022.



YOUR ROLF AS A PARTNER

We need your support and that of your school to help make this program a success and to provide the free pass to as many youth as possible. Your role would include handling parental request forms and distributing the passes to students. See below for details.



REVIEW THE PROGRAM GUIDE FOR SCHOOLS

Please review the program guide and contact OCTA with any questions. OCTA staff is available by email at YouthRideFree@octa.net or contact Ryan Maloney, Marketing Section Manager at (714) 560-5451. The latest information on the Youth Ride Free program, including this guide and other school materials, is available at OCTA.net/YouthRideFree.



IDENTIFY A POINT OF CONTACT FOR YOUR SCHOOL

Please identify staff at your school or school district who can serve as a point of contact for this program. This will be the individual(s) who collects request forms and provides passes. If parents from your school contact OCTA directly, they will be directed to this contact. Please email YouthRideFree@octa.net with your preferred point of contact(s).



SHARE INFORMATION ABOUT THE PROGRAM

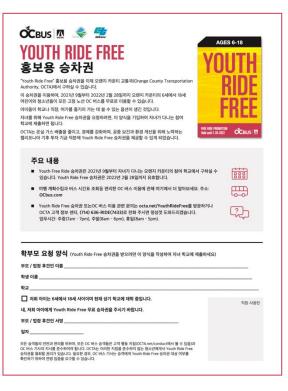
Help share information about the Youth Ride Free promotional pass with your students, parents and faculty. To help spread the word, OCTA has developed a digital toolkit, including a fact sheet, graphics, email blasts, and social media posts. The toolkit is available online at OCTA.net/YouthRideFree.



DISTRIBUTE PASSES TO STUDENTS: COLLECT AND STORE PARENTAL REQUEST FORMS

Distribute, collect and store completed parental request forms during the promotional period and provide the Youth Ride Free passes to students.

Produced August 2021





YOUTH RIDE FREE QUICK GUIDE

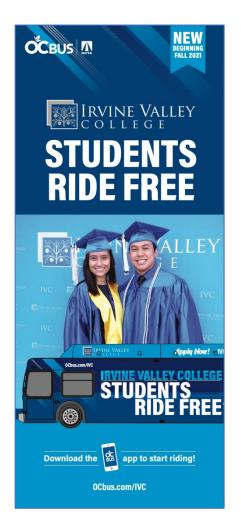
PROGRAM GUIDE FOR SCHOOLS

OCTA will provide a quantity of Youth Ride Free passes and Parental Reques Forms to interested schools starting in September 2021.

The initial quantity of passes provided to each school is based on overall school enrollment and participation in the low or no-cost school lunch needed during the promotional period.



College Pass Program: Irvine Valley College









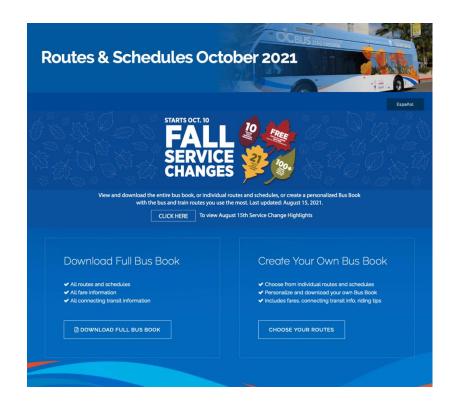


October Service Change









Metrolink Daycations



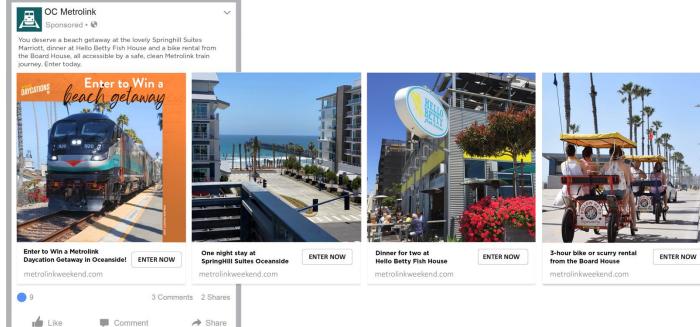
You deserve a getaway, and beautiful Oceanside is just the place. Our Metrolink Daycation Sweepstakes includes:

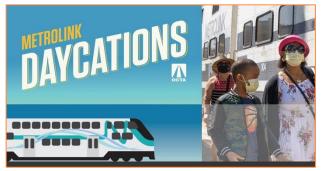
- · 2 Metrolink roundtrip tickets
- · A one-night stay at Springhill Suites Marriott Oceanside
- · Dinner for two at Hello Betty Fish House
- 3-hour bike rental from the Board House SpringHill Suites Oceanside

Relax on a clean, safe Metrolink train journey to your delightful beach hotel, just a short walk from the station. Enter today!

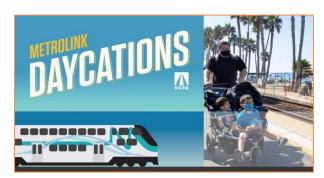
Bon voyage.

Enter Now





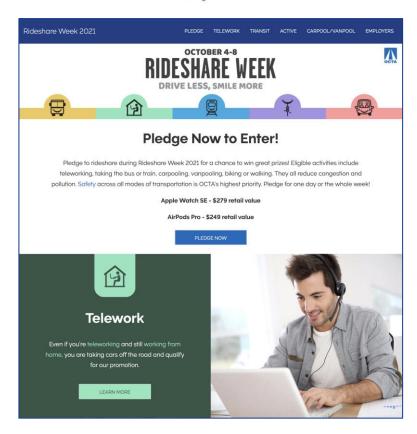


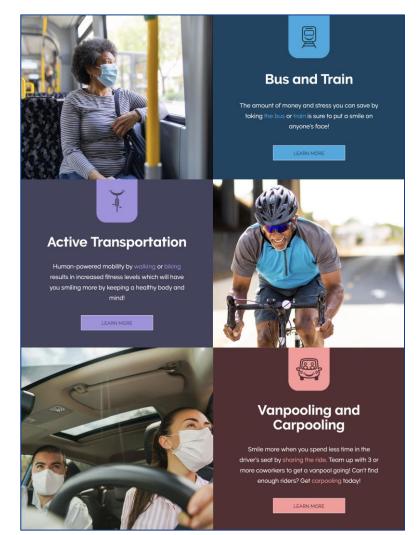


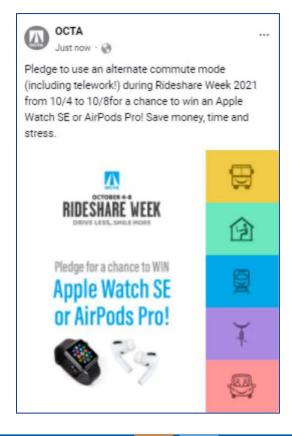
Rideshare Week

RIDESHARE WEEK

DRIVE LESS, SMILE MORE







New OC Bus App







