



Public Hearing for the Proposed New Fare Media





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.

Board – Board of Directors
RVS – Rider Validation System

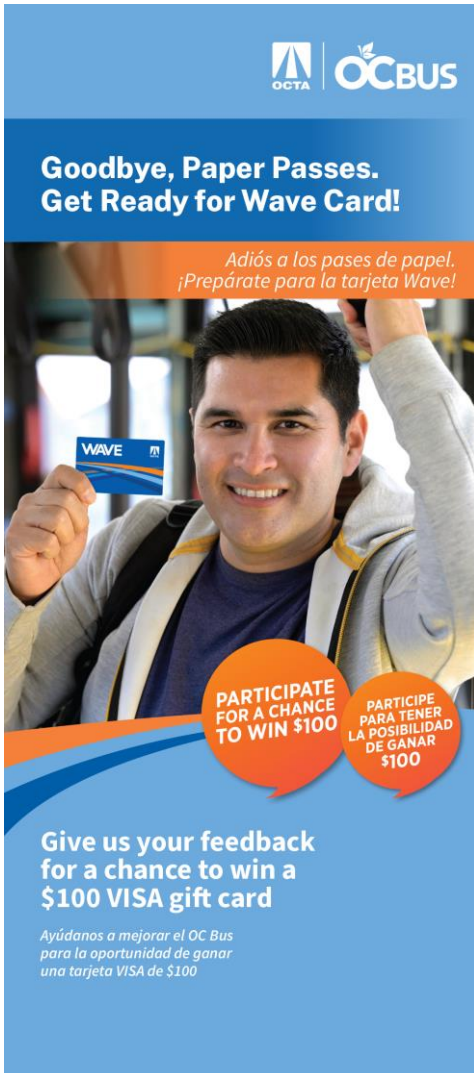
New Fare Media

- 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 Involvement Plan (PIP)	Comprehensive Awareness & Education	Launch Campaign & Promotion
Purpose	<ul style="list-style-type: none">• Ensure compliance with Title VI• Engage underserved populations• Gather public feedback	<ul style="list-style-type: none">• Prepare riders with clear information about system changes to ensure a smooth transition• Build excitement	<ul style="list-style-type: none">• Drive adoption through incentives and promotional efforts to establish the system• Customer support
Focus Excludes	<ul style="list-style-type: none">• Marketing or system promotion	<ul style="list-style-type: none">• Advocacy or promotional efforts	
<div><div>JANUARY 13 - MARCH 24</div><div>MAY - LATE SUMMER</div><div>LATE SUMMER</div></div>			

Print and Traditional Media



Goodbye, Paper Passes. Get Ready for Wave Card!

Adiós a los pases de papel.
¡Prepárate para la tarjeta Wave!

PARTICIPATE FOR A CHANCE TO WIN \$100

PARTICIPE PARA TENER LA POSIBILIDAD DE GANAR \$100

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



Goodbye, Paper Passes. Get Ready for Wave Card!

OC Bus is proposing a smarter, easier way to pay, and it's designed to help you save money! We'd value your feedback!

PARTICIPATE IN A COMMUNITY MEETING OR PUBLIC HEARING

FILL OUT ONLINE SURVEY

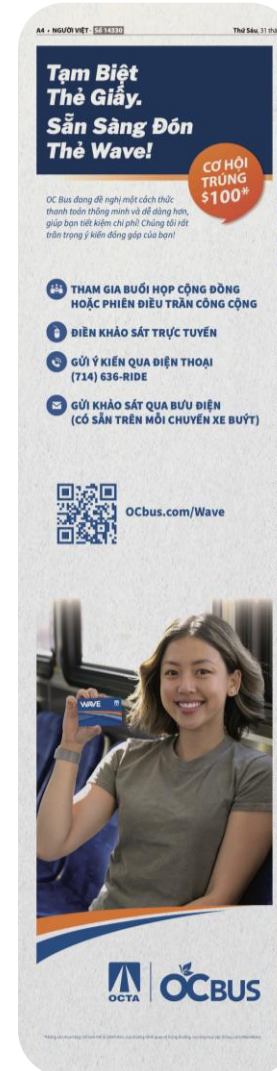
PROVIDE COMMENTS VIA PHONE (714) 636-RIDE

MAIL IN SURVEY (AVAILABLE ON EVERY BUS)

PARTICIPATE FOR A CHANCE TO WIN \$100

OCbus.com/Wave

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



Tạm Biệt Thẻ Giấy. Sẵn Sàng Đón Thẻ Wave!

OC Bus đang đề nghị một cách thức thanh toán thông minh và dễ dàng hơn, giúp bạn tiết kiệm chi phí! Chúng tôi rất trân trọng ý kiến đóng góp của bạn!

THAM GIA BUỔI HỌP CỘNG ĐỒNG HOẶC PHIÊN ĐIỀU TRẦN CÔNG CỘNG

ĐIỀN KHẢO SÁT TRỰC TUYẾN

GỬI Ý KIẾN QUA ĐIỆN THOẠI (714) 636-RIDE

GỬI KHẢO SÁT QUA BƯU ĐIỆN (CÓ SẴN TRÊN MỖI CHUYẾN XE BUÝT)

CƠ HỘI TRÚNG \$100*

OCbus.com/Wave



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

OC Bus está proponiendo una forma de pago más inteligente y fácil, diseñada para ayudarte a ahorrar dinero. Agradeceríamos su opinión.

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 (DISPONIBLE EN CADA AUTOBUS)

PARTICIPE PARA TENER LA POSIBILIDAD DE GANAR \$100*

OCbus.com/Wave



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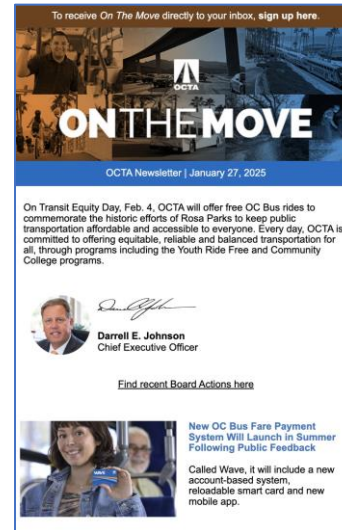
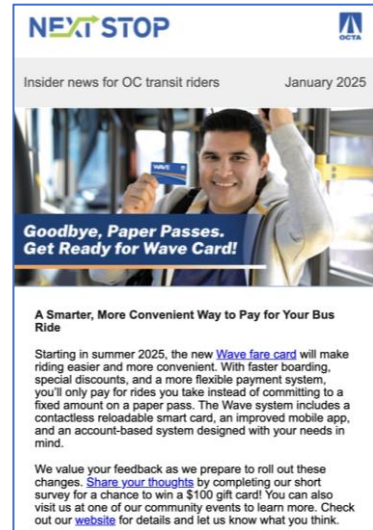
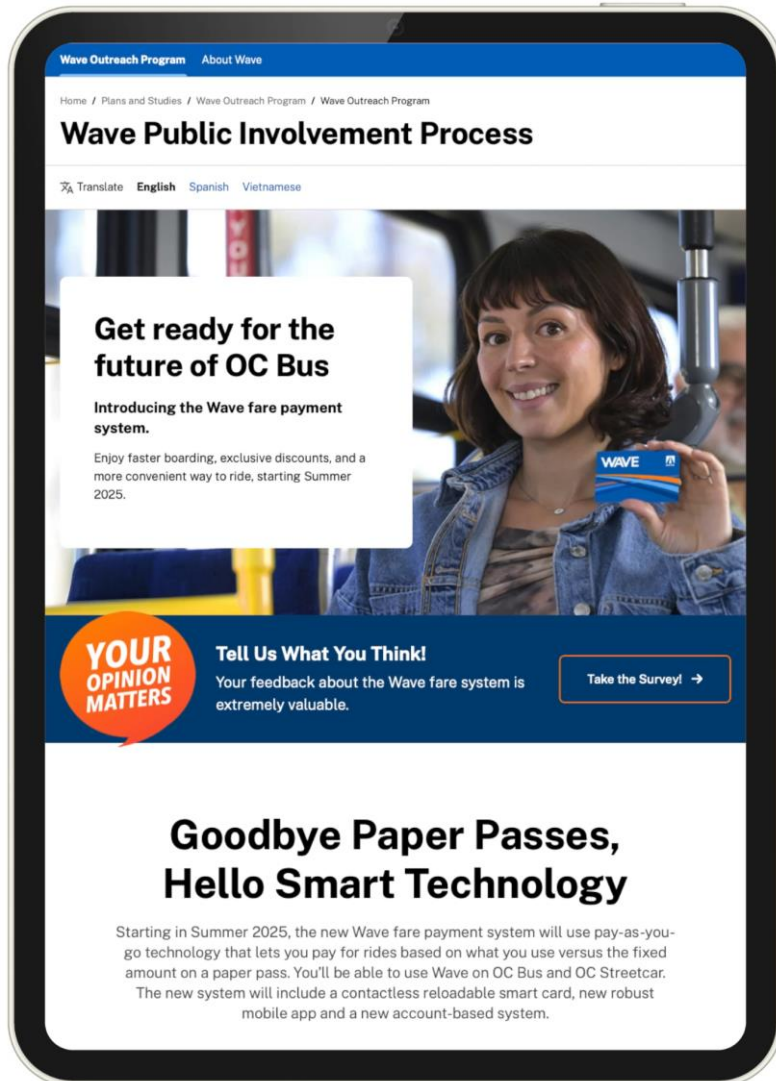
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OCbus.com/Wave

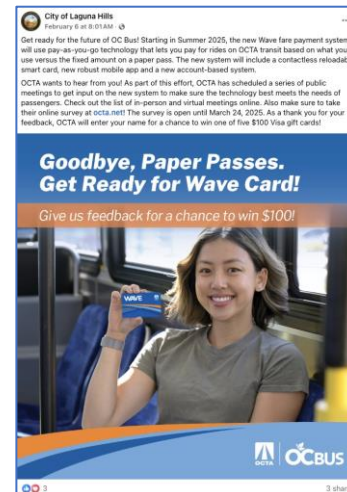
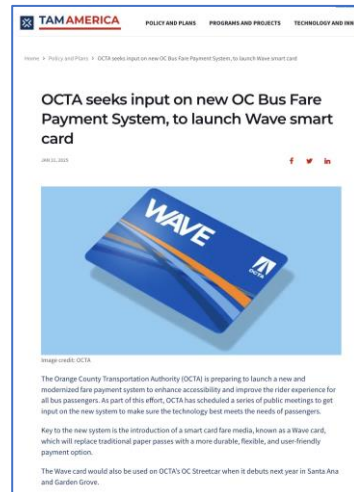
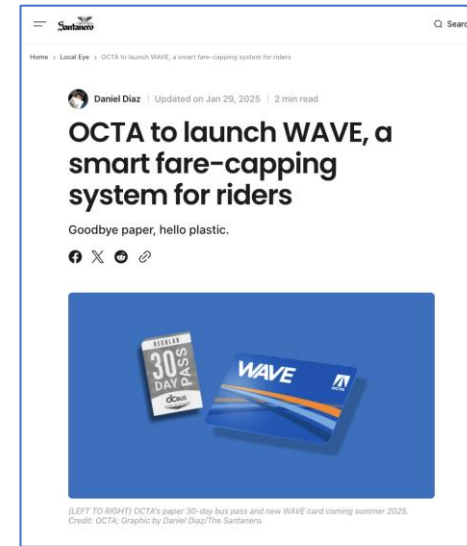
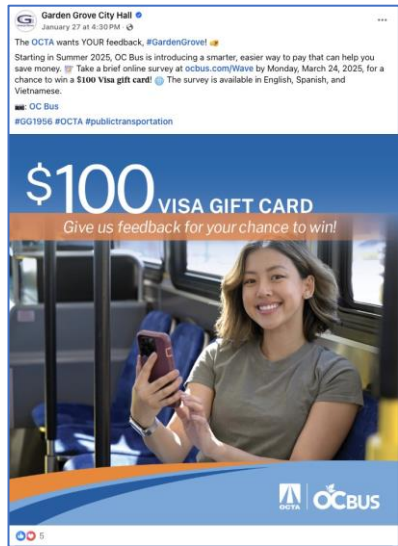
Digital Communications



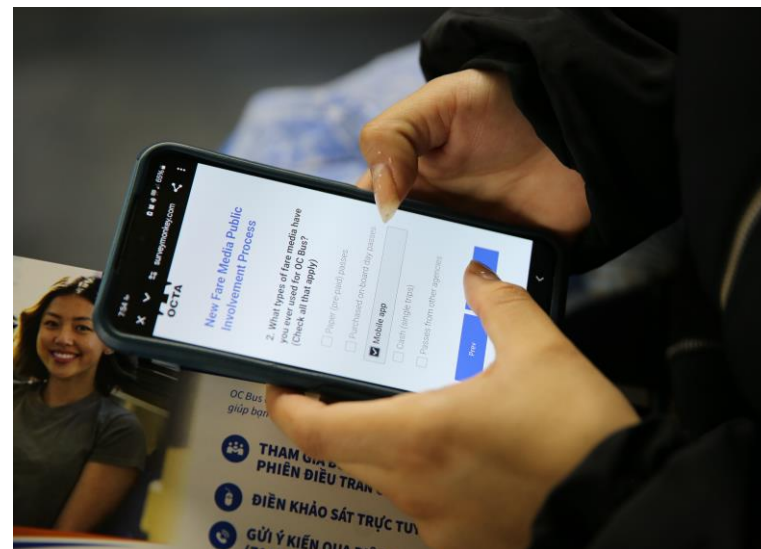
- 46,456 webpage views
- 12 email blasts sent to 85,336 people
- Social media posts reached 11,218
- Digital ads reached 1,087,912
- In-app notifications
- Digital messaging at 23 stops

* Metrics as of 2/24/25

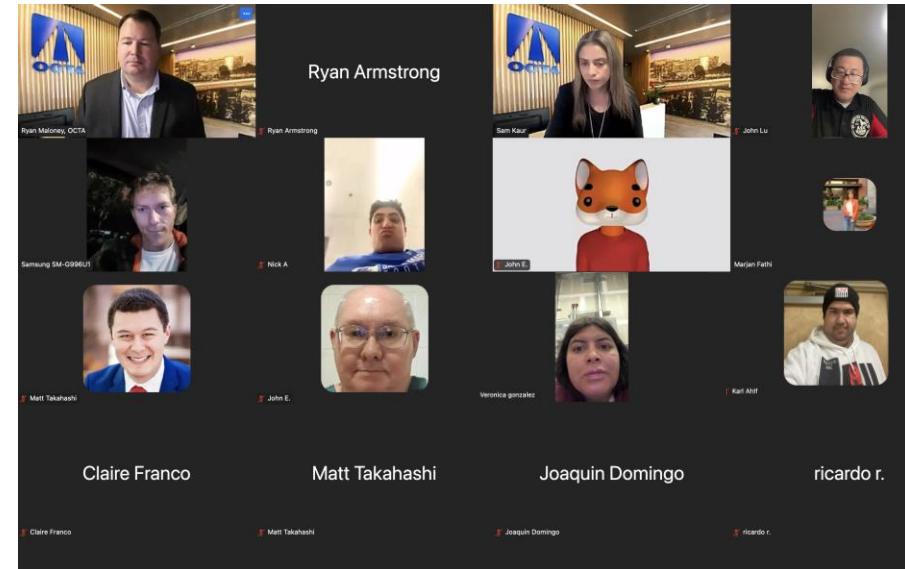
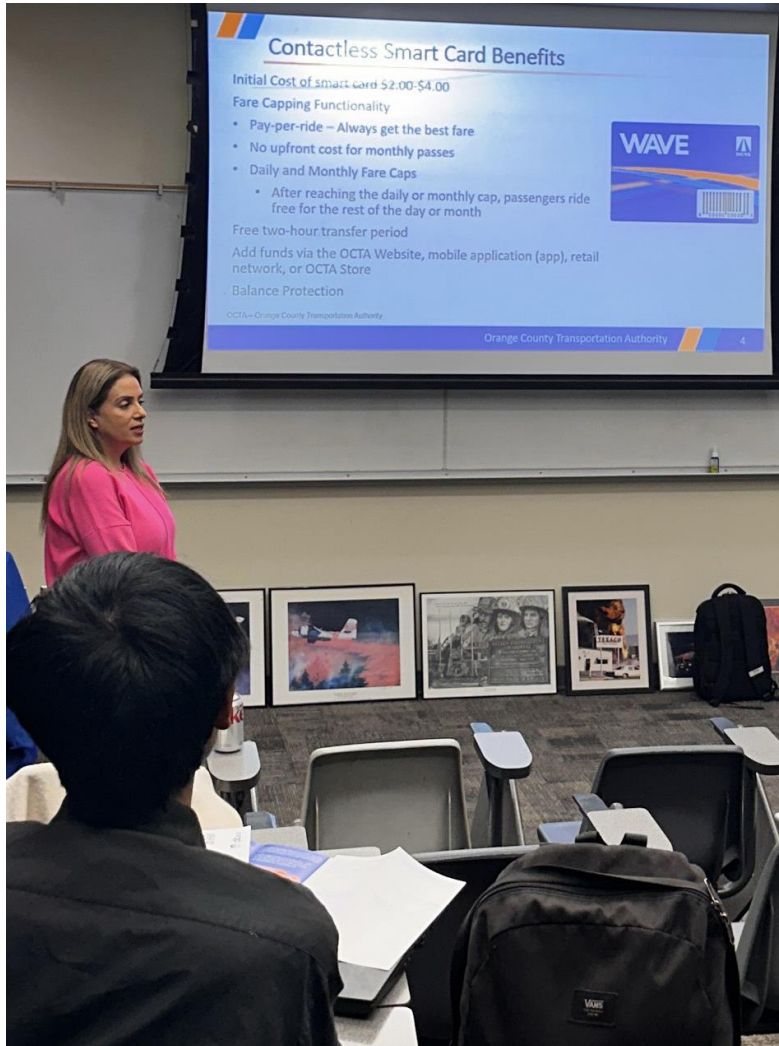
Digital Toolkit and Press Release



OC Bus Ride-Alongs



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

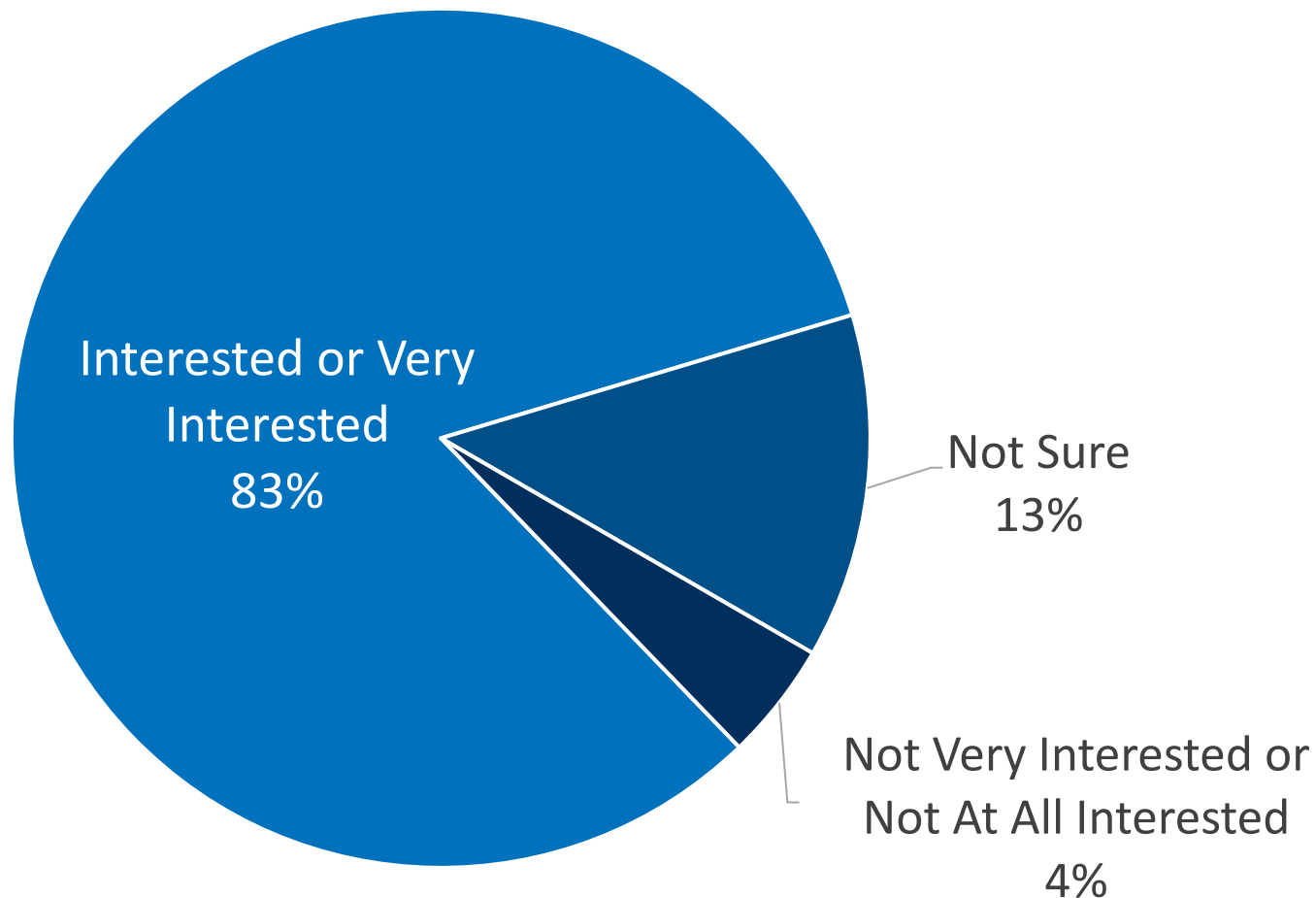
Channel	Count
Webpage Unique Visitors	27,797
Community Event Engagements	13,768
People Reached with Organic Social Media Messages	11,218
Online and Print Surveys	6,125
Onboard Ride-Along and Transit Center Engagements	596
Customer Relations Calls, Emails, and Social Media	162
In-person and Virtual Community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



Reported as of 2/21/2025

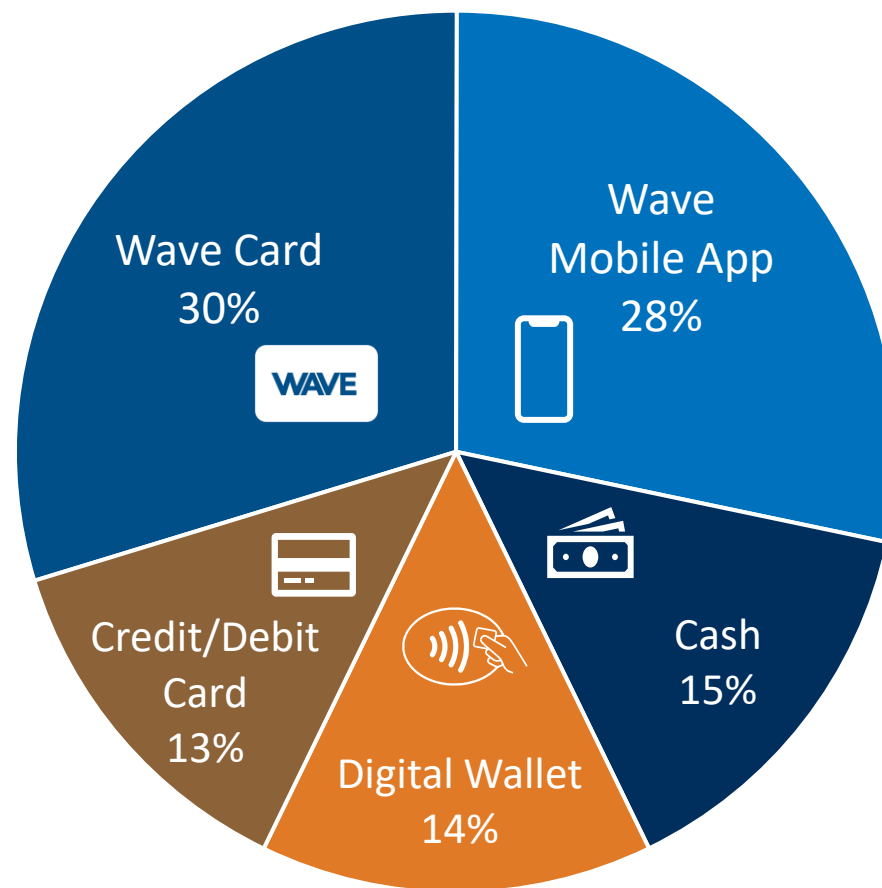
What We're Hearing So Far

High Interest in New Fare Options



Data as of 2/21/2025. n=4,778 respondents

Riders Plan to Use New Options



Data as of 2/21/2025. n = 9,977 responses from 4,589 unique respondents (respondents can make multiple selections)

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%)

SUPPORT

- 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%)

CONCERNS

Common questions included:

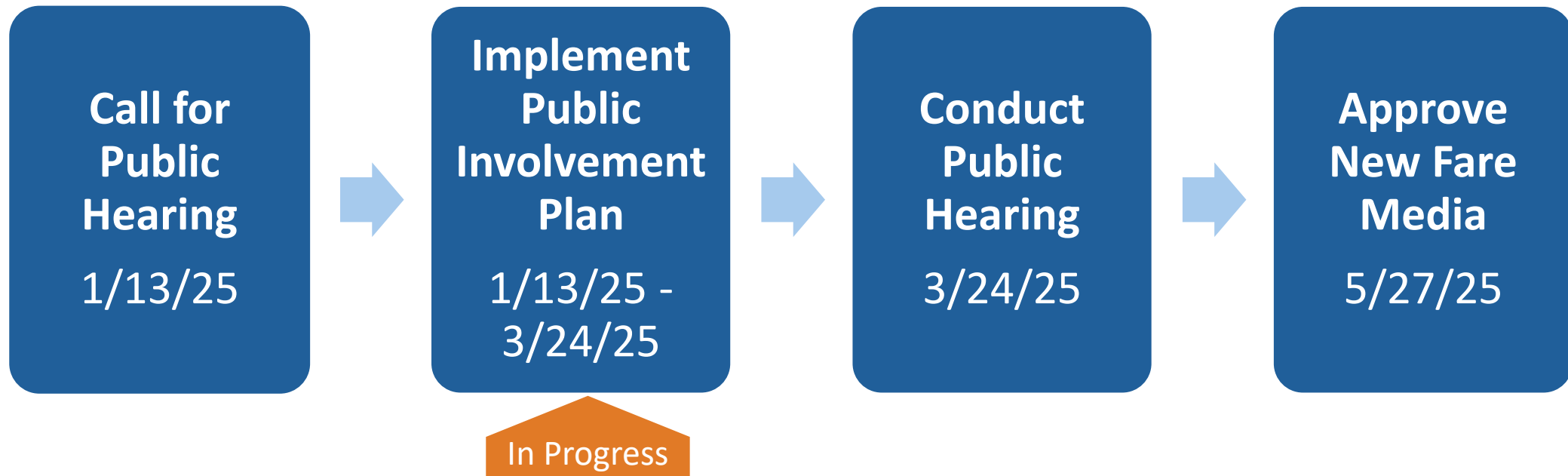
- Will new Wave Card work with other local transit agencies (3%)?
- What happens to existing fare media or mobile app (1%)?
- Requests for more info (3%), including fare capping (1%) and two-hour transfers (0.3%)

QUESTIONS

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.

Next Steps

Phase 1:



Phase 2: Comprehensive Awareness & Education - May to Late Summer 2025

Phase 3: Launch Campaign & Promotion - Starting in Late Summer 2025



Thank You