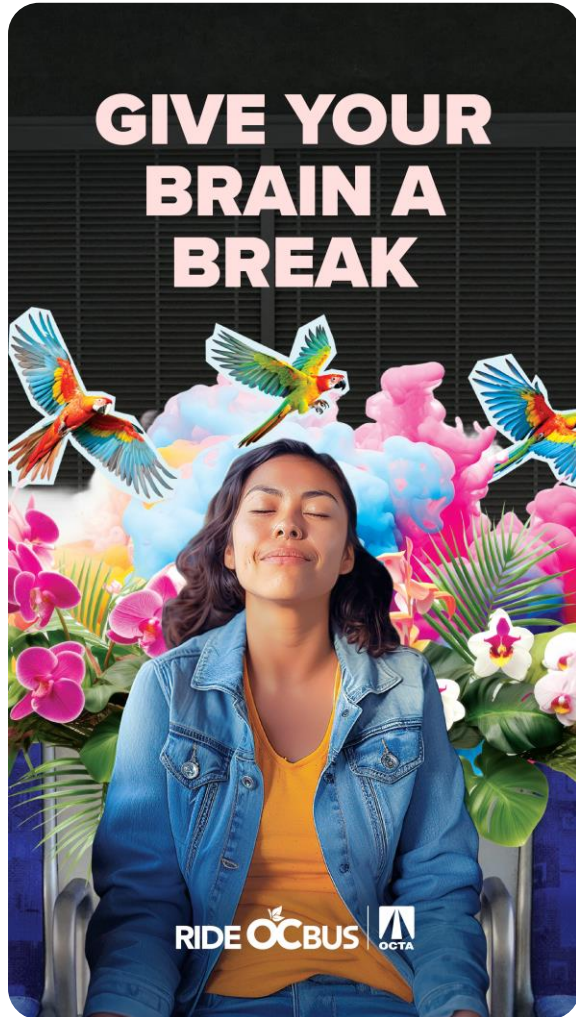




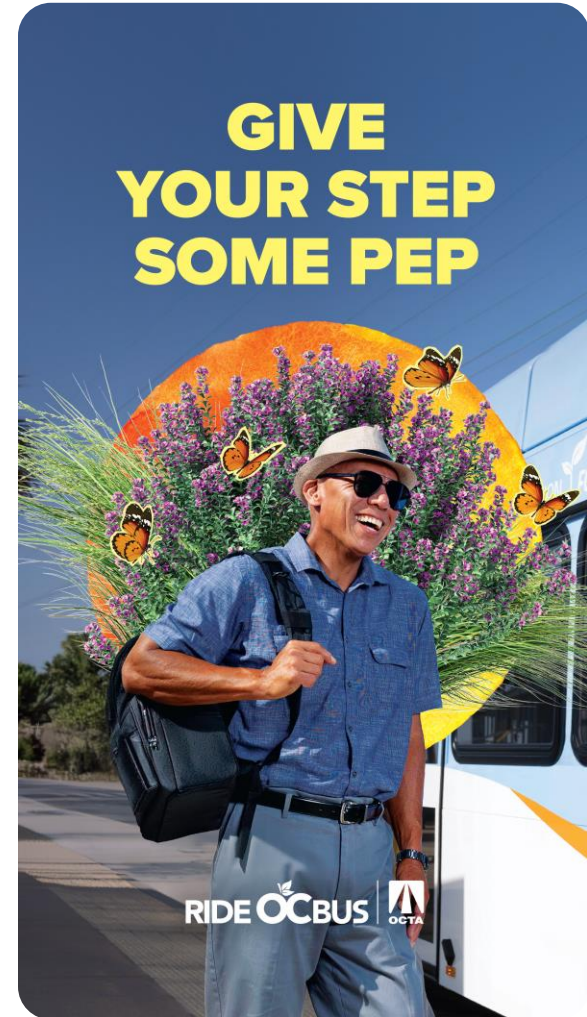
# Marketing and Communications Update

October 2024 through May 2025

# Your Route to Well-Being

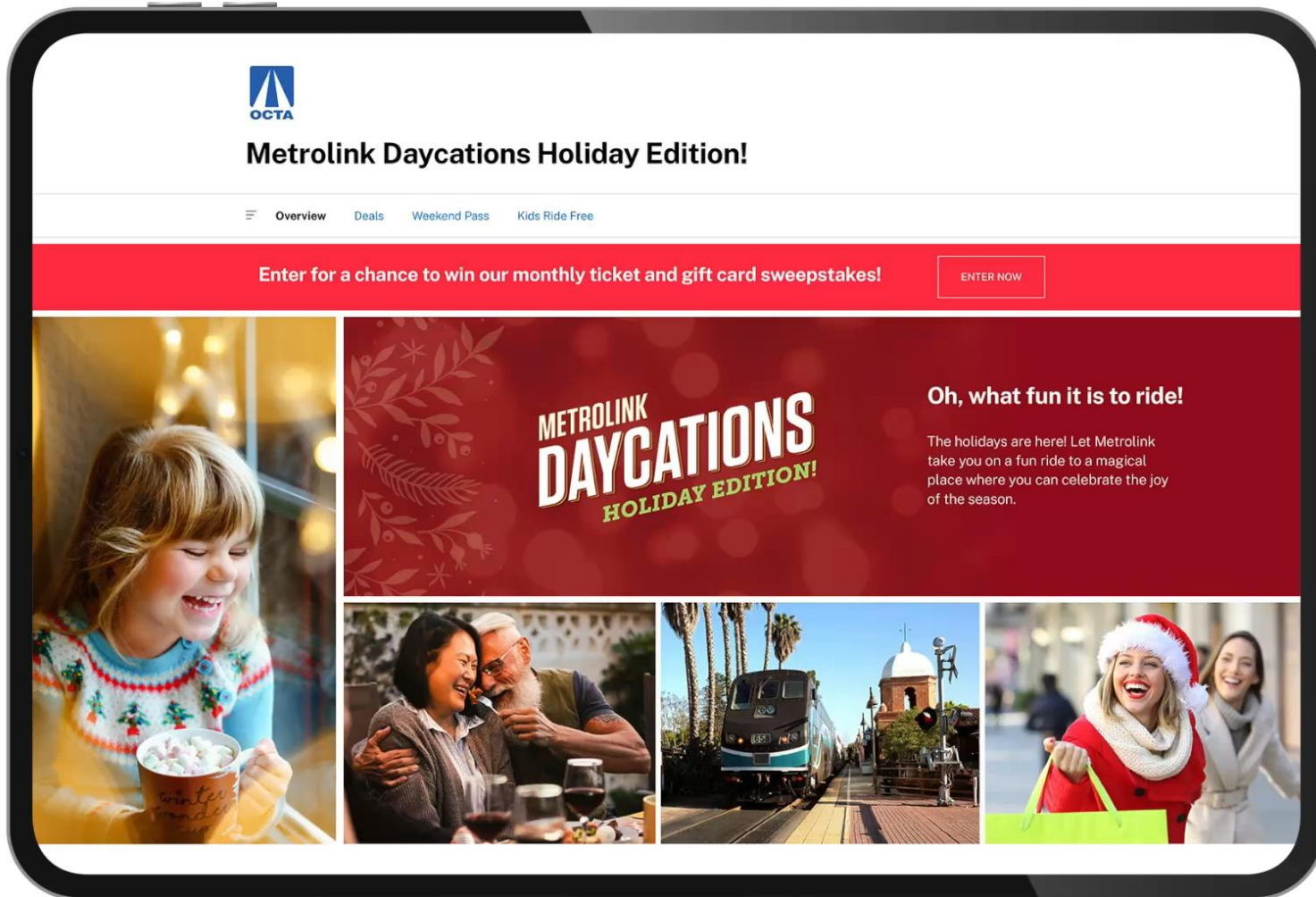


- 75,777 webpage views
- 63,658 emails delivered
- 80,767 social media video views
- 3,000 social media interactions
- 6.7M reached through digital ads
- 619 rider stories and testimonials
- In-person outreach to 4,139 people

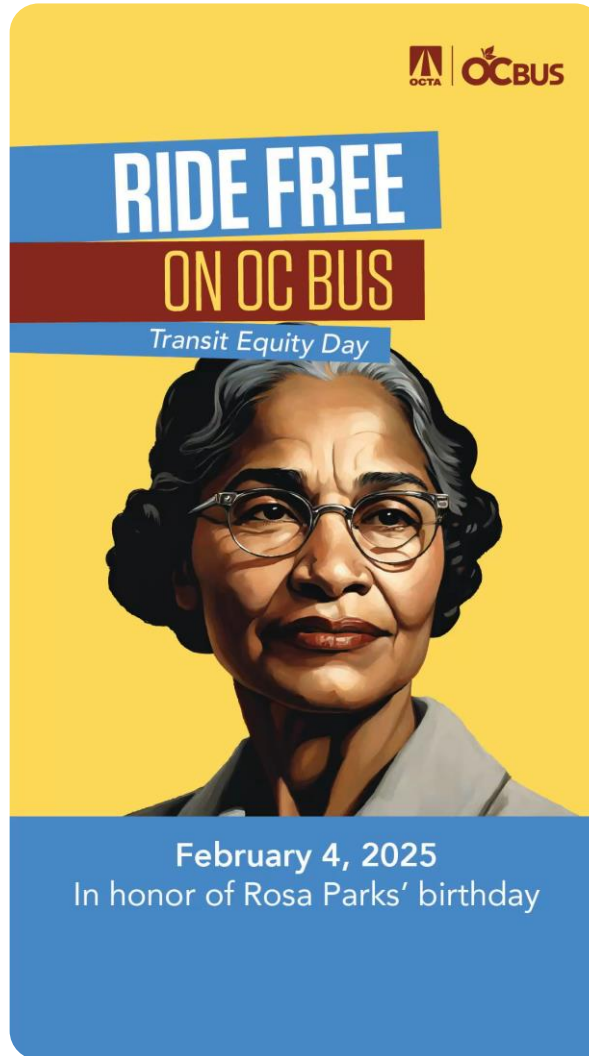




# Metrolink Holiday Campaign



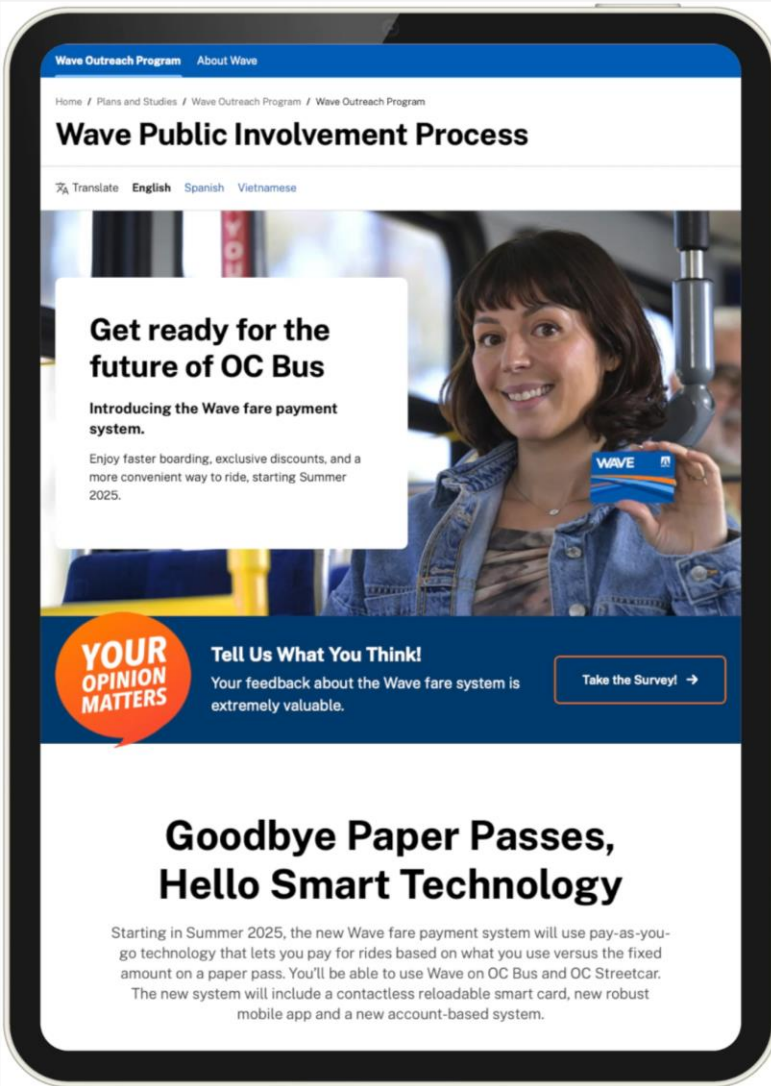
# OC Bus: Free Ride Days



- 40,017 webpage views
- Digital ads reached 6.7M
- 209,799 emails delivered
- 187,557 social impressions
- 3,000 social media interactions



# OC Bus: Wave Card Outreach



Wave Outreach Program About Wave

Home / Plans and Studies / Wave Outreach Program / Wave Outreach Program

## Wave Public Involvement Process

Translate English Spanish Vietnamese

### Get ready for the future of OC Bus

Introducing the Wave fare payment system.

Enjoy faster boarding, exclusive discounts, and a more convenient way to ride, starting Summer 2025.

**YOUR OPINION MATTERS**

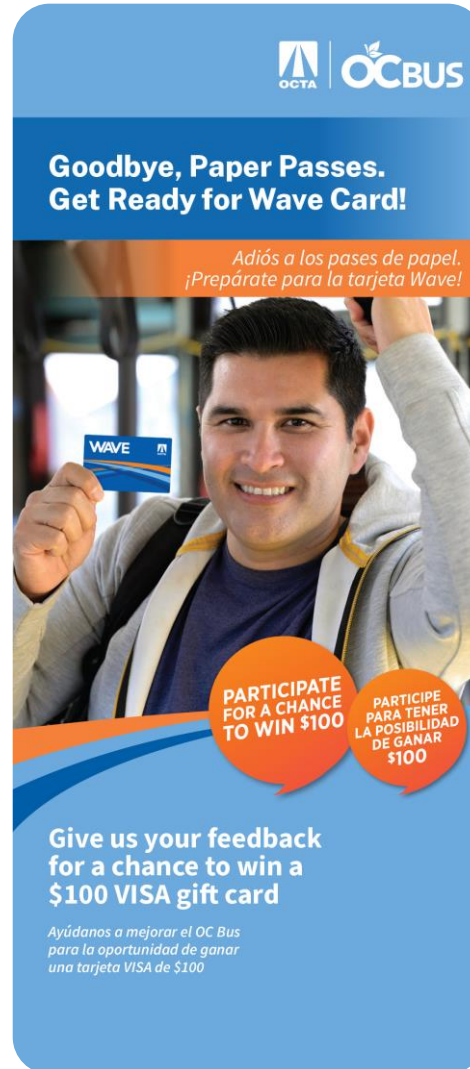
**Tell Us What You Think!**

Your feedback about the Wave fare system is extremely valuable.

Take the Survey! →

### Goodbye Paper Passes, Hello Smart Technology

Starting in Summer 2025, the new Wave fare payment system will use pay-as-you-go technology that lets you pay for rides based on what you use versus the fixed amount on a paper pass. You'll be able to use Wave on OC Bus and OC Streetcar. The new system will include a contactless reloadable smart card, new robust mobile app and a new account-based system.



OCTA OC BUS

## 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



OCTA OC BUS

## 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**

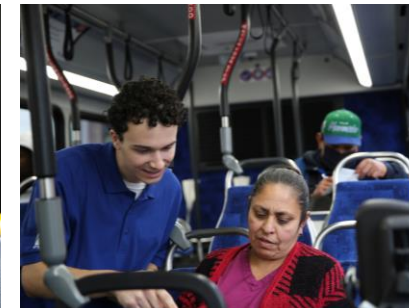
**FILL OUT ONLINE SURVEY**

**PROVIDE COMMENTS VIA PHONE (714) 636-RIDE**

**MAIL IN SURVEY (AVAILABLE ON EVERY BUS)**

**PARTICIPATE FOR A CHANCE TO WIN \$100**

OCbus.com/Wave





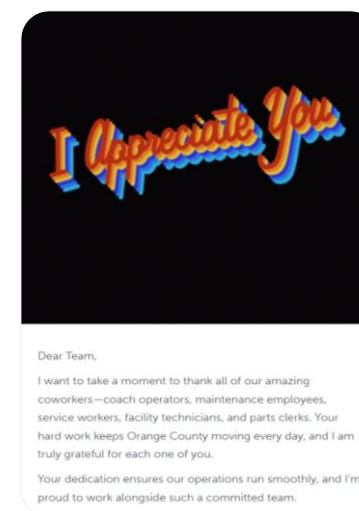
# OC Bus: Transit Employee Appreciation Day

**EVERY RIDE BEGINS WITH YOU, THANKS!**

**March 18, 2025**  
**Transit Employee Appreciation Day**

Share your gratitude to the transit professionals who keep our communities moving! Send a heartfelt thank-you note and let them know their dedication and hard work is appreciated!

[OCbus.com/thanks](https://ocbus.com/thanks)



cascadia.bus.spotting

Every driver interaction I've had is friendly and the coaches are clean 🙏

Reply >

katherine.llavee

You all are doing great. Keep it up 🙌

Reply >

nojeremiahkoo

To the operations and maintenance team: Thank you for keeping OC moving!

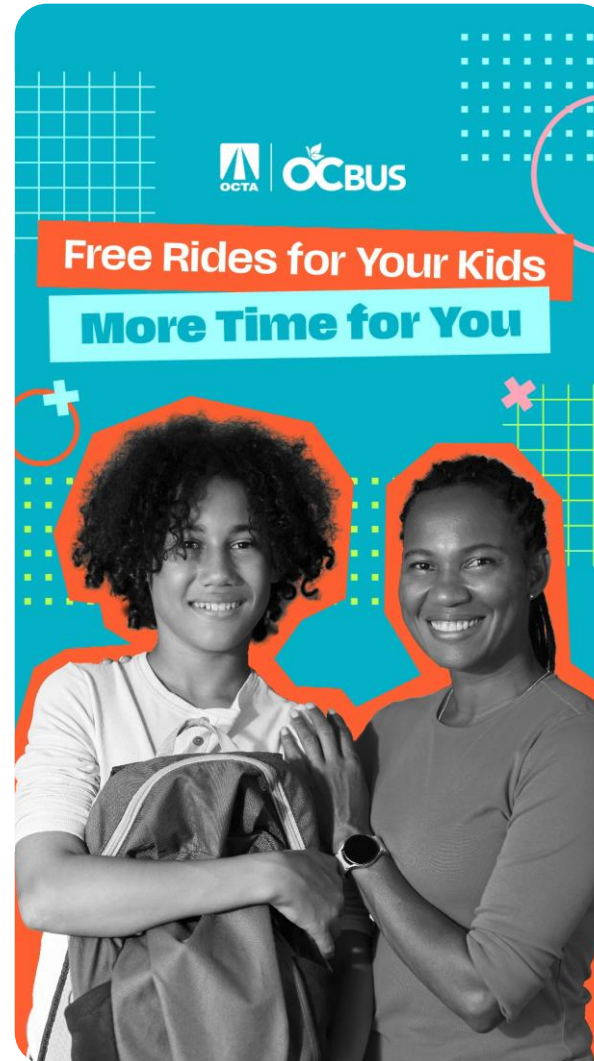
Reply >

heyitsjess70

thank yall so much for keeping the busses clean! yall are the backbone of the transport system!

Reply >

# OC Bus: Youth Ride Free Promotion



- 47,791 webpage views
- 21 events reached 3,304 people
- 1.7M reached thru digital ads
- 11,115 social impressions
- 12% of systemwide boardings



# OC Bus: College Pass Program Campaign

**OCTA | OC BUS**

**Ride Free.\* Save Big.**  
Community College Students  
Ride OC Bus Everywhere!

[OCbus.com/Cpp](https://ocbus.com/cpp)  
\*Registration required. Student fees may apply.

Download the app to start riding!

This advertisement features a young woman with glasses and a backpack, smiling. The background is a purple-to-pink gradient with faint icons of school supplies and science symbols.

**OCTA | OC BUS**

**Unlimited Free Rides.\* Big Savings.**  
Community College Students  
Ride OC Bus Everywhere!

[OCbus.com/Cpp](https://ocbus.com/cpp)  
\*Registration required. Student fees may apply.

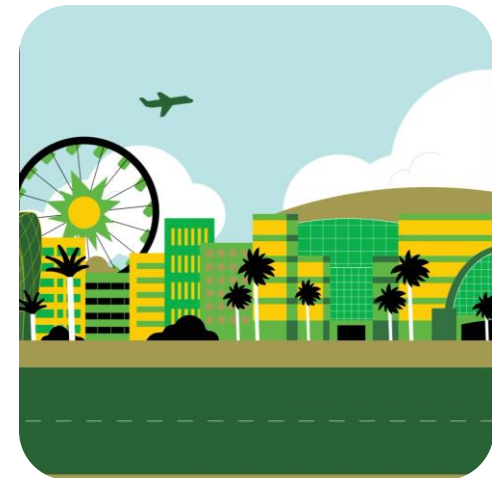
Download the app to start riding!

This advertisement features a young man with a backpack, smiling. The background is a green-to-yellow gradient with faint icons of school supplies and science symbols.





# OC Rideshare: Vanpool Program





# OC Rideshare: Bike Rally



**2025 OC BIKE MONTH**

EVERY RIDE IS YOUR STORY

PLEDGE FOR A CHANCE TO WIN AN E-BIKE PACKAGE  
[OCTA.NET/BIKEMONTH](https://octa.net/bikemonth)



**2025 OC BIKE MONTH**

EVERY RIDE IS YOUR STORY

**BIKE RALLY**

THUR, MAY 22 7:30 TO 9 AM

ORANGE METROLINK STATION TO THE OCTA HEADQUARTERS IN ORANGE

RSVP AND LEARN MORE  
[OCTA.NET/BIKERALLY](https://octa.net/bikerally)



**2025 OC BIKE MONTH**

EVERY RIDE IS YOUR STORY

PLEDGE FOR A CHANCE TO WIN AN E-BIKE PACKAGE\*

Avant Agile Commuter E-Bike (\$1,499 value), adult helmet, child helmet, baby seat, and bike lock!

[OCTA.NET/BIKEMONTH](https://octa.net/bikemonth)

\*No purchase or payment is necessary to win. See official rules at [octa.net/bikesweepstakes](https://octa.net/bikesweepstakes). Prizes are not transferable and may not be exchanged for cash or other prizes.







Thank You