



# Proposed New Fare Media





# Background

---

- In October 2023, the Board approved the implementation of a new rider validation system (RVS)
  - RVS proposes the implementation of contactless smart cards
- In order to implement contactless smart cards, OCTA is required by the FTA to conduct a Title VI analysis
  - Title VI analysis ensures low income and minority riders are not negatively impacted by the change in fare media
- In January 2025, OCTA kicked off the Title VI analysis and public involvement process for implementation of the proposed fare media

# Wave Card Features

- New Wave Card replaces magnetic stripe paper passes\*
  - Upfront Cost - \$2.00 - \$4.00
  - Available at OCTA Store and Retail Network
- Virtual card option via mobile application
- Fare Capping functionality
  - Pay-per-ride – Always pay the lowest fare
  - No upfront cost for monthly passes
- Free two-hour transfers
- Balance protection and auto-reload



\*

OCTA will continue to offer cash and credit card payment options for fare purchases and reloads.



# Title VI Compliance

---

- Title VI of the Civil Rights Act of 1964 prohibits discrimination based on race, color, or national origin
- FTA requires an equity analysis for major fare/service changes to avoid disparate impacts or disproportionate burdens
- FTA Circular 4702.1B guides how OCTA evaluates impacts on minority and low-income populations
- OCTA Fare Policy: impacts must be less than ten percent compared to counterparts
- Requires public outreach including a public involvement plan and public hearing
- All changes reviewed under Title VI equity analysis



# Public Involvement Highlights



**Goodbye, Paper Passes. Get Ready for Wave Card!**

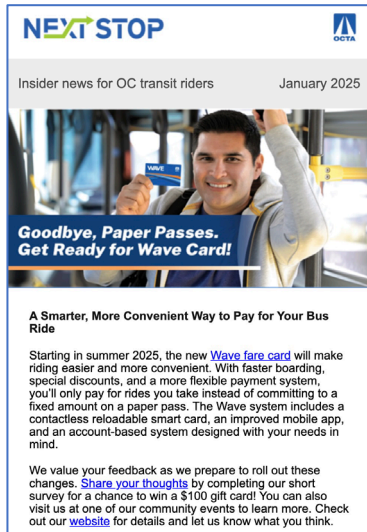
Adiós a los pases de papel. ¡Prepárate para la tarjeta Wave!

**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

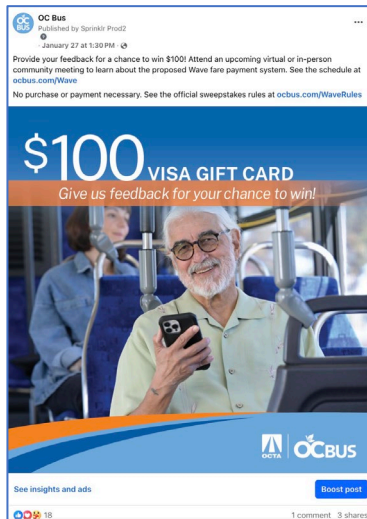


**Goodbye, Paper Passes. Get Ready for Wave Card!**

**A Smarter, More Convenient Way to Pay for Your Bus Ride**

Starting in summer 2025, the new **Wave fare card** will make riding easier and more convenient. With faster boarding, special discounts, and a more flexible payment system, you'll only pay for rides you take instead of committing to a fixed amount on a paper pass. The Wave system includes a contactless reloadable smart card, an improved mobile app, and an account-based system designed with your needs in mind.

We value your feedback as we prepare to roll out these changes. **Share your thoughts** by completing our short survey for a chance to win a \$100 gift card! You can also visit us at one of our community events to learn more. Check out our [website](https://ocbus.com/Wave) for details and let us know what you think.



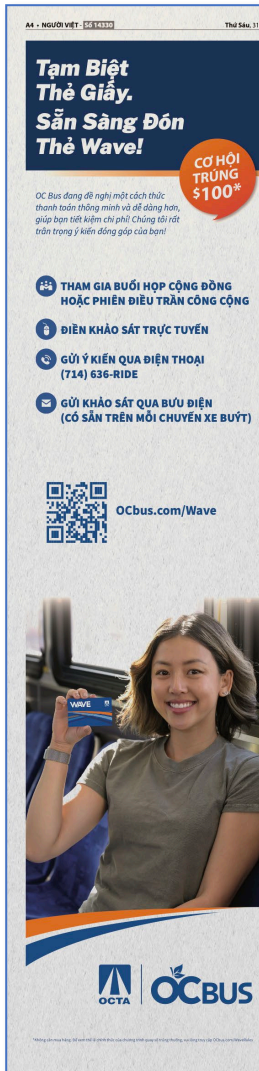
**\$100 VISA GIFT CARD**

Give us feedback for your chance to win!

**See insights and ads**

**Boost post**

18 1 comment 3 shares



**Tạm Biệt Thẻ Giấy. Sẵn Sàng Đón Thẻ Wave!**

**CƠ HỘI TRÚNG \$100\***

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 (714) 636-RIDE**

**GỬI Ý KIẾN QUA ĐIỆN THOẠI (CÓ SẴN TRÊN MỖI CHUYẾN XE BUÝT)**

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

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



**ON THE MOVE**

OCTA Newsletter | January 27, 2025

On Transit Equity Day, Feb. 4, OCTA will offer free OC Bus rides to commemorate the historic efforts of Rosa Parks to keep public transportation affordable and accessible to everyone. Every day, OCTA is committed to offering equitable, reliable and balanced transportation for all, through programs including the Youth Ride Free and Community College programs.

**Darrell E. Johnson**  
Chief Executive Officer

[Find recent Board Actions here](#)

**New OC Bus Fare Payment System Will Launch in Summer Following Public Feedback**

Called Wave, it will include a new account-based system, reloadable smart card and new mobile app.



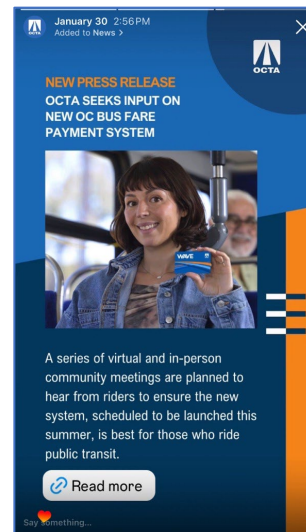
**Adiós, pases de papel. ¡Prepárese para la tarjeta Wave!**

Denos su opinión y podrá ganar \$100!

**Reuniones virtuales**

**5 de febrero**

Particpe en una de las próximas reuniones comunitarias virtuales para informarse sobre el sistema de pago de tarifas Wave propuesta. Consulte el calendario completo y confirme su participación [ocbus.com/Wave](https://ocbus.com/Wave).



**NEW PRESS RELEASE**

OCTA SEEKS INPUT ON NEW OC BUS FARE PAYMENT SYSTEM

A series of virtual and in-person community meetings are planned to hear from riders to ensure the new system, scheduled to be launched this summer, is best for those who ride public transit.

**Read more**



**OC Bus** Sponsored · 1

Quý vị hãy góp ý để có cơ hội trúng thưởng \$100. Hãy tham gia buổi họp cộng đồng trực tuyến để tìm hiểu và đề xuất hệ thống giá vé Wave.

Buổi họp trực tuyến ngày 12 Tháng Hai

\*Không cần mua hàng. Để xem thể lệ chính thức của chương trình quay số trúng thưởng, vui lòng truy cập [OCbus.com/WaveRules](https://ocbus.com/WaveRules)

**Tạm Biệt Thẻ Giấy. Sẵn Sàng Đón Thẻ Wave!**

Chia sẻ ý kiến để có cơ hội thắng \$100!

[ocbus.com/wave](https://ocbus.com/wave)  
Hãy chuẩn bị cho tương lai cùng OC Bus

**Learn more**

59 1 comment 1 share

- Ten-week, outreach Campaign
- March 24, 2025, Public Hearing
- Multilingual Outreach approach: English, Spanish, Vietnamese, Korean, Mandarin
- **83 percent of respondents expressed strong support for Wave card**



# Title VI Analysis Conclusion

---

- No disparate or disproportionate impacts found
- Fare capping provides lower prices for everyone
- Retail network expanded to 400+ retail locations (compared with 100+ currently)
- Better coverage in minority and low-income areas
  - From 45 percent → 48 percent in low-income areas
  - From 47 percent → 57 percent in minority areas
- Helps offset any inconvenience from removing on board day pass sales
- Wave card confirmed as equitable and accessible



# Next Steps

---

- Functional Integrated Testing (May – August 2025)
  - New Mobile Application
  - Institutional and Customer Websites
  - Revenue Management System and Customer Relations Module
  - Retail Network
- Public Awareness Campaign and Education (May – September 2025)
- Pilot Testing (August – September 2025)
- System Launch (October 2025)