



# OC Streetcar Call for Artists

December 11, 2025





# Strategic Context and Scope

## Overall Marketing Plan

Traditional & Broadcast Media

Social Media & Influencers

Destination Deals Partners




Community Outreach

→ **Creative Execution Strategy**



## Call for Artists Initiative

**Objective:** Engage local artists to develop the primary visual assets for marketing OC Streetcar.

-  Visual Identity Strategy
-  Selection Criteria
-  Promotion



## Brand Promise

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**OC Streetcar offers modern, safe rides for regional connections and local trips – whether you're heading to work, school, shopping, or leisure activities.**

OC Streetcar will let you...

***Ride to it All***





# Why Commission Local Artists?

- **Cultural Relevance:** Creates visuals that authentically resonate with the corridor's diverse demographics.
- **Early Activation:** The selection process itself acts as a pre-launch marketing campaign to generate awareness and buzz.
- **Local Ownership:** Shifts perception from a “construction project” to “community asset.”





## How Will the Art Be Used?



### **Transit & Outdoor**

High-visibility bus wraps, shelter advertisements, and banners along the corridor



### **Digital Marketing**

Primary visuals for the website, email campaigns, and targeted social media advertising



### **Print & Collateral**

Featured in brochures and toolkits distributed to schools, employers, and city partners



### **Community Engagement**

Visual anchors for "Destination Deals" partner materials and event signage

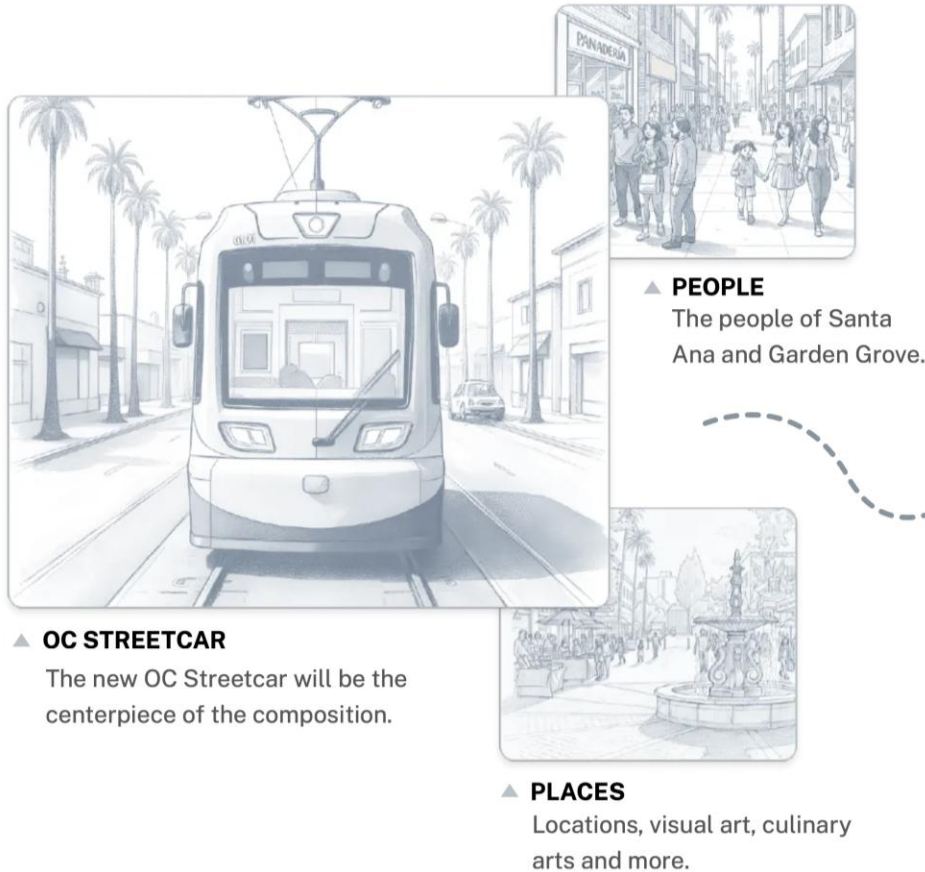


## How Will Artists Be Selected?

- Artists must live in or attend school in **Santa Ana or Garden Grove**
- Applicants must submit a portfolio showing ability to reflect **local culture and community diversity**
- Portfolios must be **relevant to marketing and advertising**, including work that can be adapted for print, digital, outdoor, and other formats
- A Selection Committee made up of OCTA staff and Santa Ana/Garden Grove representatives will **review portfolios and interview finalists**

# What Story Will the Final Artwork Tell?

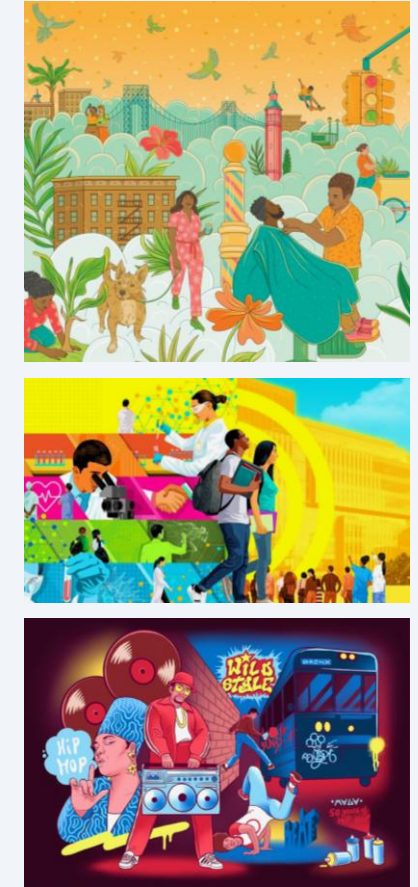
## Core Narrative Elements



### Final Composition

The three primary themes will be represented in a single vibrant collage of imagery that represents the people, places, and culture of Santa Ana and Garden Grove.

## Stylistic Approach







## How Will the “Call for Artists” Be Promoted?

- **Educational Institutions:** Engagement with local art programs, community colleges, and universities
- **Arts Ecosystem:** Partnerships with galleries, museums, and local art organizations
- **Cultural Organizations:** Collaboration with Hispanic and Vietnamese cultural centers and chambers of commerce
- **In-Person & Digital Outreach:** Digital toolkits and/or presentations to neighborhood associations, cities channels, and social media



# Next Steps



JAN 5 - FEB 1

## Recruitment Phase

Launch portal and activate outreach to schools, arts organizations, and cultural partners



FEB 2 - FEB 15

## Selection Phase

Selection Committee conducts review and selects up to five artists



FEB 16 - MAR 15

## Creative Production

Selected artists collaborate with OCTA to create final "Ride to it All" compositions



MID-MARCH

## Campaign Integration

Final artwork is applied to traditional and digital media and promotions

# Thank You