

# ANGELS EXPRESS BUS

## Key strategies



- Over 60K Angels fans within reach of Goldenwest Transportation Center
- Create buzz. Encourage trial use.
- Angels Partnership for maximum exposure to fans
- Campaign featuring print and online channels and grassroots outreach



Bus wrap



Transit Center banners

[https://www.dropbox.com/s/1vy9jryxtcmwdy3/OCTA\\_AngelsExpressBus](https://www.dropbox.com/s/1vy9jryxtcmwdy3/OCTA_AngelsExpressBus)

Introducing Nonstop Bus Service from Huntington Beach – \$4 or less round trip!

**NON STOP to A**  
Only \$4 or Less Round Trip!

From Goldenwest Transportation Center in Huntington Beach

**ANGELS EXPRESS BUS**  
AngelsExpressBus.com

**Pre-game Rally**  
APRIL 8TH | 4:30 PM  
GOLDENWEST TRANSPORTATION CENTER  
7301 Center Avenue Huntington Beach, CA 92647

Ride **FREE**\* to the game on April 8  

- Free food, music and prizes!
- \*Free round trip bus tickets to the first 100 people
- Buses leave for Angel Stadium at 5:15, 5:30 and 5:45 p.m.

OCBUS OCTA

Direct mail

Enter to Win a VIP Baseball Package! AngelsExpressBus.com

**ANGELS EXPRESS BUS**

**LOCATION**  

- Angels Express Bus (Route 655) departs from the Goldenwest Transportation Center, 7301 Center Ave., Huntington Beach. Parking is free.

**SCHEDULES**  

- Available for all weekday home games that start at 7:05 p.m.
- Buses depart the Goldenwest Transportation Center at 4:15, 5:30 and 5:45 p.m.
- Buses depart Angel Stadium as they fill up. Last bus departs 15 minutes after the game ends.

**FARES**  

- Regular: \$2 each way
- Senior: 75 cents each way
- Children 5 & under: FREE with fare-paying adult

**ENTER TO WIN A VIP PACKAGE**  
Go to AngelsExpressBus.com and enter to win four game tickets, four round-trip bus tickets, and a VIP experience at the game.

OCBUS OCTA

0



# ROUTE 560 **BRAVO!** LONG BEACH > SANTA ANA

## Key strategies

- Introduce the latest limited stop bus route between Long Beach and Santa Ana.
- Build anticipation and engagement for the destinations riders can reach faster along the route.
- Create a seamless transition between teaser campaign and launch.
- Touch on ethnic component of the route (Hispanic and Vietnamese)



ROUTE  
560

**BRAVO!**  
LONG BEACH ↔ SANTA ANA

WHERE WILL YOU TAKE IT?

Tell us and win at  
[OCBus.com/Bravo560](http://OCBus.com/Bravo560)



Where will you take it?

ROUTE  
**BRAVO!**  
LONG BEACH > SANTA ANA

560



[OCBus.com/Bravo560](http://OCBus.com/Bravo560)

ROUTE  
560

**BRAVO!**  
LONG BEACH ↔ SANTA ANA

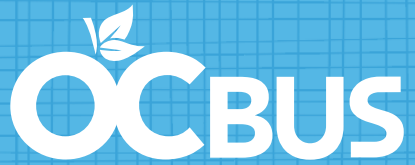
WHERE WILL YOU TAKE IT?

Tell us and win at  
[OCBus.com/Bravo560](http://OCBus.com/Bravo560)

Bravo! 560  
coming  
June 13th!



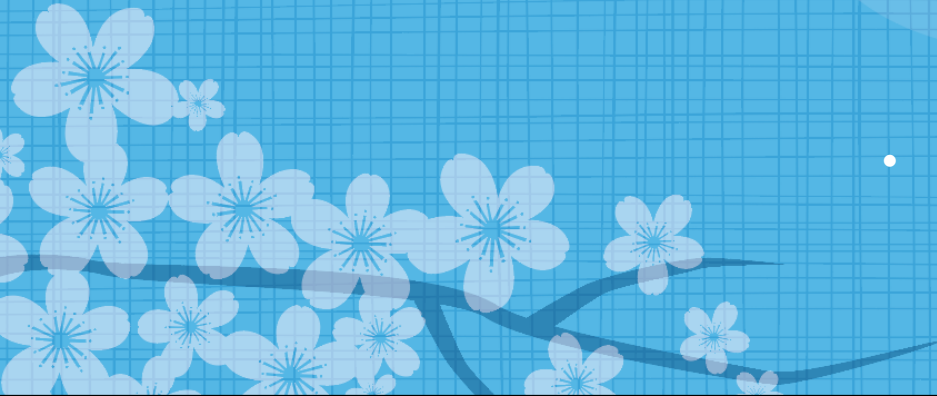
Route Guide



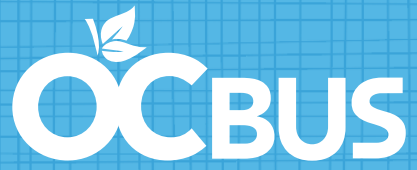
## Ethnic Outreach

### Key strategies

- Engage Hispanic and Vietnamese communities
- Develop in-language outreach to encourage bus ridership.
- Educate ethnic markets on safety and the ease of use of OC BUS.
- Bring marketing down to the neighborhood level through community vans and local events.







### Key Tactics

- Community Guides
- Community vans
- In-language website and videos
- Social media campaign



## Key strategies

- Continue to build awareness and use of this successful direct bus service.
- Engage customers with special VIP fair package.
- Wide range of exposure through print, bus advertising, station signage and social media.
- Promote the use of the new OC Bus mobile app.

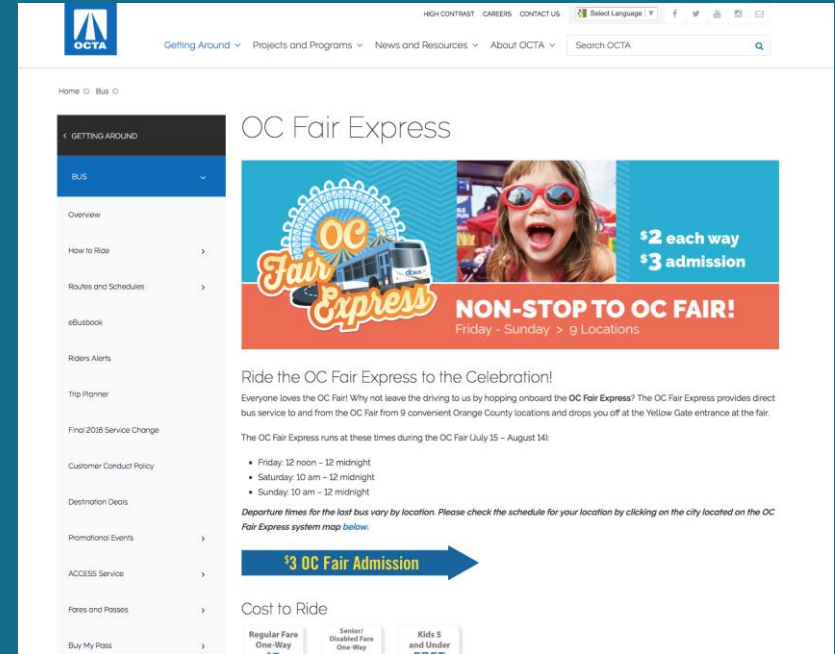




Interior cards

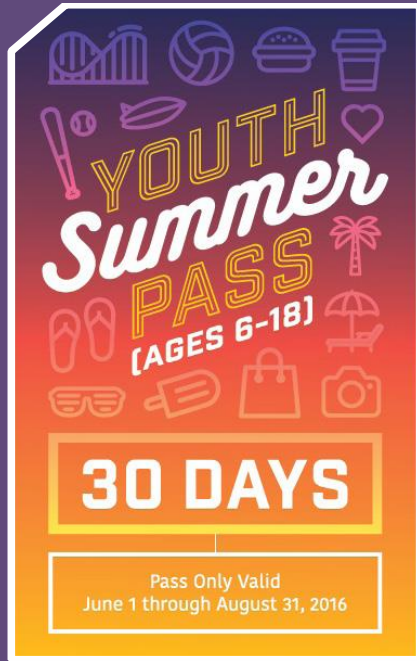


Bus Wrap



Website

# Key strategies




- Promote the purchase of the Youth Summer Pass and the savings during the summer.
- Address the social sharing mindset of our target audience through apps such as Snapchat.
- Target parents and youth. A Youth Summer Pass let's kids avoid “the parent factor” and provide freedom to hang out with friends. It also gives parents the freedom to escape being the taxi service.





# SNAP OUT OF IT!

*Go cool places.  
Share a snap or two.  
All summer long!*



**\$20 BUCKS**  **30 DAYS**

AVAILABLE MAY 27TH  
at Vons, Ralphs, Northgate Market,  
the OCTA store and online.

Interior cards



Orange County Transportation Authority 

5580



# SNAP OUT OF IT!

*Go cool places.  
Share a snap or two.  
Repeat!*




**\$20 BUCKS**  **30 DAYS**

gettyimages

myOCbus.com


Snap and share at OCBUS.com/Summer

Bus advertising




# ELIMINATE THE PARENT FACTOR


They don't have to be your taxi.  
The Youth Pass is a small price to pay for freedom!



Free yourself at [OCBus.com/Youth](http://OCBus.com/Youth)

**\$40 BUCKS**  **30 DAYS**

Available at Vons, Ralphs, Northgate Market,  
the OCTA store and at [OCBus.com](http://OCBus.com).



Event flyers

Fullerton College

# Get a passing grade in transportation with a College Pass



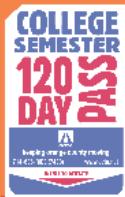
Just \$46

Get 30 Days of UNLIMITED riding, starting with the first day you ride.



\$115

Save time and money with the Quarter pass. Valid for 75 full days starting the day you activate your pass.



\$185

Cover your transportation for an entire semester with the Semester pass. Valid for 120 days, this pass has you covered

Use your pass to explore, not just to go to school. Find ideas at [ocbus.com](http://ocbus.com).

You must be enrolled in at least 9 credits to qualify. Get your free OCTA College ID today at [ocbus.net/college](http://ocbus.net/college) to verify your eligibility.

## How it Works



**Plan:** We've got it all—maps, schedules, apps. Just pick what works for you!

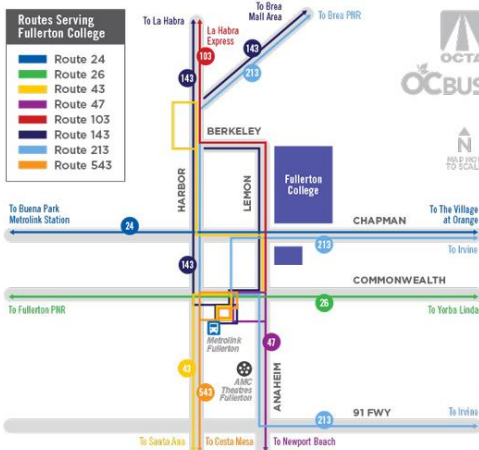
**Pay:** You can use exact change or buy a pass to save you time and money. Check your school for college pass availability.

**Ride:** Kick back and enjoy the ride. Catch up on homework or start a new book—the possibilities are endless!

Planning your trip has never been easier!



## Fullerton College



## How it Works



**Plan:** We've got it all—maps, schedules, apps. Just pick what works for you!

**Pay:** You can use exact change or buy a pass to save you time and money. Check your school for college pass availability.

**Ride:** Kick back and enjoy the ride. Catch up on homework or start a new book—the possibilities are endless!

Planning your trip has never been easier!



## Santa Ana College







Go Mobile!

## Key strategies

- Engage riders on 700 Express Routes and encourage enrollment for beta testing.
- Launch for OC Fair Express.
- Full roll-out later in 2016.
- Promote the convenience of having the ability to pay and ride in the palm of one's hand.



## OC Bus is looking for beta testers for our new mobile ticketing app.

OC Bus is rolling out our new mobile pass app that will make it easy for you to purchase a single ride, a day pass or 30-day passes from your smart phone. You'll simply flash your active pass on your phone to the driver when boarding. **Beta testing begins late April on Express Routes 701, 721, and 794 only.** Help us launch the future by signing up to test this new app at [OCbus.com/beta](http://OCbus.com/beta).

All OC Bus Beta testers will be entered to win a FREE 30-DAY PASS on the mobile app.

More info at [ocbus.com/beta](http://ocbus.com/beta)

More info at [OCbus.com/beta](http://OCbus.com/beta)

Interior cards



## OC Bus is looking for beta testers for our new mobile ticketing app.

Help us launch the future!



More info at [ocbus.com/mobile](http://ocbus.com/mobile)

Flyer



Go Mobile!

We're putting pass sales in the palm of your hand.

Launching the future of OC Bus pass sales requires some help from our customers. We are hoping you'll take part in this new way of paying for your ride!

OC Bus is rolling out our new mobile pass app that will make it easy for you to purchase a single ride, a day pass or 30-day passes from your smart phone. This will eliminate the need for a paper pass. You'll simply flash your active pass on your phone to the driver when boarding.

**Beta testing begins late April on Express Routes 701, 721, and 794 only.**

Please help us launch the future by signing up at [ocbus.com/mobile](http://ocbus.com/mobile).

All OC Bus Mobile App Beta testers will be entered to win a FREE 30-DAY PASS on the mobile app.

More info at [ocbus.com/mobile](http://ocbus.com/mobile)





Educate residents on new environmentally sensitive vehicle technology



Getting Around

Projects and programs

News and Resources

About OCTA

Home > Bus > Promotions > Overview

## Hydrogen Fuel Cell Electric Bus

# CLEAR Hydrogen Fuel Cell Electric ZERO EMISSION BUS PATH

*On the road to protect our environment!*

Overview

Mobile Ticketing

Another Section

Another Section

One giant leap forward in the future of transportation technology. Hydrogen and fuel cell.



When your world revolves around moving people, we believe there's an obligation to improve how this movement affects the world. At the Orange County Transportation Authority (OCTA) we take this mandate seriously and are building a sustainable transportation future. It is an effort that includes testing next-generation technologies and fuels such as this Hydrogen Fuel Electric Bus. We are proud to have it on the road in Orange County to protect our environment. It is part of a very clear path we are taking to provide residents with greener ways to get where they are going.



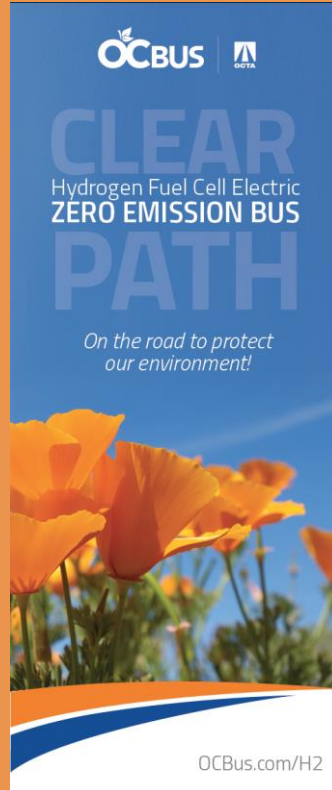
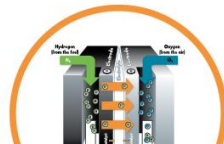
Greener ways to get there.

*"Putting this bus on the road is one way we're working to provide residents with greener ways to get where they are going."*

- Darrell Johnson, OCTA CEO

### The basics behind fuel cell technology

Unlike buses today, which run on fossil fuels, a hydrogen cell bus is powered by two of Earth's most common basic components (oxygen and hydrogen). A fuel cell combines hydrogen and oxygen to produce electricity, heat, and water. Fuel cells are often compared to batteries. Both convert the energy produced by a chemical reaction into usable electric power. However, the fuel cell will



*On the road to protect our environment!*

OCTA.com/H2

Website

### HYDROGEN FUEL CELL ELECTRIC BUSES AT A GLANCE?

Funding, Technology, Safety. It is all part of the many questions that come up when next-generation technology is put on the road. This brochure touches on the basics. For those tech-savvy residents, more details are available online at [OCTA.com/H2](http://OCTA.com/H2).

### THE WHAT & WHY OF HYDROGEN?

It's the H<sub>2</sub> in H<sub>2</sub>O - the water that covers nearly 70% of the planet. Hydrogen is an ideal element to share electrons that can be used by the fuel cell when and where needed and enables longer range travel and fast refueling (less compared to the many hours it takes to recharge batteries).

### FUEL CELL TECHNOLOGY

A fuel cell combines hydrogen and oxygen to produce electricity, heat, and water. Fuel cells are often compared to batteries. Both convert the energy produced by a chemical reaction into usable electric power. However, the fuel cell will produce electricity and as long as fuel (hydrogen) is supplied, never being "recharged".

### ALL-ELECTRIC

Unlike electricity, along with energy recuperated from regenerative braking, is stored in batteries for use to power vehicles during idle and accelerating.

### THE ENVIRONMENTAL BENEFITS

- Fuel cell vehicles are zero-emission vehicles.
- No long driving hydrogen tanks.
- No pollutants.
- No carbon dioxide.

This means cleaner air, less global warming, and healthier, quieter neighborhoods.

### HOW SAFE IS HYDROGEN?

Like any fuel, hydrogen is flammable and must be handled carefully. Yet in many ways, hydrogen is safer than conventional fuels.

- Hydrogen is not toxic.
- Hydrogen does not pollute.
- Hydrogen is 14 times lighter than air, so if there's even a leak, hydrogen dissipates rapidly - without polluting.

### ZERO EMISSIONS

After the electric current powers the bus, electrons rejoin the hydrogen protons on the other side of the fuel cell membrane. There, they combine with oxygen from the air, forming water.

Brochure



# MAY IS BIKE MONTH

*pedal oc to work, school and play*



## PLEDGE

for a chance to win a new iPad!

[octa.net/BikeMonth](http://octa.net/BikeMonth)



#BikeMonthOC



# OCTA BIKE RALLY!

May 12, 2016 • 7:30 a.m.

Orange Metrolink Station to OCTA Headquarters



**PLEDGE** for a chance to win prizes, discount coupons from Jax Bicycle and a new iPad!

**ROLL** to the rally!

Free t-shirts, food and prize drawings at the finish line.



[octa.net/BikeMonth](http://octa.net/BikeMonth)

**OCTA** Greener ways to get there.



### Dump the Pump Week • June 13-17

National Dump the Pump Week honors people like you who leave their cars home and choose public and alternative forms of transportation. It's a win-win for you and the environment! Pledge to help the planet today and win great prizes!

**BUILDING**  **A SUSTAINABLE TRANSPORTATION FUTURE**

    
octasharetheride @gootca @ocsharetheride  
PLEDGE TODAY AT [OCTA.NET/DTP](https://OCTA.NET/DTP)



**OCTA**

Published by Jacqueline Hernandez [?] · 2 hrs · 🌐

Join OCTA in celebrating Earth Day every day by choosing planet-friendly ways to travel OC by bike, bus, train, carpool or vanpool. When you leave your car at home – even once in a while – we all breathe a little easier.



25,929 people reached



[Boost Post](#)

 Like  Comment  Share 

  Darlene Martinez, Natasha Helischauer and 582 others

[Top Comments](#) ▾

60 shares

16 comments

The logo features the text "OCBUS" in a bold, white, sans-serif font. A stylized white leaf icon is positioned above the "O" and "C".

**OCBUS**