

SUMMER MARKETING CAMPAIGNS

CITIZEN'S ADVISORY COMMITTEE

JULY 15, 2015

SUMMER PROGRAMS

New Bus Branding

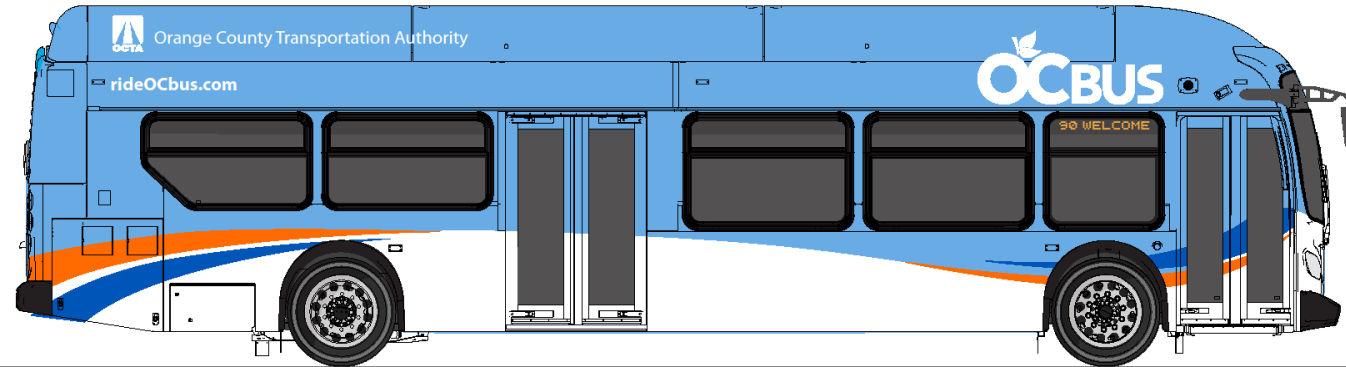
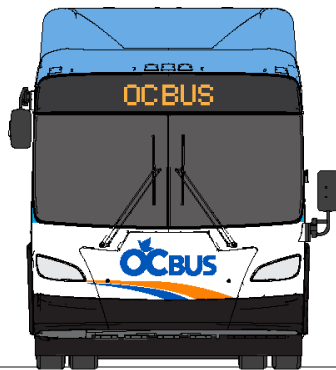
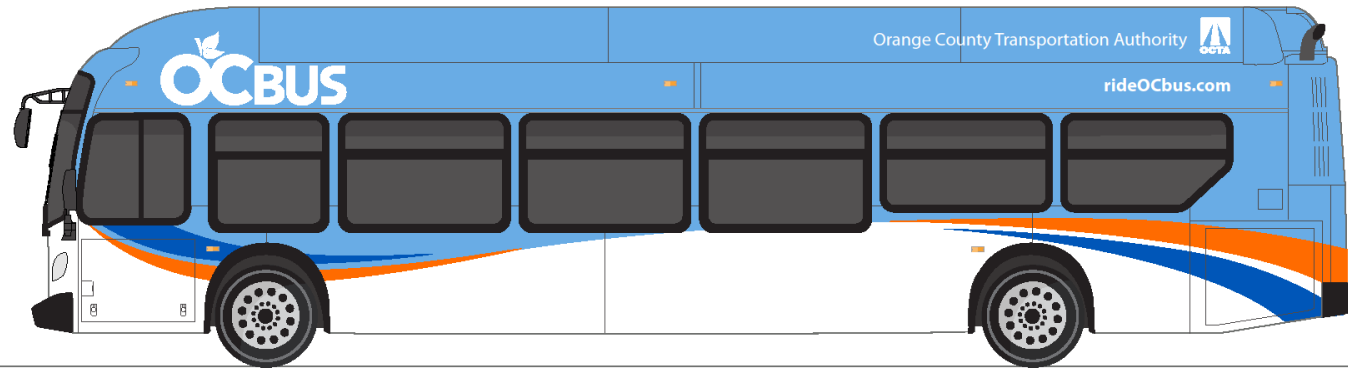
Dump The Pump

Youth Summer Pass

OC Fair Express

Once Upon a Train

Bike Safety



COLOR PALETTE ONE



PMS 284



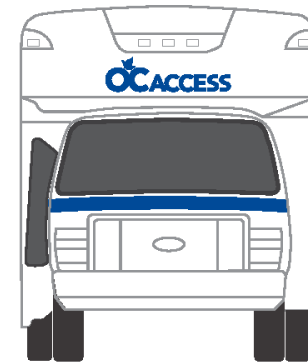
PMS 2935



PMS 151

New Flyer Buses | 40 ft





go511.com



OCBUS

rideOCbus.com



TAKE THE

DUMP THE PUMP

CHALLENGE

DUMP THE PUMP VIDEO

https://www.youtube.com/embed/0Ri_Z8bMI8E?vq=hd1080

READY FOR AN EPIC WIN?

**TAKE THE
DUMP THE PUMP
CHALLENGE**



EVERYTHING IS BETTER WITH THE BUS.





Heather

“OCTA carried us through the years.”



Christine

“Doin' it multi-modal style Busing/Biking. Taking the 82E from Foothill Ranch to Rancho Santa Margarita to run local errands.”



Daniel

“I will not drink and drive! So when we head out for a night on the town we use public transportation! I have also convinced my friends to play it safe and ride with me... a few weeks ago we took up most of the back half of the bus!”



YOUTH SUMMER PASS

DE-ZOMBIFY
YOURSELF FOR \$20



YOUTH SUMMER PASS VIDEO

<https://www.youtube.com/embed/c9ObHXmecCk?vq=hd1080>



GOT THE
WALKING DREAMS!

TAKE THE BUS INSTEAD!

BUY PASS NOW





CATCH THE NON-STOP BUS

TO THE NON-STOP PARTY

\$2 each way / \$3 OC Fair admission

OC FAIR EXPRESS VIDEO

<https://www.youtube.com/embed/2QoM2YT-ZUI?vq=hd1080>



OnceUponATrain.com

ONCE UPON A TRAIN VIDEO

<https://www.youtube.com/embed/vC9TUxw0txI?vq=hd1080>



METROLINK

WIN
DISNEYLAND®
RESORT PARK
HOPPER® TICKETS
& GETAWAY!



DISCOVER YOUR
METROLINK STORY



SWEEPSTAKES

EXPLORE

RIDE

#ONCEUPONATRIN



Felicity

“My first ever trip on the Metrolink I went from Tustin to San Juan Capistrano to see the Mission and the beautiful city. A fantastic experience!”



Eileen

“I rode the train with my sister from Orange to Los Angeles... riding the subway from Union Station up to Hollywood... The trains were exceptionally fun for a country gal like me.”



Nancy

“Ean has been taking Metrolink since he was 4 months old. Everybody says he grew up in the train. He is very fascinated with the train. When he grow up my baby is going to be a Doctor... "con-doctor" and eventually a train engineer. :)”



DON'T BE A SALMON.

Ride with the flow, not against it.



www.bikesalmon.com

BIKE SAFETY VIDEO

<https://www.youtube.com/embed/CM3VpDvA0dA?vq=hd1080>