

**Coming Soon  
Route 543 Bravo!**

**BRAVO!**

*Less stop. More go.*

# BRAVO!

*Less stop. More go.*

## 2011 Transit System Study

- Match service to demand
- Financially sustainable system

## Service Goals & Objectives

- Increase OCTA farebox recovery
- Increase passengers per hour
- Evaluate performance
  - Review annually
  - Incorporate into service if successful
  - Modify or sunset service if not

# **BRAVO!**

*Less stop. More go.*

## **Marketing Goals**

- To create awareness and positive perception
- To develop brand differentiation
- To retain and increase ridership

## **Target Audiences**

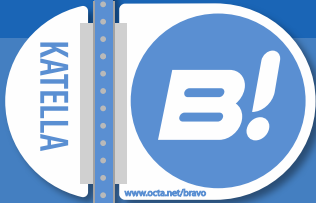
- Existing riders on Route 43 and parallel lines
- New riders - worker, residents, students and tourists
- Ethnic communities – Hispanics, Vietnamese
- Corridor companies, schools and retail businesses

## Marketing Strategies

- System Identity and Branding
- Phase-in Launch
  - Teaser (April - May 2013)
  - Launch (May - June 2013)
  - On-going (after June 2013)
- Targeted multi-media, multi-lingual campaign
- Outreach
  - Partnerships
  - Transit Ambassadors – June 10<sup>th</sup> – June 13<sup>th</sup>
  - Ribbon Cutting Ceremony – 6:30 a.m. June 10<sup>th</sup>



# BRAVO!



## ROUTE 543 | LESS STOP. MORE GO. | HARBOR BLVD | STARTS JUNE 10TH



# Bus Shelters

Teaser campaign

**ROUTE 543 HARBOR BOULEVARD**  
**NEW, FASTER BUS SERVICE!**  
COMING JUNE 10TH

**BRAVO!**  
Less stop. More go.

Speed up your ride  
with your pass or Octa Cash before you board.

OCTA octa.net/Bravo

Launch campaign

RIDE FREE JUNE 10, 11, 12!

**ROUTE 543 HARBOR BOULEVARD**  
**NEW, FASTER BUS SERVICE!**  
BEGINS JUNE 10TH

**BRAVO!**  
Less stop. More go.

Speed up your ride  
with your pass or Octa Cash before you board.

OCTA octa.net/Bravo

Ongoing campaign

Speed up your ride  
with your pass or Octa Cash before you board.

**ROUTE 543 HARBOR BOULEVARD**  
**ACCELERATE YOUR COMMUTE!**

**BRAVO!**  
Less stop. More go.

OCTA octa.net/Bravo

# Bus Ultra King/Interior cards

Teaser campaign



Launch campaign





Teaser campaign



Launch campaign



Bus King Ad





BYD  
Less stop. More go.

7390

OCTA