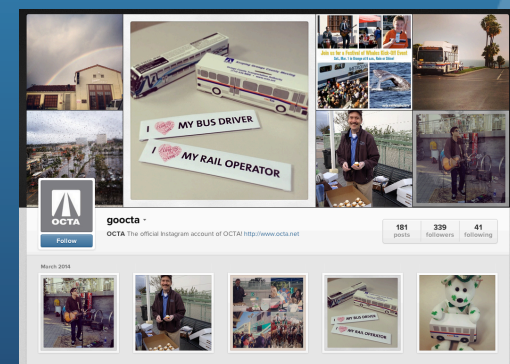
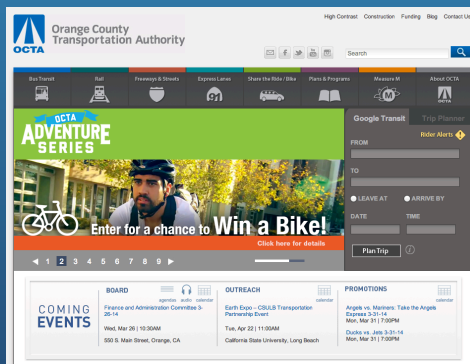


# Engaging Your Audience with Digital Tools

Methods to promote ridesharing

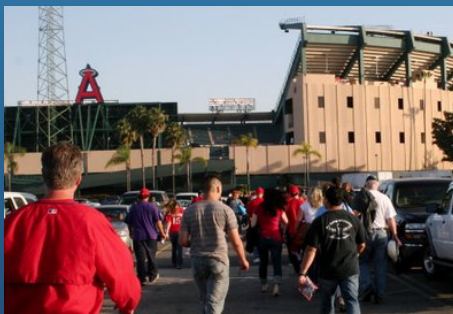
# A Look at OCTA's Digital Properties

- 1.3 million website hits each month
- 100,000 emails delivered each month
- 20,000 Facebook fans
- 11,000 Twitter followers
- 224,000 YouTube video views



# Presentation Sneak Peak

- Video marketing (Adventure Series)
- Starting a blog and newsletter
- Engaging your peers with contests
- Educating through games
- Promoting trial use



**Vanpool Benefits May Include Romance**

Friday, February 14, 2014

[Tweet](#) 0 [Like](#) 12 [ShareThis](#)


When Philip Rannis joined a vanpool, little did he know that he was about to get a whole new life.

And a new wife.

In February 2002, he joined a vanpool sponsored by his employer. And just recently, in December 2013, Philip and his wife, Krisy, celebrated their 10-year anniversary.

It all started innocently enough. Philip and Krisy were co-workers who occasionally saw each other in the hallway and break room. Krisy commuted to work using the convenient company vanpool. And when she found out Philip lived near her, she asked him to share the ride.


"At first I was hesitant because I did not want to be without my car at work. After I thought about it, I decided to give it a try," said Philip. "Worst



# Video Marketing: Adventure Series

- Our new Adventure Series invites the public to:
  - Visit OCTA.net
  - Watch an engaging video
  - Complete a survey for a chance to win great prizes

Workout on your way to work.



Enter to win a FREE bike!


Email | Shares 96 | Tweet 0

Enter to Win a Bike!

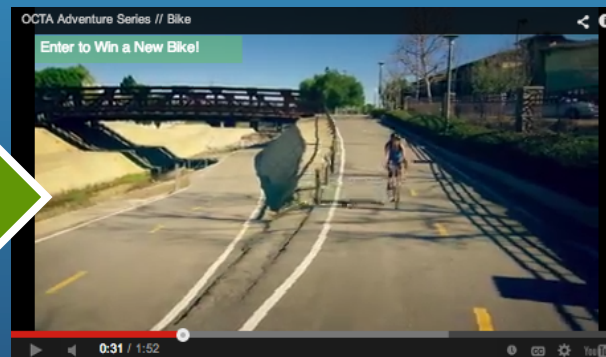

Biking's an inexpensive and healthy alternative to driving. Workout on your way to work on more than 1,000 miles of bikeways in Orange County.

How to Enter:

1. Watch the video below.
2. Click the link at the end of this video!



OCTA Adventure Series // Bike



OCTA ADVENTURE SERIES

Work out on your way to work.

Enter for a chance to win a new bike!

First Name:

Last Name:

Email Address:

Home City:

Have you ever biked to work?

Yes

No

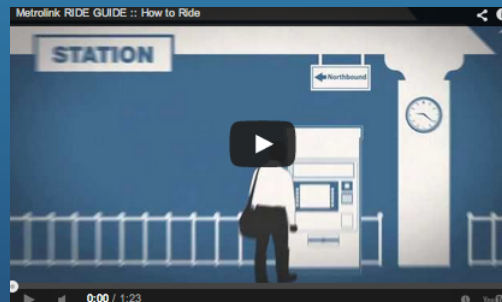
I would like to receive more information by email about cycling. OPTIONAL.

I would like to be entered for a chance to win a free bike. OPTIONAL.

I agree to the [official contest rules](#) (PDF).

# Promote Ridesharing with Videos

- View OCTA's latest videos at [www.youtube.com/goocta](http://www.youtube.com/goocta)
- Copy and share links via email or the Intranet
- Embed videos on the Intranet with the help of someone who knows HTML
- Post the video on a blog (if applicable)



# Connect With Your Peers!

- Start a blog (it's free and easy)

Provide links to interesting news

Conduct a poll question and share the results

Educate with fun facts

Feature testimonials from your co-workers

Feature a specific mode

Suggest transit trips

Share rideshare photos (from the web or your co-workers)

Share videos from OCTA and other sources

Share links to other articles (provide a short intro and give the source)

# Blog Platforms: A Short Overview

**Google Official Blog**  
Insights from Googlers into our products, technology, and the Google culture

## Get Your Business Online Week starts today

Posted: Monday, March 24, 2014

Since getting online, **Green Mountain Bee Farm** in Fairfax, VA, experienced a six increase in sales, and **Christine Pizzanick Hair and Makeup** in Birmingham, Mich, attracted 50 percent more clients. Getting online can make a big difference for small businesses—and stronger businesses makes for stronger communities. Online businesses are expected to grow 40 percent faster and create twice as many jobs as those that aren't online,\* but more than half of America's small businesses currently don't have a website.

That's the inspiration behind **Get Your Business Online Week**, when we come together with local partners to get businesses in our communities online and growing. Starting today, we'll broadcast free virtual workshops for business owners, available to anyone with an internet connection. Here's a glimpse of what you can look forward to:

- Conversations with businesses that have prospered online, like **Barkbox**, **ColdBox** and **Dollar Share Club**
- Step-by-step demos on building a website and getting found on Search and Maps
- Interviews with small business experts like **SmallbizLab's** **Melinda Emerson**
- Workshops on Google tools for businesses (Google Apps, Google Trends, Google Alerts), online advertising (AdWords), and measuring your success online (Analytics)
- Free help and advice from experts over **Helpouts** by Google

We're also teaming up with small business organizations across the country including local chambers of commerce, Small Business Development Centers and SCORE chapters to host live broadcasts of our trainings. You can find a screening closest to you on our website.

We're excited to welcome small business everywhere to join us for this special week. Even if you don't own a business, we encourage you to take part by spreading the word and inviting your favorite businesses to sign up.

## DARK RYE

About Contributors Archive Subscri

**An online magazine from Whole Foods Market, Dark Rye brings together pioneers of unconventional ideas to explore the edges of the creative life. Here on the Dark Rye Tumblr, we'll compile a mixtape of their secrets—a daily how-to and counter-convention dose of sass and entrepreneurialism for your own neighborhood.**

We'll offer perspective on our monthly themes as well as the pioneer's blueprint: fresh insight and an idea-starter that makes every day feel like a sleeves-rolled-up Saturday morning in spring. Hang out here to stay revived between Dark Rye feasts.

Dark Rye on Instagram:

Dark Rye on Twitter:

Follow @DarkRyeMag

People go to the movies instead of moving. Hollywood characters are supposed to have all the adventures for everybody in America, while everybody in America sits in a dark room and watches them have their

Tennessee Williams, *The Glass Menagerie*  
posted by **hais** quotes, experience, literature  
4 hours ago 85 share

**HOW TO EAT HEALTHY ON A BUDGET**  
via **gncogonawildflower**  
Source **4thmagary**  
posted by **hais** budget, financial, food  
5 hours ago 2403 share

When was the last time you drew something?

## ebay inc ILOG

EBAY INC EBAY MARKETPLACE PAYPAL EBAY ENTERPRISE SOCIAL INNOVATION

### CONNECT WITH EBAY INC. AT SXSW INTERACTIVE 2014

ANA CANTU / MARCH 5, 2014  
0 COMMENTS

Here's an overview of where you can find our company's speakers, events and activities at South by Southwest in Austin.

SEARCH SITE

Enter search keyword

RECENT POSTS

John Donahoe Among Glassdoor's Highest Rated CEOs for 2014

Get 'Happy' With Pharrell

ebay Inc. Named A Most Ethical

# Starting a Blog: Make a Plan

- Objective (WHY are you starting a blog?)
- Platform (WHERE will the blog be hosted?)
- Contributors (WHO is responsible for the blog?)
- Post Frequency (WHEN will content be posted?)
- Topic Ideas (WHAT content will be posted?)
- Procedures (HOW will you gather information?)

Who?

Where?

How?

What?

When?

Why?



# Feature Current Riders

- Those with an interesting story to tell
- Experienced riders (tips)
- New riders (include answers to common questions)
- Avid cyclists
- Yourself and any other rideshare coordinators

## Vanpool Benefits May Include Romance

Friday, February 14, 2014

[Tweet](#) 0 [Like](#) 12 [ShareThis](#)

When Philip Rannis joined a vanpool, little did he know that he was about to get a whole new life.

And a new wife.

In February 2002, he joined a vanpool sponsored by his employer. And just recently, in December 2013, Philip and his wife, Krisy, celebrated their 10-year anniversary.

It all started innocently enough. Philip and Krisy were co-workers who occasionally saw each other in the hallway and break room. Krisy commuted to work using the convenient company vanpool. And when she found out Philip lived near her, she asked him to share the ride.

"At first I was hesitant because I did not want to be without my car at work. After I thought about it, I decided to give it a try," said Philip. "Worst case scenario: I would have to spend more time with Krisy in the van as we sat in traffic."



# Gather Responses:



- Visit [www.surveymonkey.com](http://www.surveymonkey.com)
- Sign up for a free account
- Create a survey (up to 10 questions)
- Share a link to the survey

\* 1. Please provide your contact information below:

First Name:

Last Name:

Address:

City:

ZIP:

Email Address:

1. Tell us about your experience with the Angels Express. (How did you find out about it, what was your first trip like, what did you think of the service?)

Question Text:

Enter your question here!

Insert response from... ?

Question Type:

-- Choose Question Type --

-- Choose Question Type --

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Ranking
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (U.S.)
- Demographic Information (International)
- Date and/or Time

# Contests

- Transit-oriented caption contests or photo contests
- Employees vote on their favorites and the one with the highest vote is the winner

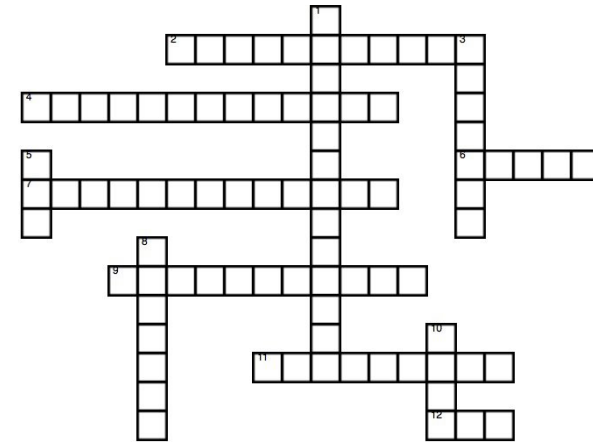


# Games: Word Search & Crosswords

## Transit Word Search

U W J I T H G W S S I N L W B E I T  
 C U S T O M E R S V C A E C J Y I R  
 B V M Z M I F L Z O Z H H I H B P A  
 O X I A W L U T N Z U B E I Z G L N  
 I F T K I A S W R J X T H D I X P S  
 R F Q H U N O Q Q O Z K H K U M J F  
 M U J T F R T Y Z B U Z R B Y L J E  
 P F S N V J S E M Q M T B G O D E R  
 A R O N B A I K N U O C I T N U E S  
 T R A N S P O R T A T I O N S F N C  
 C V I U I D E B Q U N N R B G R S D  
 T F F V G N G A C I T C P M M V P O  
 Q M E T R O L I N K X J E B U S E S  
 Z B N A N O R T H B O U N D R I O J  
 K F B E L G Z S U F S W O M M B Z H

Maintenance	Customer	Buses	Transfers
Routing	Schedules	Metrolink	Transportation
Southbound	Northbound		



### ACROSS

- 2 A type of bike that can be taken aboard any OCTA bus or Metrolink train.
- 4 The special bus service that can take you directly to the OC Fair this summer.
- 6 A pass available to companies with at least 25 regular monthly bus riders.
- 7 The annual campaign that encourages commuters to share the ride in October.
- 9 A type of lot where you can leave your car and catch a carpool or vanpool, bus or train.
- 11 A great resource for planning bus and rail trips.

### DOWN

- 1 A special train service that can take you to all 7 p.m. weeknight Angels games.
- 3 The name for the types of bus routes that have limited stops.
- 5 The program that provides ridesharing commuters at participating companies with a FREE ride home when one of life's unexpected emergencies arise.
- 8 The type of commute where 5-15 people ride to work together in a leased vehicle.
- 10 You can burn more than 200 calories by using this commute mode for just a half hour!

Games like these are a great way to increase awareness of the various rideshare programs and services.

# Organize rideshare trips

- Take the bus to a nearby restaurant for lunch
- Meet a group at the nearest Metrolink Station after work and take Angels Express train to a game
- Set up “carpool days”
- Promote taking the train to fun weekend destinations



# Takeaways

- OCTA has a lot of great articles, videos and programs that you can use to promote ridesharing
- Blogs are a free and easy way to communicate a variety of information (Tumblr, Blogger, Wordpress)
- Feature ridesharing employees to increase awareness of various modes and foster employee interaction
- Engage your peers with contests, games and raffles
- SurveyMonkey is a great tool for feedback, RSVPs, etc.
- Plan a transit event to promote trial use