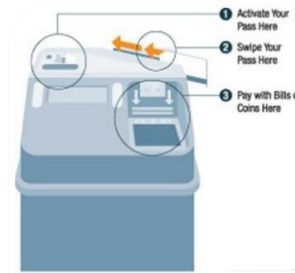




Proposed New Fare Media

Background

- Current fare payment options
 - Cash/coin onboard
 - Magnetic stripe passes
 - Mobile tickets scanned on validators



- October 23, 2023 - Board of Directors (Board) approved the implementation of a new Rider Validation System (RVS)
- November 25, 2024 - Board approved Fare Policy amendments to implement fare capping and a free two-hour transfer period
- The new RVS is scheduled to be implemented in summer 2025



Key Features and Architecture of the RVS

- Contactless smart card compatible
- Stored value/account based
- Improved mobile ticketing
- Improved retail network
- Credit and debit card payments
- Accepts cash/coin

Contactless Smart Card Benefits

Initial Cost of smart card \$2.00-\$4.00

Fare Capping Functionality

- Pay-per-ride – Always get the best fare
- No upfront cost for monthly passes
- Daily and Monthly Fare Caps
 - After reaching the daily or monthly cap, passengers ride free for the rest of the day or month

Free two-hour transfer period

Add funds via the OCTA Website, mobile application (app), retail network, or OCTA Store

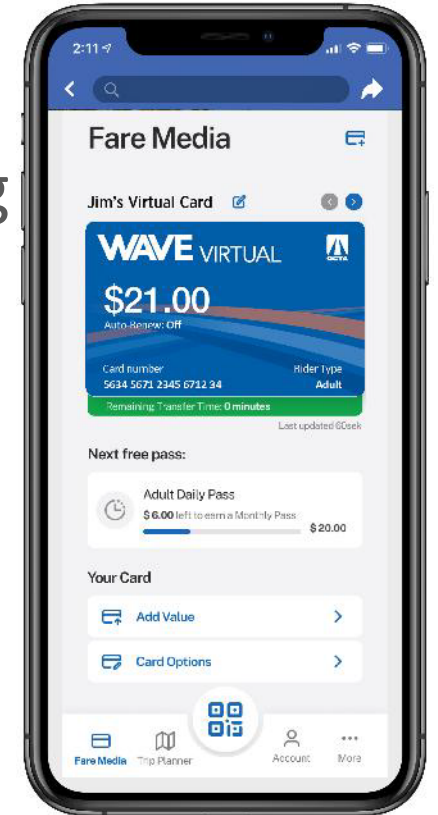
Balance Protection



Mobile Application Upgrade

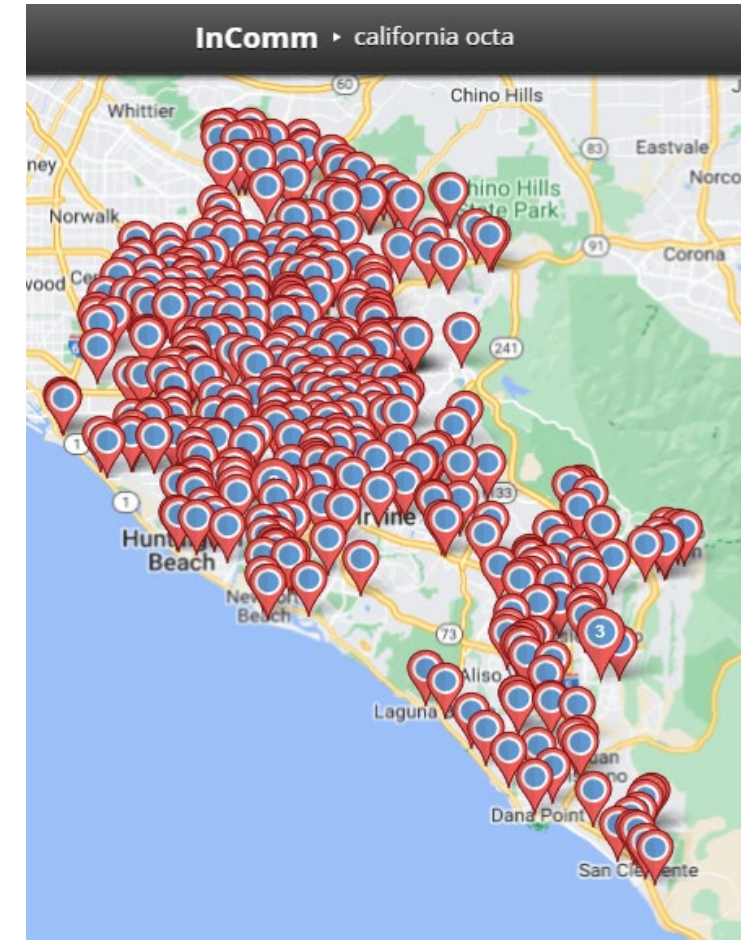
The new mobile app will also offer fare capping to any rider with a smartphone

- Download mobile app from iPhone Operating System/Android app stores
- Create an account and add a “virtual card” for free
- Load funds with debit/credit card
- Can load with cash at retail locations
- Good option for unbanked or underbanked riders



Retail Network Expansion

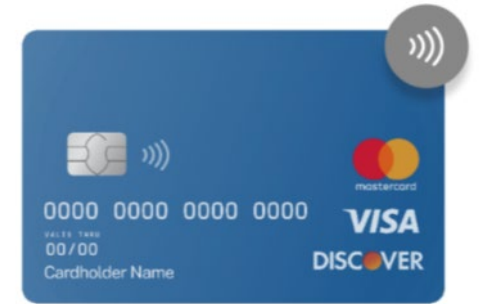
- The new network includes 400+ retail locations (compared with 100+ currently)
- Increased access to purchase/reload accounts using a familiar “gift card” model
- Can reload mobile app with cash



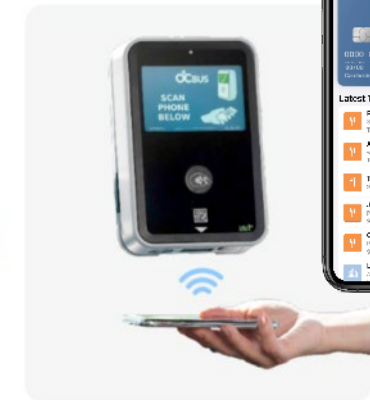
Credit and Debit Card Payments

- Supports any contactless credit/debit card
- Supports Apple/Google/Samsung mobile wallets
- No pre-loading of fares or media required
- Tap-to-pay on each trip
- Pay-as-you-go with fare capping

Open Payments provide daily fare capping to customers using the same payment method



CONTACTLESS CARD
Pay with credit/debit cards



MOBILE DEVICE
Pay with your digital wallet

Phased Approach: Timeline for Outreach and Rider Engagement

	Title VI Outreach & Public Involvement	Comprehensive Awareness & Education	Launch Campaign & Promotion
Purpose	<ul style="list-style-type: none"> • Ensure compliance with Title VI • Engage underserved populations • Gather public feedback 	<ul style="list-style-type: none"> • Prepare riders with clear information about system changes to ensure a smooth transition • Build excitement 	<ul style="list-style-type: none"> • Drive adoption through incentives and promotional efforts to establish the system • Customer support
Focus Excludes	<ul style="list-style-type: none"> • Marketing or system promotion 	<ul style="list-style-type: none"> • Advocacy or promotional efforts 	<ul style="list-style-type: none"> • Addressing equity or compliance



Phase 1: Title VI Outreach & Public Involvement Plan

Purpose of the PIP

- Required by FTA’s Title VI for implementing new fare media
- Aligns with Board-approved “Strategies and Methods for Promoting PIP” (adopted September 9, 2023)
- Encourages input from the community, focusing on low-income individuals, minority populations, and those with limited English proficiency

Campaign Details

- **Duration:** Ten-week campaign from January 13, 2025 to March 24, 2025
- **Conclusion:** Public Hearing on March 24, 2025
- **Objective:** Gather public input to fulfill Title VI requirements
- **Note:** Separate from the subsequent comprehensive awareness and education communications before the system launch in July 2025

Public Involvement Plan: Background

Guiding Principles

- Broad community outreach
- Prioritize engagement with current/former bus riders
- Implement multiple feedback collection methods
- Provide both in-person and virtual opportunities for direct feedback

Key Audiences

- General public
- Existing, former, and non-riders
- Schools, colleges and universities
- Employers
- Senior and disabled riders
- Social service agencies

The PIP aims to ensure the new fare media meets community needs through inclusivity, transparency, and equity.

PIP: Communication Channels and Materials

Communication Channels

- **Bus Advertisements**
- **Print Collateral** (brochure/survey)
 - Onboard buses
 - OCTA Store
 - Outreach events
 - Transportation centers
- **Print Ads** in local newspapers
(*OC Register, El Clasificado, Người Việt, Việt Báo, Viet Dong*)

Digital Platforms

- Website with online survey
- Email blasts
- Social media ads
- Digital toolkit
- In-App notifications
- Digital alerts at stops

Multilingual Materials

- Available in **English, Spanish, Vietnamese**; others upon request



PIP: Community Outreach Activities

In-Person Rider Outreach

- Bus ride-alongs on high-demand routes
- Pop-up events at transportation centers
- Customer roundtable focus group
- Community engagement

Attend Cultural Events

- Pop-up events in diverse areas
- Partner with ethnic chambers, organizations, and social service agencies

Community Meetings

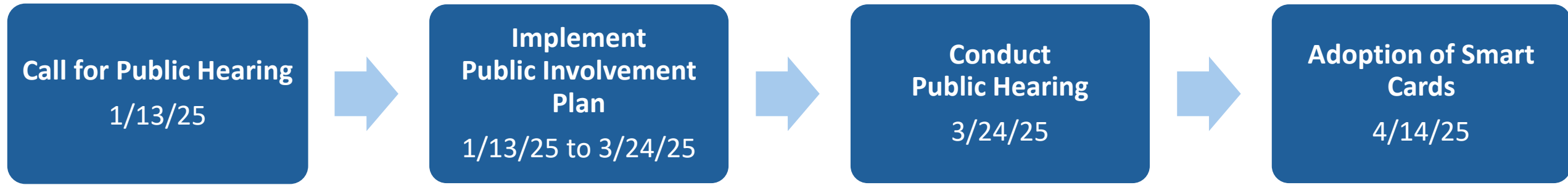
- In-Person (with interpreters)
 - Costa Mesa – February 11, 2025
 - Laguna Hills – February 12, 2025
 - Fullerton – February 13, 2025
- Virtual (English, Spanish, Vietnamese)
 - February 4-5, 2025

Additional Outreach

- Schools, local jurisdictions, media
- Engage OCTA advisory committees

Public Hearing: Scheduled for March 24, 2025

Next Steps



Phase 2: Comprehensive Awareness & Education - April to July 2025
Phase 3: Launch Campaign & Promotion - Starting in July 2025



Thank You