

Marketing Update

CAC Bicycle and Pedestrian
Active Transportation
Subcommittee Update -
6/21/2022

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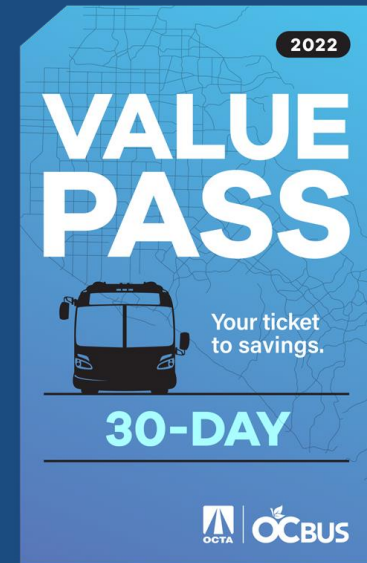
ACTIVE TRANSPORTATION PROJECTS

- **E-Bike Videos**
 - Working on series of short, sharable videos
 - Focused on safety, education
- **E-Bike Website**
 - Finishing updates on websites for e-bike information
- **Bike Photoshoot**
 - Project in progress to expand bike photo library



VALUE PASS

- **Purpose**
 - Offset high gas prices by riding OC Bus at discounted rate
 - 40%-off savings (grant funded) on a five-pack of 1-Day Passes or a 30-Day Pass
- Offered through July 15, 2022



YOUTH RIDE FREE

- **Youth Ride Free**
 - Age 6 to 18 ride OC bus for free
 - Started 6-month pilot in September 2021
 - In February, the OCTA Board extended the program indefinitely
- Partnering with schools and parents to distribute



Making Better Connections Study

Conducting Rider Outreach

- A redesign of the OCTA transit network to better meet the needs of OC
- Seek to understand the community's priorities and preferences for transit
- Conducting public outreach May 23 to July 25 to seek input on the draft plan

The public can learn more and provide feedback at **[OCTA.net/Connections](https://www.octa.net/connections)**