

OC Streetcar



Welcome to our Public Meeting

Today's Program

- Presentation
- Questions and Answers

Bienvenidos a nuestra reunión pública

Programa de hoy

- *Presentación*
- *Preguntas y respuestas*

4th Street Track Installation

Instalación de vías en la Calle Cuatro



Track installation along 4th Street is complete. Remaining construction activities include sidewalk improvements, roadway work and platform installation.

La instalación de vías se completó sobre la Calle Cuatro. Actividades de construcción que continúan son mejoras de aceras, trabajo en la calle y la instalación de plataformas.

Next Steps on 4th Street



- Platform construction at Sycamore St. and French St.
 - Platform canopy installed at French St.
 - Temporary closures during daytime work hours may be necessary for future activities
- Reconstruct the south side of the Bush St. intersection
 - A closure of the intersection may be scheduled
- Misc. track installation completion activities
 - Temporary closures during daytime work hours may be necessary

Próximos pasos en la Calle Cuatro



- *Construcción de la plataforma en Sycamore St. y French St.*
 - *La cubierta de la Plataforma en French St. se instaló*
 - *Cierres temporales durante horarios de trabajo diurno son posibles para actividades en el futuro*
- *Reconstrucción del lado sur de la intersección de Bush St.*
 - *El cierre de la intersección será posible*
- *Actividades misceláneas para completar la instalación de vías*
 - *Cierres temporales durante horarios de trabajo diurno son posibles*

Overview of Marketing & Social Media Ads

Overview of Marketing & Social Media Ads

OCTA's free and bilingual Eat, Shop, Play program [supports local businesses](#) located along the future OC Streetcar route. Benefits to businesses include social media/digital ads, e-newsletter features, web profiles, banners and more.

The following Marketing Metrics are highlighted:


- Web Profiles & Participating Business
- E-Newsletter
- Social Media & Digital Ads
- Banners
- Walking Map
- Bus Handouts
- Bus Exterior Ads
- Bus Interior Ads
- Digital Marquees
- SR-57 Billboard
- MainPlace Mall Food Court Ads
- Regal Theater 15-Second Video
- The Frida Cinema Video & Pre-Show Slides

Web Profiles & Participating Business

- **103** Participating Businesses

- **Eat:** 29
- **Shop:** 37
- **Play:** 7
- **Services/Other:** 30


- Web profiles created for participating businesses upon enrollment and listed on octa.net/eatshopplay



AvantGarden Art Gallery

10% off any item or class when you mention "OC Streetcar"

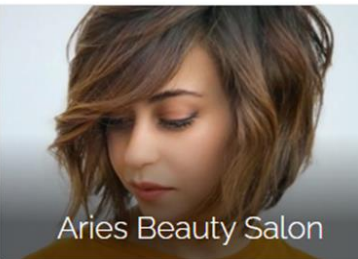
[VIEW DETAILS](#)



Benchmark Restaurant

50% off all "For The Table" Plates, Wed-Sun


[VIEW DETAILS](#)



Aries Beauty Salon

Hair Salon

[VIEW DETAILS](#)



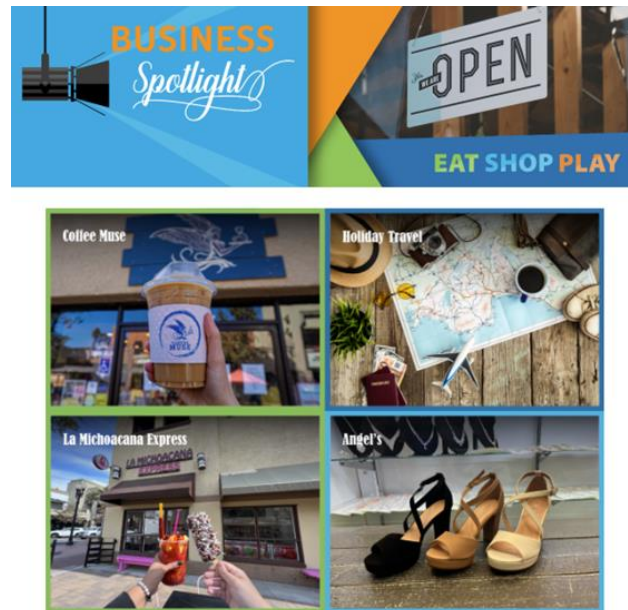
M.Lovewell

Shop of stationery goods & gifts + workshops

[VIEW DETAILS](#)

E-Newsletter

- Distributed **22** newsletters featuring business spotlights, community corners, dining options, shop local, and local services.



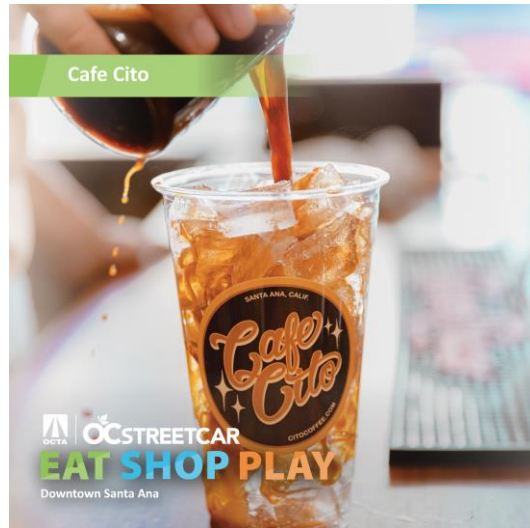
Social Media Ads & Digital Display Ads

- **312 Social Media Ads**

- Facebook Ads: 156
- Instagram Ads: 156
- Total Impressions: 7,136,216

- **66 Digital Display Ads**

- Total Impressions: 1,331,738



Banners

- Total count: 357



Walking Map

- Business listings in 5,900 walking maps
- Distributed at 12 locations throughout the City



Parking Information for Downtown Santa Ana
Información de estacionamiento para La Cuatro

P City Parking Structure / Estructura de estacionamiento de la ciudad
 Free parking Monday-Friday: 7 a.m. – 5 p.m.
 2 Hrs. Free Evenings & Weekends
 Estacionamiento gratis Lunes - Viernes: 7 a.m. – 5 p.m.
 2 Horas Gratis Las Tardes y Fines de Semana

PL Parking Lot / Lote de estacionamiento

2 Business is located on the second floor.
 El negocio está ubicado en el segundo piso.

Please note that addresses may differ on Google.
 Por favor tenga en cuenta que las direcciones pueden diferir en Google.

octa.net/eatshopplay
 Spring 2022

Bus Handouts

- Business listings on 15,000 bus handouts

EAT

- Crave Restaurant
- Cafe Cultura
- Kebab Place
- Chevita's Juice & Bagels
- The Pizza Press
- Chapter One
- Lola's Gossip
- The Den Cafe
- El Rincon Mexicano
- Restaurante Las Cazuelas
- Munchies Vegan Diner
- 4th Street Market
- La Vegana Mexicana
- Secret Vegen Pizza
- Daily Kombucha
- Deli Station
- Kaizen Shabu
- Wursthaus
- Taquerias Guadalajara
- Coffee Muse
- Chevita's Juice & Bagels
- La Michoacana Express
- Mercedo Modern
- Gunthers Supply Co
- Teresa's Jewelers
- The Perfect Day
- My Dream Bridal Boutique
- Angel's
- Shelby's Bridal
- Callena's Bridal
- Creaciones Alejandra
- Eterna Illusion
- Anaca's Bridal
- Natural Supplements
- Cassandra's Bridal
- Ana's Everything Store
- M&J Bridal
- La Zapateria Mexico
- Shoe Palace
- Rhodes Jewelry & Loan
- Mi Moda
- Varonica's Bridal Shop
- Nino's Bridal Couture
- Telas - Fabricas
- RIFOC
- GCS Clothing Store
- DTSA Farmers' Market
- Native Harvest Events, Inc.
- RR Western Wear Casa del Sombrero
- Frostrock 99
- Connatura Casa Camacho
- mLoveWell
- Charlie's Tattoo Supplies
- La Zapateria Mexico
- Showtime Dance Academy
- Avant Garden Art Gallery
- Gene Art Studio - Gallery
- DTSA Artwalk
- The Frida Cinema
- RIFOC
- GCS Clothing Store
- DTSA Farmers' Market
- The Comb, Hair Salon Educators
- El Catrin Barbershop
- Holiday Travel
- Medusa's Beauty Salon
- Aries Beauty Salon
- United Legal Services
- Revolution Beauty Salon
- Topaz Jewelry Repair
- Capilla Santa Ana / Hispanoamerican Services
- Dental 4
- Dijan Skin Care
- Cinco Estrellas Services - Income Tax & Public Notary
- Mexicana Travel
- Caspio Insurance Brokers
- ABC Computers
- Charlie's Tattoo Studio

SHOP

PLAY

SERVICE

Free parking Monday - Friday; 7 a.m. - 5 p.m. 2 Hours Free Evenings & Weekends
Estacionamiento gratis Lunes - Viernes; 7 a.m. - 5 p.m. 2 Horas Gratis Los Toriles y Pines de Semono

EAT SHOP PLAY
DOWNTOWN SANTA ANA
Visite Calle Cuatro

octa.net/eatshopplay
Spring 2022

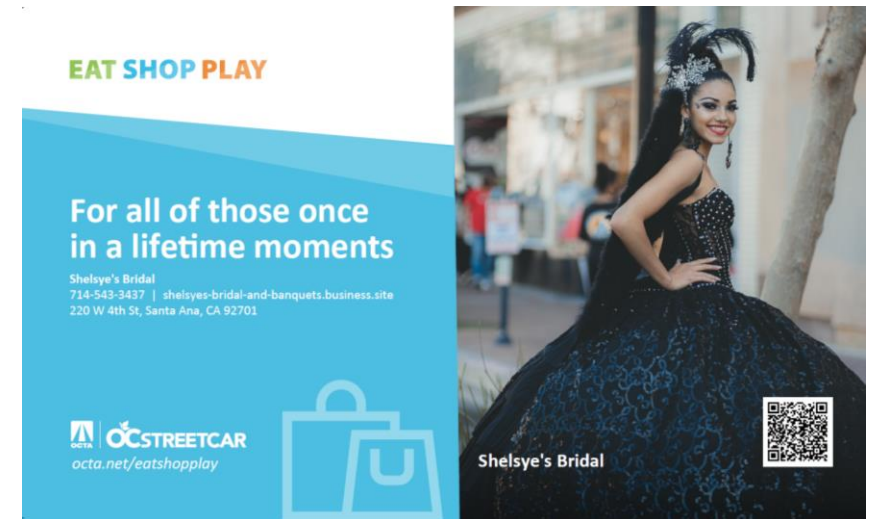
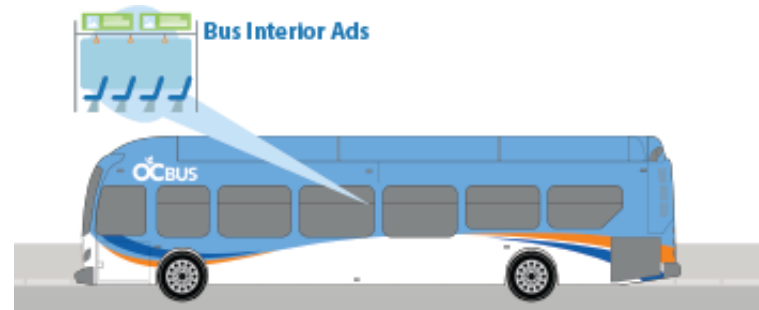
Bus Exterior Ads

- **50** Bus Exterior Ads
- Total Impressions: 6,847,000



Bus Interior Ads

- 12 Bus Interior Ads
- Total Impressions: 126,000+



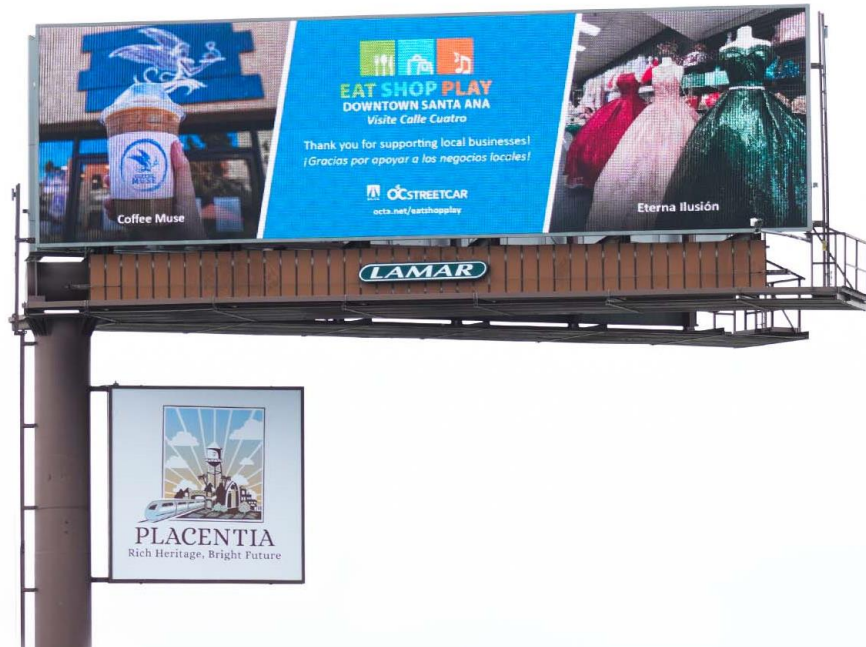
Digital Marquees

- Total Ads: **36**
- Total Impressions: **136,080,000**



SR-57 Billboard

- Total Ads: 4
- Total Impressions: 2,753,905.47



MainPlace Mall Food Court Ads

- Total Ads: 3
- Total Impressions: 373, 053



Regal Theater 15-second Video

- **Played in 11 theaters throughout Orange County**
- **Plays: 63,885**



List of Theaters

- Anaheim GardenWalk 6
 - Fullerton 20
 - Tustin Legacy 14
 - Orange 30 with IMAX
 - Century Stadium 25 and XD
 - Century Huntington Beach and XD
 - Picture Show @ Main Place Mall
 - Metro Pointe 12
 - Irvine Spectrum 20 with IMAX
 - Brea 22 East
 - Garden Grove Stadium 16
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The Frida Cinema Video & Pre-Show Slides

What Moves You Video

Total Impressions: 13,682



Pre-Show Slides

Total Ads: 3

Slide Views: 6,862



Q&A

Preguntas y Respuestas

Contact Us Contáctenos

Website



OCstreetcar.com

Project Hotline



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1(844) 746-6272

Project Email



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Facebook



facebook.com/OCstreetcar

Twitter



[@OCstreetcar](https://twitter.com/OCstreetcar)

Instagram



[@OCstreetcar](https://www.instagram.com/OCstreetcar)