

## Coronavirus (COVID-19) Customer Communications

### Safety is Our Priority – March 9-15, 2020

- Web alerts and COVID-19 landing page
- 2 Trilingual email blast to OC Bus customers
- COVID-19 safety video posted on website and social media
- On The Move CEO Blog to employees and stakeholders
- Trilingual social media posts on Facebook and Twitter
- Trilingual bus interior cards
- Customer Information Call Center message points
- OCTA phone on-hold message
- Custom alert added to the Transit App

## SAFETY IS OCTA'S HIGHEST PRIORITY.

In response to the coronavirus, OCTA has enhanced our cleaning procedures.

Still, we need your help by:

- Washing hands frequently
- Not touching your face
- Cleaning items & surfaces often
- Covering coughs & sneezes with tissues
- Not shaking hands

**OCTA BUS**

Find more info about coronavirus at the OC Health Care Agency: [www.ochealthinfo.com](http://www.ochealthinfo.com)

**OC Bus**  
 1 hr ·

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The latest update for our OC Bus and ACCESS customers on the coronavirus (COVID-19):

The safety of our customers is our top priority. Both OC Bus and ACCESS service continues to operate as scheduled with enhanced cleaning efforts on all buses. We are closely monitoring the evolving situation and will provide any updates. Please see [bit.ly/COVID19-Updates](http://bit.ly/COVID19-Updates) for more details.

**OC Bus**  
 Published by Ryan Armstrong [?] · March 12 at 3:28 PM ·

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Safety is OCTA's highest priority. Find out what we're doing to safeguard the health of our riders related to concerns about the coronavirus.

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Watch what we're doing to keep our passengers safe amid virus concerns.

OCTA



Dear OC Bus riders,

Safety continues to be our top priority at OCTA. In response to the coronavirus (COVID-19), we want to share with you the latest information to help you and your loved ones.

- **We are continuing to operate OC Bus service and ACCESS service** as scheduled and will let you know if anything changes
- **We have enhanced our cleaning efforts** on all buses, including applying antiviral disinfectant and taking more time to clean surfaces that are touched most frequently
- **We are closely monitoring the evolving situation** and taking direction from local, state and federal agencies

Our newly formed Coronavirus Action Task Force continues to be in direct contact with the Orange County Health Care Agency (HCA) and the Centers for Disease Control and Prevention (CDC).

Based on recommendations from the CDC, please follow these steps to protect yourself and your family:

- **Wash your hands frequently** with soap and water for at least 20 seconds.
- **Do not touch your face.**
- **Clean and disinfect items and surfaces** that you touch frequently.
- **Cover your coughs and sneezes with tissues** – then throw away the tissues and wash your hands. If no tissues are available, cough or sneeze into your elbow – not your hands.
- **Practice simple social distancing techniques** – avoid shake handshakes.

For more information about what you should know about the coronavirus, please visit the OC Health Care Agency website [here](http://www.ochealthinfo.com).

Your health and well-being are important to us. We will continue to monitor the situation as it evolves and respond proactively, so you can have a safe and reliable service in Orange County.

Thank you for riding OC Bus.

**Darrell E. Johnson**  
Chief Executive Officer

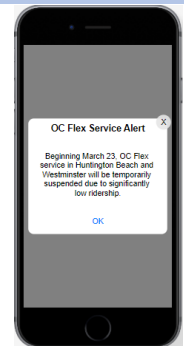
### Sunday Service Schedule – March 23, 2020

- Web alerts, updated eBusbook and schedules and COVID-19 landing page
- Daily and weekly riders alert online and onboard buses
- Trilingual email blast to OC Bus customers
- Trilingual social media posts on Facebook and Twitter
- Trilingual recorded announcement on all buses
- Message on bus headsign
- Customer Information Call Center message points
- Service updates to Transit Apps



### OC Flex Blue Zone Suspension – March 23, 2020

- Website update
- Email Blast to blue zone customers
- OC Flex mobile app push notification



### iShuttle Service Suspension – March 25, 2020

- Website and eBusbook updates
- Email blast to Metrolink customers
- Riders' Alert seatdrop on all iShuttle buses
- Social media posts on Facebook and Twitter
- Metrolink Signage posted at Tustin and Irvine stations
- Customer Information Call Center message points



### OCTA Store Hours Modified – March 30, 2020

- Website updates
- Email blast to OC Bus and 91 Express Lanes customers
- Social media posts on Facebook and Twitter
- Signage posted in front of OCTA Store
- Customer Information Call Center message points

