



OCTA

DIVERSITY

OUTREACH & INCLUSION



OCTA PROJECTS & PROGRAMS



I-405 IMPROVEMENT

BUS SERVICE CHANGE

OC STREETCAR

PLANNING STUDIES

MAKING BETTER CONNECTIONS

WELCOME BACK CAMPAIGN

YOUTH RIDE FREE PASS

CAMPAIGN GOAL

INITIATE A
TRUST-BUILDING PROGRAM
WITH ORANGE COUNTY'S HARD-TO-REACH
SPANISH & VIETNAMESE
SPEAKERS
SO THEY
FEEL CONNECTED
WITH OCTA



OVERVIEW OF DELIVERABLES



VIRTUAL/HYBRID
AND IN-PERSON
EVENTS



PUBLIC RELATIONS
AND GRASSROOTS
EFFORTS



ADVERTISEMENTS



COLLATERAL
MATERIAL WITH
CULTURAL
RELEVANCY



CULTURAL
AMBASSADORS

TOGETHER, WE'LL GO FAR!



***¡CONTIGO
A DONDE SEA!***



TOGETHER, WE'LL GO FAR!



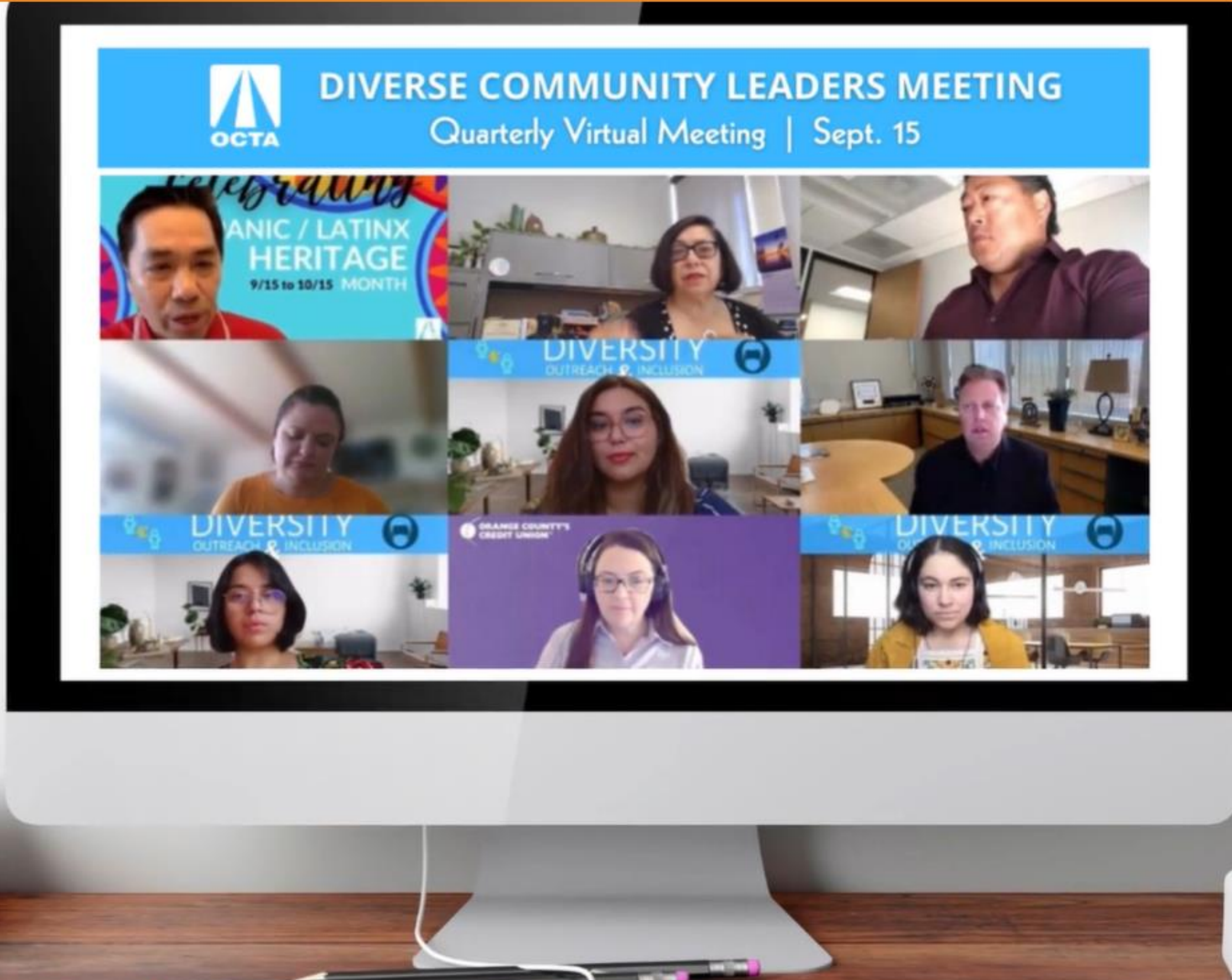
**ĐOÀN KẾT,
CHÚNG TA
CÙNG TIẾN XA**



PARTNERSHIPS WITH ORANGE COUNTY ORGANIZATIONS



OCTA DIVERSE COMMUNITY LEADERS



OCTA Diverse Communities TRUST-BUILDING CAMPAIGN

Measurable & Meaningful RESULTS



- | | | | |
|-----------|------------------------------|--|---|
| 90 | BOOTH VISITORS | 300 | IN AUDIENCE
during announcement |
| 28 | SURVEYS COMPLETED | INFORMATION SHARED | |
| 60 | BROCHURES DISTRIBUTED | <ul style="list-style-type: none">• Youth Ride Free Pass• Welcome Pass• Long-Range Transportation Plan• I-405 Improvement Project | |

DIVERSITY

OUTREACH & INCLUSION



RESULTS





QUESTIONS OR COMMENTS?