

COVID-19 Customer and Employee Communications April 2020

Customer Communications – Rear-door Boarding, Face Coverings, OCTA Store Hours

- Signage posted on bus front doors, and inside behind driver
- Interior cards
- Emails
- Social media
- Press releases
- Website FAQ updates
- Customer information Call Center message



The staff at OCTA hopes that this message finds you and your family well. We continue to take steps responding to the coronavirus pandemic to protect the health of the public and employees.

On a temporary basis, effective Monday, April 20, 2020, the OCTA Store will be open from 10 a.m. to 2 p.m. on Mondays, Wednesdays and Fridays. The store will be closed on Tuesdays and Thursdays.

If possible, please follow the governor's order to stay at home but if you must take an essential trip, OC Bus is still operating on a Sunday service schedule.

And as a reminder, passengers are now asked to temporarily board through the rear doors to further encourage social distancing. Boarding through the front is still allowed for passengers with disabilities or those who require use of the ramp.

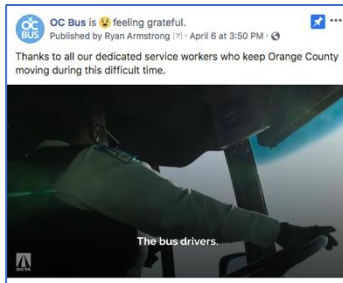


points



Base Communications – Operator & Maintenance Appreciation, Face Coverings, Stay Informed

- Safety banners and posters
- Posters for appreciation
- Social media
- Video



Public Outreach

- Geo-targeted social media
- Targeted emails
- Virtual neighborhood meetings
- OC Streetcar Eat Shop Play business support

