

Marketing Update Fall 2020



Coronavirus (COVID-19) Safety Communication & Education Campaigns OC Bus June – December 2020



Goal

Support OCTA's top priority of putting safety first and to build trust and confidence in riding OC Bus during COVID-19, through timely and agile communication.

Key Messages

- Ride Smart Stay Safe – A face covering is required when riding OC Bus
- Keep Social Distancing – Allow more time to travel due to limited capacity
- Plan your trip in advance – View real time seating capacity via Transit app
- Front door boarding is back - Plexi glass barriers installed for enhanced safety

OC Bus
Just now · 🌐

How full is your OC Bus? Now there's a way to check before you board. Use the Transit app on your smartphone to view seating capacity of the buses on your route. Simply tap your route, then tap the bus. Bus capacity is limited for safety and social distancing. Download here: bit.ly/1547



Seating Capacity Info Now Available

Like Comment Share

OC Bus
Just now · 🌐

When we all wear face coverings, we help keep each other safe. We're all in this together. [#RideSmartStaySafe](#)



Like Comment Share

OC Bus
September 17 at 11:20 AM · 🌐

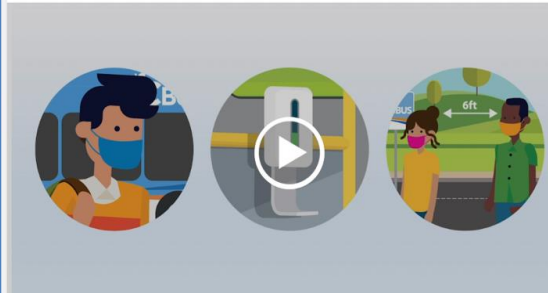
Buses will begin rolling out with the following added safety measures to allow front door boarding. New bus driver protection. Hand sanitizer up front. Free face covering (if you need one). More socially distanced seating. Please be aware and have your fare ready. See what OCTA is doing to help keep you safe <https://bit.ly/2RzqJVD>



**STARTING SEPTEMBER
FRONT DOOR
BOARDING
IS BACK!**

OC Bus
Just now · 🌐

Three easy ways to ride smart and stay safe on OC Bus: Wear a face covering, use the onboard sanitizer, and stay six feet apart from your fellow riders. We're all in this together! [#RideSmartRideSafe](#)



Like Comment Share

October 2020 Service Change and Safety Guidelines



MINOR SCHEDULE UPDATE

PEQUEÑOS CAMBIOS DE HORARIO

EFFECTIVE OCTOBER 11, 2020
EFFECTIVO EL 11 DE OCTUBRE, 2020

5 KEY OC BUS RIDING GUIDELINES

- 1 Check to see if your bus is boarding from the front or the rear doors.
- 2 Bus fare is required when riding. Please have your fare ready.
- 3 A face covering is required when riding.
- 4 Observe social distancing at stops and when riding.
- 5 Please don't ride if you're sick.

5 GUÍAS CLAVES AL VIAJAR EN OC BUS

- 1 Verifique si su autobús está abordando por las puertas delanteras o traseras.
- 2 Se requiere un pase de autobús para viajar (por favor compre su pase antes de abordar).
- 3 Es un requisito usar una cubierta facial al viajar.
- 4 Fíjese en el distanciamiento físico en las paradas y al viajar.
- 5 Por favor no viaje si está enfermo.

FRONT DOOR BOARDING IS RETURNING

OCTA is adding new safety measures on OC Bus including plexiglass barriers between the coach operators and passengers to allow boarding from the front of the bus. This is a phased rollout and will continue until all buses in our fleet have been modified. During the phased rollout period, as your bus is pulling up, please check to see if the bus is boarding from the front or the rear doors and have your bus fare ready before you board.

CURRENT SCHEDULES REMAIN IN EFFECT

OCTA continues to follow health guidance from federal, state and local agencies to keep the safety of riders and employees top priority to help stop the spread of COVID-19. OC Bus will continue running the current modified schedule as shown below.

MONDAY-SATURDAY

OC Bus will operate modified Saturday service on the following routes: 1, 25, 26, 29, 30, 33, 35, 37, 38, 42, 43, 46, 47, 50, 53, 54, 55, 56, 57, 59, 60, 64, 66, 70, 71, 72, 76, 83, 88, 90, 91, 126, 143, 153, 177, 541, and 862.

MINOR SCHEDULE CHANGES

Changes were made to routes 54, 55, 59, 64, 70, 90, and 862.

WEEKDAYS ONLY

OC Bus will operate weekday service on the following routes: 76, 83, 85, 86, 87, 123, 167, 177, 178, 453, 463, 472, 473, and 480.

SUNDAYS

OC Bus will operate regular Sunday service.

TEMPORARILY DISCONTINUED ROUTES

535, 576, 644, 150, 209, 213, 529, 560, 701, 721, 794

For detailed route schedules visit ocbus.com/ebusbook or call 714-636-RIDE.

MINOR SCHEDULE UPDATE

EFFECTIVE OCTOBER 11, 2020

[Español](#)

MINOR SCHEDULE AND COVID-19 UPDATES

OCTA is making schedule updates and safety modifications to our buses and riding guidelines to help you travel throughout Orange County.

NATIONAL SAFETY PLEDGE

OCTA has taken the pledge to support the American Public Transportation Association (APTA) Health & Safety Commitments Program promising ongoing vigilance and development of innovative solutions to mitigate the spread of COVID-19 and keep transit users and employees safe.

MINOR SCHEDULE UPDATES

OC Bus will continue running the current modified Saturday service Monday through Saturday with regular Sunday service. The temporarily discontinued routes will remain discontinued. Minor scheduling changes were made to routes 54, 55, 59, 64, 70, 90 and 862.

FRONT DOOR BOARDING IS RETURNING

OCTA is adding new safety measures on OC Bus, including plexiglass barriers between the coach operators and passengers, to allow boarding from the front of the bus. This is a phased rollout and will continue until all buses in our fleet have been modified. During the phased rollout period, as your bus is pulling up, please check to see if the bus is boarding from the front or the rear doors and have your bus fare ready before you board.

KEY OC BUS RIDING GUIDELINES:

1. Check to see if your bus is boarding from the front or the rear doors.
2. Bus fare is required when riding. Please have your fare ready.
3. A face covering is required when riding.
4. Hand sanitizer is available on every bus.
5. Observe social distancing at stops and when riding.
6. Please don't ride if you're sick.

Please visit our website for further details.

[Learn More](#)

Hosted Virtual Customer Roundtables to listen and receive customer feedback - November 10, 11, and 12



Orange County Health Care Agency Partnership



APTA National Health and Safety Commitment Campaign

- Promoting OCTA's pledge to APTA's* National Health and Safety Commitment
- Reinforcing the message of shared responsibility to keep everyone safe
 - Following official guidelines
 - Protecting each other
 - Sharing information
 - Ensuring employees and passengers are healthy
- Integrate APTA and OCTA's COVID-19 Safety Campaign

*APTA – American Public Transportation Association





TOGETHER WE CAN RIDE SAFELY!



WE ARE COMMITTED TO SAFE TRANSIT



OCTA BUS
RIDE SMART. STAY SAFE.



¡JUNTOS PODEMOS VIAJAR SEGUROS!



ESTAMOS COMPROMETIDOS A TRÁNSITO SEGURO



OCTA BUS
RIDE SMART. STAY SAFE.



CHÚNG TA CÓ THỂ CÙNG NHAU ĐI XE AN TOÀN!



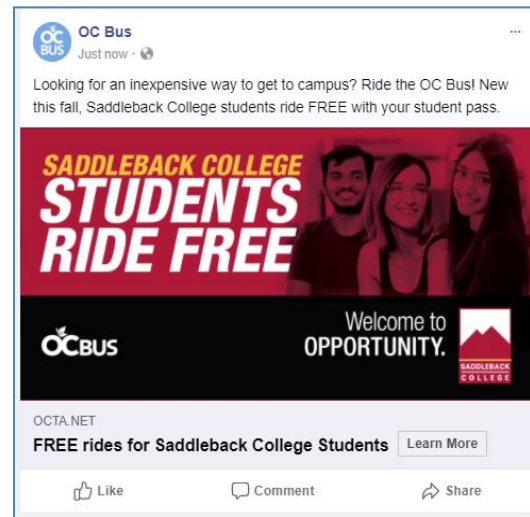
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OCTA BUS
RIDE SMART. STAY SAFE.



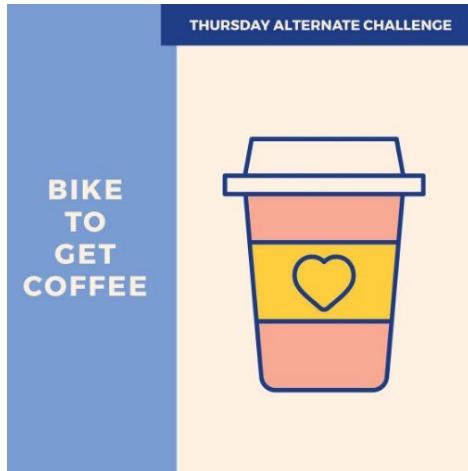
College Bus Pass Program



Bike to Work (and for Fun) Week Campaign – September 21 - 27

Goal

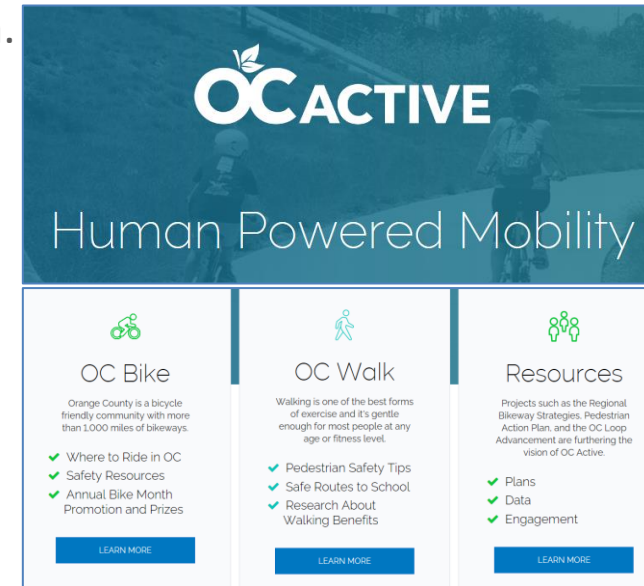
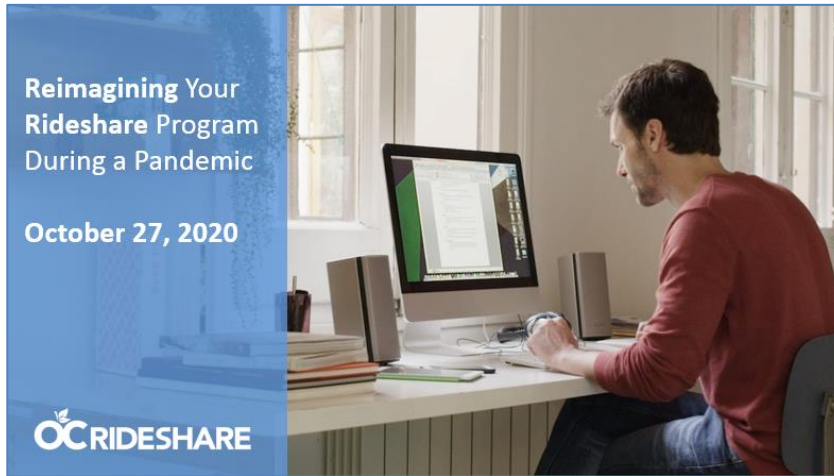
Increase bicycle riding by commuters and residents in Orange County while communicating the benefits of riding and safety practices



Reimagining Rideshare

Goal

Engage employers through a webinar to promote rideshare tactics and programs that can be safely promoted during the pandemic and beyond, including telework and active transportation.



Metrolink Weekend “Daycations” Campaign

Goals

- Build trust and confidence in riding Metrolink
- Partner with reopening businesses
- Restore ridership

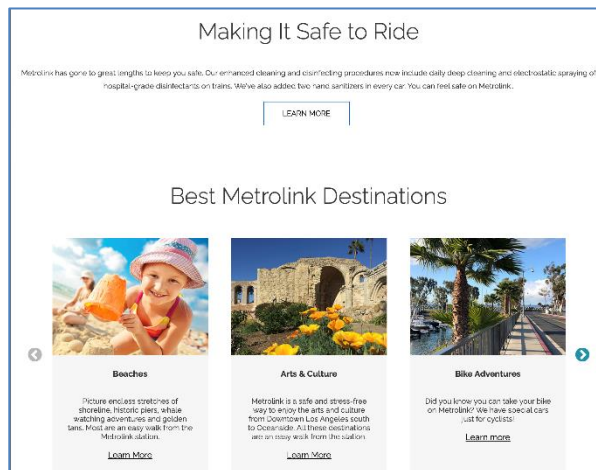


OC Metrolink
October 22 at 8:00 AM · Public

At Metrolink, safety is the #1 priority. You can plan the perfect family day trip knowing that Metrolink trains are clean and safe with space for social distancing. Pack up the kids, load your bikes on our special train cars, and check out our five top bike adventures originating from Metrolink stations <http://www.octa.net/.../Metrolink-Weekends/Bike-Adventures/>. Kids 17 and under ride free on weekends.

METROLINK DAYCATIONS

OCTA.NET
Take a Family Adventure with a Metrolink Daycation




Making It Safe to Ride

Metrolink has gone to great lengths to keep you safe. Our enhanced cleaning and disinfecting procedures now include daily deep cleaning, and electrostatic spraying of hospital-grade disinfectants on trains. We've also added two hand sanitizers in every car. You can feel safe on Metrolink.

[LEARN MORE](#)


Best Metrolink Destinations



Beaches

Picture endless stretches of shoreline. Historic piers, whale watching adventures and golden sand. Most are an easy walk from the Metrolink station.


[Learn More](#)



Arts & Culture

Metrolink is a safe and stress-free way to enjoy the arts and culture from Downtown Los Angeles south to Oceanside. All these destinations are an easy walk from the station.

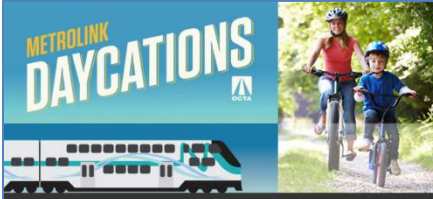
[Learn More](#)



Bike Adventures

Did you know you can take your bike on Metrolink? We have special cars just for cyclists!

[Learn more](#)



Ready for a clean, safe, socially distanced outing? Metrolink has you covered. Safety is Metrolink's #1 priority. Enhanced cleaning procedures, onboard sanitizers, socially distanced train cars, face covering requirements—these are just a few of the steps Metrolink has taken to keep you safe and feel confident about your travel choice.

A Metrolink Daycation is a great way to get away. We have some tried-and-true ideas to share about where to go and what to do. For example, our list of [5 Top Bike Adventures](#) showcases wonderful getaways from Metrolink stations in Oceanside (2), San Clemente, San Juan Capistrano and Fullerton. And Metrolink has special train cars just for bikes.

Last but not least, you can enjoy a great getaway at a low price. Adults ride anywhere Saturday or Sunday for only \$10, and kids 17 and under ride free on weekends.

When you're ready to get away for a day, we look forward to seeing you onboard Metrolink.

PS: Before you embark on your daycation, sign up for Metrolink's new rewards program. SoCal Explorer lets you earn points for every mile you travel on Metrolink, then redeem them for free tickets. You'll earn 750 points when you join—enough for a free round-trip ticket.

Metrolink Campaigns





Questions?

