



June 2021 Bus Service Change Public Outreach

- **Goals**
 - Create awareness of OC Bus service changes
 - Maximize reach to all target audiences
 - Encourage participation to provide feedback
- **Target Audiences**
 - Previous and existing OC Bus customers
 - Diverse and disadvantaged communities
 - Faith-based and social service organizations
 - Cities, schools, and employers
 - News media
 - General public

- **Multilingual and Multipronged Approach**
 - Print Ads
 - Bus interior cards
 - Newspapers (Orange County Register and ethnic publications)
 - TV/Radio (Hispanic and Vietnamese markets)
 - Multilingual telephone hotline and OCTA Customer Information Center
 - Text Alerts – 5,000 subscribers
 - Digital Communications
 - Dedicated website landing page with feedback questionnaire
 - Email blasts – 100,000+ subscribers
 - Previous and existing customers
 - College Pass Program participants
 - Schools, employers, senior centers, cities, etc.
 - Social media - paid and organic posts

- **Multilingual and Multipronged Approach – continued**
 - Engage OCTA's Diverse Community Leaders Group
 - Utilize City Communication Channels
 - Distribute Information Through Mail
 - Faith-based organizations
 - Social service agencies
 - Diverse community grassroots organizations
 - Media
 - Press release distribution
 - Op-ed submission
 - Cities / County PIO coordination

- **Virtual Community Meetings**
 - Tuesday, March 9, 2021 – English
 - Wednesday, March 10, 2021 – Spanish
 - Wednesday, March 10, 2021 – Vietnamese
- **Multilingual Telephone Hotline**
- **Online Questionnaire**
- **Mail-in Comments**
- **OCTA Store**
- **Public Hearing – April 26 Board Meeting**
 - Public comments received via email by 5 p.m. on April 25