



Orange County Transportation Authority

Legislation Details (With Text)

File #: 20-2743

Type: Orange County Transportation Authority Item **Status:** No Action Taken

File created: 6/2/2020 **In control:** Legislative and Communications Committee

On agenda: 6/18/2020 **Final action:** 6/18/2020

Title: Marketing Update

Sponsors: Stella Lin, Maggie McJilton

Indexes:

Code sections:

Attachments: 1. PowerPoint

Date	Ver.	Action By	Action	Result
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Marketing Update

In support of Orange County Transportation Authority's goal of putting safety first during the novel coronavirus (COVID-19) pandemic and to build customers' trust and confidence in riding transit, a phase-in communication plan has been implemented to create awareness and engage customers in Orange County Transportation Authority's response to COVID-19 including safety guidelines, and service change updates through timely and effective communication.