

Proposed Transit Committee

Roles and Responsibilities

February 12, 2026

1. Develops, reviews, and provides policy recommendations to the Board of Directors (Board) on matters related to the operation of bus, rail, and paratransit services;
2. Reviews and provides recommendations to the Board ~~of Directors~~ on matters pertaining to the planning of bus, rail, and paratransit services;
3. Reviews and provides recommendations to the Board ~~of Directors~~ on transit ridership, schedules, and service policies;
4. Reviews and provides recommendations to the Board ~~of Directors~~ on bus, rail, and paratransit projects, including Orange County Transportation Authority (OCTA) revenue vehicles, support equipment, operations facilities, and Metrolink facilities and stations;
5. Makes recommendations to the Board ~~of Directors~~ on the use and procurement of professional services and contractors to support planning, **marketing, outreach and delivery** of OCTA public transit projects, programs, and services;
6. Reviews and provides recommendations to the Board ~~of Directors~~ on future transit programs;
7. Reviews and provides recommendations to the Board ~~of Directors~~ on matters related to transit technology and innovation, such as mobile ticketing applications and other on-demand service delivery models; and
8. Reviews and provides recommendations to the Board ~~of Directors~~ on the role of transit services in attainment of air quality goals;
9. Provides guidance with public communication program goals, plans and messages, and ensures they cultivate two-way communications with diverse and underserved communities, and are in compliance with Title VI and Environmental Justice requirements for programs and projects within the purview of this committee;
10. Reviews public communications, media relations, and community relations programs in support of programs and projects within the purview of this committee;
11. Reviews marketing and customer engagement programs that are designed to create awareness or promote the use of OCTA programs, projects and services within the purview of this committee;
12. Monitors public and customer feedback, as well as communications program results and recommended course corrections as appropriate for programs, projects and services within the purview of this committee.

Added

Moved from another committee

Removed