



E-Communications Update

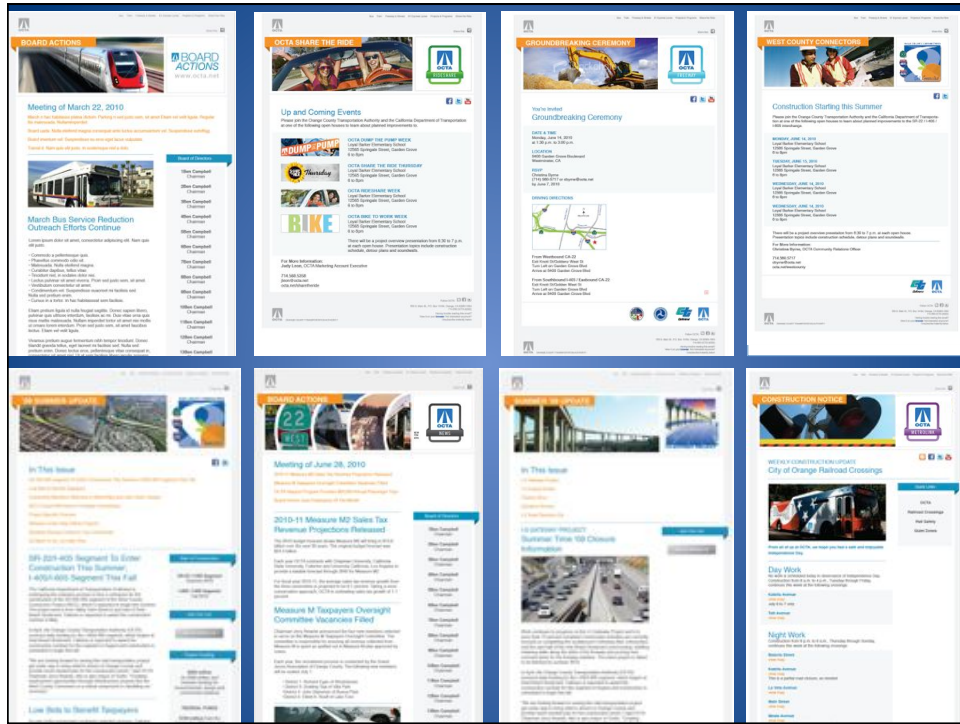


Enhanced Branding and Design Consistency



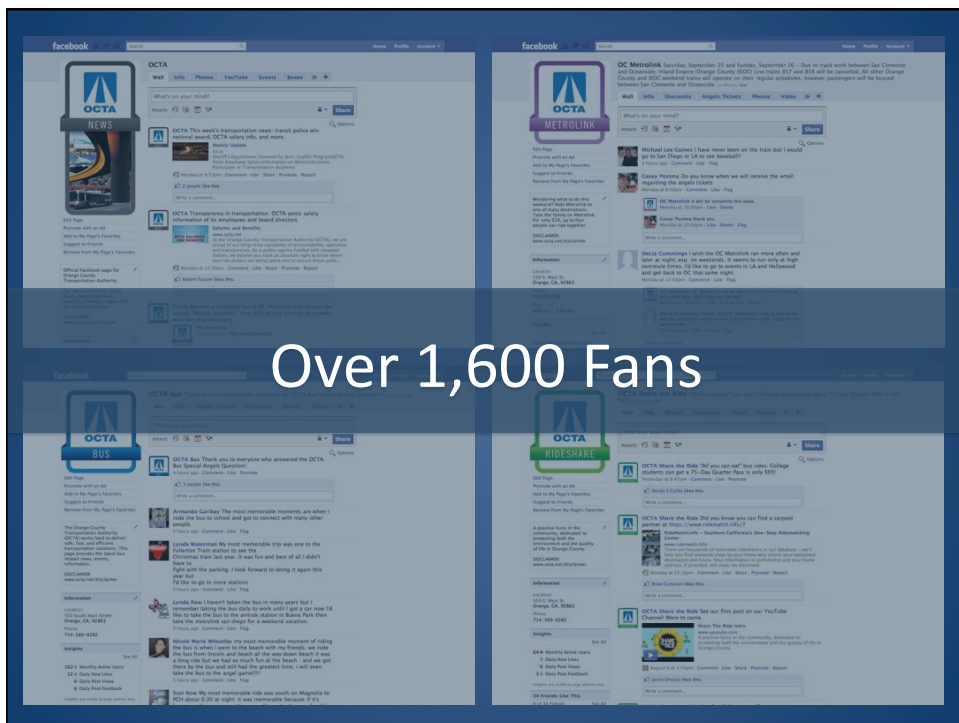
The collage features several distinct graphics:

- 1-6 Gateway Project:** A graphic with a blue and orange color scheme, titled "1-6 Gateway Project" and "Summer Travel 2010 Closure Information". It includes a photo of construction workers and text detailing project updates and closure schedules.
- Orange County Rail Safety Enhancement Construction Notice:** A yellow and black graphic with a train icon, titled "ORANGE COUNTY RAIL SAFETY ENHANCEMENT CONSTRUCTION NOTICE". It provides weekly construction updates for the California Corridor.
- Riverside Freeway (SR-91) Construction Notice:** A blue and white graphic titled "YOU'RE INVITED" and "RIVERSIDE FREEWAY (SR-91) EASTBOUND LANE RESTRICTIONS". It announces a construction project on Tuesday, Nov. 3, 2009.
- Board of Directors Meeting:** A blue graphic titled "Meeting of March 22, 2010" with a list of agenda items and a list of board members.
- West County Connections:** A blue and white graphic titled "West County Connections" with sections for "In This Issue", "Start of Construction", "Project Funding", "Stimulus Funding Part of WCC", and "Project Team".
- Public Scoping Meeting:** A blue and white graphic titled "Public Scoping Meeting" for the Anaheim Regional Transportation Intermodal Center, including a date and location.
- OCTA Freeway Mitigation Program Meeting Reminder:** A green and white graphic titled "OCTA Freeway Mitigation Program Meeting Reminder" with a date and location.
- Don't Miss the Fun of Lunar New Year Celebration!** A red and white graphic with a dragon illustration, titled "Don't Miss the Fun of Lunar New Year Celebration!" and "Connections".



Over 6,000 Contacts





The image shows two Facebook pages side-by-side. The left page is for OCTA and the right page is for OC Metrolink. A white box with a speech bubble points to a post on the OCTA page, containing the text: "Wandering what to do this weekend? Ride Metrolink to one of many destinations. Take the family on Metrolink. For only \$29, up to four people can ride together." Below this is a disclaimer: "DISCLAIMER www.octa.net/disclaimer".

facebook YouTube twitter

Social Media Purpose Statement

The purpose of official OCTA social media pages is to serve as a mechanism for communication between OCTA and members of the public. OCTA will reserve the right to monitor, filter, and remove any content (text, links, video, etc.) that is deemed inappropriate including:

1. Comments unrelated to the particular topic being commented upon;
2. Profane language or content;
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, physical or mental disability or sexual orientation;
4. Sexual content or links to sexual content;
5. Commercial solicitations;
6. Comments in support of or opposition to political campaigns or ballot measures;
7. Text or links encouraging any kind of illegal activity;
8. Information that may tend to compromise the safety or security of the public or public system;
9. Comments about OCTA employees, which will be forwarded to Customer Relations staff for processing according to established protocols for verification; or
10. Content that violates ownership rights from any other party.


Disclaimer

Content on social media sites, which are not owned or operated by OCTA, is not kept or retained by OCTA and is not required by law or kept in the discharge of a public official's duties or made/retained for the purpose of preserving content for future reference. Content is not required by OCTA's document retention schedule to be retained for any purpose.

The image shows a Twitter profile for WCCProjectInfo. The profile picture is a blue and white logo. The bio reads: "WCCProjectInfo Location: Orange, CA. Bus sharing information about the West County Commuter Freeway project." The tweets include:


- "Hey baseball fans, take an OCTA bus to the All-Star FanFest at the Anaheim Convention Center, and beat traffic... <http://10.me/uSZKKEEC>"
- "RIDERS' ALERT! ROUTES 43, 52 & 83: On Tuesday, July 23, buses will detour in Anaheim due to a Red Carpet Show. For... <http://10.me/u5ZKKEEC>"
- "RIDERS' ALERT! ROUTES 43, 52 & 83: On Tuesday, July 23, buses will detour in Anaheim due to a Red Carpet Show. For... <http://10.me/u5ZKKEEC>"
- "Did you know? In 2008, buses in the United States carried riders more than 2.3 billion miles!"
- "RIDERS' ALERT! ROUTES 10 & 17: On Sunday, July 13, buses will detour in Anaheim due to a 5K run. For more info, go... <http://10.me/u5ZKKEEC>"
- "OCTA bus RIDERS' ALERT! ROUTES 1, 2, 29, 39, 42, 71, 329, 342, 377: Due to the July 4 weekend... <http://10.me/u5ZKKEEC>"
- "RIDERS' ALERT! ROUTES 60, 701(72): The detour for route 60 has been extended through Friday, June 25 and there was a... <http://10.me/u5ZKKEEC>"
- "Route 50 will be an detour in Orange due to construction of I-405 SR50 new through to I-4 at 5.024 mi. For more info, visit <http://10.me/u5ZKKEEC>"
- "Routes 73, 275 and 213 will be relocated around I-405 temporary effective 6/18/10. For more info, visit <http://10.me/u5ZKKEEC>"

OCTA

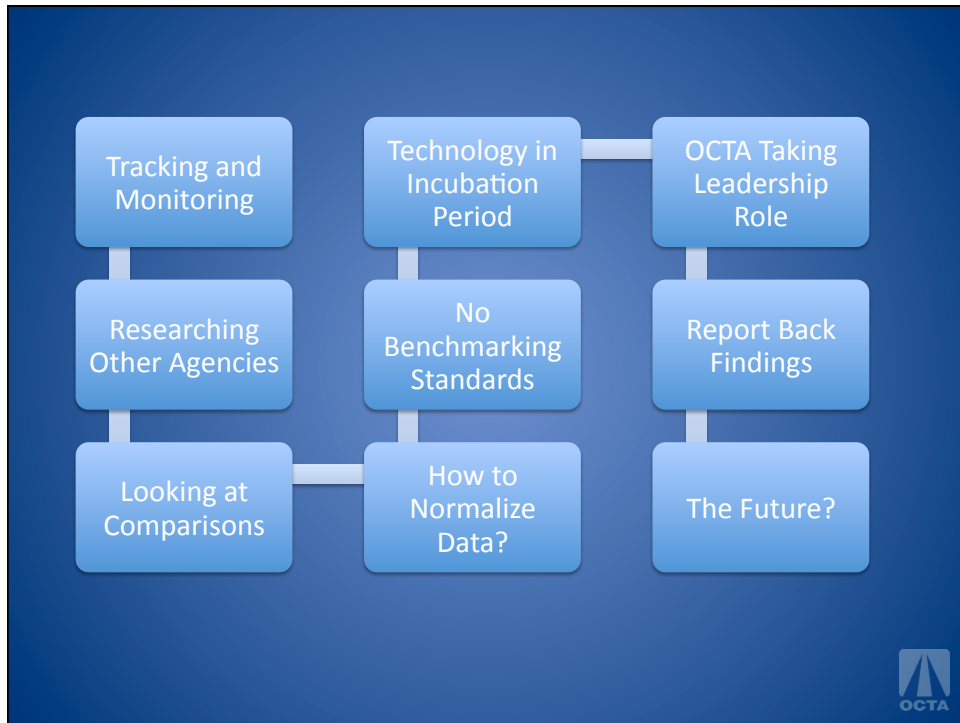


The image shows a screenshot of a Twitter profile for 'WCCProjectInfo'. The profile name is 'WCCProjectInfo' and the bio reads: 'Name Christina Byrne, Location Orange, CA, Web http://www.octa.org, Bio Sharing information about the West County Commuter Railway project.' The profile shows 4 following, 369 followers, and 30 tweets. A tweet from Christina Byrne is visible, stating: 'Hey baseball fans, take an OCTA bus to the All-Star FanFest at the Anaheim Convention Center, and beat traffic... http://to.me/uSZKKEEC'. The text 'Over 3,700 Followers' is overlaid in white on the screenshot. The OCTA logo is in the bottom right corner of the screenshot area.


Social Media Benchmarks and Limitations



The slide features a dark blue background with the title 'Social Media Benchmarks and Limitations' in white text. The OCTA logo is positioned in the bottom right corner.



Our Report Card



2010 CEO ACTION PLAN

Goal

Reinforce and Enhance OCTA's Positive Image.

✓ Activities

- ✓ **Produce an e-communications strategy** designed to cost-effectively expand traditional OCTA outreach efforts.
- ✓ **Develop metrics and benchmarks** to assess the effectiveness and future application of social media and other e-communications strategies for OCTA outreach and communications.
- ✓ **Increase the OCTA's e-mail list** of more than 3,000 regular contacts into a targeted 8,000 contact database for e-communications, including video presentations.

Launching New Website

