



Marketing Update 2020

NOVEL CORONAVIRUS (COVID-19) CUSTOMER EDUCATION AND SAFETY CAMPAIGN



Goal

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

Objectives

- Create awareness about Orange County Transportation Authority's (OCTA) response to COVID-19
- Integrate service change and safety information
- Encourage customers to do their part in reducing the spread of COVID-19
- Position OCTA as a trusted brand in helping community during the process of recovery from COVID-19
- Maintain high level of agility to pivot messages when needed



JUNE 2020 SERVICE CHANGE AND SAFETY GUIDELINES



Effective and extensive communication channels

- Bilingual bus book (online and through mail upon request)
- Service change brochure (online, through mail and outreach)
- Digital communications (web, email, social, TextAlert, In-App links)
- Signage (bus stops, transit centers, headway signs)
- Bus ads (interior and exterior)
- Customer Information Call Center
- Cities' Public Information Office

Timely and empowering safety messaging

- Keeping Orange County Moving Safely
- Ride Smart. Stay Safe.



DIGITAL TACTICS

EFFECTIVE JUNE 14, 2020 | EFECTIVO 14 DE JUNIO, 2020

JUNE SERVICE CHANGE

MONDAY-SATURDAY Operating Modified Saturday Service

- Weekday service on limited routes
- Regular Sunday service resumes
- Service suspended on limited routes
- New COVID-19 riding guidelines
(see inside for details)



OCTA is modifying OC Bus service while helping to protect your safety. Effective June 14, we will operate on the Saturday schedule (Monday through Saturday), while also increasing service on routes to accommodate social distancing and adding more local routes.

En junio, cambiamos los horarios de domingo a sábado de lunes a sábado. Agregamos más servicios en rutas con mayor demanda, brindando más rutas comunitarias y protegiendo su seguridad con importantes medidas de seguridad COVID-19.



Service Change

JUNE 14 SERVICE CHANGE

MONDAY-SATURDAY Operating Modified Saturday Service

- Weekday service on limited routes
- Regular Sunday service resumes
- Service suspended on limited routes
- New COVID-19 riding guidelines



OCTA continues to follow health guidance from federal, state and local agencies to keep the safety of riders and employees as the top priority, while helping stop the spread of COVID-19. OC Bus service has been adjusted to modified Saturday service levels, with added trips on busier routes to accommodate social distancing.

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, 79, 83, 89, 90, 91, 129, 143, 153, 177, 543, 562.

(The highlighted routes will operate with additional trips to allow for social distancing!)

WEEKDAYS ONLY

OC Bus will operate weekday service on the following routes: 75, 82, 85, 86, 87, 123, 167, 177, 178, 453, 455, 473, 475, 478, 480.

SUNDAYS

OC Bus will operate regular Sunday service.

TEMPORARILY DISCONTINUED ROUTES

53X, 57X, 64X, 150, 205, 213, 549, 560, 701, 724, 726 and 516route

VIEW E-BOOK

SIGN UP FOR UPDATES AND ALERTS

GET CONNECTED

RIDE SMART STAY SAFE

OCTA supports the health of OC Bus riders with enhanced cleaning of buses in operation, including air and disinfectant to every bus daily and being extra time to clean surfaces touched most frequently. Additional safety measures have been taken to protect the safety of our customers and employees. Please follow the important safety guidelines below when riding OC Bus to protect yourself and others.



Face covering required when asking for and riding OC Bus. Please don't travel if you are sick.



Leave a few feet of space between yourself and other passengers when possible for proper social distancing.



Use hand sanitizer available on all our fixed-route buses.



Board from the rear door to protect safety of passengers and coach operators. Boarding from the front door will still be allowed for passengers with disabilities or those who require use of the ramp.



A bus pass is still required. Bus fare is not free while boarding from the rear. You'll be required to show your bus pass upon request to the coach operator or transit police.



We are boarding fewer passengers per bus to provide more room for social distancing. Signs in the bus window indicate if the bus is full. Please wait for the next bus if your scheduled bus is full.

Plan ahead before you ride. All adjusted routes and schedules can be found on OCTA.net or by calling 714-838-RIDE.

Routes & Schedules

JUNE 14 SERVICE CHANGE

MONDAY-SATURDAY Operating Modified Saturday Service

- Weekday service on limited routes
- Regular Sunday service resumes
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- New COVID-19 riding guidelines



View and download the entire bus book, or individual routes and schedules, or create a personalized Bus Book with the bus and train routes you use the most. Last updated: June 2020

[CLICK HERE](#) to view June Service Change Highlights

Download Full Bus Book

- ✓ All routes and schedules
- ✓ All fare information
- ✓ All connecting transit information

DOWNLOAD FULL BUS BOOK

Create Your Own Bus Book

- ✓ Choose from individual routes and schedules
- ✓ Personalize and download your own Bus Book
- ✓ Includes fares, connecting transit info, riding tips

CHOOSE YOUR ROUTES

Choose Your Bus Routes

View and download individual routes and schedules, or create a personalized bus book. You can create a customized book with the bus and train routes you use the most. Routes last updated: June 2020

Search routes by Route Number or Name

Local Fixed Routes (Routes 1 to 91)

- 1 Long Beach - San Clemente
- 25 Fullerton - Huntington Beach
- 26 Fullerton - Placentia
- 29/A La Habra - Huntington Beach
- 30 Corvallis - Anaheim
- 33 Fullerton - Huntington Beach

My Bus Book

The items that you have selected will be combined into one document for download (PDF).

Download My Bus Book

OR CLEAR ALL

SIGNAGE

JUNE SERVICE CHANGE

MONDAY-SATURDAY Operating Modified Saturday Service

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EFFECTIVE JUNE 14, 2020 EFECTIVO 14 DE JUNIO, 2020

OCTA continues to follow health guidance from federal, state and local agencies to keep the safety of riders and employees as the top priority, while helping stop the spread of COVID-19. OC Bus service has been adjusted to modified Saturday service levels, with added trips on busier routes to accommodate social distancing.

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, 79, 83, 89, 90, 91, 129, 143, 153, 177, 543, 862.**

(The highlighted routes will operate with additional trips to allow for social distancing.)

WEEKDAY ONLY

OC Bus will operate weekday service on the following routes: 76, 82, 85, 86, 87, 123, 167, 177, 178, 453, 463, 472, 473, 480

SUNDAYS

OC Bus will operate regular Sunday service

TEMPORARILY DISCONTINUED ROUTES

53X, 57X, 64X, 150, 206, 213, 529, 560, 701, 721 and 794.

OC BUS RIDING GUIDELINES

- Board from the rear doors.
- A bus pass is required when riding. Purchase your pass before boarding.
- Leave a row or seat between yourself and other passengers.
- Please wear face covering when riding.

For detailed route schedules

visit ocbus.com/ebusbook or call 714-636-RIDE.

OCTA continúa siguiendo las normas de salud de las agencias federales, estatales y locales para mantener la seguridad de los pasajeros y empleados, cual es la principal prioridad, para ayudar a detener la propagación de COVID-19. El servicio de autobuses OC se ha ajustado a los niveles de servicio del sábado modificado, con viajes adicionales en rutas más concurridas para acomodar el distanciamiento físico.

LUNES-SABADO:

OC Bus operará servicio modificado de los sábados en las siguientes rutas: **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, 79, 83, 89, 90, 91, 129, 143, 153, 177, 543, 862.**

(Las rutas resaltadas operarán con viajes adicionales para permitir el distanciamiento físico.)

DIAS SEMANALES SOLAMENTE

OC Bus operará el servicio de lunes a viernes en las siguientes rutas: 76, 82, 85, 86, 87, 123, 167, 177, 178, 453, 463, 472, 473, 480

DOMINGOS

OC Bus operará servicio regular los domingos

RUTAS TEMPORALMENTE DISCONTINUADAS

53X, 57X, 64X, 150, 206, 213, 529, 560, 701, 721 and 794.

GUÍAS DE VIAJE EN AUTOBUS OC

- Entre por las puertas traseras.
- Se requiere un pase de autobús para viajar. Compre su pase antes de abordar.
- Deje una fila o asiento entre usted y otros pasajeros.
- Por favor, use coberturas de boca cuando viaje.

Para los horarios detallados de las rutas, visite ocbus.com/ebusbook o llame al 714-636-RIDE.



PLEASE WEAR FACE COVERING WHEN RIDING

POR FAVOR, USE COBERTURAS DE BOCA CUANDO VIAJE



OC Bus
Sponsored · 🌐

OCTA is changing OC Bus service while protecting your safety. Effective June 14, we will operate on the Saturday schedule (Monday through Saturday), while also increasing service on routes with higher demand and adding more local routes.

JUNE SERVICE CHANGE
Sunday, June 14

OCBUS.COM
Saturday Schedule PLUS...
Increased trips. More community routes. Added safety. [Learn More](#)

Static Facebook ad

OC Bus
Sponsored · 🌐

OCTA is changing OC Bus service while protecting your safety. Effective June 14, we will operate on the Saturday schedule (Monday through Saturday), while also increasing service on routes with higher demand and adding more local routes.

JUNE SERVICE CHANGE

OCBUS.COM
Service change is coming June 14
Increased trips. More community routes. Added safety. [Learn More](#)

Animated GIF Facebook ad



BUS INTERIOR CARDS

KEEPING ORANGE COUNTY MOVING SAFELY

Please follow OC Bus Safety Guidelines to keep yourself and others safe.



Please wear face covering



Practice social distancing



Use on-board hand sanitizer



Board from the rear doors



A bus pass is required



Fewer customers per bus

Plan ahead before you ride

All adjusted routes and schedules can be found at [OCTA.net](https://www.octa.net)



HACIENDO QUE EL CONDADO DE ORANGE SE MUEVA DE MANERA SEGURA

Siga las guías de seguridad de OC Bus para mantenerse seguro y proteger a los demás.



Por favor use cubierta de cara



Practique el distanciamiento físico



Use desinfectante de manos a bordo



Aborde desde las puertas traseras



Todavía se requiere un pase de autobús



Menos clientes por autobús

Planifique con anticipación antes de viajar

Todas las rutas y horarios ajustados se pueden encontrar en [OCTA.net](https://www.octa.net)



TIẾP TỤC DI CHUYỂN CƯ DÂN QUẬN CAM MỘT CÁCH AN TOÀN

Vui lòng tuân theo những hướng dẫn an toàn của OC Bus để bảo vệ sự an toàn của chính quý vị và hành khách khác.



Vui lòng đeo khẩu trang



Hãy giữ khoảng cách an toàn



Dùng nước khử trùng rửa tay đang có trên xe buýt



Lên xe buýt bằng cửa sau



Vẫn cần phải mua vé xe buýt

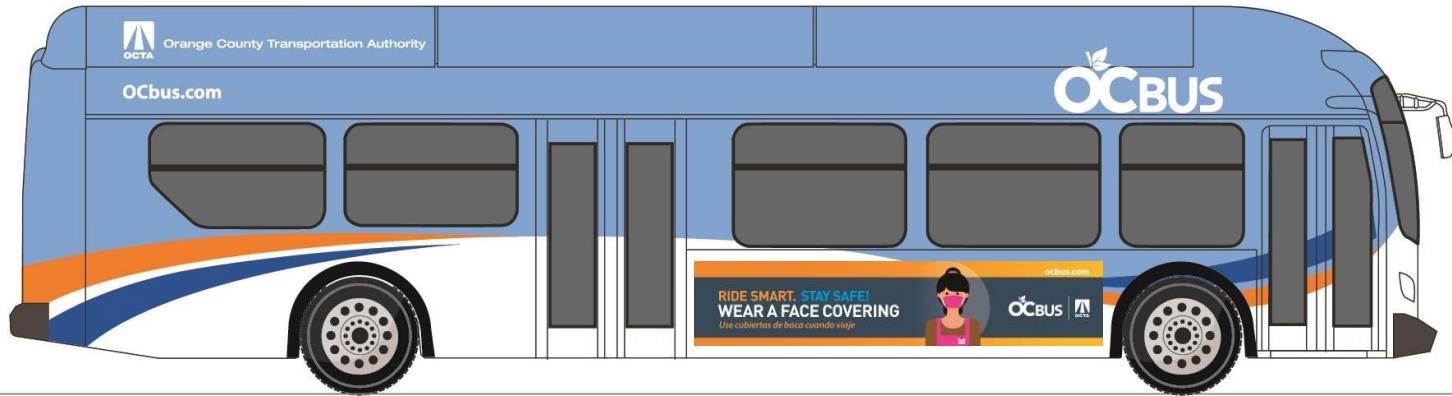


Giảm số lượng hành khách của mỗi xe buýt


Chuẩn bị trước khi dùng xe buýt

Tất cả những thay đổi thời gian của những tuyến đường có thể tìm thấy tại trang mạng [OCTA.net](https://www.octa.net)





FACE COVERINGS REQUIRED – COMMUNICATIONS

Dear OC Bus Passenger,

OCBA employees are working hard every day to keep providing essential transit services for Orange County and we are doing our best to help keep everyone safe. We need your help, too, because we can't do it without you.

OCBA is a family and we want to protect our family, the same way you want to protect yours.


One of the most important ways we can help stop the spread of the coronavirus (COVID-19) and its devastating effects on the people we love is to wear a face covering.

We are committed to protecting your health. We ask that you please follow the health safety requirements in place by always wearing a face covering while waiting for and riding on OC Bus. Use hand sanitizer. And, whenever possible, keep 6 feet apart from other riders.

Beginning Monday, July 27, reusable face coverings will be available for free to passengers at the OCTA Store, 600 S. Main Street in Orange, during the current modified business hours, weekdays from 10 a.m. to 2 p.m.

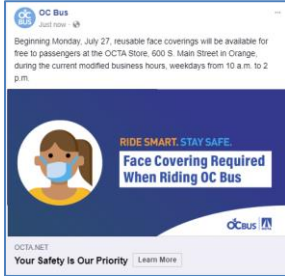
View our safety efforts [here](#), and if there's ever a concern you have while riding on OC Bus, please let us know at [714-636-7433](tel:714-636-7433) or ocba@ocba.net.

Thank you for your help in keeping our community safe!




Daniel E. Johnson, CEO

Email Blast



OC Bus
Just now · 🌐

Beginning Monday, July 27, reusable face coverings will be available for free to passengers at the OCTA Store, 600 S. Main Street in Orange, during the current modified business hours, weekdays from 10 a.m. to 2 p.m.



RIDE SMART. STAY SAFE.
Face Covering Required When Riding OC Bus

OCTA.NET
Your Safety is Our Priority [Learn More](#)

Social Media



Head Sign




Face Covering Required When Riding OC Bus

Es un requisito usar cubre bocas al viajar en OC Bus

Bạn phải đeo khẩu trang khi đi xe buýt

OCBUS  RIDE SMART. STAY SAFE.

Bus Interior Card




RIDE SMART. STAY SAFE.

Face Covering Required When Riding OC Bus

The face covering is provided by OCTA to help keep you and others safe while riding OC Bus.

OCTA works hard every day to provide essential transit services for Orange County and we are doing our best to help keep everyone safe. We need your help, too, because we can't do it without you.

One of the most important ways we can help stop the spread of coronavirus (COVID-19) is to wear a face covering.

Please follow the health requirements in place by always wearing a face covering while waiting for and riding on OC Bus. Use hand sanitizer. And, whenever possible, keep 6 feet apart from other riders.

Thank you for your help in keeping our community safe.

OCBUS 

Safety Guidelines




RIDE SMART. STAY SAFE.

A FACE COVERING IS REQUIRED WHEN RIDING OC BUS


AVAILABLE UPON REQUEST
NEED ONE? JUST ASK. LIMIT ONE PER PASSENGER.

A FACE COVERING IS REQUIRED WHEN RIDING OC BUS

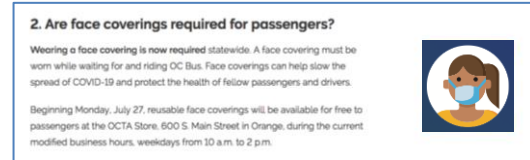
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A FACE COVERING IS REQUIRED WHEN RIDING OC BUS

AVAILABLE UPON REQUEST
NEED ONE? JUST ASK. LIMIT ONE PER PASSENGER.

OCBUS 


OCTA Store Sign



2. Are face coverings required for passengers?

Wearing a face covering is now required statewide. A face covering must be worn while waiting for and riding OC Bus. Face coverings can help slow the spread of COVID-19 and protect the health of fellow passengers and drivers.

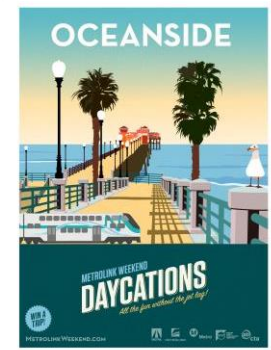
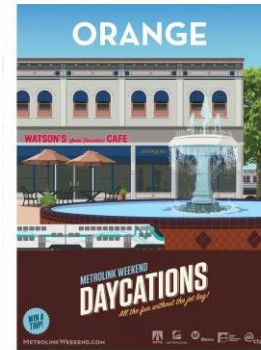
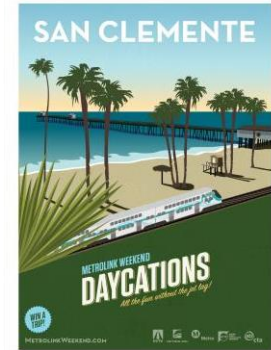
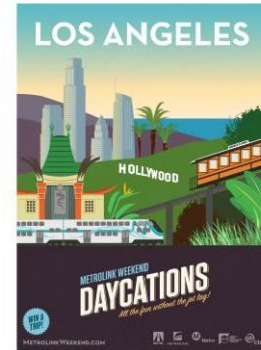
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Website Update

METROLINK CUSTOMER COMEBACK CAMPAIGN

The screenshot shows the Metrolink website interface. At the top, there is a navigation bar with the Metrolink logo, utility links (REDUCE MOTION, HIGH CONTRAST, CAREERS, CONTACT US), a language selector, and social media icons. Below this is a secondary navigation bar with links for 'Getting Around', 'Projects and Programs', 'News and Resources', and 'About OCTA'. The main content area features a large banner for 'METROLINK WEEKEND DAYCATIONS' with the tagline 'All the fun without the jet lag!'. Below the banner is a purple call-to-action box: 'Enter to Win a Los Angeles Daycation for 4!' with a subtext 'Package includes Metrolink tickets, a \$100 gift card to Philippe's the Original, and a \$100 gift card to San Antonio Winery' and an 'ENTER TO WIN' button. To the left of the main text is a 'CLEAN COMMUTING' section with the text 'Making your ride healthy and safe' and a 'WATCH VIDEO' button. Below this are two images: a smiling woman and a plate of food. To the right of the 'CLEAN COMMUTING' section is a text block titled 'Come out and Explore Safely on Metrolink' with subtext 'Want to plan the perfect day trip?' and a paragraph about travel to Orange County, Los Angeles, and Oceanside. At the bottom of the page, it says 'Check back soon for updates on Metrolink Weekend promotions.'



BRAND AWARENESS



- Articulate and promote the brand vision and values
- Create awareness and anticipation

