

Orange County Transportation Authority Long-Range Transportation Plan E-communications Outreach Tool Kit

The Orange County Transportation Authority (OCTA) is updating the Long-Range Transportation Plan (LRTP), which will guide transportation investments and priorities in Orange County through 2050. The plan will address evolving travel trends, aging infrastructure, funding uncertainties, and climate-related challenges to help Orange County prepare for future disruptions and keep people and businesses moving efficiently for the next 20+ years.

We invite you to help spread the word by sharing the LRTP Online Survey and upcoming public engagement opportunities with your community. Community members who complete the [online survey](#) by Sunday, September 20, 2026, will be entered for a chance to win one of four \$50 gift cards. They are also encouraged to participate in the [Telephone Town Hall](#) on Wednesday, August 5, 2026, or the [Online Community Meeting](#) on Wednesday, August 26, 2026.

To make sharing easy, we have provided a communications toolkit with **ready-to-use messaging, graphics, and links. Visit OCTA.net/LRTP to learn more about the plan.**

We appreciate your partnership in helping inform and engage the community by sharing the survey and meeting invitation with your community by way of:

1. **NIXEL Eblast:** Include the prepared content in the City's reoccurring NIXEL distribution.
2. **Social Media (Facebook, Instagram & X (Twitter)):** Copy and paste the image content of choice to your Facebook or Twitter pages.
3. **Nextdoor/Neighborhood Blog:** Post the content and graphic as an announcement on your community's page.
4. **Eblast/Newsletter Article:** Distribute the provided image and content to your e-mail contacts or via your organization's e-newsletter or bulletin.
5. **Website Post & Calendar:** Share the project information with your community by updating your webpage's news and calendar sections.
6. **Phone Script/Recorded Phone Announcement:** Record the provided script as part of your call-waiting or share it as an informational announcement.
7. **Flyer:** Place multi-lingual project flyers on your public counters/racks for public reference.
8. **Poster:** Add to your public facility's posting boards. Custom size posters (less than 3ft x 4ft) available upon request.
9. **Cable TV Slide:** Share multi-lingual project notices through your closed channel cable tv network.
10. **Digital Marquee Board:** Place multi-lingual digital billboards in established marquees.

Thank you for helping OCTA keep Orange County residents informed and engaged as we plan the future of transportation together.

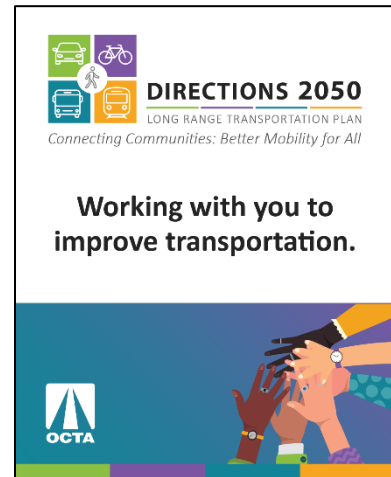
If you would like any of these materials in a language other than English, please contact Marissa Espino, Public Outreach Section Manager, at mespino@octa.net.

NIXEL EMAIL BLAST

Image Sample: [Graphic files](#)

Provide your input! Take the OCTA Survey & Join an Upcoming Meeting.

The Orange County Transportation Authority ([OCTA](#)) is updating the Long-Range Transportation Plan (LRTP) and wants to hear from you. Your feedback will help guide transportation improvements throughout Orange County for the next +20 years. There are multiple ways to get involved and share your opinion:



- **[Online Survey](#):** Take the survey by Sunday, September 20, 2026 for a chance to win one of four \$50 gift cards!
- **[Telephone Town Hall](#):** Participate on Wednesday, August 5, 2026 at 6:00 p.m. Must register 3 hours before the meeting.
- **[Online Community Meeting](#):** Join the conversation on Wednesday, August 26, 2026 at 6:00 p.m. Register today!
- **[Follow & Comment](#):** Sign-up for meeting reminders and comment on the plan.
- **Helpline:** Call (800) 719-0037 to ask questions and leave comments.

Learn more about the plan at www.OCTA.net/LRTP.

[Back to Top](#)

FACEBOOK

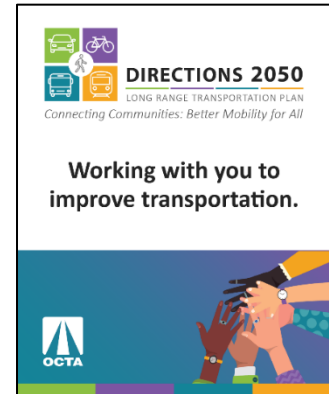
Image Sample:

[Graphic files](#)

Text Option 1 – For use any time before 8/5/26:

🔔 Do you want to see improvements to Orange County transportation? [OCTA](#) wants to hear from you! **SAVE THE DATE** for the upcoming Long-Range Transportation Plan (LRTP) Telephone Town Hall (📅 8/5), Community Webinar (📅 8/26) and [take a survey](#) for a chance to win a \$50 gift card.

Visit OCTA.net/LRTP to register for a meeting and learn more.



Text Option 2 – For use any time before 8/26/26:

[OCTA](#) is working to make it easier to get around Orange County. Learn more about the **Long-Range Transportation Plan (LRTP)** and how you can get involved.

Visit OCTA.net/LRTP for meeting details on the upcoming **Online Community Meeting** (📅 8/26) and to [take a survey](#) for a **chance to win a \$50 gift card**.

Text Option 3 – For use any time before 9/20/26:

!! Take the [OCTA](#) Long-Range Transportation Plan (LRTP) [Online Survey](#) before 9/20 and be entered into a drawing for a chance to win a \$50 gift card. Learn more at OCTA.net/LRTP 🌐

[Back to Top](#)

INSTAGRAM

Image Sample: [Graphic files](#)

Text Option 1 – For use any time before 8/5/26:

Share your input by taking an [@goOCTA Survey](#) for a **chance to win a \$50 gift card**, register for the **Telephone Town Hall** (📅 [8/5](#)), and/or attend the **Online Community Meeting** (📅 [8/26](#)).

🌐 Visit OCTA.net/LRTP to learn more and get involved!

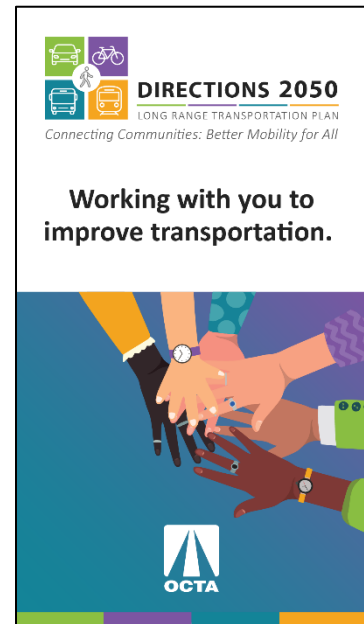
Text Option 2 – For use any time before 8/26/26:

🔔 Help shape the future of transportation in OC. Visit OCTA.net/LRTP to take an [@goOCTA Survey](#) for a **chance to win a \$50 gift card** and/or attend the **Online Community Meeting** ([8/26](#)). Get involved!

Text Option 3 – For use any time before 9/20/26:

Want to learn how [@goOCTA](#) is working to improve Orange County's transportation system?

!! Start by taking a brief survey at LRTP-Survey.com for a chance to win one of four \$50 gift cards.



[Back to Top](#)

X (TWITTER)

Image Sample:

[Graphic files](#)

Text Option 1 - For use any time before 8/5/26:

Do you want to learn how [@goOCTA](#) is working to improve Orange County's transportation system? Visit [LRTP-Survey.com](#) to take a brief survey for a **chance to win a \$50 gift card!**

 **SAVE THE DATE** and join them for a **Telephone Town Hall (8/5)** and **Online Community Meeting (8/26)** to learn more and participate!



Text Option 2 – For use any time before 8/26/26:

Join [@goOCTA](#) on  **8/26 at 6:00pm** for [Online Community Meeting](#). Learn more at [OCTA.net/LRTP](#) 

Be sure to take their survey at [LRTP-Survey.com](#) to be entered into a **\$50 gift card drawing!**

Text Option 3 – For use any time before 9/20/26:

 Join [@goOCTA](#) as they set a path for future transportation improvements. Participate in the survey at [LRTP-Survey.com](#) for a **chance to win a \$50 gift card.**

 Go to [OCTA.net/LRTP](#) to learn more.

[Back to Top](#)

NEXTDOOR BLOG

Image Sample: [Graphic files](#)

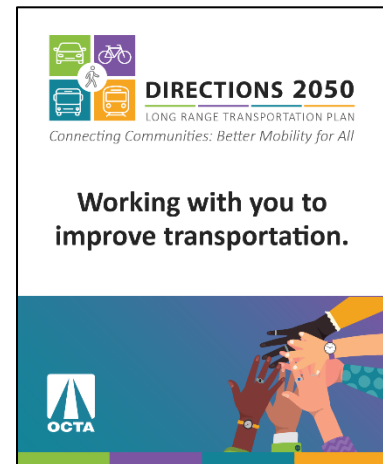
Text Option 1 – For use any time before 8/5/26:

Title: Help shape the future of Orange County’s transportation.

Body:

Join [OCTA](#) for the **Long-Range Transportation Plan (LRTP)** paths to success by attending the [Telephone Town Hall](#) on 8/5 @ 6:00 p.m. and the [Online Community Meeting](#) 8/26 @ 6:00 p.m.) to offer your thoughts on how to improve the future of transportation in Orange County. Visit [OCTA.net/LRTP](#) to learn more. Share the meetings with your family, friends and coworkers.

If you haven’t already, complete the [LRTP-Survey.com](#) to be entered into a drawing for a **chance to win one of four \$50 gift cards**, and help shape the next +20 years of transportation.



Text Option 2 – For use any time before 8/26/26:

Title: Help shape the future of Orange County’s transportation.

Body:

Participate in the [OCTA Long-Range Transportation Plan \(LRTP\) Online Community Meeting](#) (8/26 @ 6:00 p.m.) to offer your thoughts on how to improve the future of transportation in Orange County. Visit [OCTA.net/LRTP](#) to learn more. Be sure to spread the word. LRTP is for everyone.

Take the [LRTP-Survey.com](#) for a **chance to win one of four \$50 gift cards**.

Text Option 3 – For use any time before 9/20/26:

Title: Your input will shape the future of transportation in Orange County.

Body:

There’s still time to complete [OCTA’s Long-Range Transportation Plan \(LRTP\)](#) survey and make your voice heard. Submit your feedback by Sunday, September 20 at [LRTP-Survey.com](#) for a **chance to win one of four \$50 gift cards**.

Learn more about the plan and how it will guide transportation improvements for the next 20 years at [OCTA.net/LRTP](#). Don’t miss this chance to help shape Orange County’s future.

[Back to Top](#)

EMAIL BLAST OR NEWSLETTER

Image Sample: [Graphic files](#)

Subject: Get involved and let OCTA know your mobility needs.

Body:

Provide your input! Take an OCTA survey and attend the upcoming community webinar.

The Orange County Transportation Authority ([OCTA](#)) is updating the Long-Range Transportation Plan (LRTP), which outlines priorities for transportation improvements in Orange County over the next 20+ years. Your input is key to making sure the plan reflects community needs and priorities. Here are a few ways to get involved:

- **[Online Survey:](#)** Take the survey by Sunday, September 20, 2026 for a chance to win one of four \$50 gift cards!
- **[Telephone Town Hall:](#)** Participate on Wednesday, August 5, 2026 at 6:00 p.m. Participants must register at least 3 hours before the meeting.
- **[Online Community Meeting:](#)** Join the conversation on Wednesday, August 26, 2026 at 6:00pm. Register today!
- **[Follow & Comment:](#)** Sign-up for meeting reminders and comment on the draft plan.
- **Helpline:** Call (800) 719-0037 to ask questions and leave comments.

Learn more about the plan at [OCTA.net/LRTP](#) and [LRTP-StoryMap.com](#).



[Back to Top](#)

WEBSITE POST & CALENDAR

Image Sample: [Graphic files](#)

Learn more about how the OCTA Long-Range Transportation Plan (LRTP) addresses Orange County's future transportation demands at [OCTA.net/LRTP](https://www.octa.net/LRTP). Share your input by joining the [Telephone Town Hall](#) on Wednesday, August 5, 2026 at 6:00 p.m. or the [Online Community Meeting](#) on Wednesday, August 26, 2026 at 6:00 p.m., and complete their survey by Sunday, September 20, 2026 to be entered into an opportunity drawing for a chance to win one of four \$50 gift cards. [Sign-up](#) today to receive study updates and meeting reminders.

CALENDAR DATES:

- OCTA [LRTP](#) Telephone Town Hall | 6:00 p.m. ([Register](#))
- OCTA [LRTP](#) Online Community Meeting | 6:00 p.m. ([Register](#))

[Back to Top](#)



PHONE SCRIPT:

Help OCTA improve transportation in Orange County. Visit L-R-T-P-dash Survey dot com to take their Long-Range Transportation Plan online survey in English, Spanish, Vietnamese, Chinese (simplified Mandarin), and Korean by Sunday, September 20, 2026 to be entered into a drawing for a chance to win one of four \$50 gift cards. You're also welcome to attend the telephone town hall on Wednesday, August 5, 2026 at 6 p.m. and the Online Community Meeting on Wednesday, August 26, 2026 at 6p.m.

For more information, please visit us at O-C-T-A-dot-n-e-t-forward slash L-R-T-P. Thank you for helping OCTA plan for your transportation needs!

[Back to Top](#)

FLYER (Multi-lingual)

English/Spanish/Vietnamese Flyer &
English/Chinese/Korean Flyer

[Graphic files](#)

Sample:



The 8.5" x 11" flyers available in English-Spanish-Vietnamese and English-Chinese-Korean.

Print Flyer: For print copies of the flyer please contact Marissa Espino, Public Outreach Section Manager, at MEspino@octa.net.

[Back to Top](#)

POSTER (Multi-lingual)

Poster content will reflect flyer design in three language groups (EN,SP,VT;
EN,CH,KO).

Image Sample: [Graphic files](#)

Poster available in 36" x 48".

If it does not meet your poster placement specifications, please contact Marissa Espino, Public Outreach Section Manager, at MEspino@octa.net with your required poster size.



[Back to Top](#)

CABLE TV SLIDES

Image Sample: [Graphic files](#)

Sample Cable Channel Slide: Version 1



Sample Cable Channel Slide: Version 2



[Back to Top](#)

DIGITAL MARQUEE BOARD

Image Sample: [Graphic files](#)

Sample Digital Marquee: Version 1



Sample Digital Marquee: Version 2



Sample Digital Marquee: Version 3



Digital banners available in 416" x 184", 932" x 450", 704" x 200" and 176" x 64" size graphics.

If these do not meet your digital marquee specifications, please contact Marissa Espino, Public Outreach Section Manager at MEspino@octa.net with the required marquee banner size.

[Back to Top](#)