



Orange County Transit Vision Master Plan (OC Transit Vision)

E-communications Outreach Toolkit

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), a 30-year plan aimed to integrate, enhance, and expand multimodal transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit corridors and other recommendations ranging from fixed-route bus to on-demand services.

Below, we have provided an **easy-to-use toolkit with copy/paste-ready text**, links and [downloadable graphics](#) to make sharing simple and inform your audience about the upcoming webinar, survey, and other opportunities for participation. Learn more about the plan by visiting the project website at octa.net/OCTransitVision.

We'd appreciate your consideration in sharing the survey and meeting invitations with your community by way of:

1. **Social Media (Facebook, Instagram, X [Twitter]):** Copy and paste the image content of choice to your social pages.
2. **Eblast/Newsletter Article & Nextdoor/Neighborhood Blog/Nixel:** Distribute the provided image and content to your e-mail contacts or via your organization's e-newsletter or bulletin.
3. **Website Post & Calendar:** Share the project information with your community by updating your webpage's news and calendar sections.
4. **Local Cable TV Spot & Digital Marquee:** Share the project graphics in public signage outlets such as local tv placements and digital marquees.
5. **Meeting Flyer:** Request and place multi-lingual project flyers on your public counters/racks for public distribution
6. **Phone Recording/Recorded Phone Announcement:** Record the provided script as part of your call-waiting or share it as an informational announcement.

The online survey will be live through July 14, 2024, and is offered in English, Spanish and Vietnamese. Visit octa.net/OCTransitVision or [click here](#) to register for the virtual webinar scheduled for July 9, 2024. We hope you will be able to attend the virtual meeting and share your input by taking our [community survey](#). Thank you in advance for helping to promote the OCTA Transit Vision Master Plan and keeping the public informed and engaged.

SOCIAL MEDIA CALENDAR

Social Media Messaging & Widgets: [Social Media Calendar](#)

EBLAST/NEWSPAPER ARTICLE & NEXTDOOR/NEIGHBORHOOD

BLOG/NIXEL:

Image & Flyer Notice Sample: [Graphic files](#)

Sample Header:

For use any time before July 9 2024:

Title: Help OCTA expand and enhance public transportation services in Orange County.

Body:

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), which aims to integrate, enhance, and expand transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit, which moves a lot of people quickly and often, and other recommendations ranging from fixed-route bus to on-demand services.

Tell us which of the draft top 12 Orange County transit corridors are most important to you. Here is how to get involved:

Attend the Zoom Webinar

July 9, 2024 from 5:30-6:30pm. [Register here!](#)

Participate in the Online Survey

Take the [survey](#) by July 14 for a chance to win one of four \$50 sweepstakes!

Learn more about the plan and how you can get involved by visiting octa.net/OCTransitVision.

WEBSITE POST & CALENDAR

Image Sample: [Graphic files](#)

Join OCTA for a Zoom webinar on **Tuesday, July 9**, from 5:30-6:30pm, to learn about the latest plan updates and to tell us which of the draft top 12 Orange County transit corridors are most important to you. Can't make it? Provide your input by completing the [community survey](#) by **Sunday, July 14**, and enter for a chance to win one of four \$50 sweepstakes. [Sign-up](#) today to receive project updates and future meeting invitations.

CALENDAR DATE:

OCTA Transit Vision Master Plan Zoom Webinar | 5:30pm ([Register](#))

LOCAL CABLE TV SPOT & DIGITAL MARQUEE

Image Sample: [Graphic files](#)

Digital banners are provided in the following sizes.

Sizes provided:	
416 x 184 pixels	704 x 200 pixels
932 x 450 pixels	176 x 64 pixels

Graphics for cable TV placement are provided in 4800 x 2700 pixels.

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 or cable TV size.

MEETING FLYER

English/Spanish Flyer: [File](#)

English/Vietnamese Flyer: [File](#)

Printed Flyers Available Upon Request

PHONE SCRIPT/RECORDED PHONE ANNOUNCEMENT:

Help OCTA expand and enhance public transportation services in Orange County. Visit octa.net/OCTransitVision to take their community survey in English, Spanish or Vietnamese by Sunday, July 14, 2024, to be entered into a drawing for a chance to win one of four \$50 sweepstakes. You're also invited to attend the community webinar on July 9, 2024, from 5:30-6:30 to learn more about this exciting plan.

Alternative Language Options Available Upon Request

For additional languages or printed flyer requests, please contact Marissa Espino, Public Outreach Section Manager, at MEspino@octa.net.