



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
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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, 454, 455, 473, 474, 480.

SUNDAYS

OC Bus will operate regular Sunday service.

TEMPORARILY DISCONTINUED ROUTES

53X, 57X, 64X, 150, 205, 213, 549, 560, 701, 724, 726 and 516/60.

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 714-638-8322.

Routes & Schedules

JUNE 14 SERVICE CHANGE

MONDAY-SATURDAY Operating Modified Saturday Service

- Weekday service on limited routes
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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)

- Long Beach - San Clemente
- Fullerton - Huntington Beach
- Fullerton - Placentia
- La Habra - Huntington Beach
- Cerritos - Anaheim
- 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

JUNE 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

LUNES-SABADO

OC Bus operará servicio modificado de los sábados



WHAT YOU SHOULD KNOW ABOUT OC BUS AND COVID-19 SAFETY GUIDELINES.

OCBA 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. OCBA's top priority is the health and safety of our riders and employees. We continue to follow guidance from the federal, state and local health agencies to help stop the spread of COVID-19.



LO QUE DEBE SABER SOBRE OC BUS, COVID-19, CONEXIONES DE SEGURIDAD Y TRÁNSITO.

OCBA está modificando el servicio de OC Bus mientras ayudamos a proteger su seguridad. A partir del 14 de junio, operaremos en el horario del sábado (de lunes a sábado), al mismo tiempo que aumentaremos el servicio en las rutas para acomodar el distanciamiento físico y agregaremos más rutas locales. La prioridad principal de OCBA es la salud y la seguridad de nuestros pasajeros y empleados. Continuamos siguiendo las pautas de las agencias de salud federal, estatales y locales para ayudar a detener la propagación de COVID-19.

OCBA 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, 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)

WEEKDAYS 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.

OCBA 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 Bus se ha ajustado a los niveles de servicio modificado del sábado, con viajes adicionales en rutas más ocupadas 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)

DÍAS 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.



RIDE SMART. STAY SAFE.

COVID-19 SAFETY GUIDELINES

Sobre nuestras últimas pautas COVID-19

OCBA Stone: Open with reduced hours from 10 a.m. to 2 p.m., Mondays, Wednesdays and Fridays only at 605 S. Main St. in Orange.

OCBA Last and Found: Closed to the public until further notice. Essential items, including medication and wallets, can be retrieved by emailing lostandfound@ocbus.net or calling (714) 560-5804.



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JUNE SERVICE CHANGE



MONDAY-SATURDAY Operating Modified Saturday Service

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THURSDAY TO SUNDAY

Ye buyet OC Bus hoat đổng vớ lịch trình thứ Tư đến chủ nhật



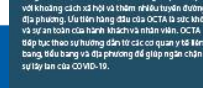
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NHỮNG ĐIỀU QU Y NÊN BIẾT VỀ OC BUS VÀ TÍNH TÍNH SỬ VẤN THỜI TRONG MÙA DỊCH COVID-19.

OCBA đang hi chỉnh dịch vụ xe buýt công để giúp bảo vệ và tăng tính an toàn của quý vị. Kể từ ngày 14 tháng Sáu, chúng tôi sẽ hoạt động theo lịch trình Thứ Bảy đến Chủ nhật (từ Thứ Hai đến Thứ Bảy), đồng thời tăng thêm các chuyến xe buýt công để đáp ứng nhu cầu cách xa xã hội và thêm nhiều tuyến đường địa phương. Ưu tiên hàng đầu của OCBA là sức khỏe và sự an toàn của hành khách và nhân viên. OCBA tiếp tục theo sát hướng dẫn từ các cơ quan y tế hàng đầu bằng và phương để giúp ngăn chặn sự lây lan của COVID-19.



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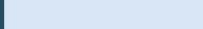
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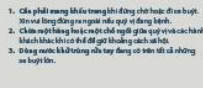
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NHỮNG ĐIỀU QU Y NÊN BIẾT VỀ OC BUS VÀ TÍNH TÍNH SỬ VẤN THỜI TRONG MÙA DỊCH COVID-19.

OCBA đang hi chỉnh dịch vụ xe buýt công để giúp bảo vệ và tăng tính an toàn của quý vị. Kể từ ngày 14 tháng Sáu, chúng tôi sẽ hoạt động theo lịch trình Thứ Bảy đến Chủ nhật (từ Thứ Hai đến Thứ Bảy), đồng thời tăng thêm các chuyến xe buýt công để đáp ứng nhu cầu cách xa xã hội và thêm nhiều tuyến đường địa phương. Ưu tiên hàng đầu của OCBA là sức khỏe và sự an toàn của hành khách và nhân viên. OCBA tiếp tục theo sát hướng dẫn từ các cơ quan y tế hàng đầu bằng và phương để giúp ngăn chặn sự lây lan của COVID-19.



OCBA tiếp tục theo sát hướng dẫn từ các cơ quan y tế hàng đầu bằng và phương để giúp ngăn chặn sự lây lan của COVID-19.

Dịch vụ xe buýt OCBA đã hoat đổng theo lịch trình Thứ Bảy, với nhiều tuyến đường đi đổng khách được tăng cường để đáp ứng nhu cầu khoảng cách xã hội.

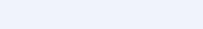
THỨ HAI ĐẾN THỨ BẢY
Xe buýt OC Bus sẽ hoạt đổng vớ lịch trình thứ Bảy trên những tuyến đường sau đây: 1, 25, 26, 29, 30, 33, 35, 37, 38, 42, 43, 46, 47, 50, 53, 54, 55, 56, 57, 59, 60, 64, 66, 70, 71, 72, 79, 83, 89, 90, 91, 129, 143, 153, 177, 543, 862.

(Những tuyến đường đi đổng vớ các chuyến xe buýt bổ sung để cho phép cách xa xã hội)

NHỮNG NGÀY THƯỜNG MÃI THỜI
OC Bus sẽ phục vụ trong ngày thường trên những tuyến đường sau đây: 76, 82, 85, 86, 87, 123, 167, 177, 178, 453, 463, 472, 473, 480.

CHỦ NHẬT
OC Bus sẽ phục vụ lịch trình Chủ nhật bình thường.

TAM THỜI NGỪNG HOẠT ĐỘNG NHỮNG TUYẾN ĐƯỜNG SAU ĐÂY:
53X, 57X, 64X, 150, 206, 213, 529, 560, 701, 721 and 794.



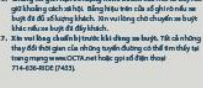
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DI XE BUÝ THÔNG MINH. GIỮ AN TOÀN.

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RIDE SMART. STAY SAFE.

COVID-19 SAFETY GUIDELINES

HƯỚNG DẪN AN TOÀN CHO COVID-19

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SIGNAGE

JUNE SERVICE CHANGE

MONDAY-SATURDAY Operating Modified Saturday Service

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



EFFECTIVE JUNE 14, 2020 EFECTIVO 14 DE JUNIO, 2020

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MONDAY-SATURDAY:

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

WEEKDAYS ONLY

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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 SEMANA SÓLO

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

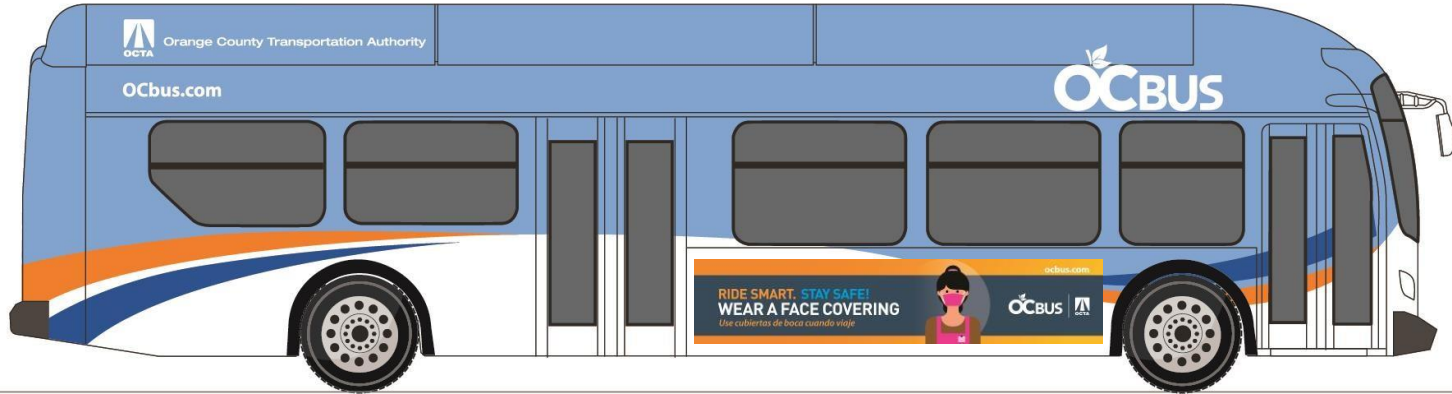


Giảm số lượng hành khách của mỗi xe buýt

Chuẩn bị trước khi dùng xe buýt

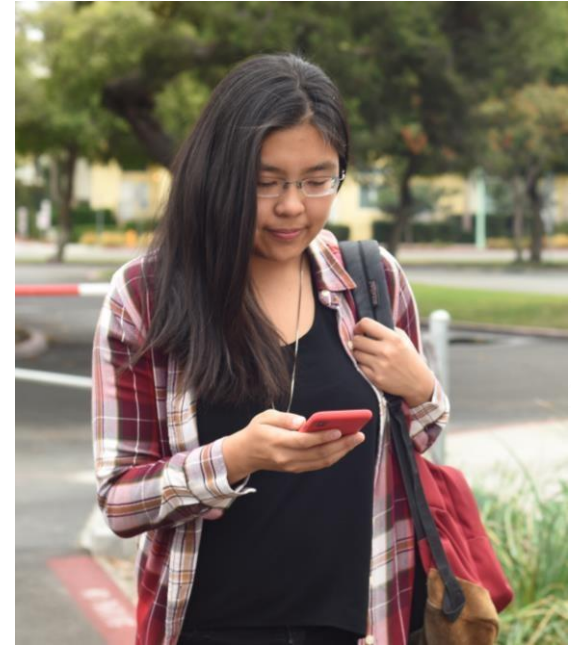
Tất cả những thay đổi thời gian của những tuyến đường có thể tìm thấy tại trang mạng [OCTA.net](https://www.octa.net)





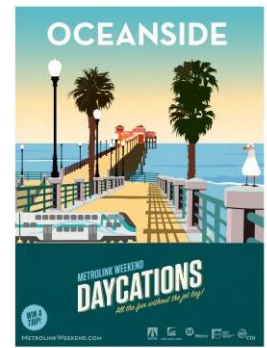
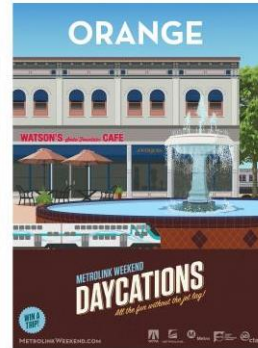
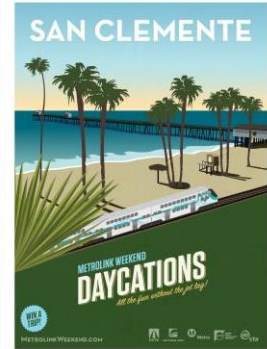
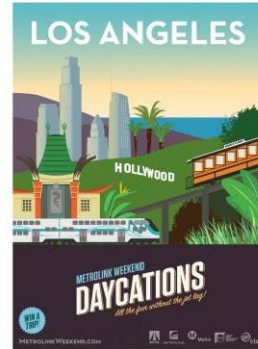
COLLEGE PASS PROGRAM

Colleges	Status
Santa Ana College (SAC)	Renewing
Continuing Education (RSCCD)	Renewing
Santiago Canyon College	Continuing
Golden West College	Continuing
Fullerton College	Continuing
Coastline College	New – Fall 2020
Saddleback College	New – Fall 2020
Irvine Valley College	New – Fall or Spring 2021
North Orange Continuing Education (NOCE)	New – Fall or Spring 2021
Cypress College	New – Spring 2021



METROLINK CUSTOMER COMEBACK CAMPAIGN

The screenshot shows the Metrolink website interface. At the top, there is a navigation bar with the Metrolink logo and links for 'REDUCE MOTION', 'HIGH CONTRAST', 'CAREERS', and 'CONTACT US'. A search bar is also present. Below the navigation, the main header features the text 'METROLINK WEEKEND' and 'OVERVIEW HOW TO RIDE DEALS EVENTS'. The central banner is titled 'METROLINK WEEKEND DAYCATIONS' with the tagline 'All the fun without the jet lag!'. Below this, a purple box contains a contest announcement: 'Enter to Win a Los Angeles Daycation for 4!' with a 'ENTER TO WIN' button. To the left, there is a 'CLEAN COMMUTING' section with the text 'Making your ride healthy and safe' and a 'WATCH VIDEO' button. To the right, a text block titled 'Come out and Explore Safely on Metrolink' provides details about weekend daytrips to Los Angeles and Oceanside, including ticket prices and age restrictions. At the bottom, a note says 'Check back soon for updates on Metrolink Weekend promotions.'



NATIONAL BIKE TO WORK WEEK – SEPTEMBER 2020

2

5 MILES

BIKE TO WORK WEEK

2020

SEPT

GET YOUR HEALTH BACK IN GEAR!

Take the 7-DAY CHALLENGE
Get rolling to fun, fitness & rewards

octa.net/BikeToWorkSafely

OCTA

10 MILES

2 MILES



BRAND AWARENESS



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

