



Marketing Update

Jan. 2021

Coronavirus (COVID-19) Safety Communication & Education Campaigns OC Bus



Goal

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

Key Messages

- Ride Smart Stay Safe – A face covering is required when riding OC Bus
- Keep Social Distancing – Allow more time to travel due to limited capacity
- Plan your trip in advance – View real time seating capacity via Transit app
- Front door boarding is back - Plexi glass barriers installed for enhanced safety

OC Bus
Just now · 🌐

How full is your OC Bus? Now there's a way to check before you board. Use the Transit app on your smartphone to view seating capacity of the buses on your route. Simply tap your route, then tap the bus. Bus capacity is limited for safety and social distancing. Download here: bit.ly/1547



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OC Bus
Just now · 🌐

When we all wear face coverings, we help keep each other safe. We're all in this together. [#RideSmartStaySafe](https://bit.ly/RideSmartStaySafe)



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OC Bus
September 17 at 11:20 AM · 🌐

Buses will begin rolling out with the following added safety measures to allow front door boarding. New bus driver protection. Hand sanitizer up front. Free face covering (if you need one). More socially distanced seating. Please be aware and have your fare ready. See what OCTA is doing to help keep you safe <https://bit.ly/2RzqJVd>



OC Bus
Just now · 🌐

Three easy ways to ride smart and stay safe on OC Bus: Wear a face covering, use the onboard sanitizer, and stay six feet apart from your fellow riders. We're all in this together! [#RideSmartRideSafe](https://bit.ly/RideSmartRideSafe)



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Orange County Health Care Agency Partnership



APTA National Health and Safety Commitment Campaign

- Promoting OCTA's pledge to APTA's* National Health and Safety Commitment
- Reinforcing the message of shared responsibility to keep everyone safe
 - Following official guidelines
 - Protecting each other
 - Sharing information
 - Ensuring employees and passengers are healthy
- Integrate APTA and OCTA's COVID-19 Safety Campaign

*APTA – American Public Transportation Association





TOGETHER WE CAN RIDE SAFELY!



WE ARE COMMITTED TO SAFE TRANSIT



OCTA BUS
RIDE SMART. STAY SAFE.



¡JUNTOS PODEMOS VIAJAR SEGUROS!



ESTAMOS COMPROMETIDOS A TRÁNSITO SEGURO



OCTA BUS
RIDE SMART. STAY SAFE.



CHÚNG TA CÓ THỂ CÙNG NHAU ĐI XE AN TOÀN!



CHÚNG TÔI CAM KẾT ĐI CHUYẾN AN TOÀN



OCTA BUS
RIDE SMART. STAY SAFE.



College Bus Pass Program





Per Orange County Transit Safety Regulation, **Red Background Color and/or Image** IS NOT ALLOWED within 4 inches of any tail light or brake light.



BACKGROUND COLOR ONLY



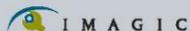
Orange County CNG New Flyer

Scale: 1 inch = 20 inches
 Type: New Flyer
 Location: Orange County, CA



BACKGROUND COLOR ONLY

Important graphics may shift up to 4" inches upon installation.



Any questions please call and ask for the production manager @ Imagic 818.333.1670

- Areas for graphics to be applied
- Windows (perforated graphics)
- No graphics allowed
- No small type or important graphics
- Area to printed with bleed
- # Bus numbers



Questions?

