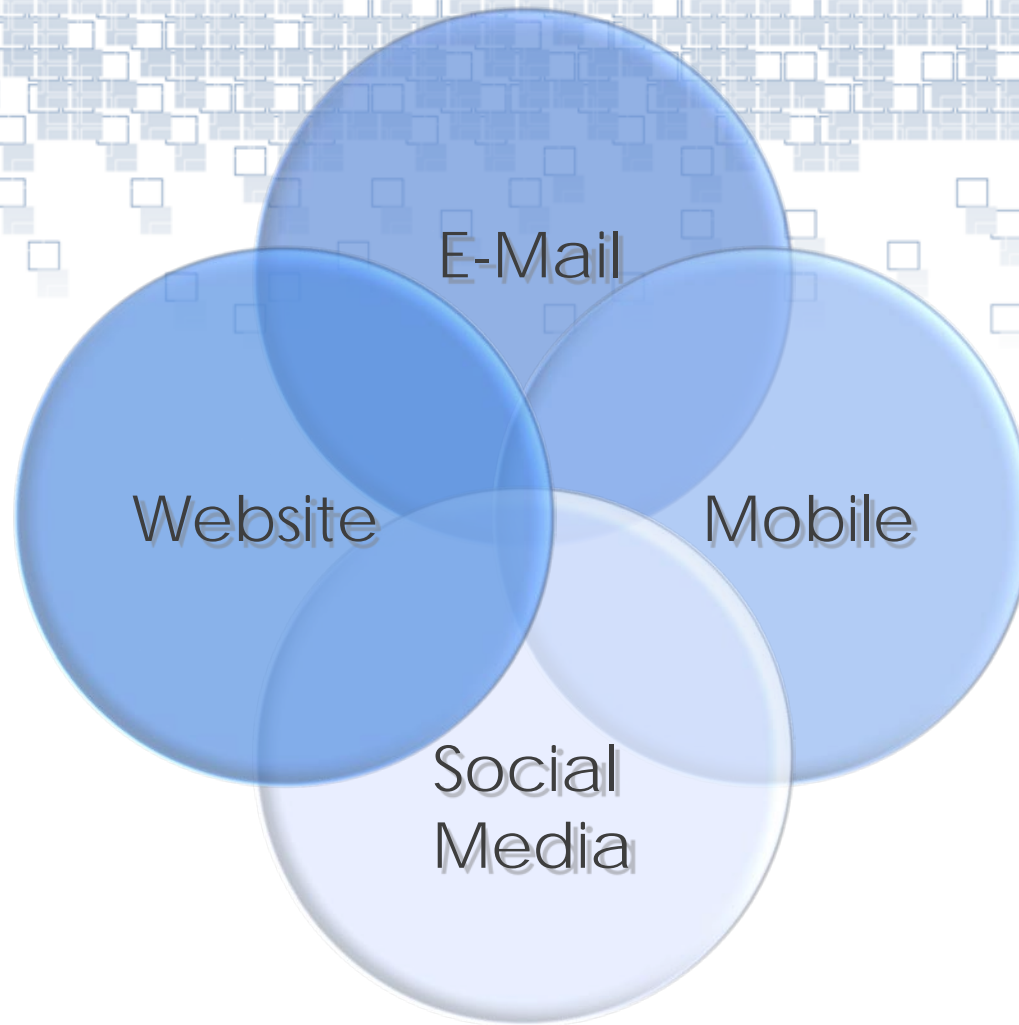# E-Communications Strategies
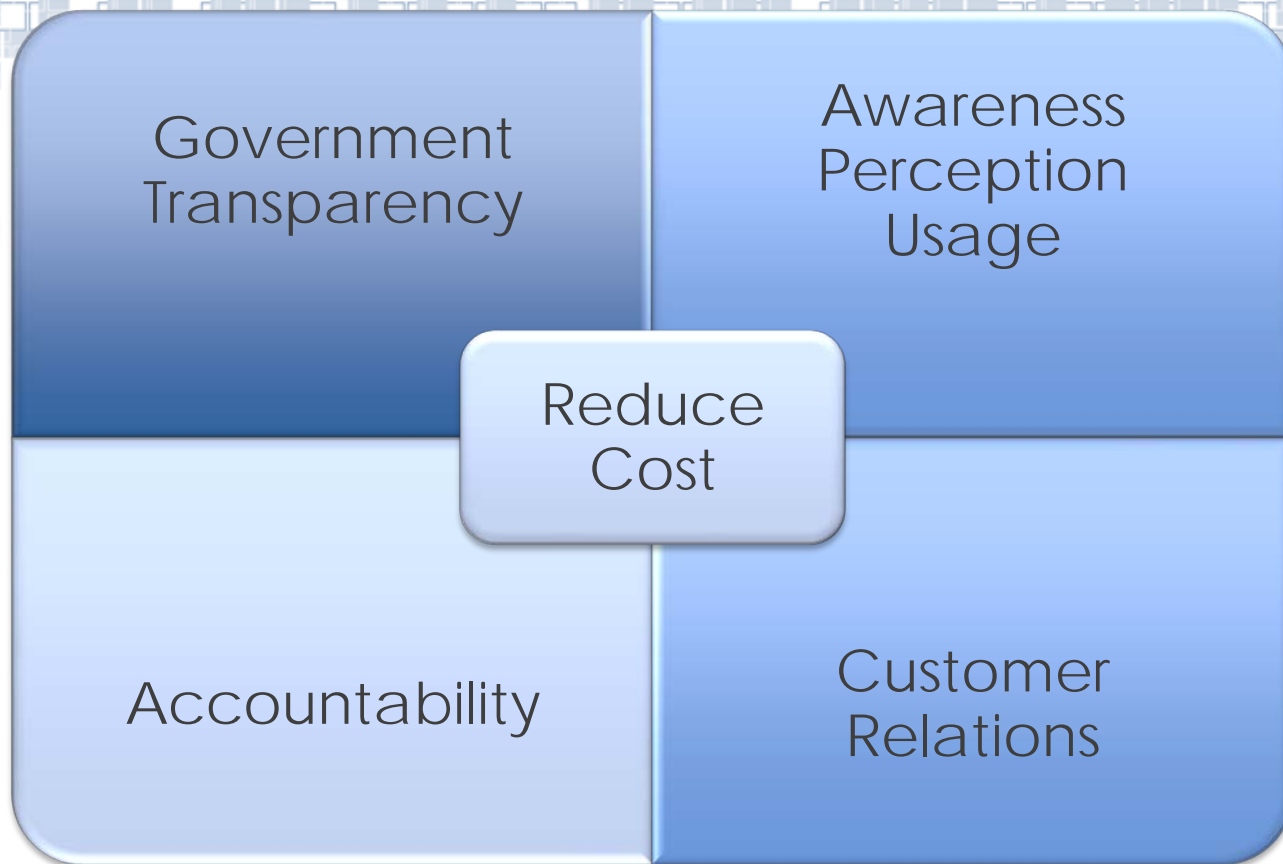
April 26, 2010

What is E-Communications?

Goals

Strategies

Inventory and assess existing e-communications

Develop performance metrics, policy & procedures

Create synergy among all e-platforms

Improve OCTA online brand identity

Innovate new and efficient programs

OCTA

OCTA ORANGE COUNTY TRANSPORTATION AUTHORITY

About OCTA | Bus | Train | Freeways & Streets | 91 Express Lanes | Projects & Programs | Share the Ride

QUICK LINKS
Quick Links

BOARD OF DIRECTORS
Board of Dir.

just click **PLAN MY BUS OR RAIL TRIP**

BUY MY PASS

GET A 91 TRANSPONDER

When's your next bus? OCTAGO knows.

OCTAGO

FIND OUT MORE

1 2 3 4 5 6 7 8 9 10

Measure M2
Ensuring transportation improvements
Find Out More

March 14, 2010 Service Change
Service Changes | Interactive Map

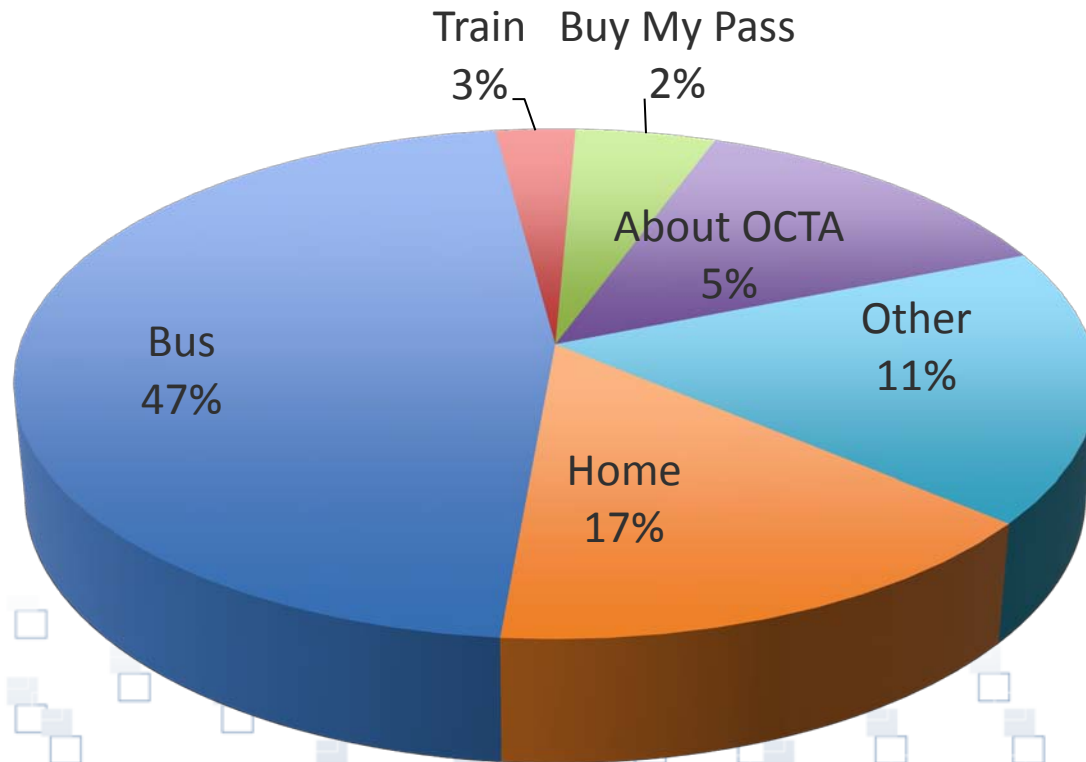# 1,800,000

Website Hits in March

21 Million

Website hits projected for 2010

Traffic to Web Sections

Train
3%

Buy My Pass
2%

About OCTA
5%

Other
11%

Bus
47%

Home
17%

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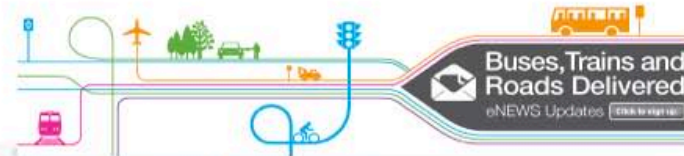
Bus Service
Your Guide to Riding the Bus

Buses, Trains and Roads Delivered
eNEWS Updates [Click to sign up]

RIDING OCTA | TRIP PLANNING | FARES & PASSES | eBUSBOOK | SYSTEM MAP | RIDING BASICS | eNEWS

Welcome Aboard!

Getting around Orange County can be easy and inexpensive when you ride the bus. OCTA's county-wide system has 80 bus routes and 6,500 bus stops to get you practically anywhere you want to go in Orange County. Use the three steps below to make your trip even easier.

1	Use the system map to locate your starting and ending points. Then look for the route that will get you there.
2	Now that you know which route you need, you can plan your trip using our online trip planner, or our eBusbook.
3	Determine how you will pay for your trip. If you plan on using the bus a lot, you should get a pass and save money. Visit our fares & passes page to check out all of your options.
	Senior, Youth, Student or Employee? Click here for services designed just for you!

Thanks for riding OCTA's bus service! Have questions?
Need help? Call our Customer Information Center at 714-636-RIDE.

TOOLS FOR RIDING

Plan my trip
Buy my pass
Create my eBusbook
My destinations
Destination discounts
Sign me up

Riding Updates

⚠ Riders' Alerts
f Become a fan
Follow us on Twitter

Check out our new Interactive System Map!

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El Sitio Web de OCTA El Programa utiliza Google Translate Contenido párr traducir su.

Bus Service
Your Guide to Riding the Bus

Buses, Trains and Roads Delivered
eNEWS Updates

CABALLO OCTA | VIAJE DE PLANIFICACIÓN | Tarifas Y PASES | eBUSBOOK | SISTEMA DE MAPAS | CONCEPTOS BÁSICOS PARA CONDUCIR | ENEWS

Bienvenidos a bordo!

Moverse por el Condado de Orange puede ser fácil y de bajo costo cuando viajan en el autobús. sistema en todo el condado OCTA ha 80 rutas de autobuses y el autobús se detiene para 6.500 obtiene prácticamente en cualquier lugar que usted desea ir en el condado de Orange. Use los tres pasos para que su viaje sea aún más fácil.

(1) Utilice el mapa del sistema para localizar el punto inicial y final. A continuación, busque la ruta que le llevarán hasta allí.

(2) Ahora que usted sabe cuál es la ruta que usted necesita, usted puede planear su viaje con nuestros planificador de viajes en línea , o nuestro eBusbook.

(3) Determine cómo va a pagar por su viaje. Si va a utilizar el autobús mucho, usted debe obtener un pase y ahorrar dinero. Visite nuestro tarifas y pasa página para ver todas sus opciones.

Edad, Juventud, estudiante o empleado? Haga clic aquí para servicios diseñados sólo para ti!

Gracias por montar OCTA servicio de autobuses! ¿Tiene alguna pregunta?
¿Necesita ayuda? Llame a nuestro Centro de Información al Consumidor al 714-636-RIDE.

HERRAMIENTAS PARA MONTAR A CABALLO

- Plan de viaje
- Compre mi pase
- Crear mi eBusbook
- Mi destinos
- descuentos Destino
- Darse de alta

Equitación Actualizaciones

- Alertas Riders '
- Conviértete en un ventilador
- Síguenos en Twitter

Check out our new Interactive System Map!

OCTA ORANGE COUNTY TRANSPORTATION AUTHORITY

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本頁是用「谷歌翻譯」軟件自動翻的。見免責聲明。

家 → 總線 → 騎馬八溪

OCTA Google Translate Disclaimer

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(2) 現在你知道你需要哪條路線，你可以使用我們的行程計劃網上旅行計劃者，或我們eBusbook。

(3) 確定你將如何支付你的旅行。如果您計劃使用的巴士了很多，你應該得到一個密碼和省錢。訪問我們的票價及通行證頁面檢查所有的選擇。

高級，青年，學生或僱員？點擊這裡為你設計的服務！

感謝您乘坐八溪的巴士服務！有問題嗎？
需要幫助？致電我們的客戶信息中心714 - 636 -童車。

	我的目的地
Discounts	目的地優惠
☑	我要註冊
騎馬更新	
⚠	騎士快訊
f	成為一個風扇
	跟隨我們的Twitter

Check out our new Interactive System Map!

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| Bios | Chairman's Goals | Board Committees | Digital Agendas | Board Actions | Archives |

Digital Agendas **beta**
The Green Way to Get Your Agendas

DIGITAL AGENDA VIEWER
View digital agenda packets directly from your web browser

AGENDA PACKET BUILDER
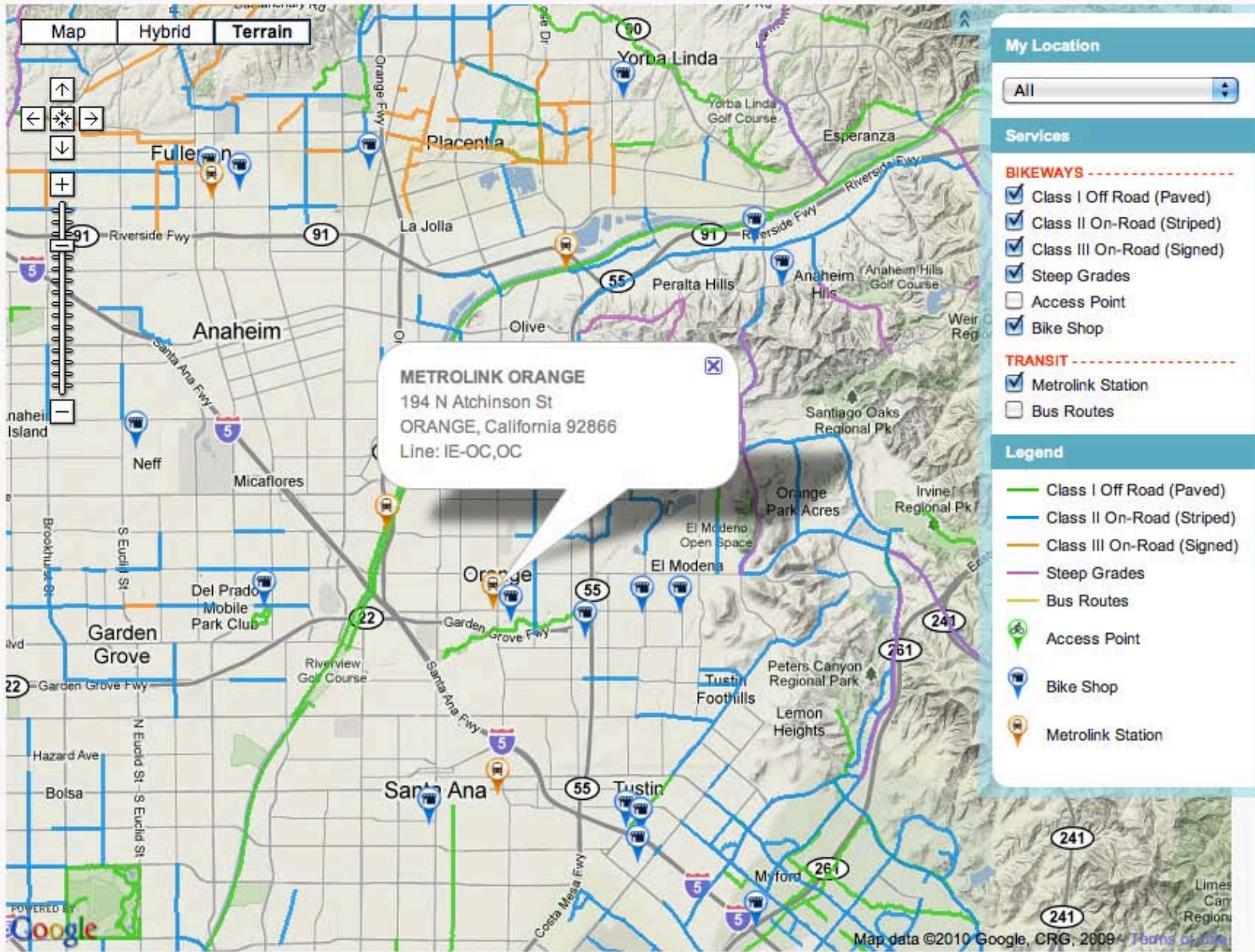Build and print an agenda packet to include only the items you want

VIDEO TUTORIAL

Download a free plugin to annotate, highlight or draw on your digital agendas.

Download 2010 Board Meetings and Holidays

Create desktop shortcut to this page.

Having trouble finding your agenda? View the basic Agenda page.

FEEDBACK

Map | Hybrid | **Terrain**

91 Riverside Fwy 91

Fullerton

Placentia

La Jolla

91 Riverside Fwy 91

55

Peralta Hills

Anaheim Hills

Anaheim Hills Golf Course

Yorba Linda

Yorba Linda Golf Course

Esperanza

Riverside Fwy

Olive

Anaheim

Neff

Micaflores

METROLINK ORANGE
194 N Atchinson St
ORANGE, California 92866
Line: IE-OC,OC

Santiago Oaks Regional Pk

Orange Park Acres

Irvine Regional Pk

Del Prado Mobile Park Club

Garden Grove

22 Garden Grove Fwy

22

Orange

Garden Grove Fwy

El Modena Open Space

El Modena

55

241

261

Riverview Golf Course

Santa Ana Fwy

Peters Canyon Regional Park

Tustin Foothills

Lemon Heights

Hazard Ave

Bolsa

Santa Ana

55 Tustin

Milford

261

241

POWERED BY Google

Map data ©2010 Google, CRG, 2009

My Location

All

Services

BIKEWAYS - - - - - - - - - - - - - - -
☑ Class I Off Road (Paved)
☑ Class II On-Road (Striped)
☑ Class III On-Road (Signed)
☑ Steep Grades
☐ Access Point
☑ Bike Shop

TRANSIT - - - - - - - - - - - - - - - - -
☑ Metrolink Station
☐ Bus Routes

Legend

— Class I Off Road (Paved)
— Class II On-Road (Striped)
— Class III On-Road (Signed)
— Steep Grades
— Bus Routes
Access Point
Bike Shop
Metrolink Station

'09 Summer

OCTA | M | Caltrans

I-5 GATEWAY PROJECT

IN THIS ISSUE
- I-5 Gateway Project
- I-5 Coupon Books
- Feature Story
- Speakers Bureau
- I-5 Team Reaches Out

Join Our List

I-5 GATEWAY PROJECT:
Summer Time '09 Closure Information

Work continues to progress on the I-5 Gateway Project and it is more than 75 percent complete! Construction activities are currently focused on completing the southbound I-5/Artesia Blvd. intersection and the east half of the new Beach Boulevard overcrossing, building retaining walls along the sides of the freeway and pouring new concrete lanes for the freeway mainline. The entire project is slated to be finished by summer 2010.

Closure Update
Freeway and ramp closures continue this summer. Be on the lookout for the following closures:

- Southbound I-5 to eastbound SR-91 HOV/carpool lane connector closed for seven months in late May and is scheduled to reopen in late 2009
- Northbound I-5 Orangethorpe Ave. on-ramp closed in late July for four months and is scheduled to reopen in late November 2009
- Southbound I-5 Artesia Blvd. off-ramp to close for approximately two weeks beginning in mid-August
- Southbound I-5 Beach Blvd. on-ramp will be closed through Fall 2009
- Nighttime northbound and southbound I-5 full freeway closures from the SR-91 to Artesia Blvd. will continue through mid-2010

3.30.10 Meeting Agenda
Environmental Oversight Committee

OCTA Freeway Mitigation Program Meeting Reminder
Special EOC meeting takes place on March 30 and regular meeting takes place on April 7

The next Measure M2 Freeway Mitigation Program Environmental Oversight Committee (EOC) meeting will take place on Tuesday, March 30 from 2:30 to 4:30 p.m. at OCTA. This special meeting will be held to provide a virtual tour of the properties within Groups 1 and 2 using interactive geographic information software to view each property and present the property's attributes.

The regular EOC meeting will still be taking place on Wednesday, April 7. At this meeting, the EOC will review the preliminary results for the restoration proposals based on their biological characteristics and will consider a subset for further evaluation.

Acquisition Proposals
On March 22, the Orange County Transportation Authority (OCTA) Board of Directors approved the acquisition property evaluation results and authorized OCTA staff to proceed with the appraisal process with a subset of the Group 1 acquisition proposals. Properties within Group 1 generally possess higher quality habitats and are larger sized properties that align with impacted habitats and covered species.

The Board's authorization allows the real estate process for acquisitions to begin and involves:

- Retaining appraisers specializing in conservation lands
- Conducting appraisals
- Determining price expectation
- If needed, reevaluating remaining properties in Group 1 and Group 2
- Beginning discussions with landowners
- Conducting management cost analysis

ORANGE COUNTY TRANSPORTATION AUTHORITY
SAFETY MESSENGER

March 2010

QUICK LINKS
- OCTA
- RAILROAD CROSSINGS
- RAIL SAFETY
- QUIET ZONES

WANTED: BOY SCOUTS
The Orange County Transportation Authority and Knott's Berry Farm are joining together to offer Boy Scouts an opportunity to earn their Railroading Merit Badge at Knott's Berry Farm and learn about rail safety.

WANTED
Boy Scouts
Railroading Merit Badge Day 2010

Knott's Berry Farm
8039 Beach Blvd., Buena Park

Saturday, April 17
Check-in: 8:30 - 10 a.m.
Activities: 9 a.m. - 1 p.m.

Railroading Merit Badge Activities
Scouts will participate in various activities that will fulfill the Railroading Merit Badge requirements, including riding on the Calico Railroad throughout the park, visiting the historical railroad cars of The Edna and The Durango and learning from OCTA about how to be rail safe.

Don't Delay, Register Today
Boy Scout Troops, along with their guardians and Troop leaders, are invited to attend the Railroading Merit Badge Day. Registration is available to the first 500 participants (including guardians and Troop leaders). The cost is $32.50, which includes railroading merit badge activities, a delicious box lunch and all-day admission to Knott's Berry Farm. Registration ends April 9 or when 500

TELL YOUR FRIENDS

KEEP INFORMED
- (888) 855-RAIL
- RailSafety@octa.net
- @RailSafeSarah
- OC Rail Safety
- Keeping OC Rail Safe

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22 WEST | BOARD ACTIONS www.octa.net

Orange County Transportation Authority

Meeting of March 22, 2010

- March Bus Service Reduction Outreach Efforts Continue
- Parking Expansion At Orange Transportation Center
- Deputy CEO Retires, Another Veteran Takes The Wheel
- Board Honors Lawmakers For Support Of Transportation Bill
- Board Honors Marsh Employees Of The Month
- Transit Police Services Employee Of The Quarter

BOARD OF DIRECTORS
Jerry Amante, Chairman
Patricia Bates, Vice Chairman
Peter Buffa, Director
Art Brown, Director
Bill Campbell, Director
Carolyn V. Cavecche, Director
William J. Dalton, Director
Richard Dixon, Director
Paul G. Glaab, Director
Don Hansen, Director
Allan Mansoor, Director
John Moorlach, Director
Janet Nguyen, Director
Curt Pringle, Director
Miguel Pulido, Director
Gregory T. Winterbottom, Director
Cindy Quon, Governor's Ex-Officio Member

CHIEF EXECUTIVE OFFICE
Will Kempton, Chief Executive Officer

March Bus Service Reduction Outreach Efforts Continue

On March 14, bus service was reduced by 150,000 annual revenue vehicle hours and extensive public outreach efforts have been conducted, including:

- Continuing service change presentations at schools and other locations
- Conducting a press conference
- Sending ambassadors to ride the bus and inform riders
- Doubling Bus Book production to 200,000 copies
- Placing 3,000 notice signs at bus stops throughout Orange County
- Making public service announcements
- Sending e-mail blasts to cities and schools
- Providing detailed information about routes affected in each city on the OCTA Web site
- Incorporating a service reduction message with an on-hold feature for the customer service line

The service reductions will save OCTA approximately $13 million as it faces a more than $30 million budget shortfall this year. The reductions are necessary to make up for cuts in state funding and significant drops in sales tax revenue and fare revenue.

Since the service change, OCTA has received 1,800 daily customer service calls, less than the projected 3,000. The majority of calls are related to trip planning assistance. The SMS text messaging daily volume has increased from 1,500 to 5,000.

Since September 2008, OCTA has reduced 20 percent of bus service - 383,000 revenue vehicle hours - to bring service in line with available revenue.

West County Connectors
SR-22 / I-405 / I-605 Get Connected

In This Issue
- WCC Project Overview
- Project Specific Closures
- Open Houses

NOW HIRING:
Selection for West County Connectors Construction Contractor Begins

On Feb. 22, 2010, the California Department of Transportation (Caltrans) kicked off the selection process to hire a contractor for the construction of the east portion of the West County Connectors Project (WCC). The project area is from Valley View Street to just east of Seal Beach Boulevard. The segment will bring improvements to both the on- and off-ramps, and will include bridge widening and construction of High Occupancy Vehicle (HOV) lanes on the San Diego Freeway (I-405). Caltrans is expected to announce the successful bidder in late April, with anticipated award of the contract to be announced in late May.

Start of Construction
SR-22 / I-405 Segment - Mid 2010
I-405 / I-605 Segment - TBD

Construction for the west segment of the project was scheduled to begin in the summer of 2010, however, it is possible that construction may be delayed. In late February 2010, the west segment was placed on the California Transportation Commission's "Project Delivered But Not Yet Allocated" list. This means the project is fully designed and ready for construction, but the state has not allocated the funding at this time. The Orange County Transportation Authority (OCTA) will continue to pursue funding from the state and any other funding source including possible federal stimulus dollars. At this point, it is uncertain as to exactly when the funds will be available or the potential impacts this may have on the schedule. OCTA will notify the public with any updates as they are received.

Project Funding
$400 million (in 2006 dollars)

FEDERAL FUNDS
- $200 million from the Congestion Mitigation and Air Quality (CMAQ) program

STATE FUNDS
- $200 million from the Corridor Mobility Improvement Account (CMIA)

Stimulus Funding Part of WCC
California leads the nation with $2.57 billion in President Obama's American Recovery and Reinvestment Act of 2009 (Recovery Act). The infrastructure-focused federal economic stimulus dollars will go towards hundreds of transportation projects statewide. One of the projects receiving stimulus funding is OCTA's West County Connectors project. $200 million of the total $400 million project cost are funds received from the Recovery Act. OCTA and its partners are working hard to secure Orange County's fair share of federal stimulus funds to help deliver traffic solutions - freeway widenings, transit improvements and local transportation enhancements - for your community. Orange County is ready to work immediately to build much-need infrastructure projects that will deliver congestion relief and preserve or create thousands of jobs to help turn around our nation's struggling economy.

Project Team
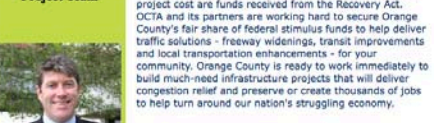
ARTIC **Public Scoping Meeting**

Wednesday, Oct. 14, 2009
Visit anytime between 5 and 7 p.m.

OCTA Headquarters
Room 103 / 104
600 S. Main Street
Orange, CA 92868

Notice of Public Scoping Meeting
For the Anaheim Regional Transportation Intermodal Center
Draft Environmental Impact Statement/Report

The Orange County Transportation Authority (OCTA) and the city of Anaheim are proposing to build the Anaheim Regional Transportation Intermodal Center (ARTIC), a new multimodal transportation center that will serve Metrolink and Amtrak as well as accommodate other existing and planned modes of transportation.

OCTA, along with the Federal Transit Administration, will prepare a Draft Environmental Impact Statement / Draft Environmental Impact Report that will consider the environmental impacts associated with, at a minimum, the following alternatives:

- The proposed ARTIC alternative on a new site located near the intersection of Katella Avenue and Douglass Road in Anaheim
- At least one alternative located in the vicinity of the existing Anaheim station
- At least one reduced development alternative on the new ARTIC site
- A no action / project alternative

Your Input Counts
Interested individuals, organizations and agencies are invited to participate in identifying any significant social, economic, or environmental issues related to the proposed project alternatives.

This is an opportunity to learn more about the project and provide comments on what issues you would like to see addressed in the environmental document.

For more information, contact Laura Scheper, OCTA community relations specialist, at (714) 560-5697.

Parking is available in the front 30-minute lot off Main Street, or behind the building accessible from Main Street and Bedford Road.

Can't Attend?
Comments may be submitted by Nov. 25, 2009 to Jennifer Bergener, OCTA rail program manager, 600 S. Main Street, Orange, CA 92868 or at www.articinfo.com.

West County Connectors Open House

Please join
Long Beach Councilmember Gerrie Schipske, District 5
to learn more about the West County Connectors Freeway Project

Thurs., November 5, 2009
6:30 to 8:30 p.m.
Long Beach Senior Center
2800 N. Studebaker Road, Long Beach

There will be a formal presentation
followed by a question and answer session at 6:30 p.m.

The Orange County Transportation Authority (OCTA), in partnership with the California Department of Transportation (Caltrans), is completing final design of the West County Connectors (WCC) freeway project, scheduled for construction in early 2010. The WCC project, located where the SR-22/I-405/I-605 freeways meet, consists of two carpool "flyover" connectors, several reconstructed bridges and on- and off-ramps, soundwalls and other aesthetic treatments.

How is the WCC Project Going to Affect you?
The northbound I-405/westbound SR-22 connector, or 7th Street Bridge, will be closed starting mid 2010 for approximately 12 months. Because of the existing bridge's layout, limited dimensions and the need to construct the carpool lanes on the I-405 freeway underneath, the bridge must be replaced in its entirety and cannot be reconstructed one half at a time. Please attend this meeting to learn more about this closure and proposed detours.

For more information, contact Christina Byrne, OCTA Community Relations Officer at (714) 560-5717 or cbyrne@octa.net.
www.octa.net/westcounty

E-NEWSLETTER ORANGE COUNTY METROLINK UPDATES
CONNECTIONS

METROLINK UPDATES

Don't Miss the Fun of Lunar New Year Celebration!

Saturday, Feb. 20, 2010.

Irvine Station
- Lion Dance
- Free Ticket
- Train ride to Downtown L.A. to see the parade and festival

Sponsored by: VPSI Inc.

虎年
2010 YEAR OF THE TIGER

Become a fan on www.Facebook.com/ocmetrolink

METROLINK

Follow bus updates on twitter

Not a member? Sign up now to receive updates
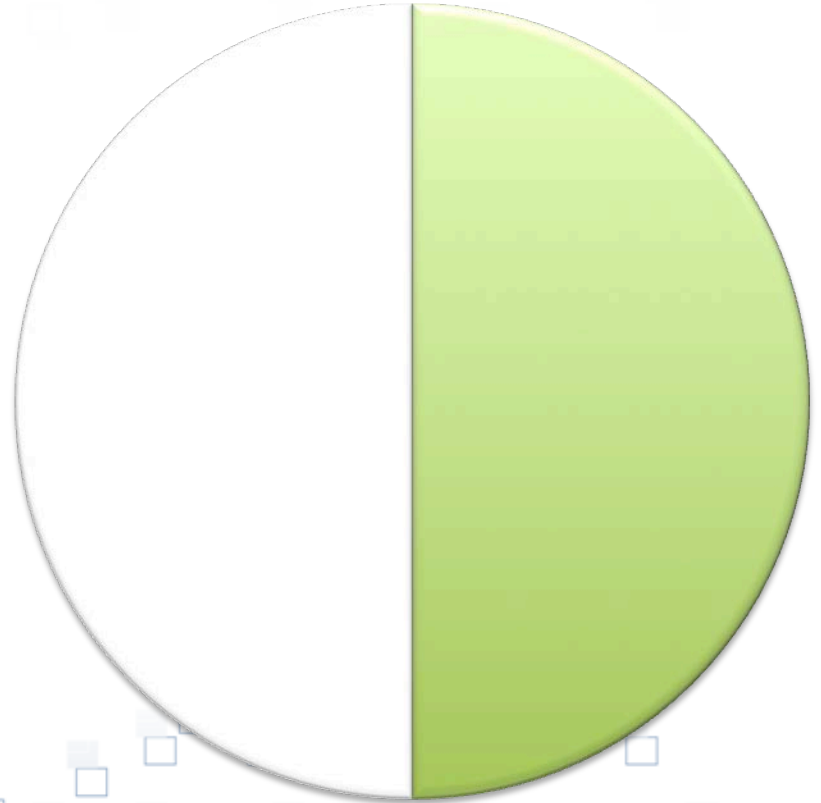
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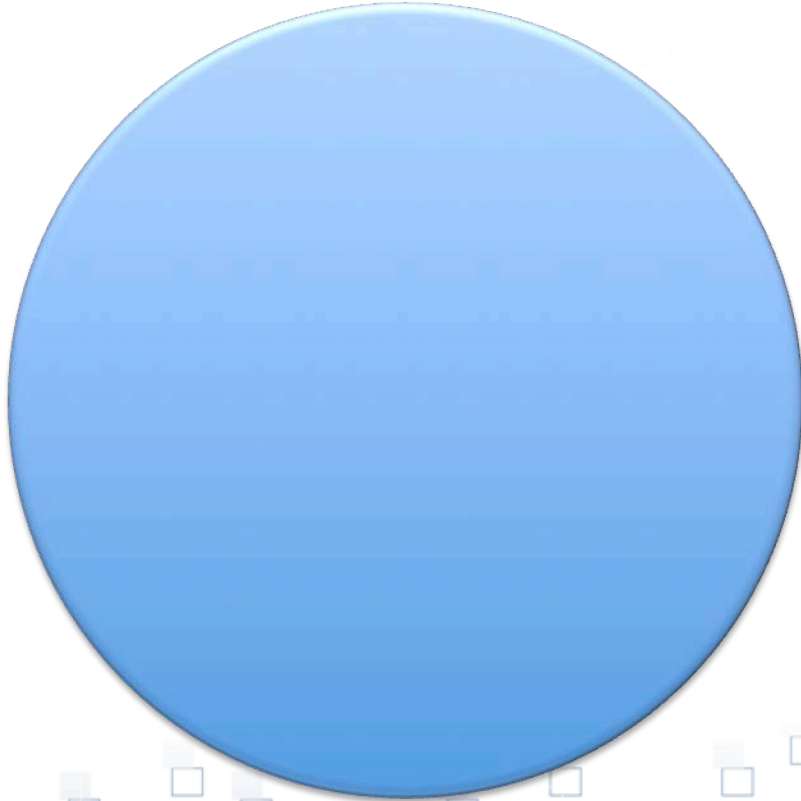
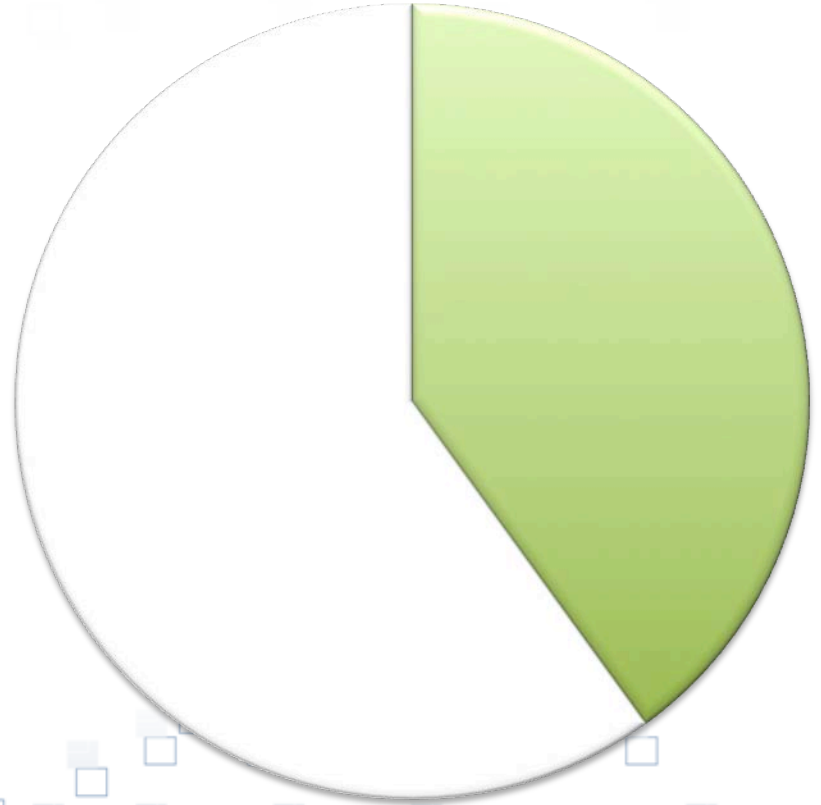# Website   Social Media
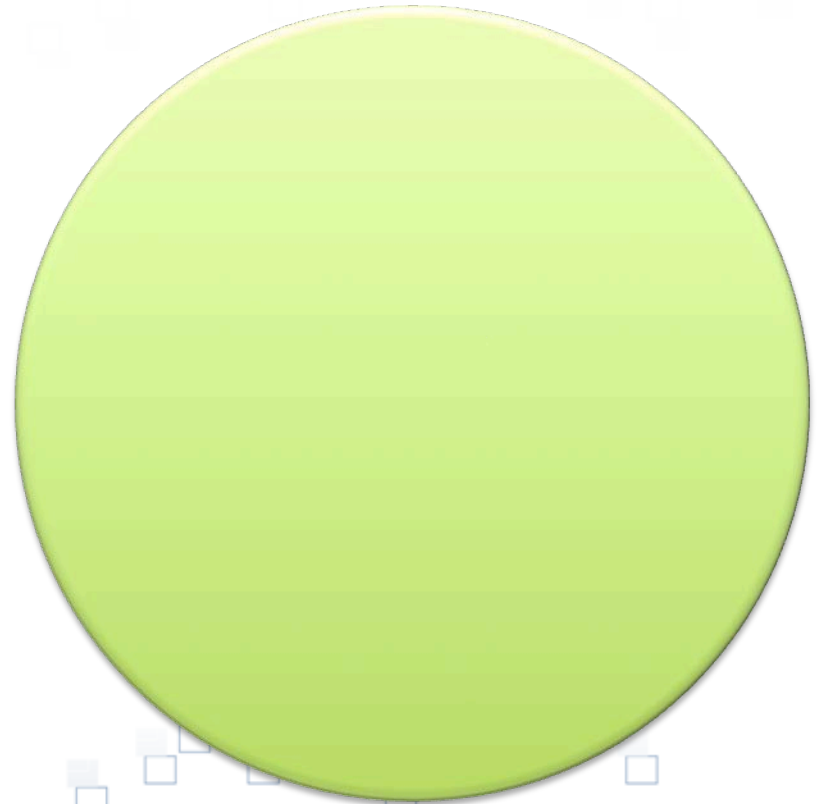
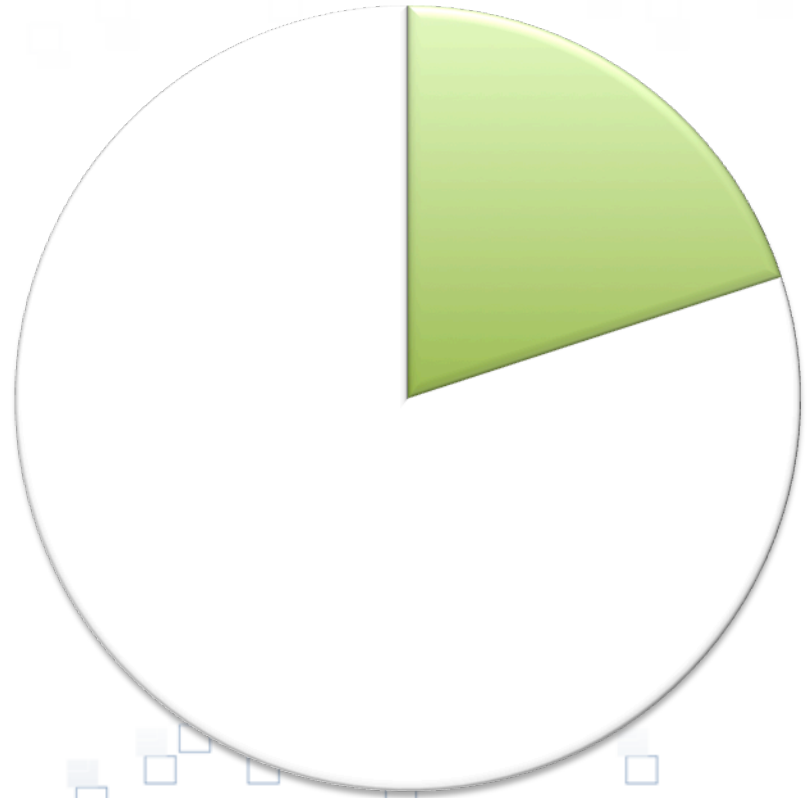# Website   Social Media

Website   Social Media

Website   Social Media

County Social Media Discussion

"A...department's decision to embrace social media shall be...supported by a strong business case that considers the agency/department's mission and goals, audience...and potential benefits."

"Social media network access shall be limited only to those with a clear business purpose to use the forum."

"Your on-line activities should not interfere with your job or your commitments to the public and your co-workers."

"County content available through an online source shall not contain...information that can be classified as...private"

OCTA

5,000

Text messages sent daily

970%

Increase of daily text messages

OCTA ORANGE COUNTY TRANSPORTATION AUTHORITY

About OCTA Bus Train Freeways & Streets 91 Express Lanes Projects & Programs Share the Ride

Mobile Apps
Download Apps & Developer Resources

MOBILE APPS | **FOR DEVELOPERS**

OCTA Resources for Developers

GIS DATA SERVICES
Access the latest bikeways, streets and other GIS data

GOOGLE TRANSIT FEED
Download bus transit route and scheduling data

XML SCHEDULES (COMING SOON)
Access bus transit schedules

RIDER ALERT RSS FEED (COMING SOON)
Keep customers informed with bus rider alerts

OCTA DEVELOPER POLICY

OCTA publically offers free data feeds to developers. These resources are to encourage community building and contributions by having developers utilize our transit information for the production of useful web services.

Currently, we provide feeds in GIS Data format and Google Transit Feed Format.

Please be advised that while we provide this information, OCTA makes no representations or warranties of any kind and that we are not liable for any damages – direct, indirect, or incidental – that may arise out of the use of our data feeds.

At all times, OCTA maintains the rights and ownership of the open data we offer.

Mobile Apps
Download Apps & Developer Resources

Mobile Apps

OCTA's open data initiative provides free service data to developers to create cool mobile and web applications. While we cannot endorse the apps below, we encourage you to read reviews and research the apps that work best for you.

GOOGLE MAPS
Google Maps offers real-time traffic information, driving directions and a transit trip planner on OCTA's bus system or Metrolink.
Platforms: iPhone/iPod Touch, Blackberry, Android, Palm WebOS,Website and Mobile Website.

MYSTOPS
MyStops uses GPS to locate the nearest bus stops and view them on an interactive map on iPhone and iPod Touch.
Platforms: iPhone App and iPod Touch

UNIBUS
Unified mobile app for transit schedule.
Platforms: iPhone App and iPod Touch

DADNAB
Use Dadnab to get transit directions by text message. Send your origin, destination, and optional departure or arrival time. Within seconds, directions will appear in your inbox.
Platforms: SMS

RAILBANDIT RAIL
Check Metrolink schedules while you're on-the-go! Download for Blackberry, Nokia, Samsung, and Sony – and never miss a train.
Platforms: iPhone App and iPod Touch, Blackberry, Other

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Next Steps