

Bus Service Reduction Program - Outreach Program

Community Meeting & Public Hearing Print Advertisements	Date
Community meetings advertising - Orange County Register, Excelsior, Chinese Daily News, Korean Daily, Nguoi Viet & La Opinion	9/11, 9/12, 9/18 & 9/19
Community meeting (Aug), Public Hearing (Sept) mentions in regular "OCTA Transportation Update" posted in Orange County Register, Excelsior, Chinese Daily News, Korean Daily & Nguoi Viet	8/28, 9/26
Official Public Hearing Notice - Orange County Register & Excelsior (Legal section)	9/18
Service Change Information Collaterals	
Bus interior cards - English & Spanish (Community Meetings and Public Hearing)	9/10
Multi-lingual Flyer - English, Spanish, Chinese, Korean & Vietnamese (Community Mtg & Public Hear.)	9/15
"The Transit Connection" newsletter (for ACCESS customers / stakeholders)	9/15
Bilingual information brochure with feedback mechanism	9/30
Public Service Announcements through local agency cable news stations	9/15 – 10/26
Service Change E-Communications, Web Updates, On-Line Survey, Hotline	
Bilingual pre-recorded info hotline + multi-lingual notepad with hotline number & website for coach operators to handout	Sept
Multi-lingual section OCTA web site – include interactive map and comment tool	9/15
eConnection newsletter	9/15 – 9/20
Email blasts to stakeholders, customers, employers, schools and pass sales vendors	9/16 – 9/20
Updates through Twitter (OCTABusUpdates), Facebook (OCTA Fan Page)	Sept / Oct
Outreach to Customers, Public, Stakeholders and Media	
Press release (mainstream and ethnic media)	9/10
Customer & stakeholder multi-lingual outreach (on bus, transportation centers, community gatherings, senior centers, employers, schools)	Sept / Oct
ACCESS customers / stakeholder outreach	Sept / Oct
Local jurisdiction mailing (mayors, city managers) / briefings	Sept / Oct
Stakeholder notification / mailing	9/15
Special Needs in Transit & Citizens Advisory Committee (CAC) joint meeting / workshop	Oct
Internal Communications	
Coach operators communications – peer to peer, tailgate meetings	Sept / Oct
Coach Operator/Customer Discussions/Community Meetings/Public Hearing	
Coach operator roundtable discussion – best ways to reach customers	7/28
Customer roundtable - discussion - help develop options	8/12
Customer advocate meetings	Ongoing
Community Meeting – Central - OCTA Headquarters <i>(Multi-lingual staff available)</i> 600 S. Main St., 1 st Floor, Room 154, Orange - 6:00 – 8:00 p.m.	9/24
Community Meeting – North - Anaheim Downtown Community Center <i>(Multi-lingual staff available)</i> 250 E. Center St., Anaheim - 6:00 – 8:00 p.m.	9/29
Community Meeting – South - Laguna Hills Community Center <i>(Multi-lingual staff available)</i> 25555 Alicia Pkwy., Heritage Room B&C, Laguna Hills - 6:00 – 8:00 p.m.	10/1
Public Hearing – OCTA Headquarters – 9:00 a.m. <i>(Multi-lingual staff available)</i>	10/26

www.octa.net/marchchange