

Orange County Transportation Authority | Zero Emission Bus Transition Plan

E-communications Outreach Toolkit

The Orange County Transportation Authority (OCTA) is developing a Zero Emission Bus Transition Plan (ZEB transition Plan) to provide a roadmap transitioning its bus fleet to 100% zero-emission vehicles by 2040 while maintaining safe and reliable service.

Over the 14-month planning process, OCTA will evaluate current and future service needs, battery- electric and hydrogen fuel-cell technologies, charging and fueling needs, and cost-effective ways to transition to a zero-emission fleet. The Plan will identify practical strategies that support reliable transition, cleaner air and a more sustainable transportation future for Orange County.

OCTA invites community members to participate in an upcoming virtual community webinar to learn about the ZEB transition Plan, ask questions, and provide feedback. Community members are also encouraged to complete a short survey to share their priorities and perspectives on zero-emission buses in Orange County.

Help Us Spread the Word

Below is a simple toolkit designed to make it quick and easy to share information about the ZEB Transition Plan, virtual community webinar, and community survey with your community. It includes ready-to-use messaging, links, and graphics that can be shared through your communication channels.

1. **Eblast/Newsletter Article & Nextdoor:** Share the provided messaging and graphics with your email contacts, newsletter subscribers, or neighborhood networks.
2. **Website & Calendar:** Post the webinar and survey information on your organization's website, community calendar, or news section.
3. **Social media (Facebook, Instagram, X):** Copy and paste the image content of choice to your social pages.
4. **Flyer:** Share the multilingual flyer featuring webinar and survey information through your available digital and community communication channels.
5. **All Project Materials:** Find the full collection of project materials and outreach collateral here: [ZEB Project Materials & Collateral](#)

Thank you for helping OCTA promote the Zero Emission Bus Transition Plan and keeping your community informed and engaged. Learn more at octa.net/ZEBplan.

EBLAST/NEWSPAPER ARTICLE & NEXTDOOR/NEIGHBORHOOD BLOG/NIXLE:

Header: OCTA Zero-Emission Bus Eblast Header

Subject: OCTA Zero-Emission Bus Transition Plan: Moving Toward Cleaner Transportation

Help Shape the Future of OC Bus

The Orange County Transportation Authority (OCTA) is developing a Zero-Emission Bus Transition Plan (ZEB Transition Plan) to guide the transition of its bus fleet to 100% zero-emission vehicles by 2040 while maintaining safe and reliable service.

Over the 14-month planning process, OCTA will evaluate current and future service needs, battery-electric and hydrogen fuel-cell technologies, charging and fueling requirements, infrastructure needs, investments, and potential funding opportunities. The result will be an updated plan that meets state requirements, maintains reliable bus service, and supports cleaner air and a more sustainable future for Orange County communities.

Help shape the future of OC Bus and the transition toward a cleaner, more sustainable transportation system in Orange County!

Save the Date: Join the Virtual Community Webinar!

You are invited to a virtual community webinar to learn about the ZEB Transition Plan. Hear about the Plan's goals, learn about the zero-emission technologies and strategies, and share your feedback.

Thursday, October 15, 2026 | 6:00- 7:00 p.m.

Webinar Link: bit.ly/OCTAZEBSWebinar

Webinar ID: 870 9988 9291

[\[Register Here – RSVP Webinar\]](#)

Take the Community Survey and Share Your Feedback

Take our short community survey and help OCTA better understand public awareness, priorities, and perspectives on zero-emission buses in Orange County. The survey will be available September 28 through November 8, 2026. Everyone who completes the survey will have a chance to win one of four \$50 gift cards! Click [here](#) to view the official rules.

[\[Click Here – Take The Survey\]](#)

Stay Connected

Visit octa.net/ZEBplan to learn more about the ZEB Transition Plan. For questions, please contact Diana Garcia, Senior Community Relations Specialist at dgarcia@octa.net.

SOCIAL MEDIA CALENDAR

Please copy-and-paste the messaging from the social media calendar and download the accompanying graphics from the links below to your social media pages.

Social Media Messaging & Widgets:

Social Media Calendar ([Click here](#))

Social Media Widgets ([Click here](#))

PHONE SCRIPT

Help Shape the future of OC Bus! OCTA is developing a Zero-Emission Bus Transition Plan and wants to hear from the community.

Visit B-I-T dot L-Y slash O-C-T-A dash Z-E-B dash Survey to take a short community survey and share your feedback. The survey will be available from September 28 through November 8, 2026. Everyone who completes the survey will have a chance to win one of four \$50 gift cards!

For more information, please visit [O-C-T-A-dot-net-/Z-E-B-plan](https://octa.net/ZEBplan). Thank you for helping shape the future of OC Bus and a cleaner, more sustainable Orange County!

STUDY INFOGRAPHIC SHEET

Study Infographic Sheet English-Spanish ([Click here](#))

Study Infographic Sheet English-Vietnamese ([Click here](#))

DIGITAL MARQUEE

Graphics are available in the following sizes:

- [176x64](#)
- [264x144](#)
- [416x184](#)
- [704x200](#)

FLYER

Help share information about the ZEB Transition Plan, virtual community webinar, and community survey with your community.

Flyer English-Spanish ([Click here](#))

Flyer English-Vietnamese ([Click here](#))