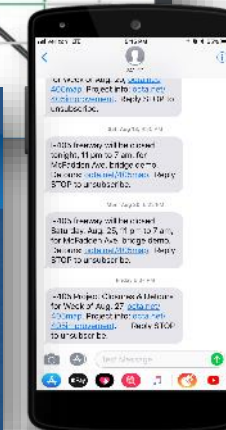
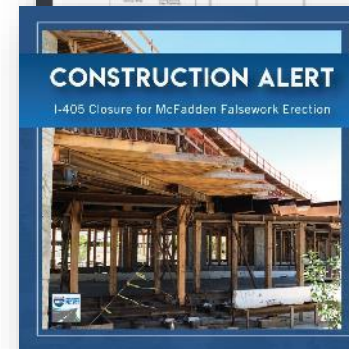


# Engagement Strategies



<h2>Print</h2>	<ul style="list-style-type: none"> <li>• Door-to-door canvassing</li> <li>• Mailers</li> <li>• Advertising</li> </ul>
<h2>Digital</h2>	<ul style="list-style-type: none"> <li>• Email Blasts</li> <li>• Interactive Map</li> <li>• Social Media</li> <li>• Project Website</li> </ul>
<h2>Mobile</h2>	<ul style="list-style-type: none"> <li>• Helpline (English, Español, Tiếng Việt)</li> <li>• Call/Text Alerts</li> <li>• Location-based advertising</li> <li>• Waze</li> </ul>
<h2>Virtual Face-to-Face</h2>	<ul style="list-style-type: none"> <li>• Neighborhood Meetings</li> <li>• Business Outreach</li> <li>• Speakers Bureau</li> <li>• Community Events</li> </ul>



# 405Forward Program



- Website
- English, Vietnamese & Spanish sign-up forms
- Facebook group
- Google map
- Digital toolkit for chambers & cities



**OCTA** **405 IMPROVEMENT PROJECT** **It's time to come together!**

**Let's support local businesses**  
by shopping and sharing your favorite restaurants and stores with your neighbors!

**Mr. Kebap**

[facebook.com/groups/405forward](https://facebook.com/groups/405forward)

**405FORWARD**  
SUPPORT LOCAL BUSINESSES

The Orange County Transportation Authority's **free 405 Forward** program promotes local businesses near the I-405 Improvement Project.

We are working with your City and Chamber of Commerce to encourage communities to eat at local restaurants, shop at local retailers and use local services.

Visit the website for a list of benefits to your business and learn how to sign up.

Có thông tin bằng tiếng Việt  
Información disponible en español

[octa.net/405forward](https://octa.net/405forward)

*For questions, please email us at [405project@octa.net](mailto:405project@octa.net) or call 888.400.8994.*

The graphic features a background image of a plate of kebabs with tomatoes and onions. A circular inset shows a hand holding a smartphone displaying the 405Forward Facebook group page. Another circular inset shows a man in a blue shirt and apron, wearing a face mask, giving a thumbs up.

# Upcoming Outreach



- Neighborhood Meetings
  - Beach Blvd. update – Summer
  - Bolsa Ave. phase 2 – Summer
  - Edwards St. update - Summer
  - Edinger Ave. update – Fall
- Milestones
  - Magnolia bridge completion
    - [English Video](#)
    - [Spanish Video](#)
    - [Vietnamese Video](#)
- Key Stakeholder Briefings
  - Emergency responders
  - School districts
  - Major employers
  - Diverse, disadvantaged communities

**ONLINE NEIGHBORHOOD MEETING**



**NEIGHBORHOOD MEETING**  
WARNER AVENUE BRIDGE CONSTRUCTION UPDATE

**4 TO 5 P.M. THURSDAY, MAY 20, 2021**

Please visit the link below to:

- Pre-register
- Join the live webinar on Thursday, May 20, at 4 p.m.
- View the recorded webinar on Friday, May 21

**CLICK TO LEARN MORE**

