



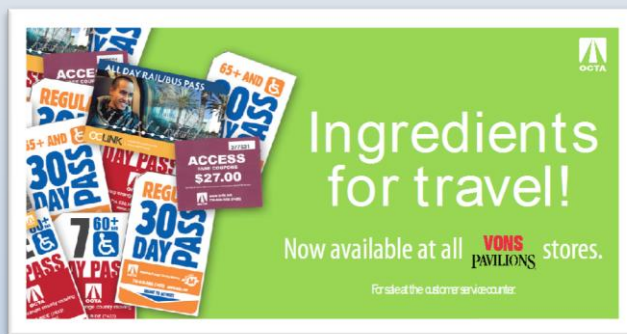
Marketing and Customer Engagement Update



Special Needs Advisory Committee
August 23, 2011

ACCESS Fare Coupons

- Expand Pass Sales Channels
- ACCESS fare coupons are available at Ralphs and VONS/Pavilion



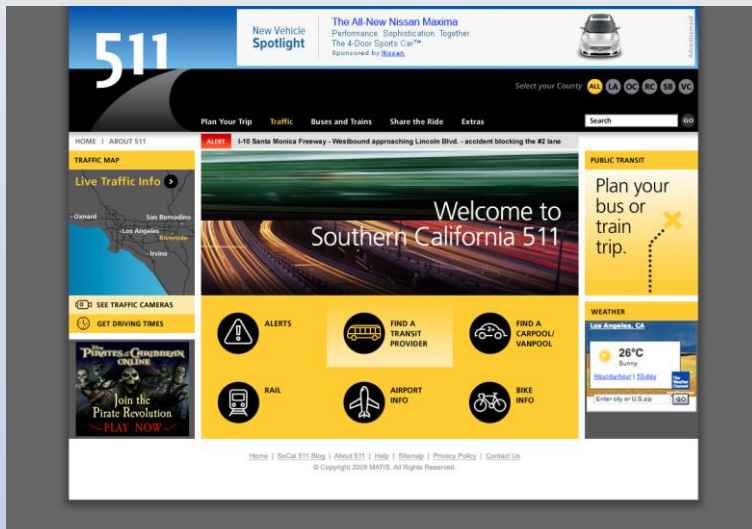
Marketing Outreach - Seniors

- Get seniors comfortable with riding OCTA and Metrolink
- Provide information on How-To-Ride the bus and/or Metrolink train, ACCESS services, discounted senior/disabled passes, trip planning
- Conduct one-on-ones and participate at senior fairs



Southern California 511 Travel Information

- Toll-free number for transit planning and traffic updates
- Available 7 days a week – 24 hours per day
- Easy & efficient voice activated transit trip planner
- Transition 636-RIDE to 511 –
Soft launch October 2011
- Available on the web at Go511.com



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