

## Orange County Transportation Authority Long Range Transportation Plan E-communications Outreach Tool Kit

By 2045, the Orange County population is expected to increase by 9%. Without continuous analysis and planning, congestion delay and other transportation challenges will likely worsen. Therefore, the Long Range Transportation Plan (LRTP) is developed every four years to define a vision for Orange County that aims to address future mobility needs. This vision considers a forecast of available revenues, changing demographics and any other significant trends.

OCTA is preparing to release the Draft LRTP in December and is asking for your help to share our new interactive story map and engagement opportunities with your valuable community stakeholders. The story map provides greater context on the planning for the future of transportation in Orange County and helps the public understand the purpose and goals of the plan's paths to success. In addition, those who participate in a short online survey will have the opportunity to win one of four \$50 gift cards. The public will also be encouraged to attend the upcoming telephone town hall (1/19) as well as a Zoom webinar (1/24). Below, we have provided an **easy-to-use toolkit with copy/paste-ready text, links and downloadable graphics to make sharing simple**. Learn more about the plan at [LRTP-StoryMap.com](https://LRTP-StoryMap.com) or visit the project website at [octa.net/LRTP](https://octa.net/LRTP).

We appreciate your consideration in sharing the interactive story map, survey and meeting invitations with your community by way of:

1. [Social Media \(Facebook, Instagram & Twitter\)](#): Copy and paste the image content of choice to your Facebook or Twitter pages.
2. [Nextdoor/Neighborhood Blog](#): Post the content and graphic as an announcement on your community's page.
3. [Eblast/Newsletter Article](#): Distribute the provided image and content to your e-mail contacts or via your organization's e-newsletter or bulletin.
4. [Website Post & Calendar](#): Share the project information with your community by updating your webpage's news and calendar sections.
5. [Phone Recording](#): Record the provided script as part of your call-waiting or share it as an informational announcement.

The online survey will be live through February 3, 2023 and is offered in English, Spanish and Vietnamese. Visit [LRTP-StoryMap.com](https://LRTP-StoryMap.com) to register for the telephone town hall scheduled for January 19, 2023 at 5:30 p.m., and the webinar held on January 24, 2023 at 5:30 p.m. We hope you will be able to listen in, attend the webinar and share your voice by taking the survey. Thank you in advance for helping to promote the OCTA Long Range Transportation Plan and keep the public informed and engaged.

## FACEBOOK

Image Sample:

[Graphic files](#)



### Text Option 1 – For use any time before 1/20/23:

[OCTA](#) is working to make it easier to get around Orange County. Learn more about the plan and how you can be involved... visit [www.LRTP-StoryMap.com](http://www.LRTP-StoryMap.com) for meeting details and to [take a survey](#) for a chance to win a \$50 gift card.

### Text Option 2 – For use any time before 1/25/23:

Do you want to see improvements to Orange County transportation? [OCTA](#) wants to hear from you! **SAVE THE DATE** for the upcoming telephone town hall (1/19), webinar (1/24) and take a survey for a chance to win a \$50 gift card. Visit [www.LRTP-StoryMap.com](http://www.LRTP-StoryMap.com).

### Text Option 3 – For use any time before 2/4/23:

You have until February 3rd to take the [OCTA](#) Long Range Transportation Plan (LRTP) online survey and be entered into an opportunity drawing to win a \$50 gift card. Learn more at [LRTP-StoryMap.com](http://LRTP-StoryMap.com).

### Alternative Language Options:

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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## INSTAGRAM

Image Sample:

[Graphic files](#)



**Working with you to  
improve transportation.**



### **Text Option 1 – For use any time before 1/20/23:**

Take an [@goOCTA](#) survey for a chance to win a \$50 gift card, register for the telephone town hall (1/19), and/or attend a webinar (1/24). Visit [LRTP-StoryMap.com](#) to learn more and get involved!

### **Text Option 2 – For use any time before 1/25/23:**

Help forge the path to future transportation improvements. Visit [LRTP-StoryMap.com](#) to take an [@goOCTA](#) survey for a chance to win a \$50 gift card and/or attend a webinar (1/24). Get involved!

### **Text Option 3 – For use any time before 2/4/23:**

Want to learn how [@goOCTA](#) is working to improve Orange County's transportation system? Start by taking a brief survey at [LRTP-Survey.com](#) for a chance to win one of four \$50 gift cards.

### **Alternative Language Options:**

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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## TWITTER

Image Sample: [Graphic files](#)



### **Text Option 1 – For use any time before 1/20/23:**

Do you want to learn how [@goOCTA](#) is working to improve Orange County’s transportation system? Visit [LRTP-StoryMap.com](#) to take a brief survey for a chance to win a \$50 gift card! **SAVE THE DATE** and join them for a telephone town hall (1/19) and webinar (1/24) to learn more and participate!

### **Text Option 2 – For use any time before 1/25/23:**

Join [@goOCTA](#) by telephone on 1/24 at 5:30pm. Register to participate and learn more at [LRTP-StoryMap.com](#). Be sure to take their survey to be entered into a \$50 gift card drawing!

### **Text Option 3 – For use any time before 2/4/23:**

Join [@goOCTA](#) as they set a path for future transportation improvements. Find meeting opportunities and participate in the survey for a chance to win a \$50 gift card. Go to [LRTP-StoryMap.com](#).

### **Alternative Language Options:**

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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## NEXTDOOR

Image Sample:

[Graphic files](#)



### Text Option 1 – For use any time before 1/20/23:

**Title:** Help plan the future of transportation in Orange County.

**Body:**

Join [OCTA](#) for the Long Range Transportation Plan (LRTP) paths to success telephone town hall (1/19 @ 5:30 p.m.) to offer your thoughts on how to improve the future of transportation in Orange County. [Visit \*LRTP-StoryMap.com\* to register and learn more.](#) Share the meetings with your family, friends and coworkers.

If you haven't already, complete the [LRTP-Survey.com](#) to be entered into a drawing for a chance to win one of four \$50 gift cards, and help plan the direction forward!

### Text Option 2 – For use any time before 1/25/23:

**Title:** Help plan the future of transportation in Orange County.

**Body:**

Join [OCTA](#) for the Long Range Transportation Plan (LRTP) paths to success Zoom webinar (1/24 @ 5:30 p.m.) to offer your thoughts on how to improve the future of transportation in Orange County. [Visit \*LRTP-StoryMap.com\* to register and learn more.](#) Share the meeting with your family, friends and coworkers.

If you haven't already, complete the [LRTP-Survey.com](#) to be entered into a drawing for a chance to win one of four \$50 gift cards, and help plan the direction forward!

### Alternative Language Options:

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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## EMAIL BLAST OR NEWSLETTER

**Image Sample:** [Graphic files](#)



**Subject:** Get involved and let OCTA know your mobility needs.

**Body:**

**Provide your input! Take the OCTA survey and attend these upcoming meetings.**

The Orange County Transportation Authority ([OCTA](#)) would like to get your input to guide planning for future improvements to the County's transportation system. There are multiple ways to get involved and share your opinion:

- **Online Survey**  
[Take the survey](#) by February 3rd for a chance to win one of four \$50 gift cards!
- **Telephone Town Hall**  
Participate on Thursday, January 19th at 5:30 p.m. Must [register](#) at least 3 hours before the meeting.
- **Zoom Webinar**  
Join the conversation on Tuesday, January 24th at 5:30pm. [Register](#) today!
- **Follow & Comment**  
[Sign-up](#) for meeting reminders and comment on the draft plan.
- **Helpline**  
Call (800) 501-9266 to ask questions, leave a comment, and register by phone for the telephone town hall.

Learn more about the draft plan and the paths to success at [LRTP-StoryMap.com](#).

**Alternative Language Options:**

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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## WEBSITE POST & CALENDAR

Image Sample: [Graphic files](#)



Visit the new OCTA Long Range Transportation Plan (LRTP) interactive story map at [LRTP-StoryMap.com](https://LRTP-StoryMap.com) to learn more about how the plan aims to meet Orange County's future transportation demands. If you want to help determine the paths to success, register for the [telephone town hall](#) (1/19 at 5:30 p.m.) or [webinar](#) (1/24 at 5:30 p.m.), and complete their survey by February 3rd to be entered into an opportunity drawing for a chance to win one of four \$50 gift cards. [Sign-up](#) today to receive project updates and meeting invitations.

### **CALENDAR DATES:**

- OCTA [LRTP](#) Telephone Town Hall | 5:30 p.m. ([Register](#))
- OCTA [LRTP](#) Zoom Webinar | 5:30 p.m. ([Register](#))

### **Alternative Language Options:**

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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## **PHONE SCRIPT:**

Help OCTA improve transportation in Orange County. Visit L R T P dash Story Map dot com to take their Long Range Transportation Plan online survey in English, Spanish or Vietnamese by February 3rd to be entered into a drawing for a chance to win one of four \$50 gift cards. You're also welcome to attend the telephone town hall on January 19th and community webinar on January 24th.

### **Alternative Language Options:**

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

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