



September 9, 2016

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Darrell Johnson  
Chief Executive Officer

Ms. Jill Ingram  
City Manager  
City of Seal Beach  
211 8th Street  
Seal Beach, California 90740

Dear Ms. Ingram:

As you know, one of the most significant bus service changes in Orange County Transportation Authority (OCTA) history is coming October 9, 2016. OC Bus 360° is an initiative to improve bus service from all angles, including more-frequent arrivals and better connections in high-ridership areas. In some areas where ridership is low, routes have been reduced or discontinued and service reallocated to enhance the efficiency of the overall system. Reconfigured routes, ridesharing programs, OC Vanpool, and community shuttles will offer transportation alternatives.

Additionally, effective October 9, 2016, the price of a one-day bus pass will drop from \$5 to \$4 for six months thanks to funding from the State of California's Cap-and-Trade Program. This reduced price pass can only be purchased onboard and through the new OC Bus mobile ticketing app, which will be available in October for regular fares and college passes, with other passes available soon.

Please help us share this information through your communication channels. The link to the bus route changes is: [octa.net/2016BusPlan](http://octa.net/2016BusPlan) and can be used on your website. A suggested newsletter paragraph and social media messaging have been provided to your public information officer. Route changes and other pertinent materials are enclosed for distribution. If you would like additional copies of the enclosed materials, or would like to schedule a board presentation, please feel free to contact us.

Thank you for helping OCTA communicate this information. If you have any questions regarding the OC Bus programs mentioned above, please contact Andrea West, Senior Government Relations Representative, at (714) 560-5611 or [awest@octa.net](mailto:awest@octa.net).

Sincerely,

Darrell Johnson  
Chief Executive Officer

DJ:mm  
Enclosure

c: Public Works Director