

MEMO / NOTE DE SERVICE



To /
Destinataire Mayor and Members of Council

File/N° de fichier:
10-2023

From /
Expéditeur Renée Amilcar
General Manager, Transit Services Department

Date: May 1, 2023

Subject /
Objet Supporting OC Transpo customers on Twitter

The purpose of this memo is to provide Mayor and Members of Council with information on changes to OC Transpo's Twitter accounts that are designed to support customers.

OC Transpo began using Twitter in 2010; it has since gained close to 82,000 followers and shared almost 400,000 updates across three accounts. In that time, social media has significantly evolved, as have customer expectations.

As part of OC Transpo's commitment to implementing industry best practices, increasing responsiveness to customer inquiries, improving overall communications, and building public trust, OC Transpo is relaunching its Twitter accounts.

Starting today, "[OC TranspoHelps](#)" and "[OC TranspoAide](#)" are replacing the "OCTranspoLive" and "OCTranspoDirect" accounts. These new customer service-focused Twitter accounts are managed by customer service representatives who are empowered to quickly respond to customer inquiries and provide support.

Detours, major disruptions, and other important service alerts will continue to be shared on these accounts. This complements OC Transpo's organizational account, "[OC Transpo](#)", which provides system-wide updates and general information for customers, such as links to the Next Stop Blog posts.

While some customers may have used the previous Twitter accounts to find changes to their specific bus trips, this is no longer possible. Twitter has introduced new pricing to access certain features of their platform, which would add a cost of approximately \$675,600 per year to continue to post specific trip information.

This update to OC Transpo's Twitter presence is also a component of a plan to improve communications with customers; further enhancements can be expected. These improvements will complement ongoing work to upgrade real-time data information for customers. Additional information on the real-time data project will be provided at the May 11 Transit Commission meeting.

Customers can continue to find specific bus trip information, like bus departure times, by:

- [Visiting octranspo.com](#) and using the next departures widget on the homepage
- [Signing up for MyAlerts](#)
- [By texting 560560](#)
- [Using the Travel Planner.](#)

OC Transpo will be communicating with customers on our channels to inform them of this change.

We would be grateful for your assistance in communicating this change to residents. Attached are some sample social media posts to assist in sharing this information.

Should you have any questions or comments, please contact, Lisa Bishop-Spencer, Director Transit Strategic Communications and External Relations, at extension 51266, or me at ext. 52111.

*Original signed by,
Renée Amilcar*

c.c.: Senior Leadership Team
Transit Services Departmental Leadership Team
Director, Public Information and Media Relations