



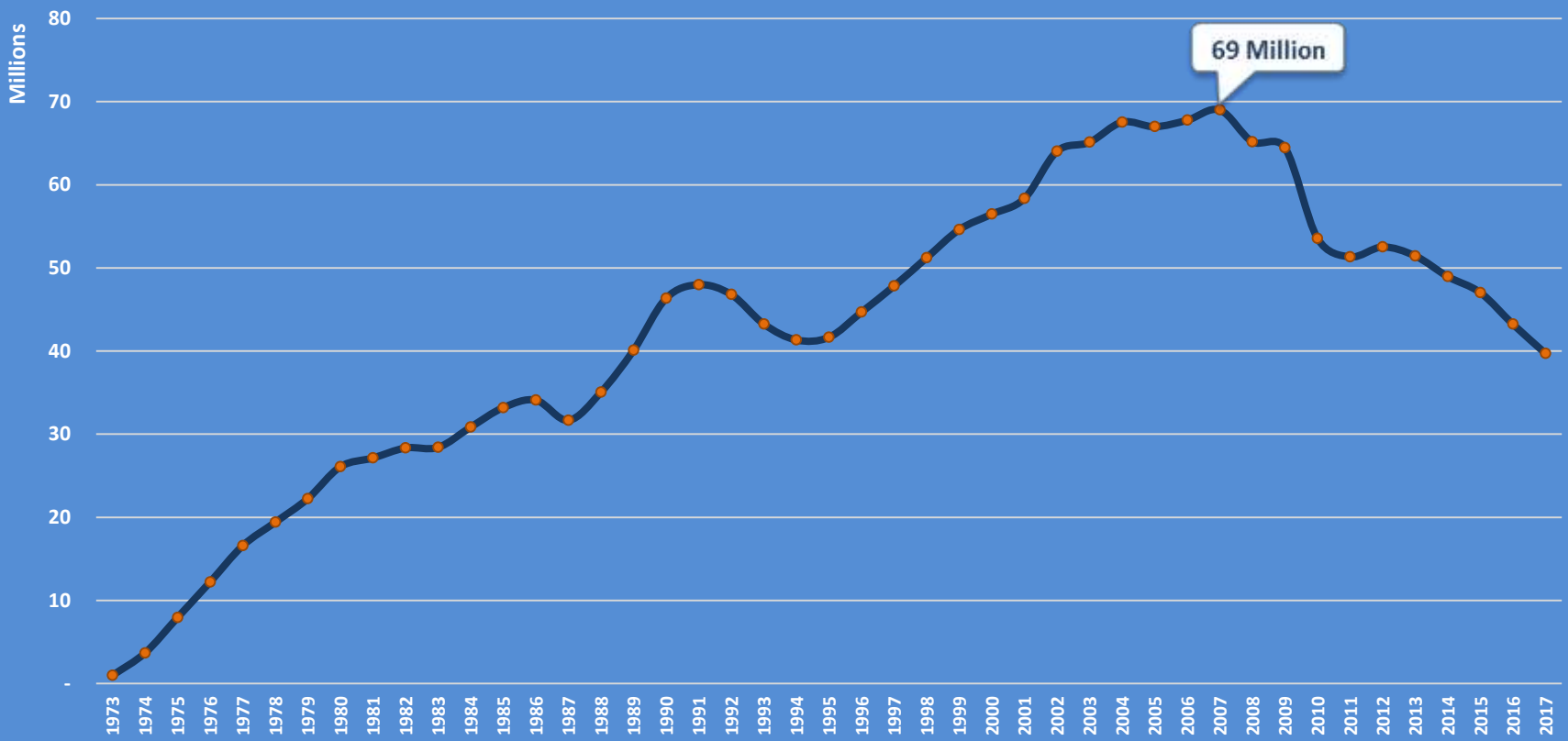
Orange County
California



Ridership Trend



Annual OCTA Bus Boardings by Year



“Blame it on the....”



- **Riders moving out of *The OC* –**
 - According to telephone survey, over 36 percent of former riders no longer reside in Orange County
- **Service**
 - Low frequency, transfers, route length/time, inadequate night/weekend service
 - Levels and coverage do not match post-recession demographics
- **Failure to attract new riders**
 - Traditional service design instead of meeting mobility needs
- **Increase in the access to personal vehicles**
 - “Perfect Storm” of an opportunity for car ownership

New vehicles and
bus branding

Community
circulators

New Bravo!
And Xpress routes

Fare study

Real-time
customer
info

Mobile
ticketing

Peer
review

More
frequent
service

Targeted
promotions

Service Branding



- **Current Fleet**

- Buses repainted
- Buses with new logo only
- New Buses – received with new branding scheme
- BRAVO! Branding
- Access Vehicles: branded new vehicles



- **Bus Stop Signage**

- Funded with \$200K Grant
- Phase 1: 2,500 stops by end of 2017
- Phase 2: 3,000 stops by end of 2018



- **OC Bus Mobile App**

- June 2015: Initiated as a pilot on express routes
- October 2016: System-wide implementation
 - Regular, express, and college fares

- **Promotion Efforts**

- Messaging in all customer information channels
- On-going campaign for sustained growth in usage
- Target marketing: current customers, students

- **Results**

- Registered users increase 3% to 5% monthly
- 63% are repeat users
- Achieved 7% mobile sales within one year
(doubling the industry standard)



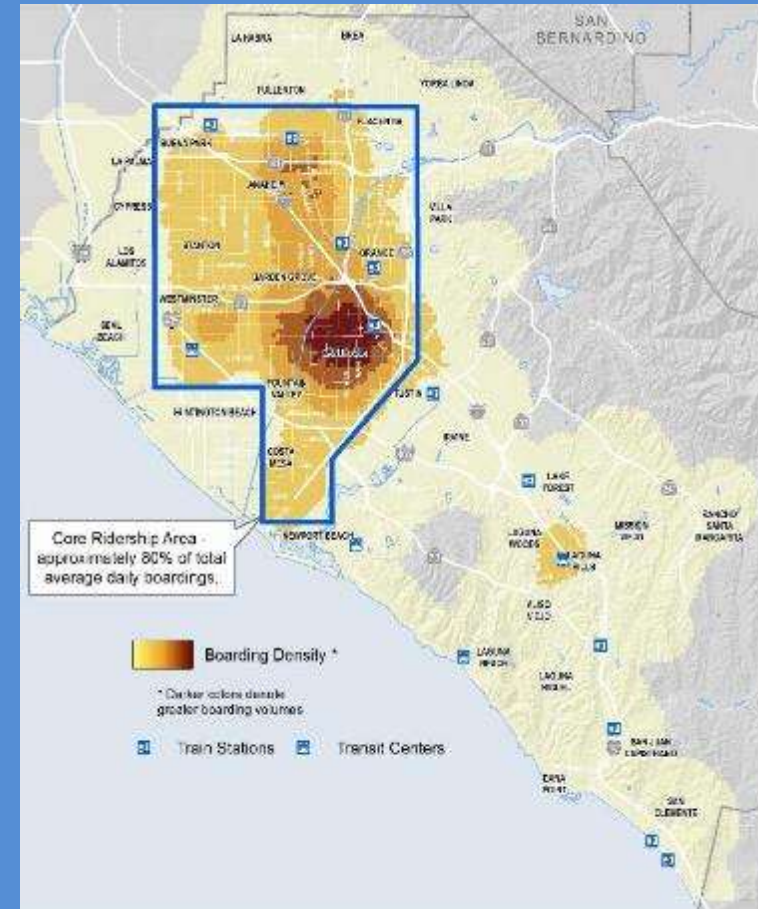
Paying Made Easy!

Use OC Bus Mobile Pay to buy your bus pass anytime, anywhere from your smartphone.

Service Initiatives



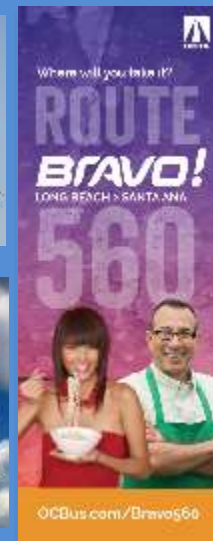
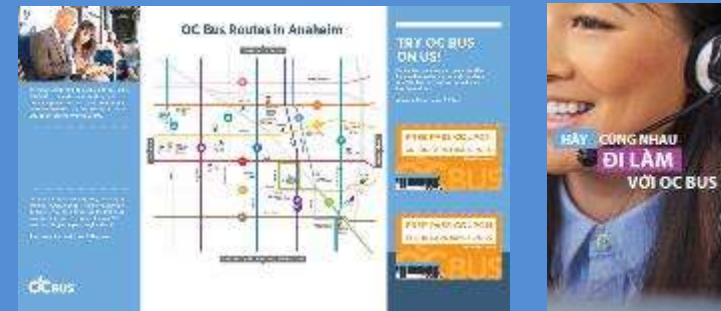
- **Expand Bravo! Service**
 - Route 560 – June 2016;
 - Branded, limited stop to improve corridor travel times
 - Added revenue vehicle hours
- **“X” Limited-Stop Service**
 - Three routes (57X, 64X, 53X)
 - To improve corridor travel times
- **Intensify “Core” Service**
 - 15-minute service frequency
- **Maintain/improve productivity**
 - Service reductions for efficient use of existing resources



Targeted Promotions



- Marketing/outreach to reinforce public perception and trial usage
- Target high-potential customers in the core service area
- Tailor communication channels to individual target group
- Implement ongoing and continuous branded campaigns – Ride the Bus





- **Ridership/Productivity**

- Ridership up by 19.4% on improved routes and productivity up by 40.1% on reduced routes as of September 2017
- Ridership decline beginning to flatten out

- **Mobile Ticketing**

- 67,000 downloads, 7% of pass sale revenue, and averaging 300 new OC Bus app users per week

- **Marketing**

- 20,000 customers responding to ridership campaign; 10,000 prospects never rode bus and 6,000 new prospects continue to ride

- **Bravo! Service**

- 57% riders saving 15+ minutes
- 32% new riders

- **Santa Ana College Pass Program**
 - Initiated on August 28, 2017
 - Free OCTA service for registered SAC and Continuing Education Students
 - Through October 2017, college pass utilization up by 162%; boardings up by 137%
- **OC FLEX Pilot**
 - Demand response service
 - Zone-Based
 - Provided in areas with low fixed-route productivity
 - Timeline: Summer 2018
- **Expand BRAVO! Service**
 - Route 529 – Beach Blvd Corridor, February 2019



Thank You...

