



OCTA's Microtransit Pilot Project

**California Transit Association's 54<sup>th</sup> Annual Fall Conference & Expo**  
California Microtransit Projects  
November 13, 2019

# Service Background

- An *on-demand* service offered as a one-year pilot in two select areas
  - Launched October 2018
- A service operated under contract
- A service operated with a new vehicle type
  - Two per zone; three during the peak period
- A service that is testing new rider markets
- A part of the OC Bus 360° Program
  - Identify opportunities to improve productivity by matching resources to demand
  - Filling a service gap between regular fixed-route service and ride-hailing options (TNCs)

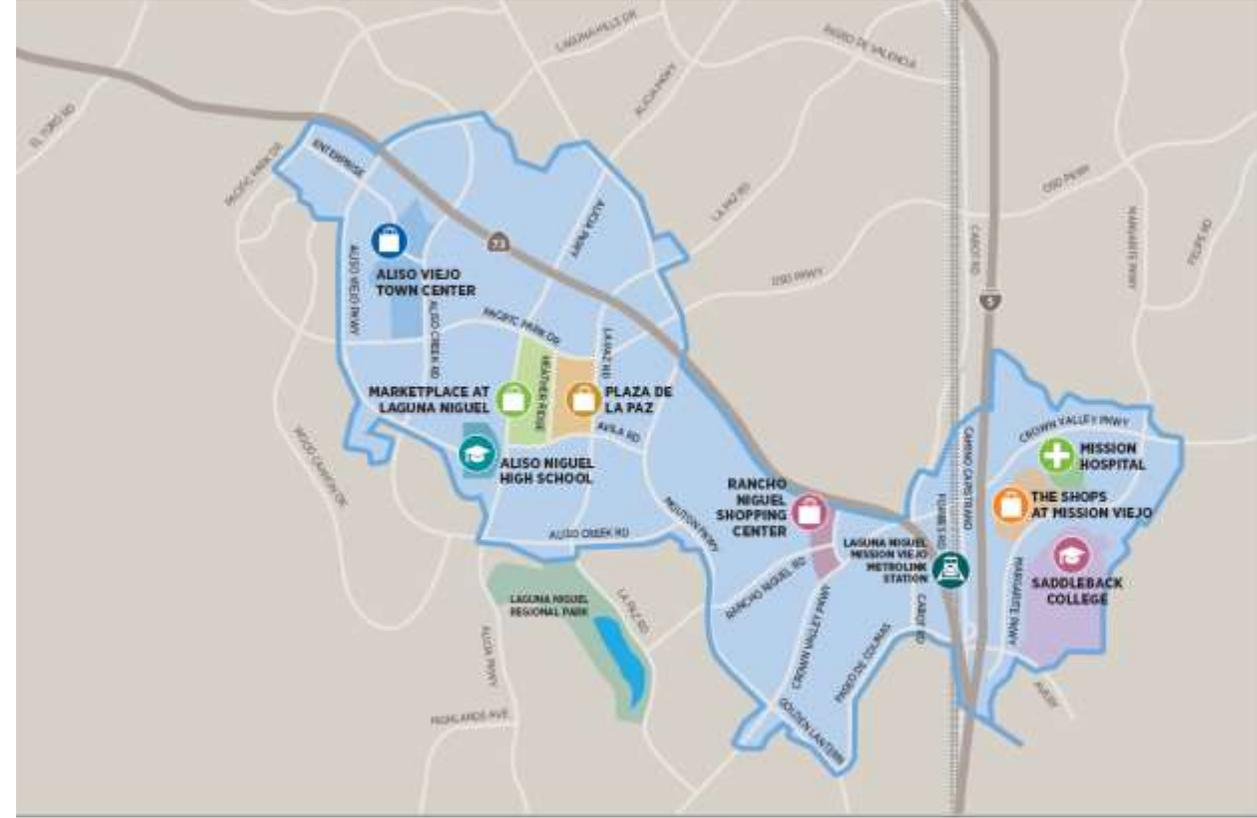


# Pilot Zones

Huntington Beach – Westminster (HB-WM)



Aliso Viejo-Laguna Niguel-Mission Viejo (AV-LN-MV)



# Service Characteristics

- Operates on:
  - Monday – Thursday: 6am – 9pm (11pm on Fridays)
  - Saturdays: 9am – 11pm
  - Sundays: 9am – 9pm
- Allows customers to request rides to/from anywhere inside the zone
  - Will serve key destinations within zones (hubs)
- Offers first/last mile connections for riders entering or leaving zones

# Fares

- Cost \$4.50 for pre-paid fare media (mobile app)
- Cost \$5.00 for onboard cash paying customers
- Consistent with the cost of a Day Pass for fixed-route service and OCTA policy
  - Allows up to three children under 5 years of age to ride for free with a fare-paying passenger
- Allows free transfers to/from an OC Bus stop or Metrolink Station with a valid full fare OC Bus Day Pass, Metrolink ticket, or Amtrak ticket



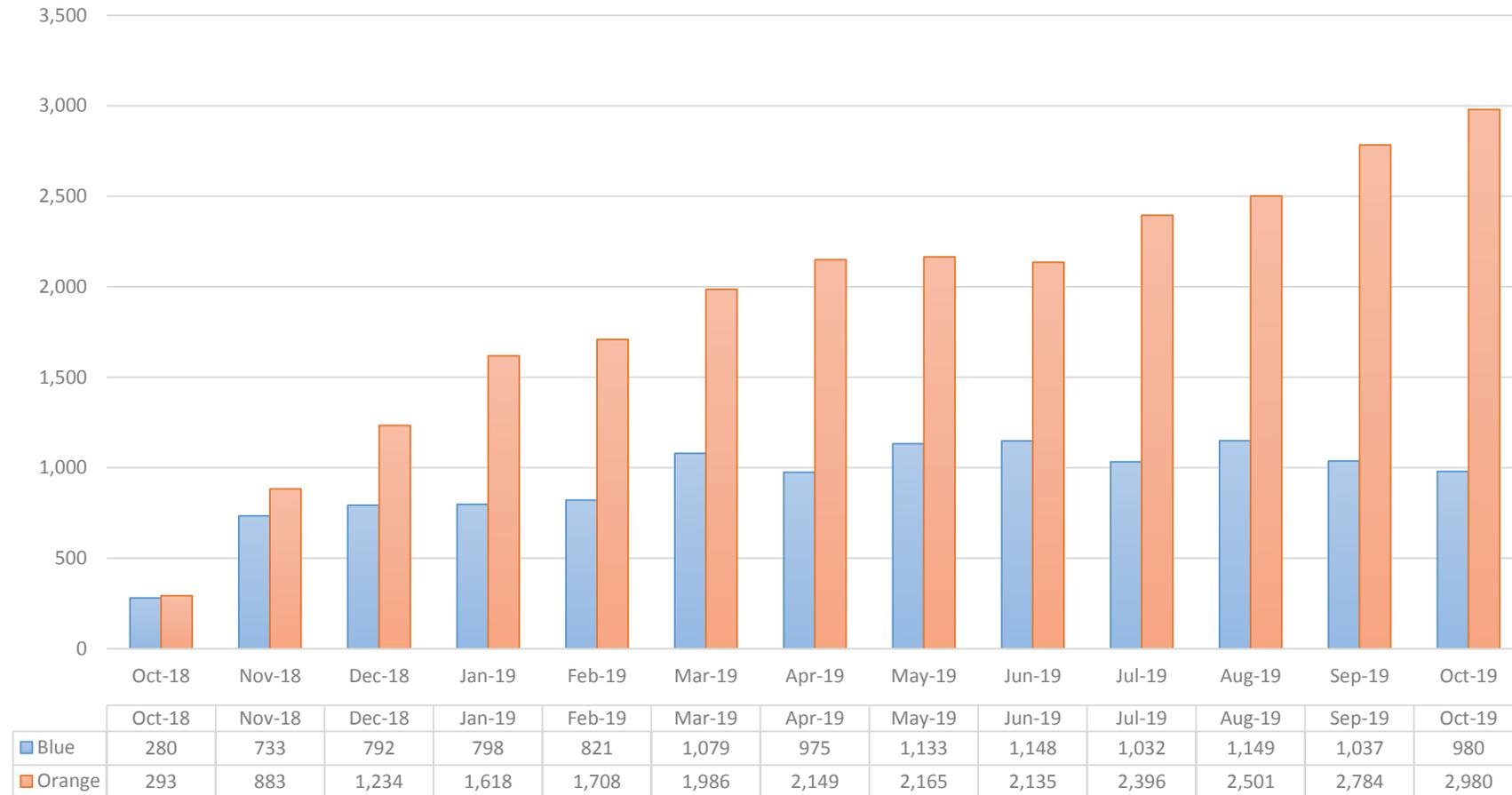
# Board Adopted Goals/Measures

- Provide public transit mobility in lower-demand areas
  - *As measured by boardings per revenue vehicle hour (b/rvh): **6 b/rvh***
- Reduce total operating and capital costs
  - *As measured by subsidy per boarding: **\$9.00 per boarding***
- Reduce Vehicle Miles Travelled (VMT)
  - *As measured by percent of bookings sharing a vehicle: **25% Shared Rides***
- Extend reach of OC Bus and Metrolink services
  - *As measured by percent of trips to/from transit hubs: **25% transfer trips***
- Meet customer needs
  - *As measured by customer satisfaction: **85% of riders “likely”/“very likely” to recommend OC Flex***

# Boardings

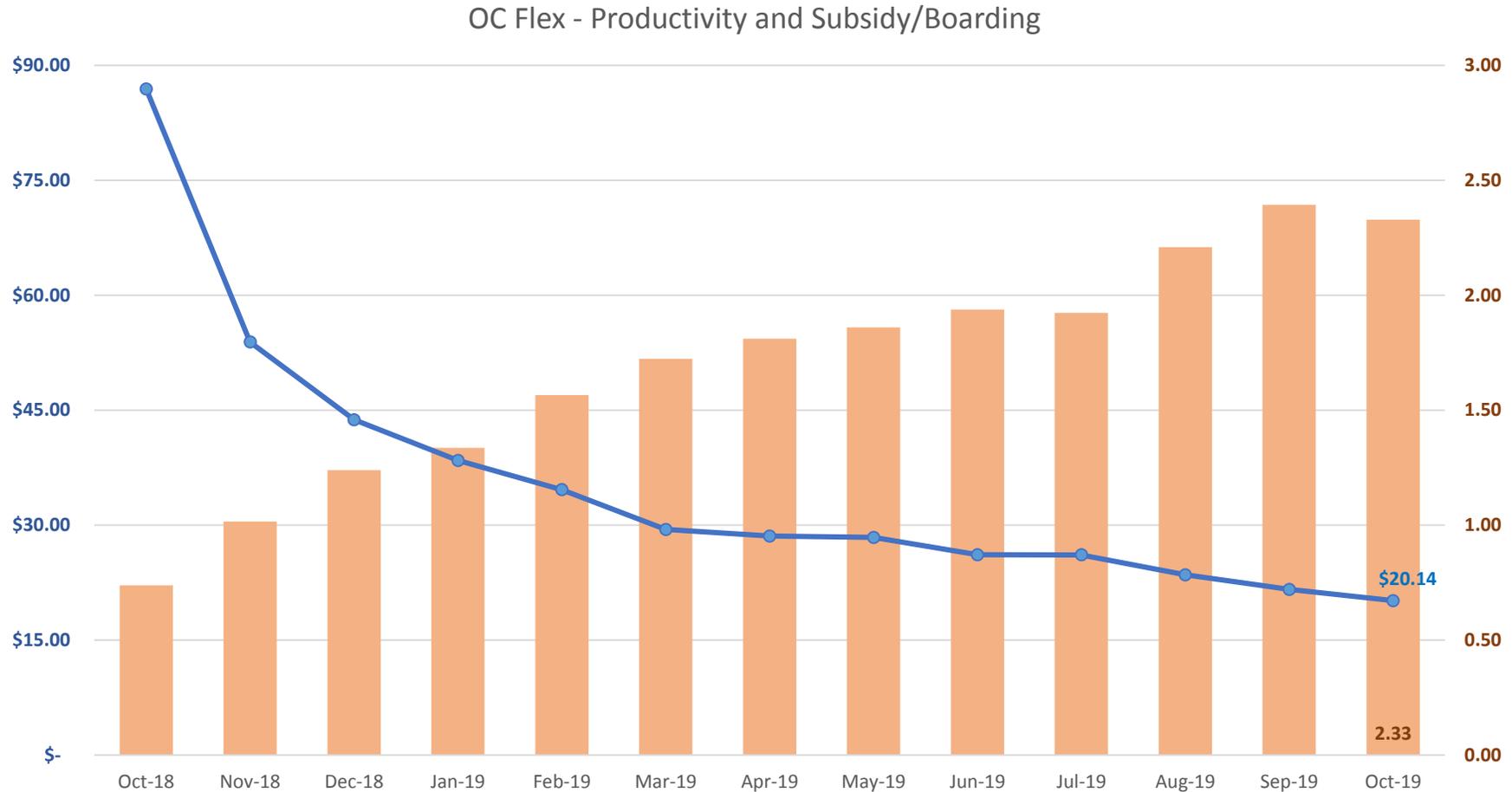
- Total Boardings: **36,500+**
- 850+ weekly boardings
  - Highest daily ridership: 178
- Zone trends
  - **Blue:** Steady
  - **Orange:** Increasing month over month
  - High peak demand
    - **First/Last mile connections to transit hubs, town centers/employers, and shopping**

OC FLEX Boardings by Month - To Date



# Productivity-Subsidy/Boarding

- B/RVH: **2.39**
  - Blue: 1.93 B/RVH
  - Orange: 2.63 B/RVH
- Subsidy/Boarding: **\$20.14**
- Trend: slow but favorable
- Peer watch
  - Actual b/rvh: from 3.0 - 4.5



# Trip Sharing

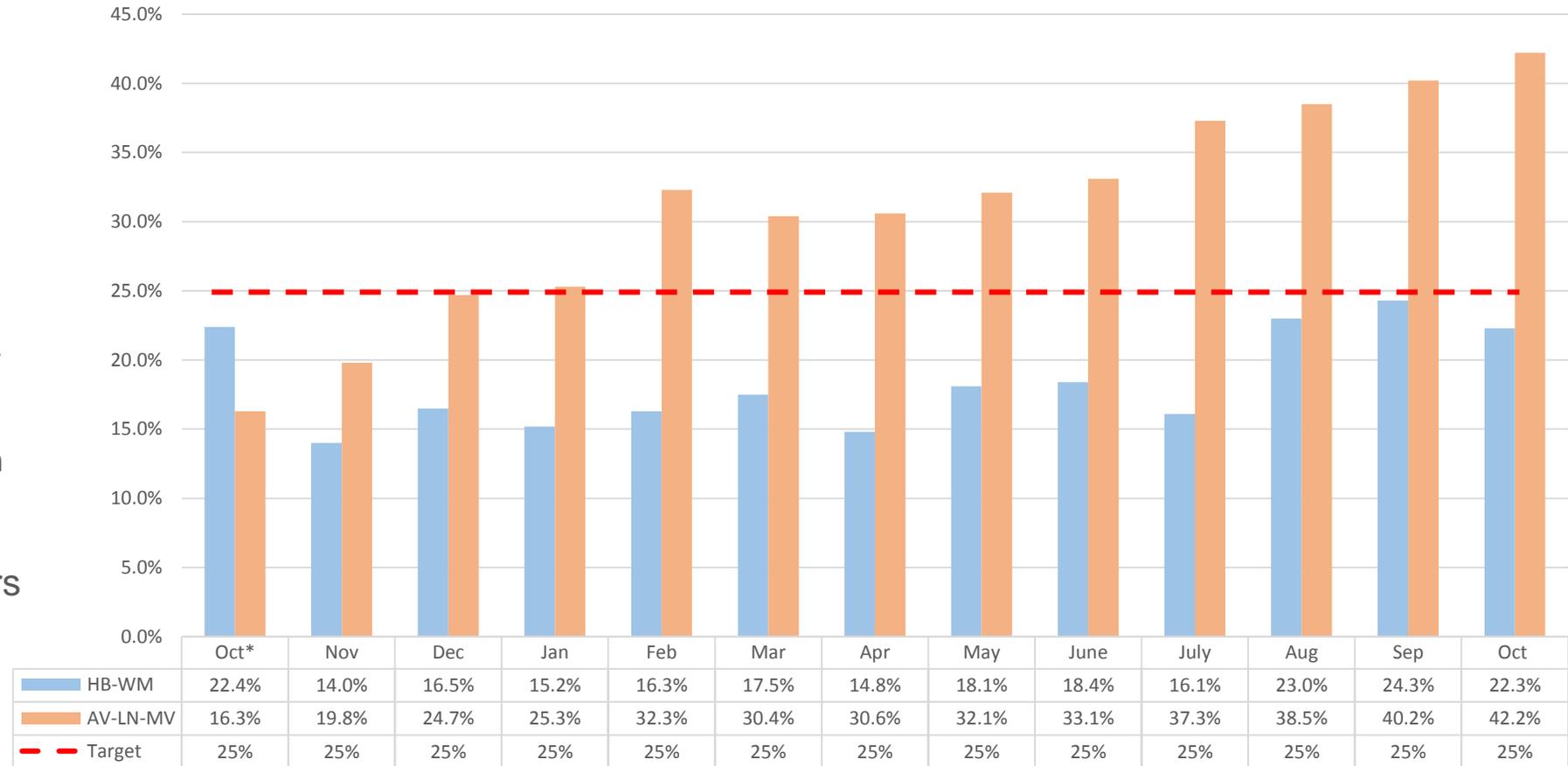
- Shared Rides: **37.2%**

- Blue: 22.3%
- Orange: 42.2%

- Trends:

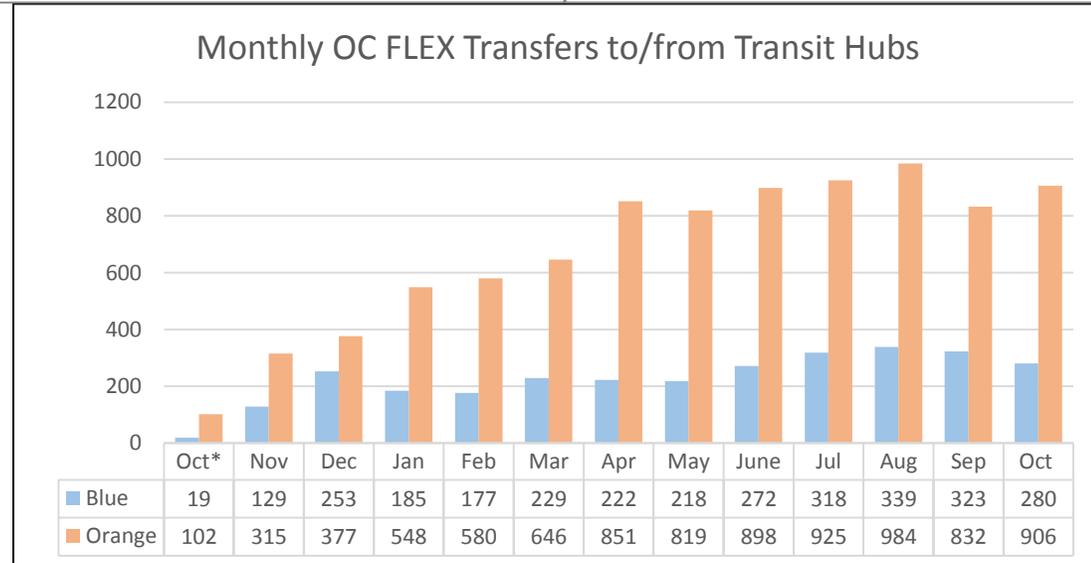
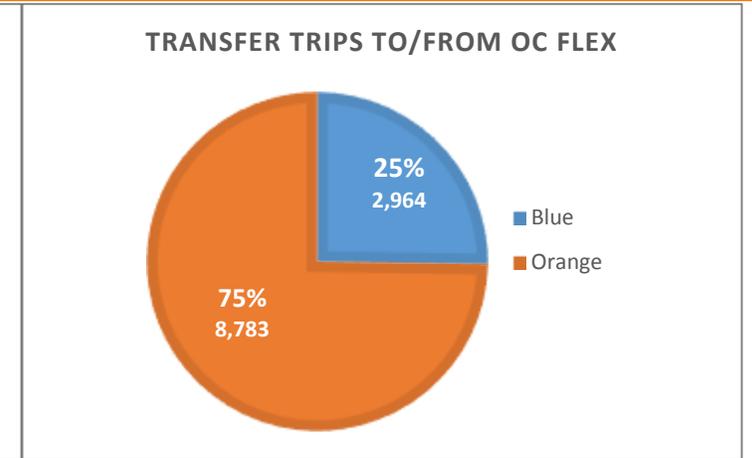
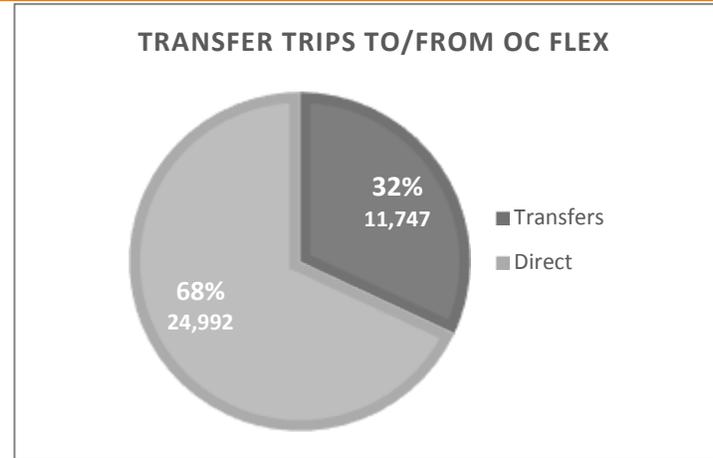
- Blue: Below target
- Orange: Exceeded target every month since January
  - High volume of trips to/from Metrolink station
- Changes in software parameters induced increased bookings sharing a vehicle

OC FLEX Shared Trips by Month - Target: 25%



# Connecting to Transit

- Transfer Trips: **32%**
- Favorable trend:
  - Above 25% target for transfers
  - High transfer rate in the Orange Zone is due to high volume of trips to and from the LN-MV [Metrolink](#) Station
  - First/Last mile connections to points east and west of station



# Performance Summary

Board Adopted Goals ( <i>Measures</i> )	Targets	Performance*	Goal Met?
<b>Productivity</b> ( <i>Boardings per Revenue Vehicle Hour</i> )	6	2.33	X
<b>Cost Effectiveness</b> ( <i>Subsidy per Boarding</i> )	\$9.00	\$20.14	X
<b>Shared Rides</b> ( <i>% of Bookings sharing a vehicle, groups</i> )	25%	35.8%	✓
<b>Connecting Transit Trips</b> ( <i>% of transfer trips</i> )	25%	37.2%	✓
<b>Customer Satisfaction – (by survey)</b> (% “likely”/“very likely” to recommend service)	85%	91%	✓

\* Performance as of October 31, 2019

# Next Steps

- Return to OCTA Board of Directors in December 2019
  - Assessment of Performance
  - Recommend extension of Pilot to October 2020
  - Outline strategies to improve performance