

The logo features the letters 'OC' in a large, bold, blue font. A stylized blue leaf with a stem is positioned above the 'C'. To the right of 'OC', the word 'FLEX' is written in a bold, blue, sans-serif font.

OC FLEX

OCTA's Microtransit Pilot Project

Six Month Project Update

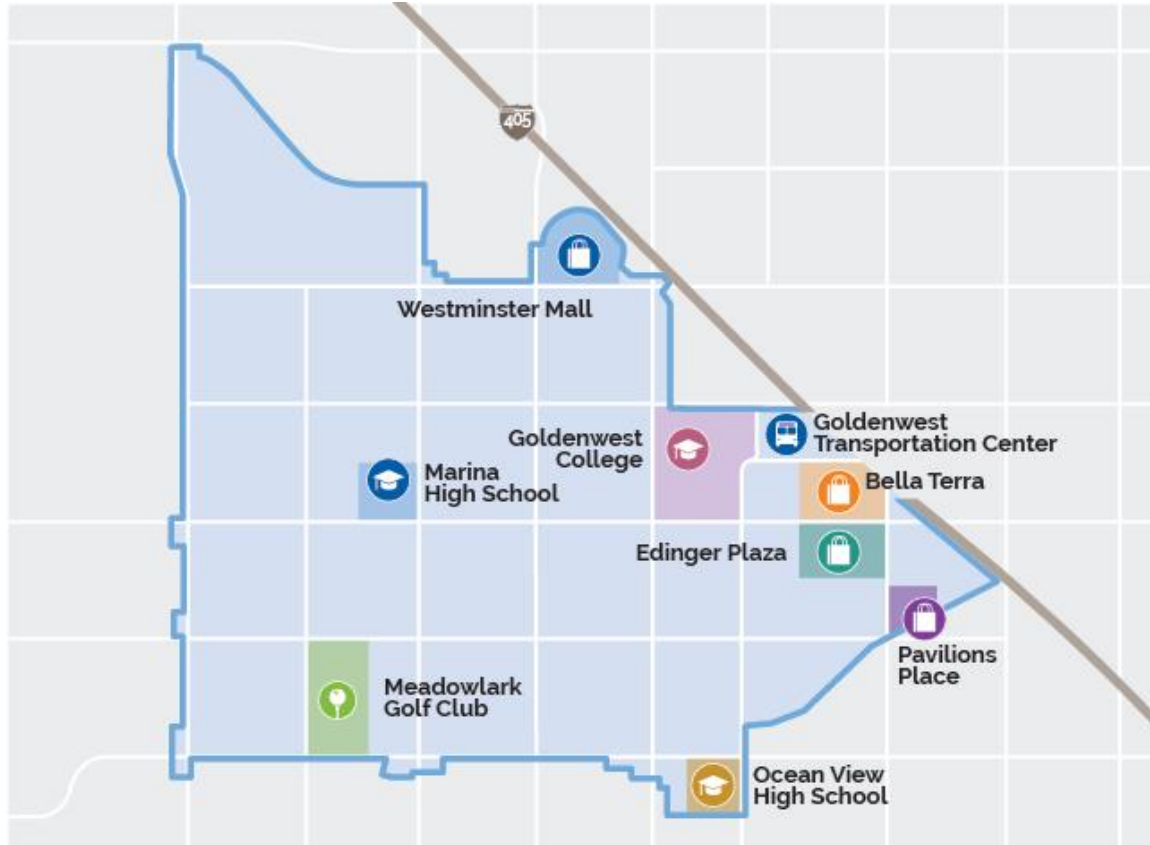
OC FLEX – Service Background

- An *on-demand* service offered as a one-year pilot in two select areas
- A service operated under contract
- A service operated with a new vehicle type
- 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)

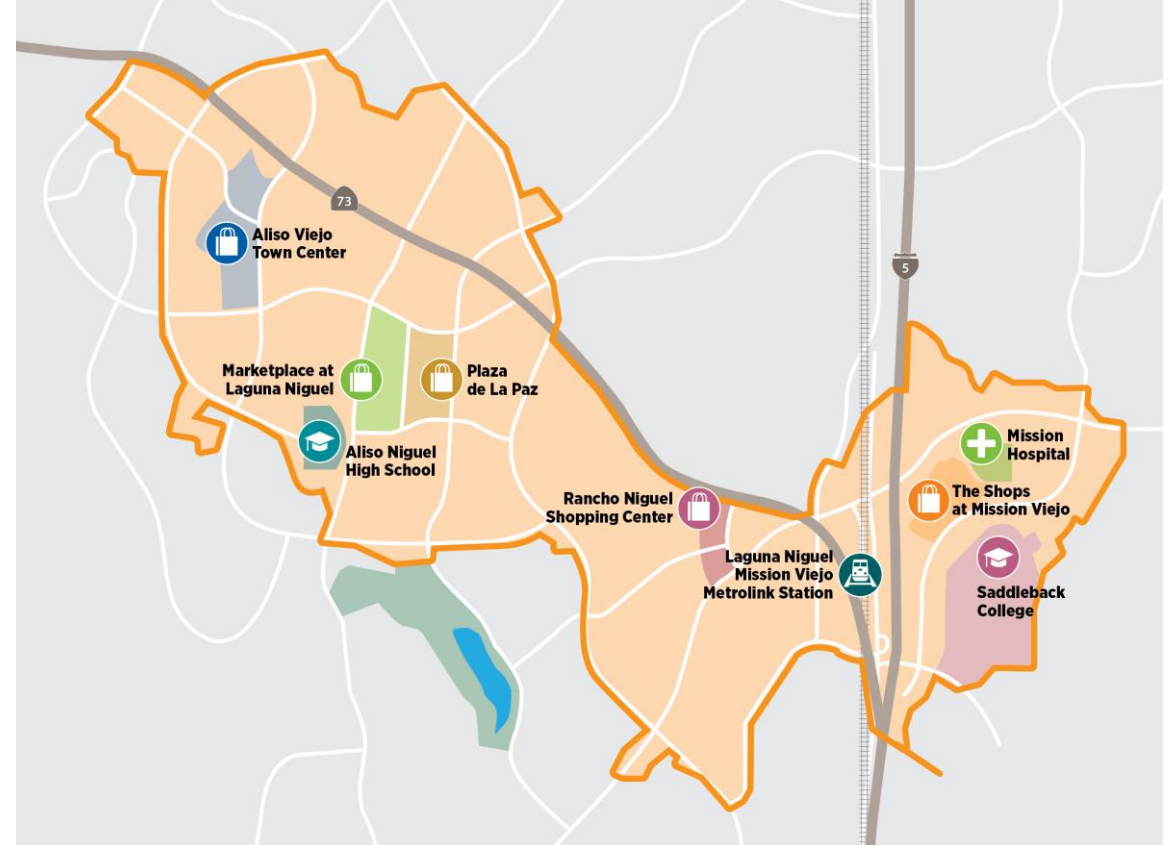


OC FLEX – Pilot Zones

Huntington Beach – Westminster (HB-WM)



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

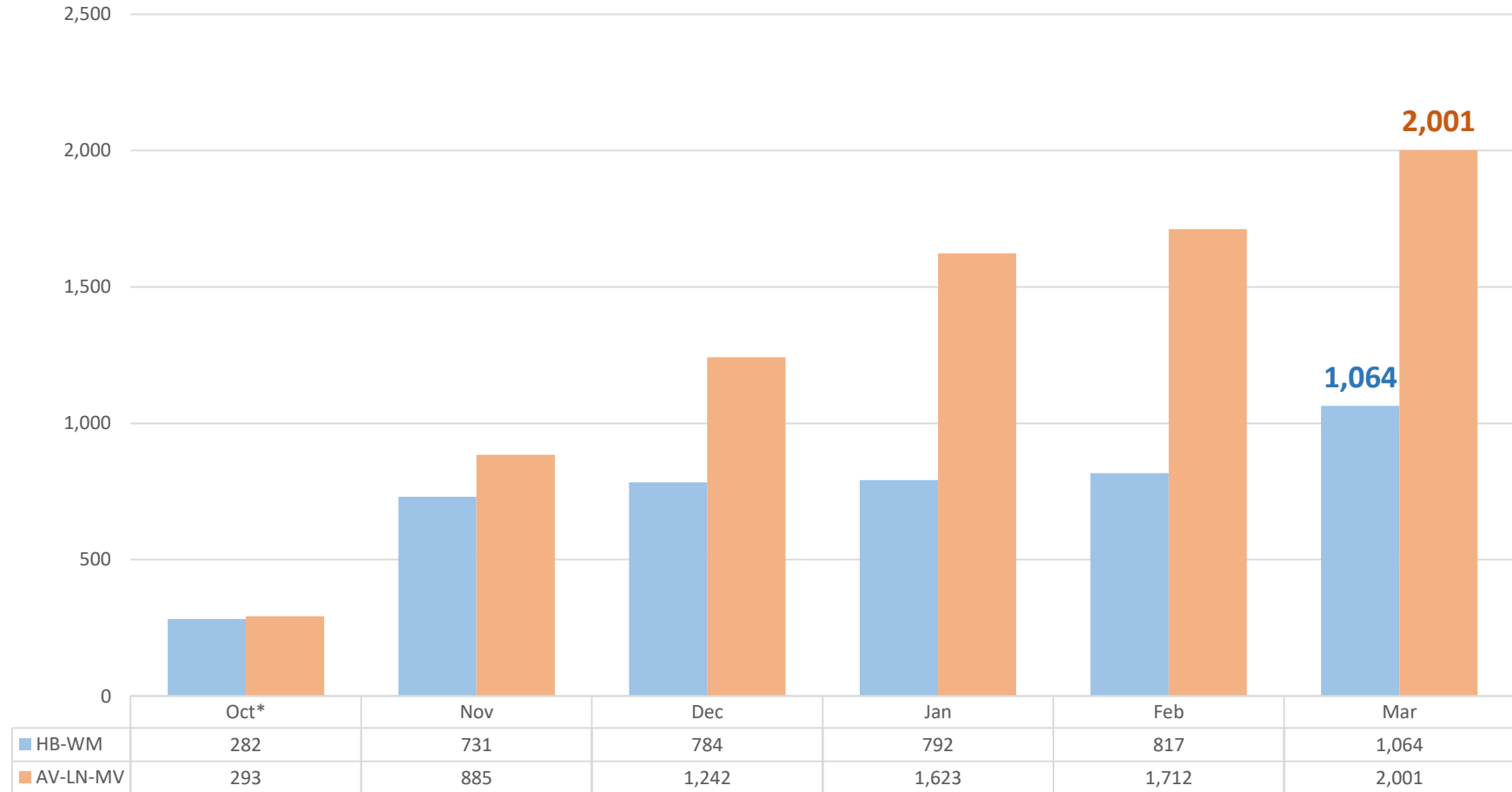


Board Adopted Goals / Measures

- 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% of trips*
- Meet customer needs
 - *As measured by customer satisfaction: 85% of riders “likely”/“very likely” to recommend OC Flex*

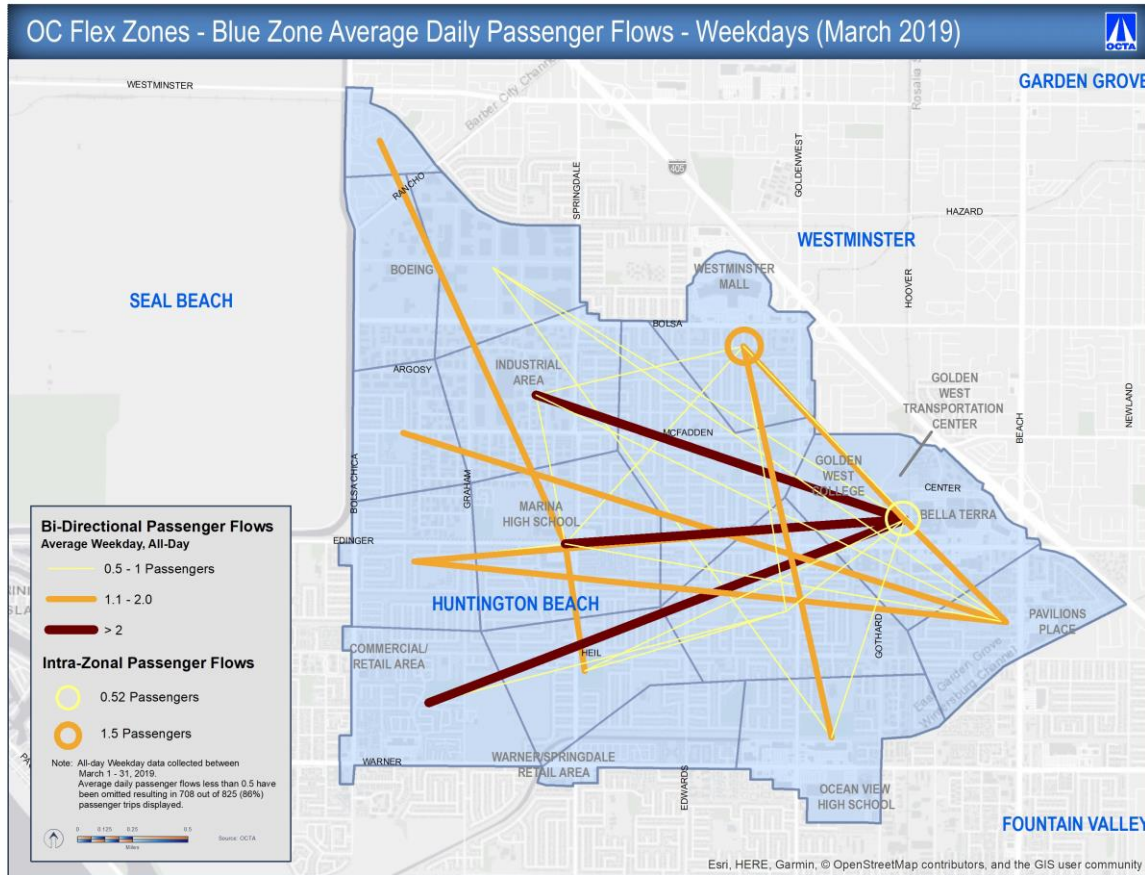
OC FLEX – Boardings

- Total Boardings: **12,226**
- 700 weekly boardings
 - 100+ weekdays rides (Jan-Mar)
 - Saturdays: **58**; Sundays: **40**
 - Highest daily ridership: 150
- Zone trends
 - Ridership increases since Nov.
 - **41% (Blue); 104% (Orange)**
 - High peak demand
 - **First/Last mile connections to transit hubs, town centers/employers, and shopping**

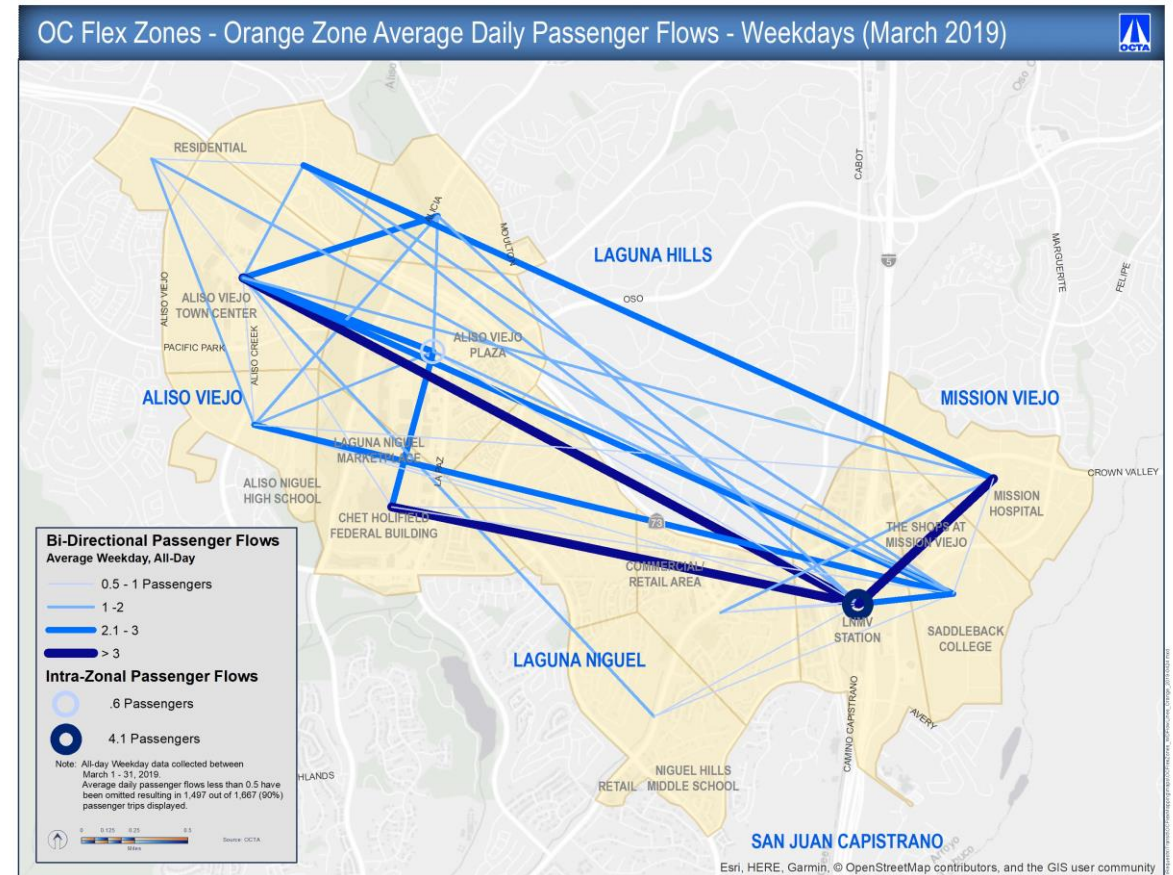


OC Flex Popular Origins/Destinations

Huntington Beach – Westminster (HB-WM)



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



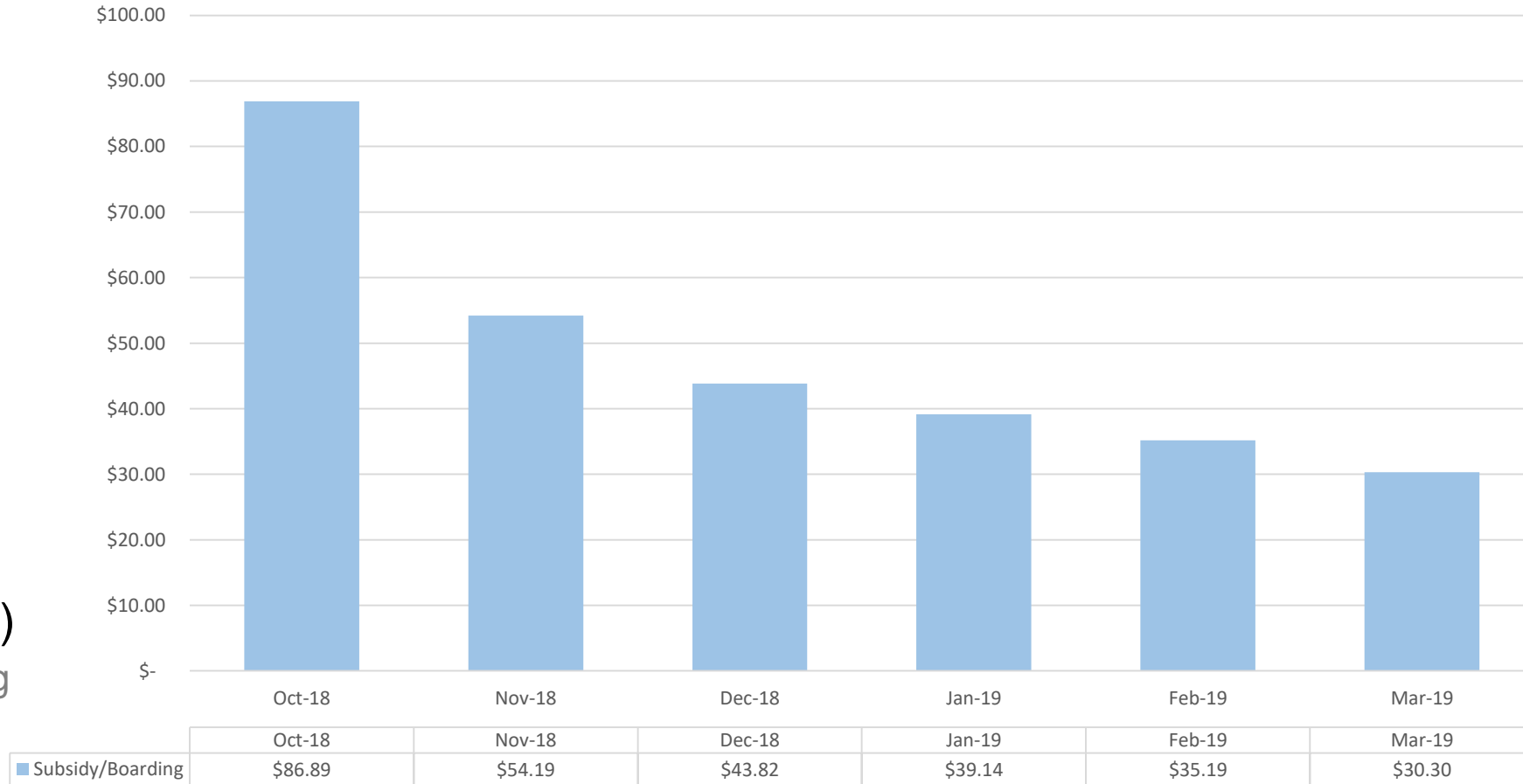
Productivity

- B/RVH: **1.69**
- Slow but steady increase
 - Below target of 6.0 b/rvh
 - Weekday Avg: 1.9+ b/rvh (March)
 - 1.1 on Saturdays; 0.9 on Sundays
- Modal Reference
 - OC Bus: 23.5 b/rvh
 - OC ACCESS: 1.81 b/rvh
- Zone trends
 - Similar to ridership trend
- Peer watch
 - Actual b/rvh: from 3.0 - 4.7



Cost Effectiveness

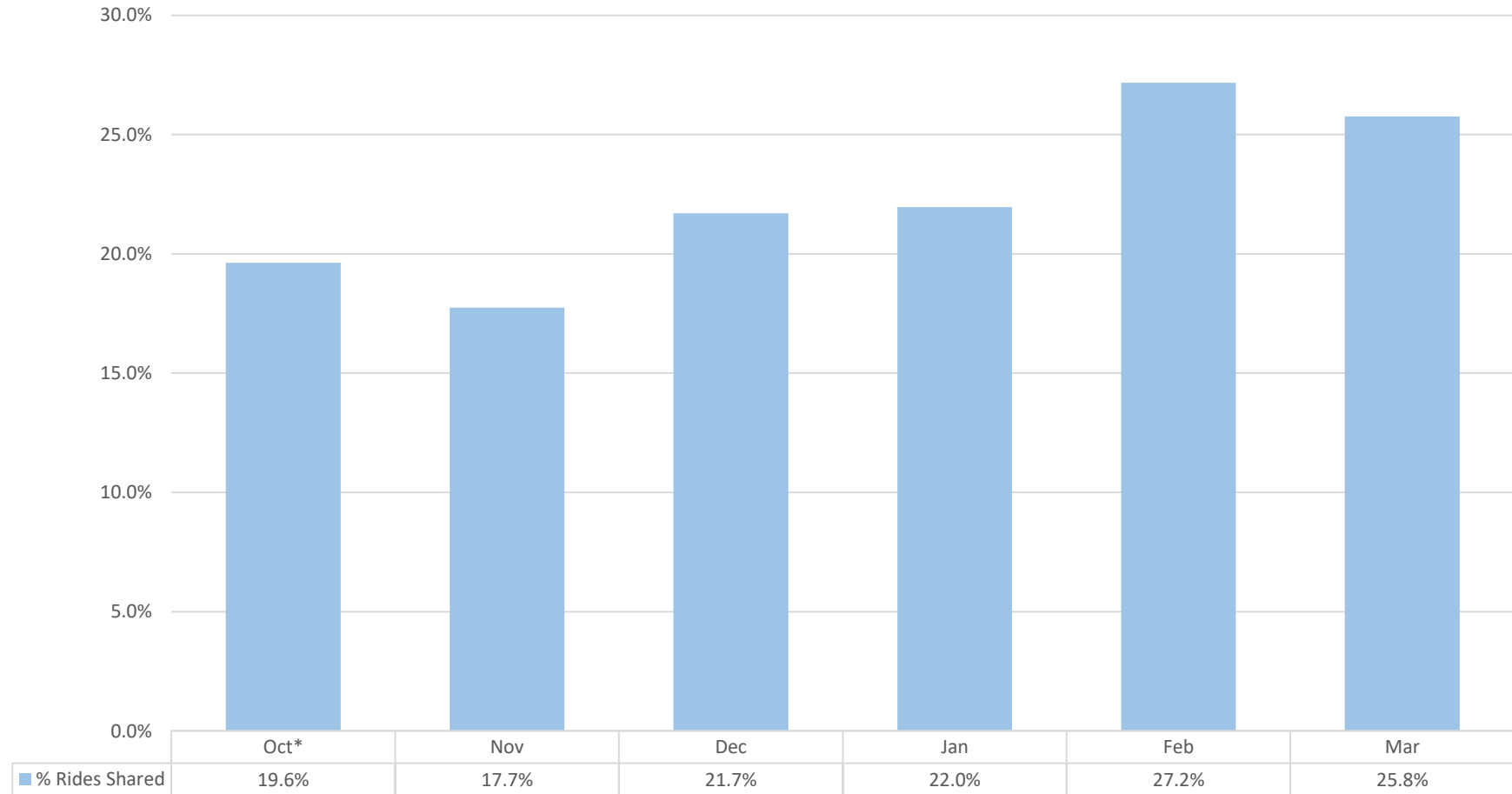
- Subsidy/Boarding: **\$41.12**
- Decreasing trend: *good*
 - Above maximum \$9.0/boarding
 - 44% drop between November and March
 - Inversely related to productivity
 - **As productivity gets better, subsidy per boarding should continue to decrease**
- Modal Reference (FY18-19)
 - OC Bus*: \$5.39 - \$9.56/boarding
 - OC ACCESS: \$35.25 /boarding



* OC Bus – Community Circulators

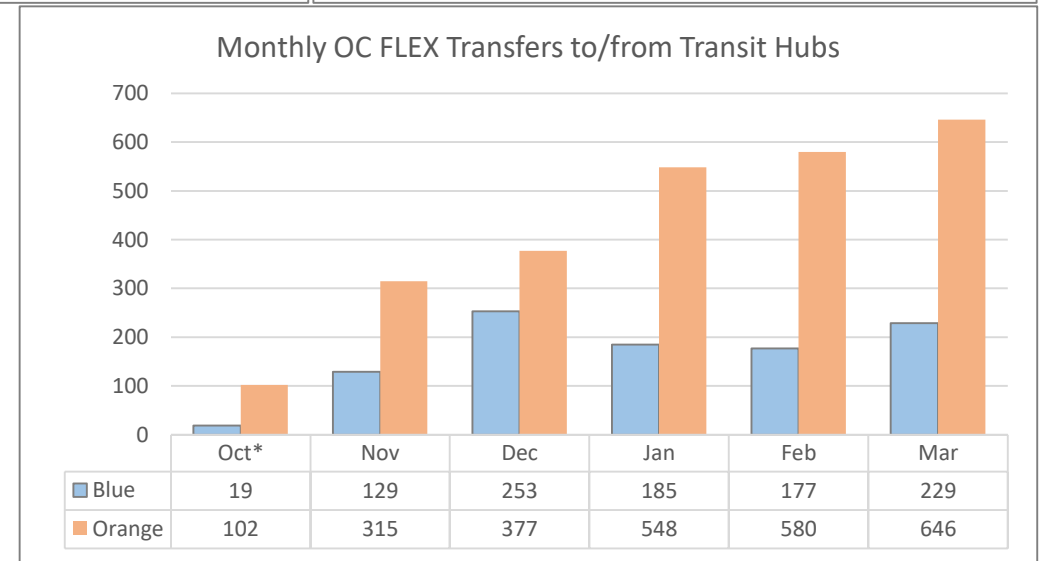
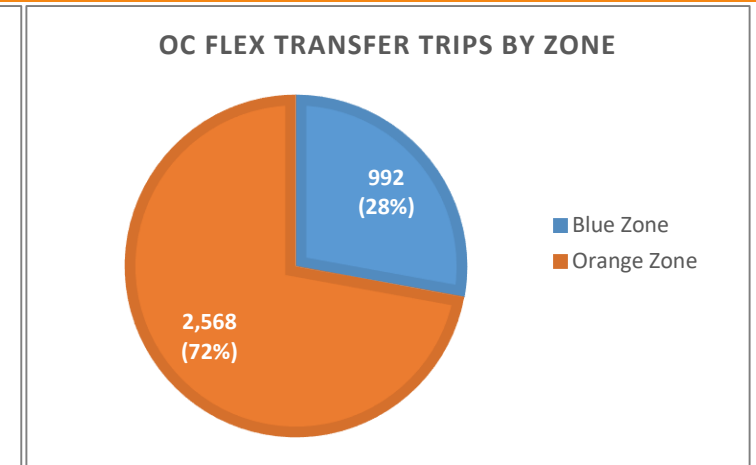
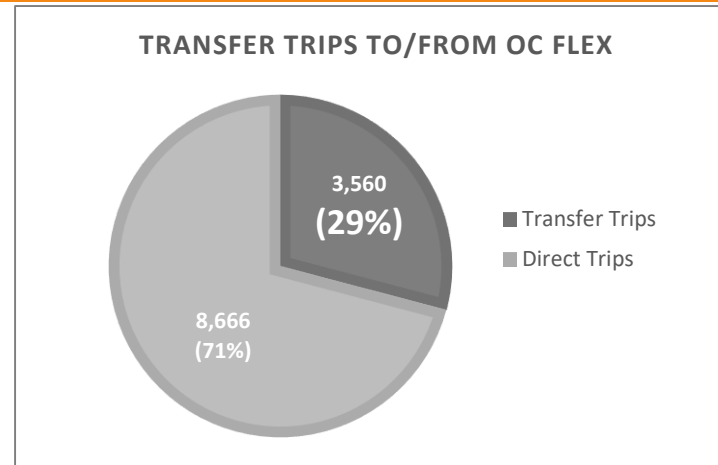
Trip Sharing

- Shared Rides: **23.2%**
- Favorable trend:
 - Just below the target of 25%
 - Exceeded target in February and March
 - Increase likely due to changes in software parameters
 - Additional modifications under consideration to increase trip sharing



Connecting to Transit

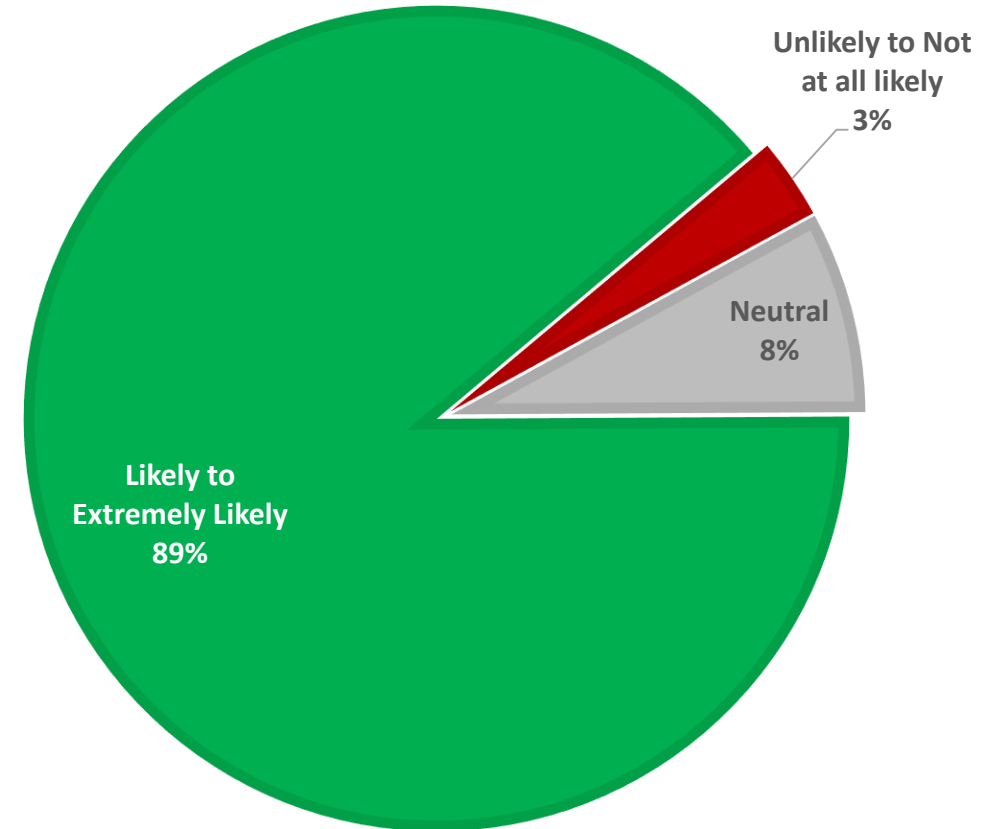
- Transfer Trips: **29%**
- Favorable trend:
 - Above 25% target for transfers
 - High transfer rate in the Orange Zone is due to high volume of trips to and from the LN-MV [Metrolink](#) Station
 - First/Last mile connections to points east and west of station



Customer Satisfaction

- Customer Satisfaction: **89%**
- Favorable Experience:
 - Above 85% target
- Informal qualitative customer survey
 - Open for 3 weeks in Jan – Feb 2019
 - Emailed to all active OC Flex riders
 - 32 percent response rate (133 out of 422)

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS SERVICE TO A FRIEND OR COLLEAGUE?



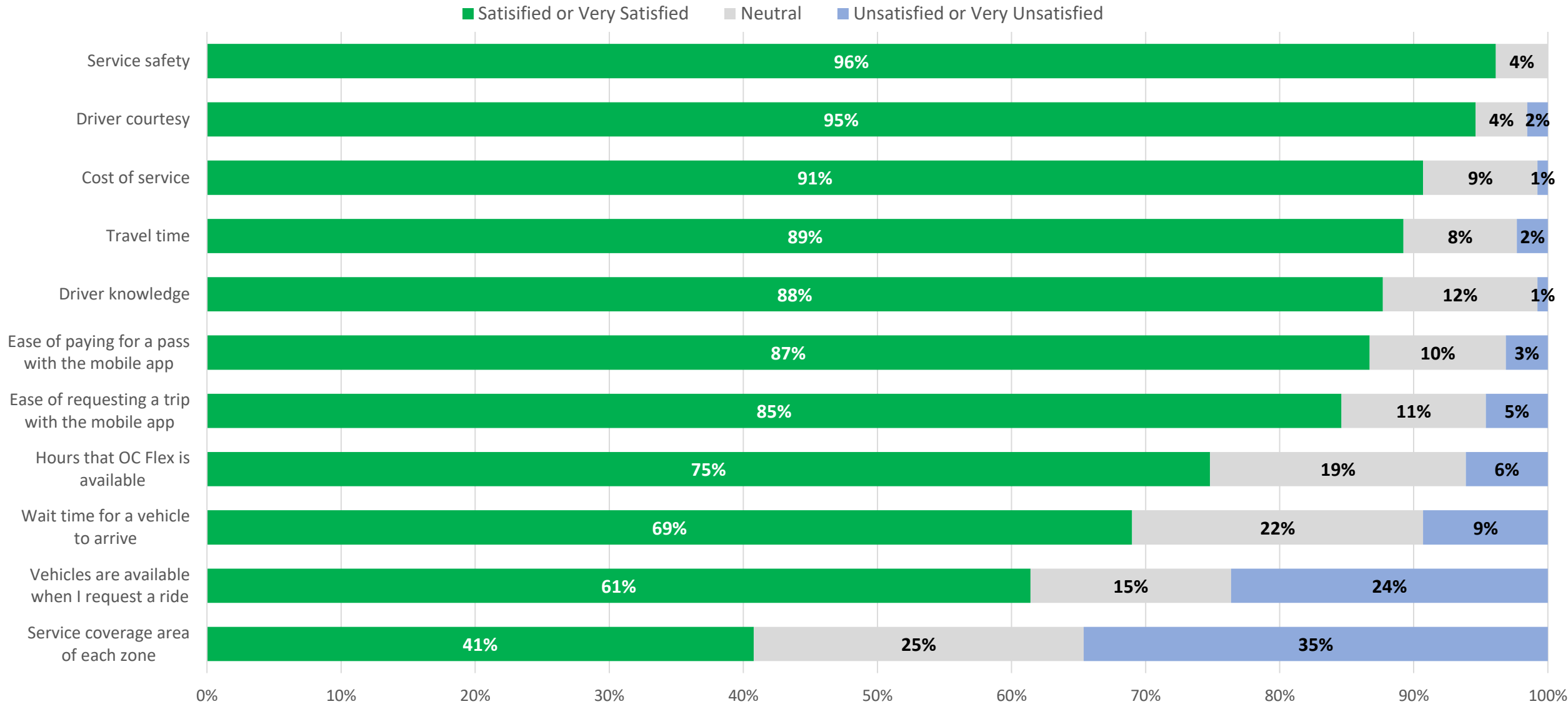
Performance Summary

Board Adopted Goals / Measures		Performance*	Goal Met?
Productivity <i>Boardings per Revenue Vehicle Hour</i>	6	1.7	X
Cost Effectiveness <i>Subsidy per Boarding</i>	\$9.00	\$41.12	X
Shared Rides <i>% of Bookings sharing a vehicle, including groups</i>	25%	23.2%	—
Connecting Transit Trips <i>% of transfer trips</i>	25%	29%	✓
Customer Satisfaction <i>% “likely”/”very likely” to recommend service</i>	85%	89%	✓

* Performance as of March 31, 2019

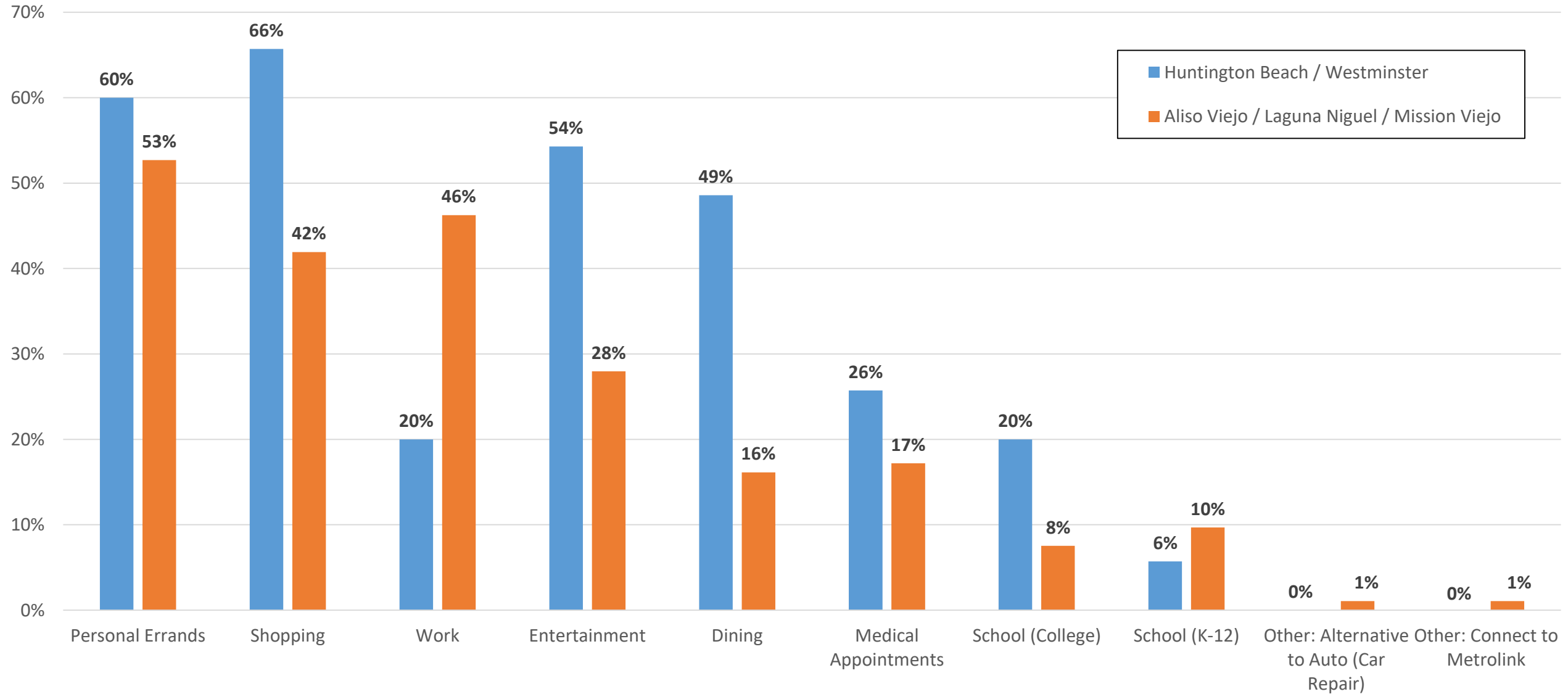
OC FLEX – Customer Feedback

BASED ON YOUR OVERALL EXPERIENCE WITH OC FLEX, HOW WOULD YOU RATE YOUR SATISFACTION WITH EACH OF THE FOLLOWING ITEMS?



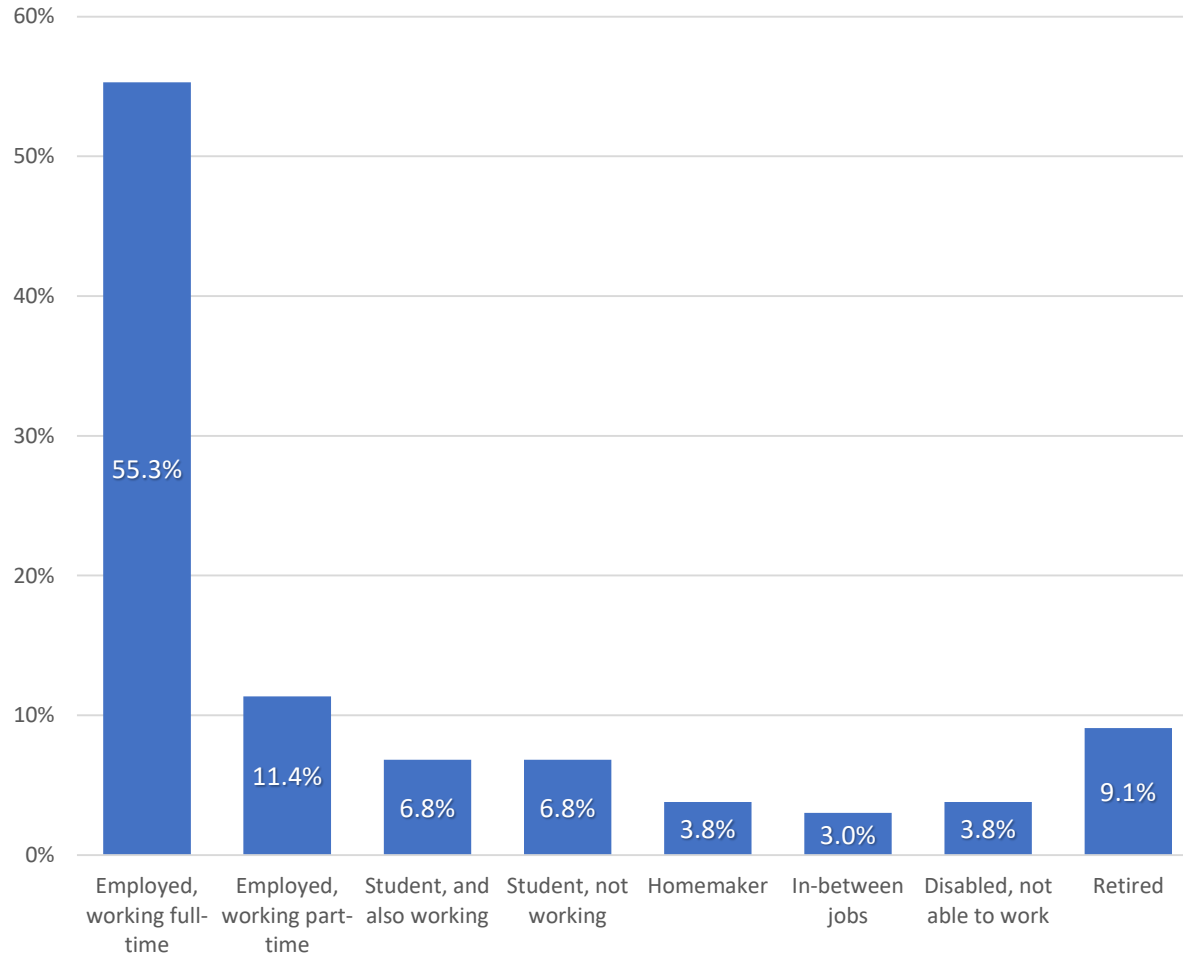
Trip Purpose

WHY DO YOU TAKE OC FLEX?

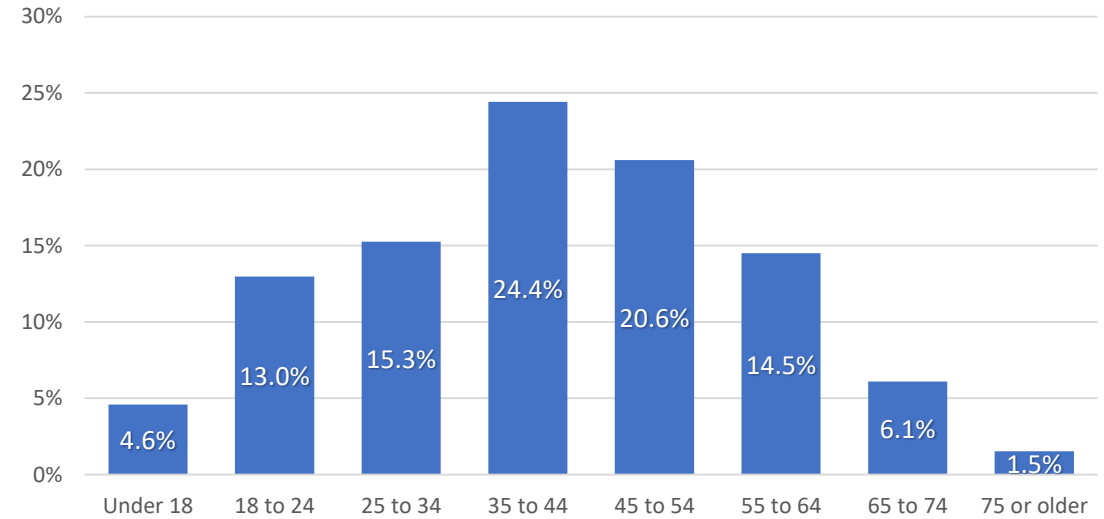


Customer Demographics

Employment Status



Age



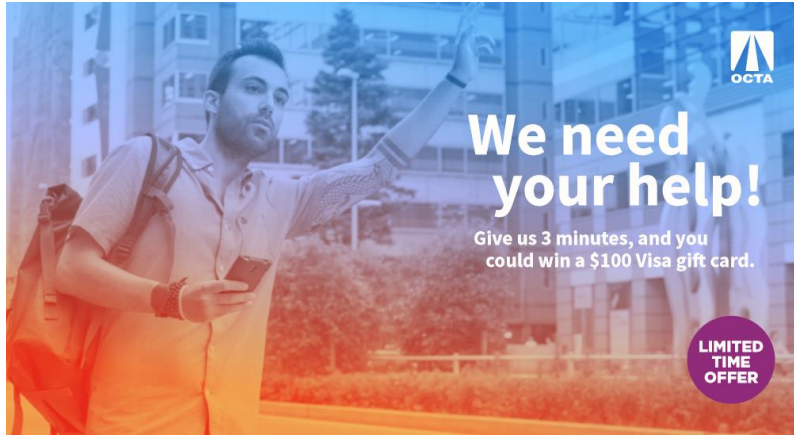
Gender

57 percent female overall

- 62 percent in Huntington Beach zone
- 55 percent in Aliso Viejo zone

Marketing Activities

Research



Launch



Promotion



Marketing Promotions

281,195

Individuals reached

41,237

Clicks, likes & reactions, post shares, and comments

171 Weekend Group Rides



Sounds better than Uber!



My daughter just tried for the first time today and said it was easy and cool to use! Great way to get to and from the mall for a teenager!!



Lifesaver!!!! My son has been using this week to get to school in the rain. Thank you.

WEEKENDS ONLY
FEB 2 - APRIL 28, 2019

50% OFF GROUP RIDES!

PROMO PRICING

- 2 Riders \$4.50*/day
- 3 Riders \$6.75*/day
- 4 Riders \$9.00*/day

* With Mobile App

OCflex.com

Clean Transportation Funding from the MTA

OCFLEX | OCTA

OC Flex Sponsored

Give your car a break this weekend. Take OC Flex for friends night. We're your on-demand, curb-to-curb service. Simply book with the OC Flex app and save 50% on weekend group rides.

2 RIDERS \$450
3 RIDERS \$675
4 RIDERS \$900

50% OFF WEEKEND RIDES

OCFLEX.COM

Weekend Promo. Unlimited Trips all day! Learn More

Ride OC Flex as a group and save

Like Comment Share

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Summer Promotion

- Direct Mail and Online Campaign to promote:
 - Weekend 50% group ride fare
 - OC Fair connection
 - Teen ridership
- Referral program
 - In-app pop-up
 - Paid digital
 - Email

*****ECRWSS**

Local Postal Customer

PERMIT STD ECRWSS U.S. POSTAGE PAID SANTA ANA, CA PERMIT NO. 985

OC FLEX ZONE SERVICE HOURS

Monday–Thursday
6 am to 9 pm

Friday
6 am to 11 pm

Saturday
9 am to 11 pm

Sunday
9 am to 9 pm

50% group rides on weekends. Plus free rides with referrals.

B2B and Partnerships

- Outreach and partnership
 - South county concerts organizations
 - High schools/colleges
 - Car dealerships and auto shops
 - Hospitals/medical complex
 - Shopping malls
 - Senior centers
- Board member outreach kits
 - Business cards
 - Digital tool kit



OC FLEX

NEED A RIDE?

Your first ride is free!

OC Flex will pick you up. Book it with the OC Flex Mobile App. Learn more and download the app at ocflex.com.

OC Flex is a shared shuttle operated by the Orange County Transportation Authority (OCTA) in two zones.

Unlimited rides all day¹: \$4.50²

¹Within the service zone
²with OC Flex Mobile App



Monday - Thursday: 6 a.m. to 9 p.m.
Friday: 6 a.m. to 11 p.m.
Saturday: 9 a.m. to 11 p.m.
Sunday: 9 a.m. to 9 p.m.

OCflex.com



NEED A RIDE?

OC Flex will pick you up and take you where you're going.*

- Home • Work • Shopping
- Appointments • Lunch/Dinner

 **\$4.50 per person****
Unlimited rides all day

*within service zone. Map on reverse.
**with OC Flex Mobile App

OCflex.com




LET OC FLEX DO THE DRIVING!

Catch a ride on OC Flex, a shared curb-to-curb service that's: • **Affordable** • **Flexible** • **Convenient**


HOW TO GET A RIDE

WITH APP
Download the OC Flex Mobile App and start riding!



BY PHONE
1-877-628-FLEX (3539) • 1-714-620-2660 (TDD/TTY)

Within the Huntington Beach-Westminster service area, OC Flex will pick you up and take you to your destination.



OC FLEX ZONE SERVICE HOURS

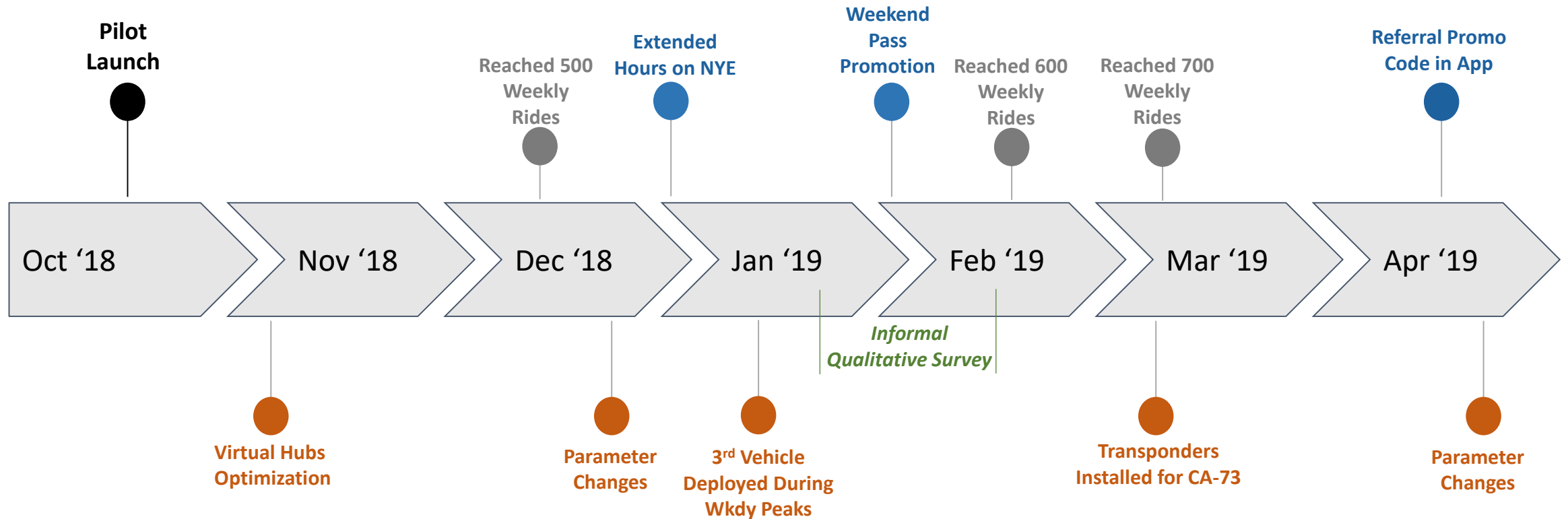
Monday–Thursday 6 am to 9 pm	Saturday 9 am to 11 pm
Friday 6 am to 11 pm	Sunday 9 am to 9 pm

Details at OCflex.com.



Keeping it Flex-ible...

- Adjustments/Actions taken to date to meet the customer need:



Next Steps

- Continue promotions to encourage ridership
 - Weekend 50% Off Group Rides
 - Referral program
 - Weekday Off-Peak Fare Promotion
- Continue to track performance and gauge customer satisfaction
 - Five Performance Targets
- Refine service as needed to maintain / improve customer satisfaction
 - Software Parameters
- Complete pilot evaluation
 - Service to continue beyond October 2019
 - Staff to evaluate data and develop Final Report and Recommendations in Early 2020