

Making Better
Connections



PURPOSE AND NEED

- The last bus restructuring study was completed in 2012 and implemented as OC Bus 360 in 2016-2018
- There have been changes to the way people travel, most recently with the impacts from COVID-19
- Making Better Connections Study will evaluate OC Bus performance to better align transit services with changing travel patterns, specifically when and where people are traveling

GOALS AND GUIDING PRINCIPLES

- Improve customer experience and grow ridership by
- Matching service to markets
- Preserving and improving core service
- Leveraging innovation and technology to reduce customer wait and travel times

STUDY APPROACH

Phase 1: Research and Data Collection (June 2021-February 2022)

- Review recommendations from previous planning efforts
- Fall 2019 and 2021 OC Bus, OC Access, and OC Flex performance analysis
- 2019 and 2021 travel data analysis

Phase 2: Recommendation Development (February 2022-October 2022)

- Draft and final Service Plan

Implement Service Plan: beginning in February 2023

PUBLIC INVOLVEMENT PLAN

Goals

- Create awareness of the Making Better Connections Study
- Maximize reach to all target audiences
- Encourage participation in providing feedback

Target Audiences

- Previous and existing OC Bus customers
- Diverse and disadvantaged communities
- Faith-based and social service organizations
- Cities, schools, and employers
- News media
- General public

PUBLIC INVOLVEMENT PLAN

(January 24th – February 18th)

- 60,000 brochures in multiple languages
- Newspaper and on-bus ads
- Local jurisdiction communications
- Virtual community meeting
- Digital and e-communications
- Press releases / advertisements
- OCTA Advisory Committee Meetings

Method Received	No. of Individuals
Online Surveys	829
Mailed Surveys	22
Community Meetings	6
Outreach Events	469
Coach Operator Surveys	150
Total	1,476

Making Better Connections

REIMAGINE A BETTER TRANSIT SYSTEM. Choose a way to respond below.

PARTICIPATE FOR A CHANCE TO WIN \$100

- Fill out online questionnaire by 2/18 at**
OCbus.com/Connections
- Provide comments via phone by 2/18**
(714) 636-RIDE
- Participate in a virtual meeting**
By computer: OCbus.com/Connections
By phone: (669) 900-6833
English: Tuesday, February 1, 2022 at 6 p.m.
Meeting ID: 870 1423 3176
Spanish: Wednesday, February 2, 2022 at 6 p.m.
Meeting ID: 810 8349 3007
Vietnamese: Monday, February 14, 2022 at 3 p.m.
Meeting ID: 893 9379 6987
- Mail comment card by 2/18**
Fill out and mail the postage-paid comment card available on the bus.
- Got questions?**
Watch for OCTA staff on board your bus or visit us at the OCTA Store, 600 S. Main St. in Orange, Monday – Friday 8 a.m. to 5 p.m. Get the inside scoop and fill out a survey!

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OCbus.com/Connections

NEXT STEPS

- Communicate Draft Service Plan to Cities
- Present to Transit Committee (May 12th) and Board (May 23rd)
- Public Outreach: May 23rd – July 25th
 - Interactive comparative trip planning tool
 - Brochures in multiple languages
 - Newspaper and on-bus ads
 - Digital and e-communications
 - Press release and advertisements
 - OCTA Advisory Committee meetings
 - Public and virtual meetings
 - Bus Ride-alongs
 - Community events
- Public Hearing: July 25, 2022
- Final Service Plan considered for approval by Board: Oct 2022
- Implement Service Plan: beginning in February 2023