



External Affairs Division Performance Metrics

“GEAR” Communications Goals



Where are we today?

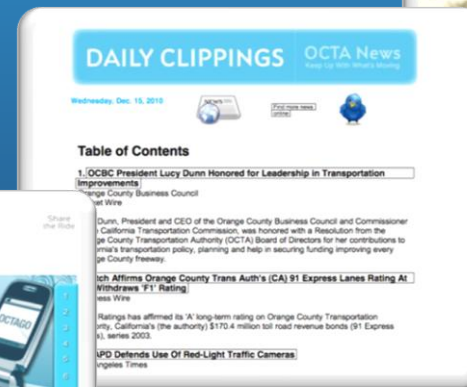
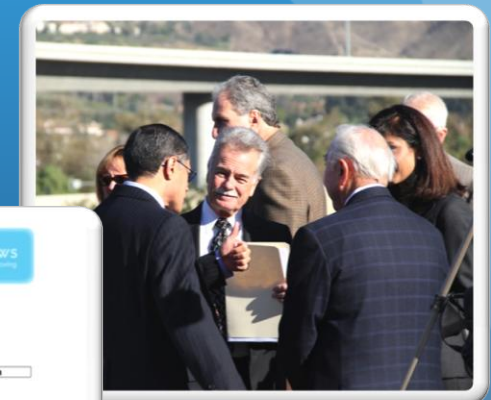
Survey Questions (2006 Awareness & Attitudes Study)	Results
Have you heard of the Orange County Transportation Authority (OCTA)?	88% yes
Which services provided by OCTA are you aware of?	
•Bus	98%
•Metrolink	61%
•91 Express Lanes	43%
What transportation issues should OCTA focus on?	
•Develop long range plan to study new transportation solutions	84%

Awareness and Engagement

Surveys	Planned Date
Attitudinal and Awareness Research	September 2011
Bus Customer Satisfaction Survey	October 2011
91 Express Lanes Customer Satisfaction Survey	September 2011
Metrolink Customer Satisfaction Survey	February 2012

Awareness - Strategies

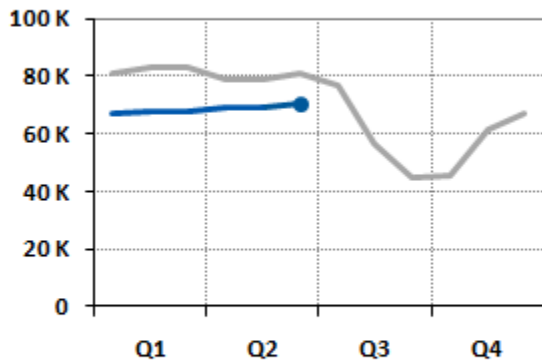
- Public information
- Digital communications
- Media relations
- Community outreach





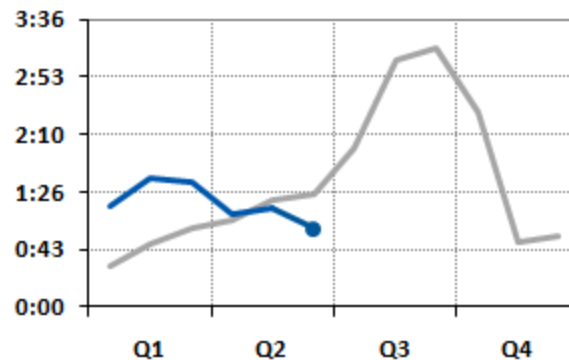
Awareness - Performance Measures

636-RIDE Calls Handled



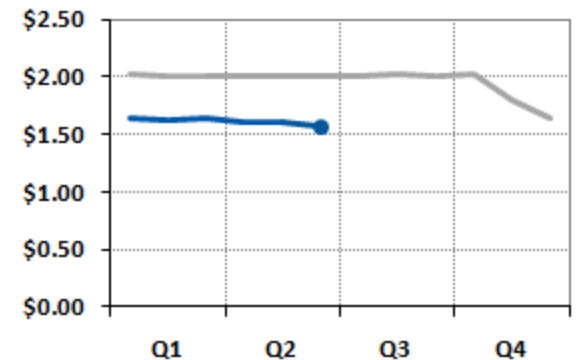
Change from FY 2009/10
to FY 2010/11:
↓ 18%

636-RIDE Average Speed of Answer (minutes)



Change from FY 2009/10 to
FY 2010/11:
↑ 21%

636-RIDE Cost per Call*



Change from FY 2009/10 to
FY 2010/11:
↓ 25%

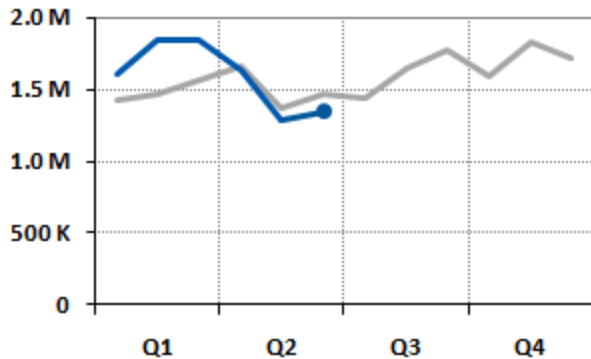
—●— FY 2010/11
—●— FY 2009/10

* FY 2010/11 data reflects
monthly firm-fixed price
monthly cost / number of calls
handled



Awareness - Performance Measures

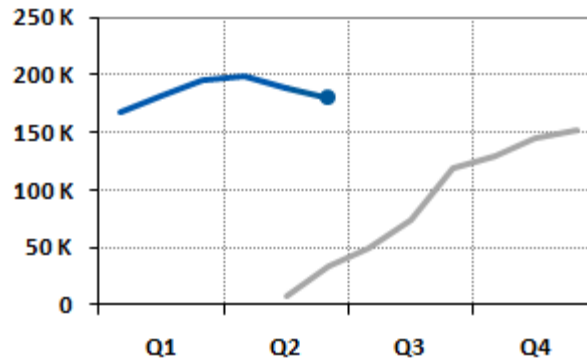
OCTA Website Page Views



Change from FY 2009/10 to
FY 2010/11:

↑ 7%

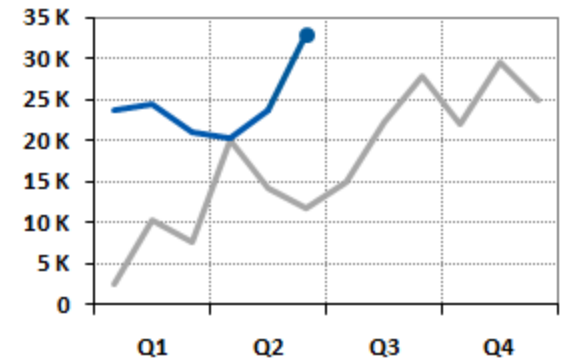
Text4Next Text Messages Sent



Started November 2009
Average Monthly Growth

↑ 16%

Emails Delivered



Change from FY 2009/10 to
FY 2010/11:

↑ 54%

—●— FY 2010/11
— FY 2009/10

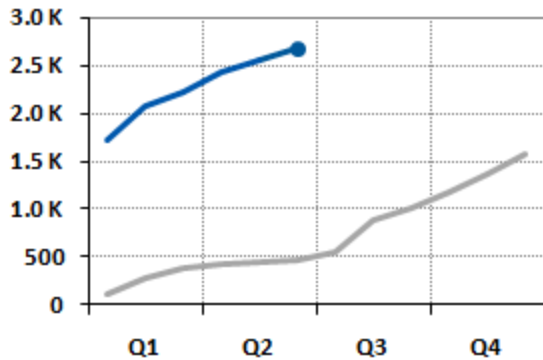
Engagement - Strategies

- Public participation in planning
 - Citizen / advisory committees
 - Transit advocate meetings
 - Public outreach
- Respond to comments
- Monitor attitudes, awareness and satisfaction



Engagement - Performance Metrics

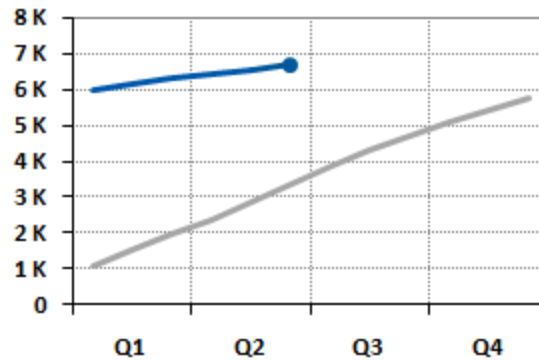
**Facebook Fans
(total)**



Change from FY 2009/10 to
FY 2010/11:

↑ 85%

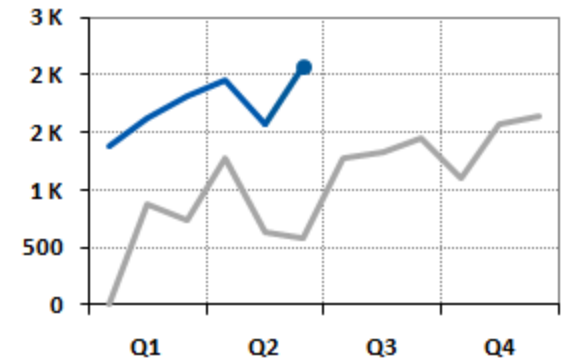
**Twitter Followers
(total)**



Change from FY 2009/10 to
FY 2010/11:

↑ 66%

**YouTube Video Views
(monthly)**



Change from FY 2009/10 to
FY 2010/11:

↑ 61%

—●— FY 2010/11
— FY 2009/10

* Social media development and outreach averages 1% of staff time.

Green Alternatives - Strategies

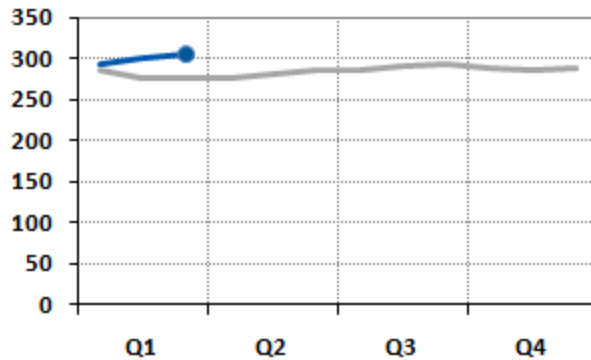
- Grow vanpool program
- Meet regional air quality mandates
 - Support employers
 - Market services
- Promote green alternatives
- Expand green options





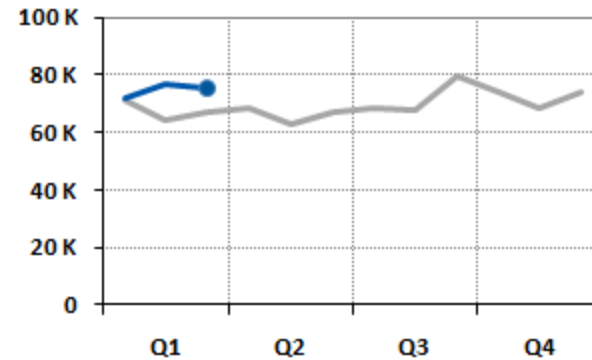
Green Alternatives - Performance Metrics

Number of Vanpools



Change from FY 2009/10 to
FY 2010/11:
↑ 7%

Vanpool Passenger Trips

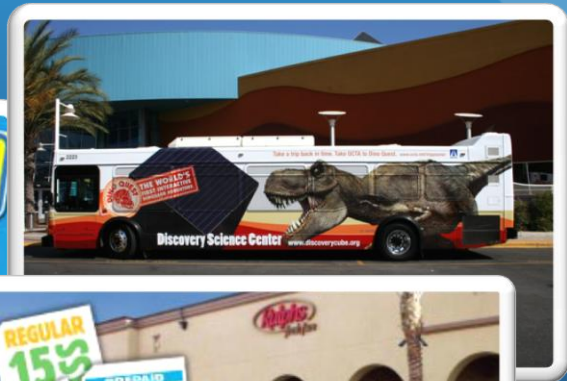
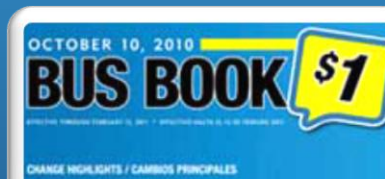


Change from FY 2009/10 to
FY 2010/11:
↑ 10%

- FY 2010/11
- FY 2009/10

Revenue - Strategies

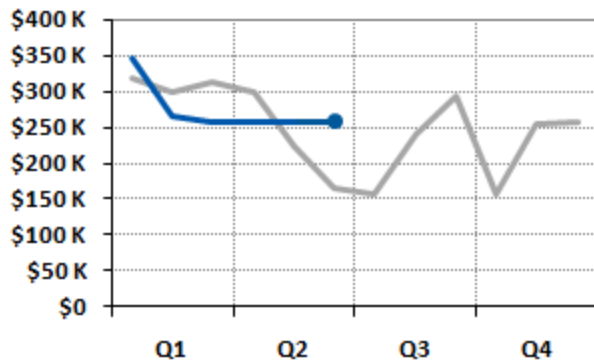
- Leverage bus and other assets for revenue
- Administer and grow pre-paid pass sales
- Expand partnerships





Revenue - Performance Measures

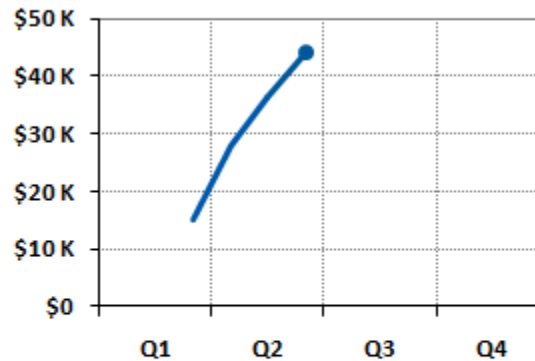
Bus Ad Sales Revenue



Change from FY 2009/10 to
FY 2010/11:

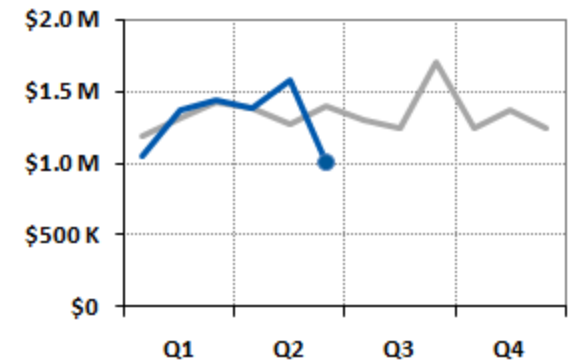
↑ 2%

Bus Book Sales (Cumulative Sales)



Started September 2010
Total Revenue through
December 2010:
\$44,121

Pre-Paid Pass Sales



Change from FY 2009/10 to
FY 2010/11:

↓ 2%

—●— FY 2010/11
— FY 2009/10