

2014 Orange County Fair Express Recap

Overview

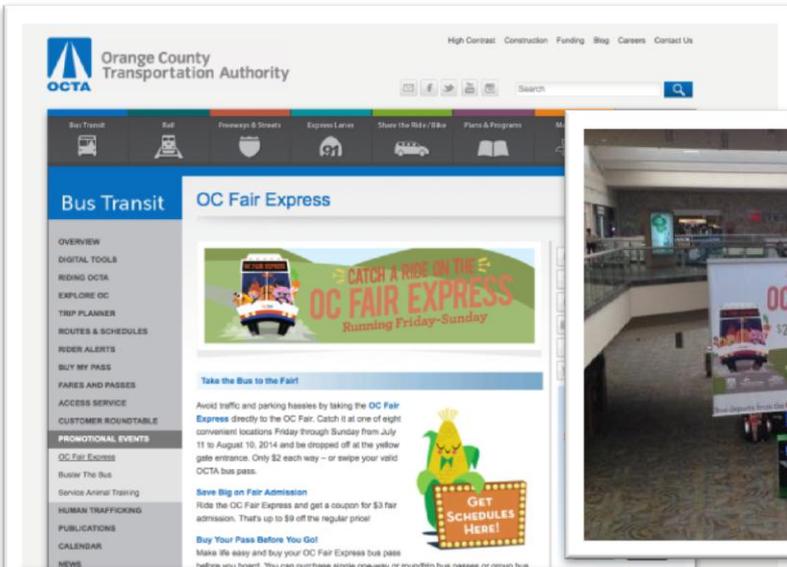
- OC Fair attendance: 1,337,167
- OC Fair Express provided non-stop bus service directly to the Orange County Fair
 - Every Friday-Sunday from July 11th to August 10th
 - Operated out of eight transit facilities
 - 22 compressed natural gas buses
 - 30 coach operators and 44 ambassadors
- Operating costs funded with Mobile Source Air Pollution Reduction Review Committee (MSRC) grant

System Map



Marketing and Promotion

Website



Brochure



Mall Banner



Mobile Ad



Bus Exterior Ad



Broadcast Media

Customer Engagement

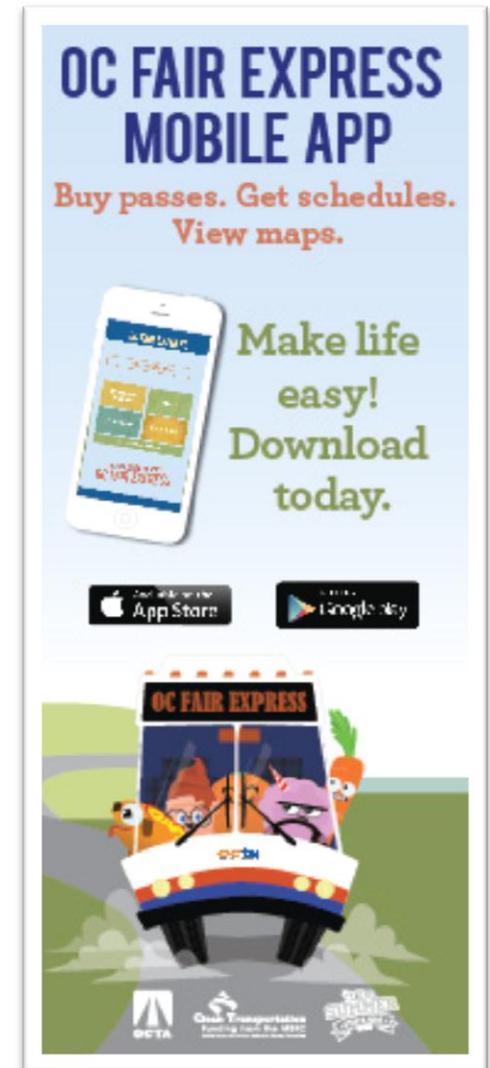
Kickoff Event at Laguna Hills Transportation Center



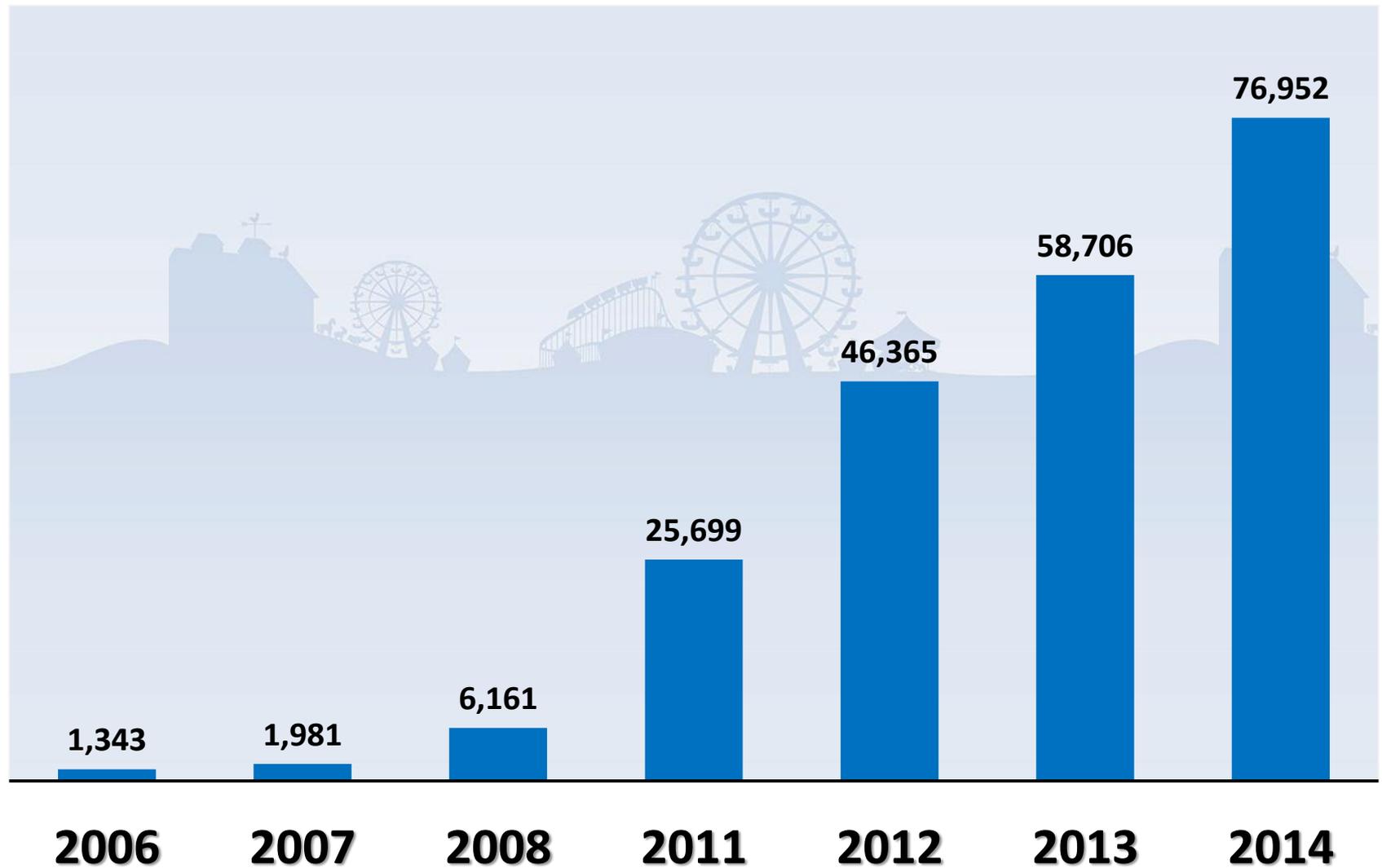
Tustin Chili Cook-off

Mobile Ticketing Pilot Project

- Improve customer experience by offering new payment options
- Make purchasing fare media easy and convenient
- Utilize new technology to reduce cost of handling cash
- Reduce bus dwell time at the bus stop
- Foster regional transit fare integration



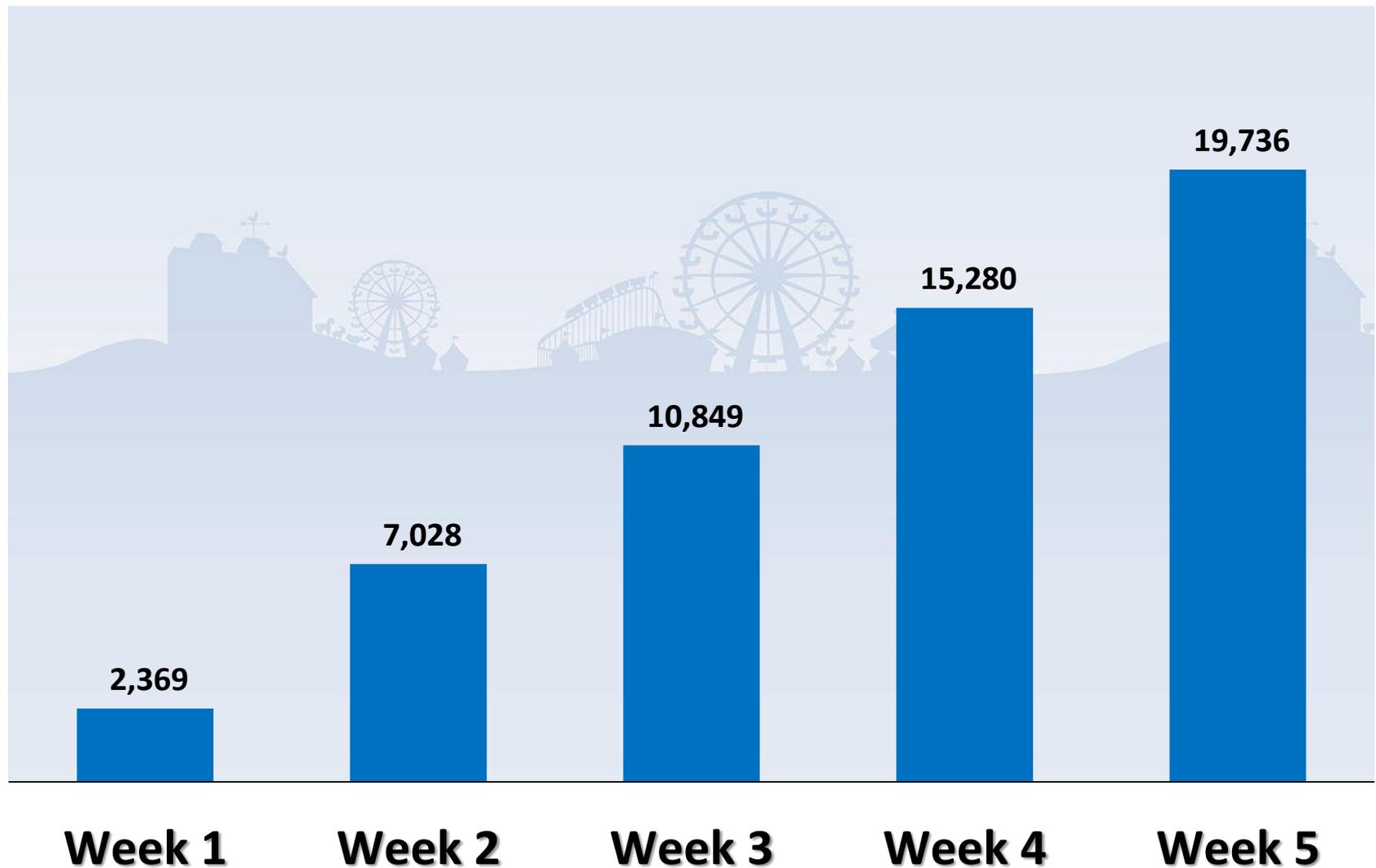
Ridership Success



Ridership by Station

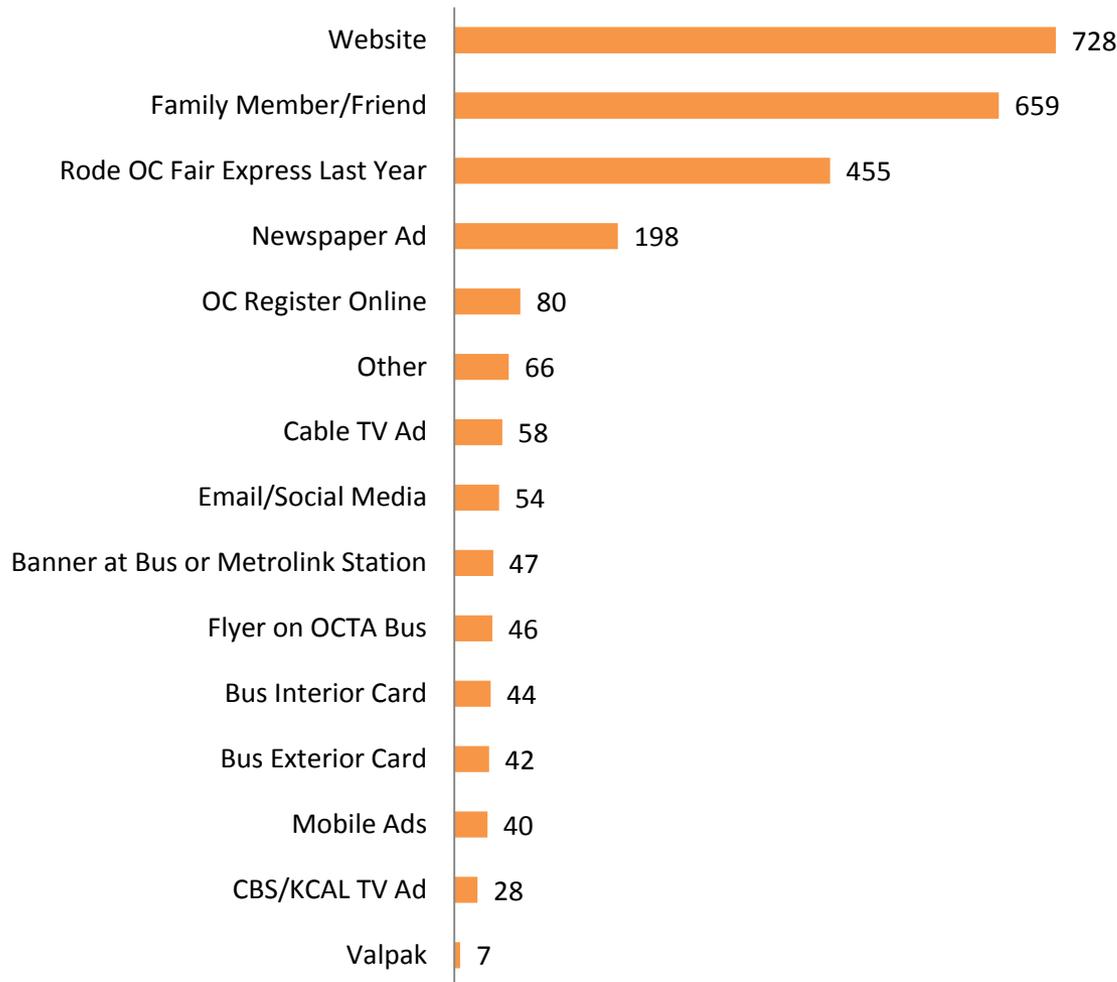


Mobile Ticketing – Cumulative Ridership

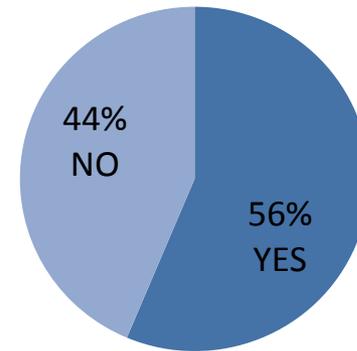


Customer Survey Results

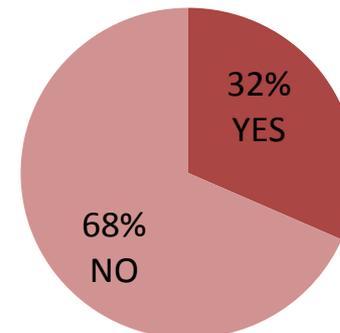
How Did You Hear about the OC Fair Express?



Have You Used the OCTA Bus Service Before?



Did You Use the OC Fair Express Mobile App?



OC Fair Express Recap Video

