



Orange County Transportation Authority Public Information Program

Board of Directors Meeting November 10, 2008



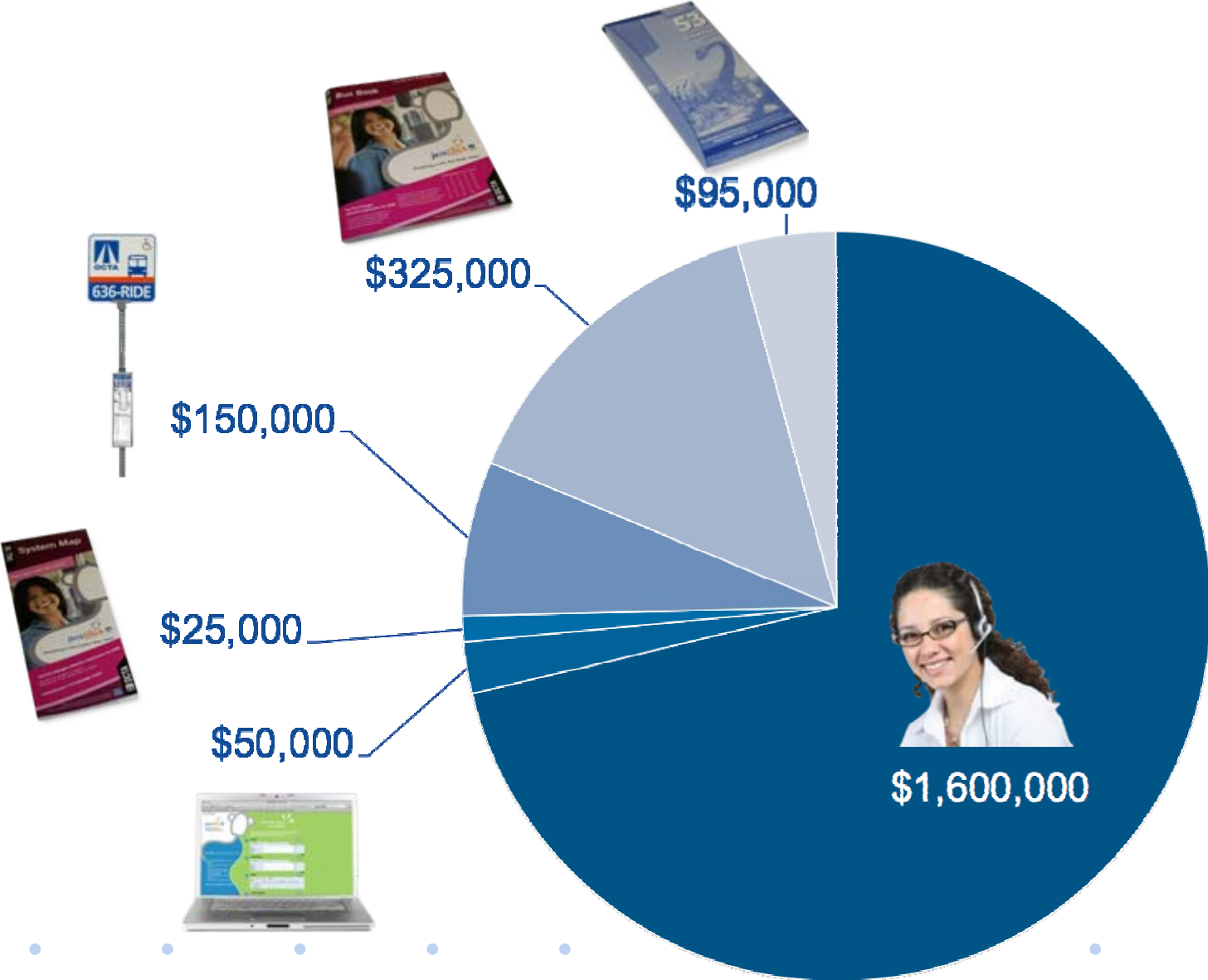
Majority of Bus Customers*

- Young – 59% age 13-34
- Employed full or part-time
- Majority work trips, followed by school trips
- Frequent, loyal riders
- Transit reliant, lower income
- Have internet access

• * Source: 2007 Bus Customer Satisfaction



Current Information & Costs



Information Statistics

	<u>Usage</u>	<u>Effectiveness</u>	<u>Unit Cost</u>
Bus Book	78%	81%	\$0.65
Bus Stop Info	66%	76%	\$10.00
Timetables	66%	82%	\$0.08
636-RIDE Call	57%	86%	\$1.935
Website	42%	82%	\$0.01
System Map	35%	73%	\$0.21

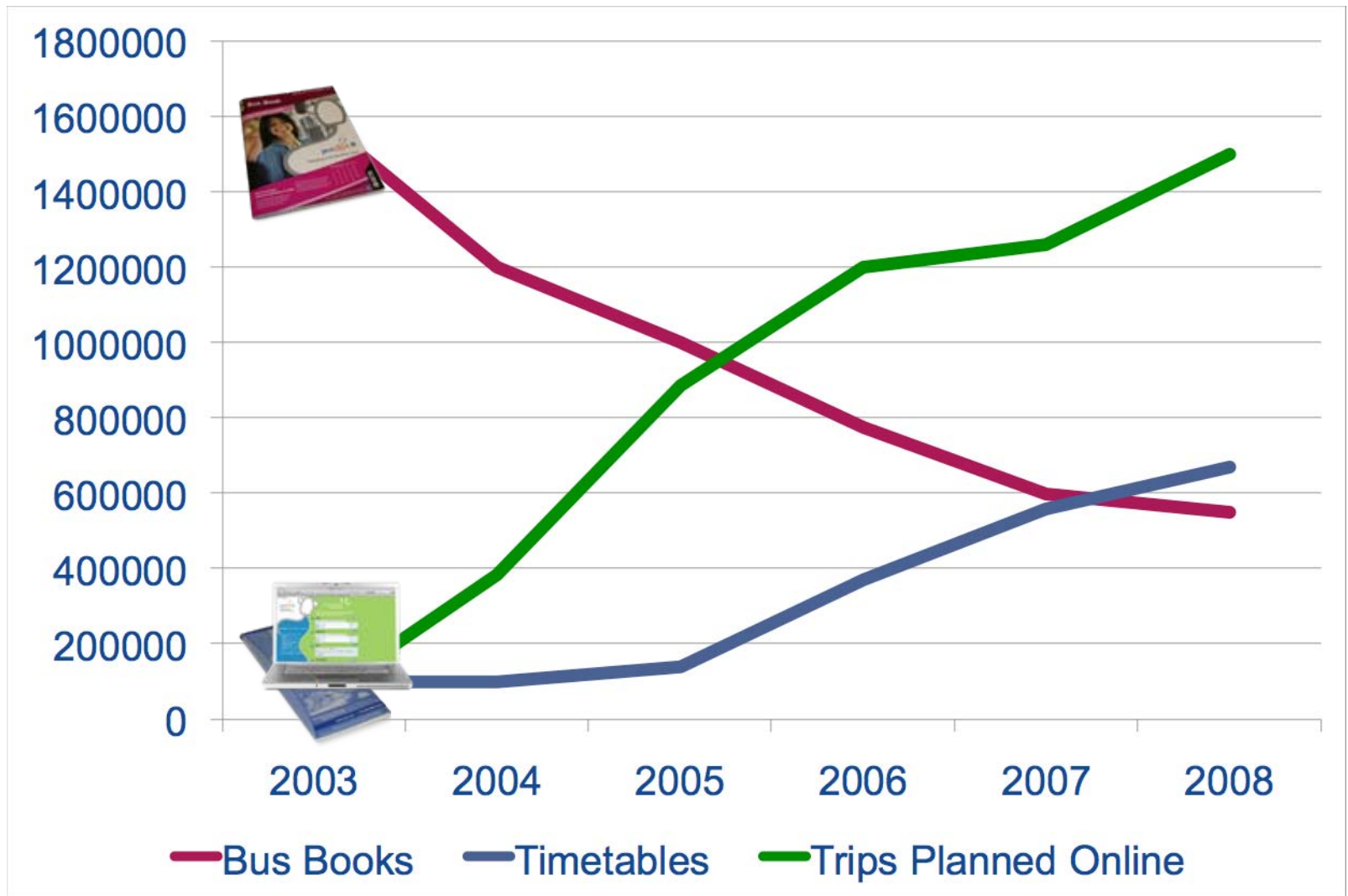


What it Means

- Least costly (unit cost) – web, timetables
- Most costly - stop info, 636-RIDE calls
- Most used – bus book, bus stop, timetables
- Most effective – 636-RIDE calls, web, timetables, bus book



Growth in Trips Planned Online



Strategies to Improve Efficiencies



1. Advance effective, lower-cost options
 - Timetables – all routes
 - Online and cell phone communications



2. Reduce more costly information programs
 - Bus Book quantities
 - Bus stop information



3. Manage 636-RIDE call growth and cost
 - Pursue IVR system



Cost Impact

	New	Now	Difference
Timetables*	\$ 180,000	\$ 120,000	\$ 60,000
Website	\$ 50,000	\$ 50,000	\$ 0
Bus Book	\$ 240,000	\$ 325,000	\$ (85,000)
Cassettes	\$ 75,000	\$ 150,000	\$ (75,000)
		TOTAL	\$ (100,000)

* Includes System Map



Next Steps

- Focus on cost-effective approaches
- Track customer feedback
- Monitor web and call center activity

