

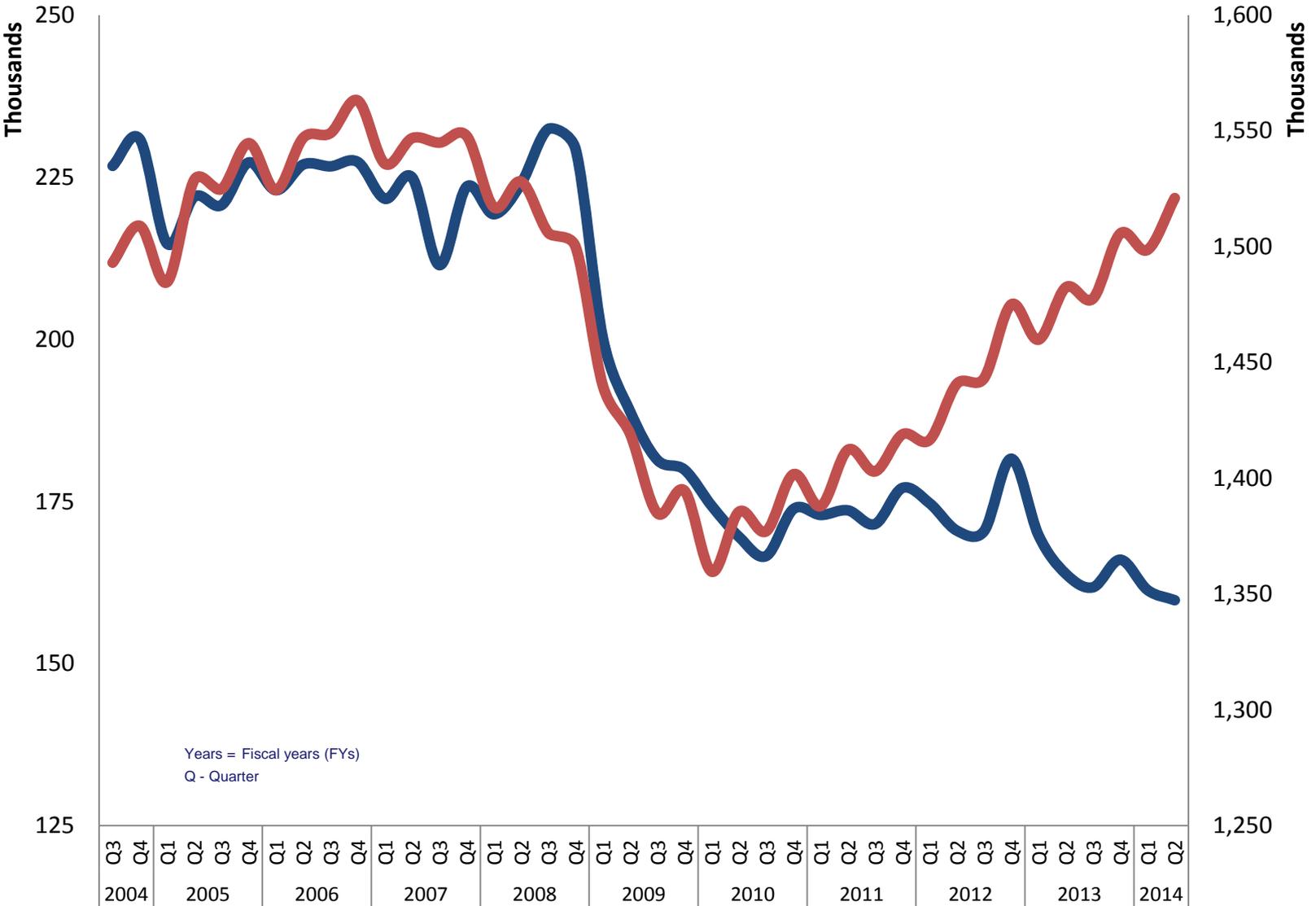


Bus Ridership Growth Issues and Strategies



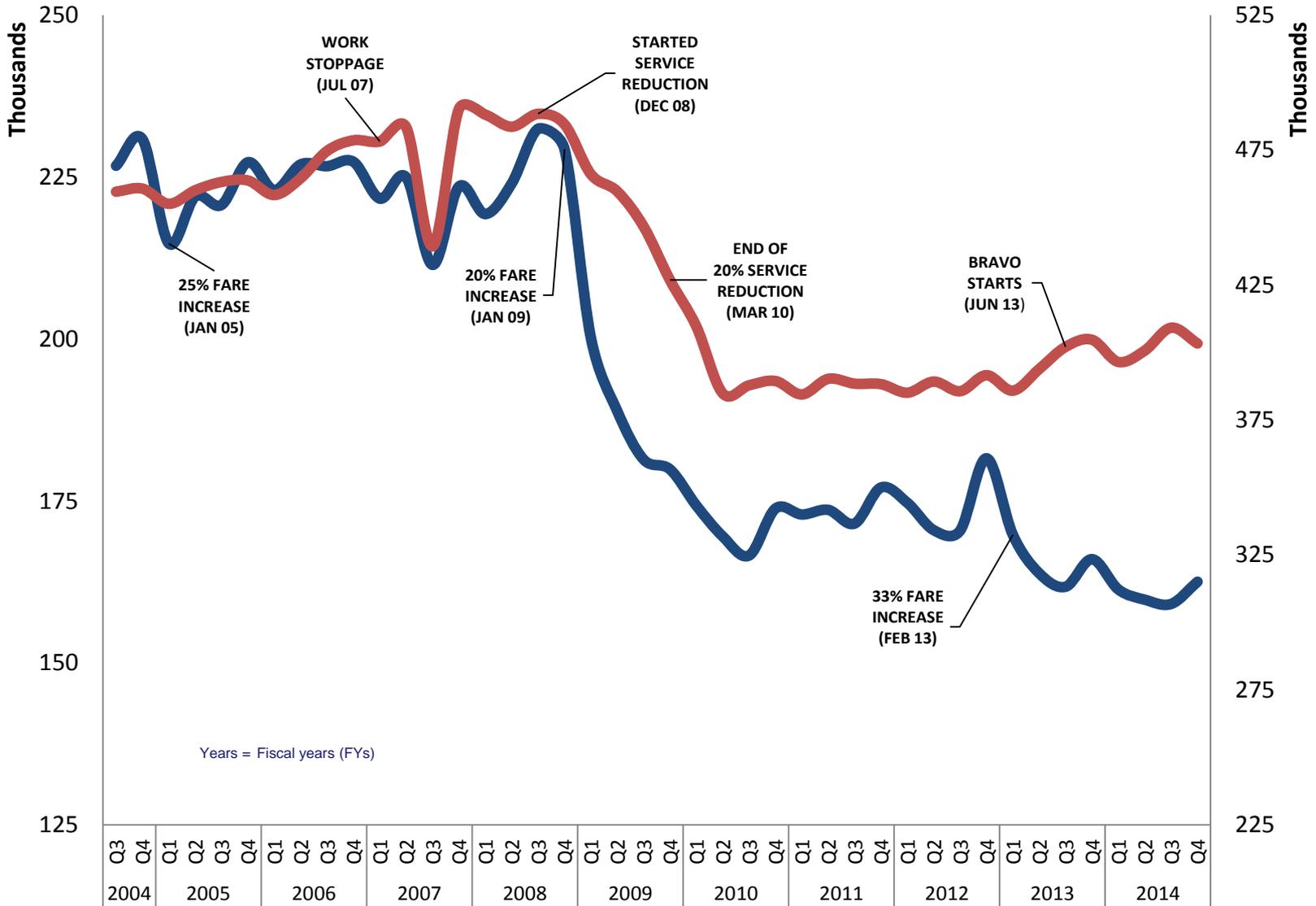
Ridership and the Economy

Average Weekday Boardings



Ridership and Resources

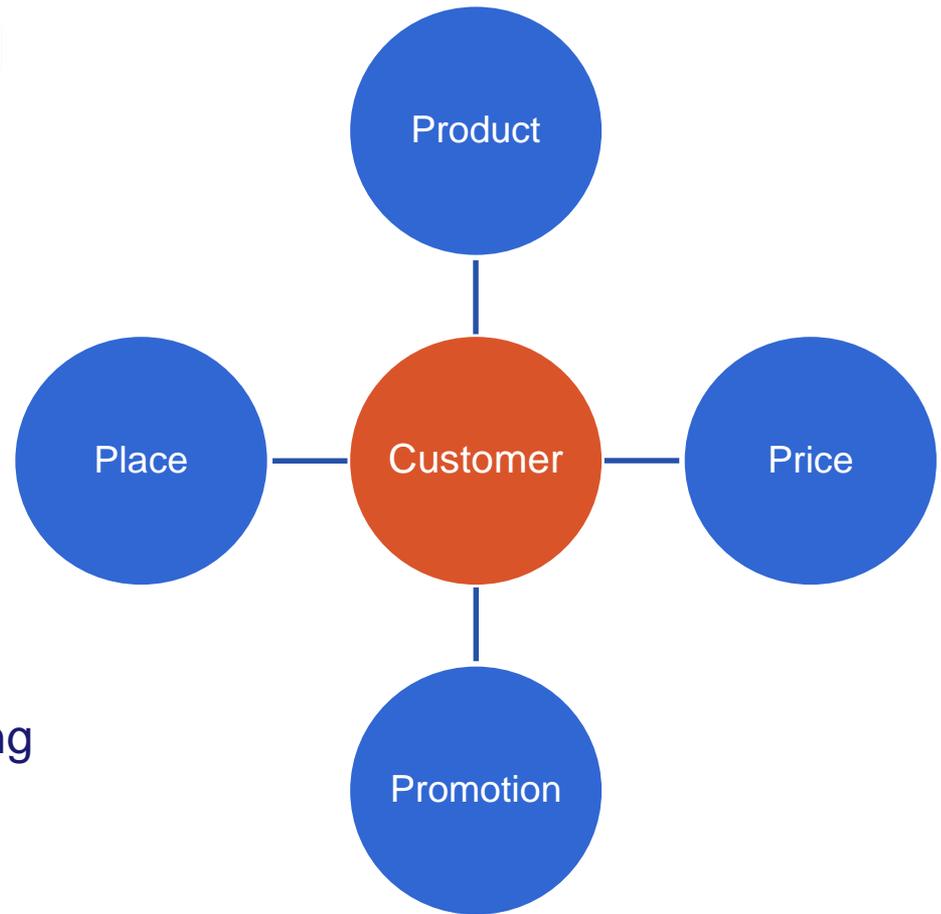
Average Weekday Boardings



Quarterly Revenue Hours

Ridership Growth Framework

- Customers want improved travel times
- Focus on customer with changes in:
 - Product
 - Types of services
 - Price
 - Fares
 - Promotion
 - Branding/targeted marketing
 - Place
 - Fare media and channels



All changes must meet state/federal requirements.

Short-Term Improvements

(within 6-8 months)

Product

- Goal: Improve travel times
 - Offer new limited-stop service to improve in-vehicle travel time (cost-neutral)
 - Roll savings into more frequent service where possible
 - Possible corridors: Beach Boulevard, Bristol Street/ State College Boulevard
 - Early rollout: October 2015 for one pilot route

Short-Term Improvements

(within 6-8 months)

Product

- Stop consolidation
 - Consolidate stops on routes with short-stop spacing to save running time on local service
 - Low cost and improved travel time for most riders
 - Outreach program recommended
 - Early rollout: Early 2016 for two pilot routes (TBD)

TBD – To be determined

Longer-Term Improvements

- Additional Bravo routes with service expansion
 - 2014 Long-Range Transportation Plan included eight new rapid lines
 - Requires new vehicles and expansion resources
- On-demand, flexible services
 - Vanpools, “flex” routes, partnerships with private providers

Short-Term Price Changes

Price

- Goal: Attract and retain young riders
- Reduce youth pass cost by 50 percent (June 1 to September 30)
 - Evaluate program in August 2015
 - Consider continuation based on evaluation and funding availability



YOUTH SUMMER BUS PASS

DE-ZOMBIFY YOURSELF FOR \$20

FIND THE CURE AT:
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YOUTH Summer PASS
30 DAY
Valid for 30 consecutive days
between June 1 – August 31, 2015
(Ages 6-18)

Passes available starting May 26 at the OCTA store, Ralphs, Vons, Northgate and at octa.net

Longer-Term Pricing Strategies

Price

- Goal: Recommend pricing policies that balance efficiency and effectiveness
- Conduct a comprehensive evaluation of bus system fare structure starting in July 2015
- Early results: December 2015

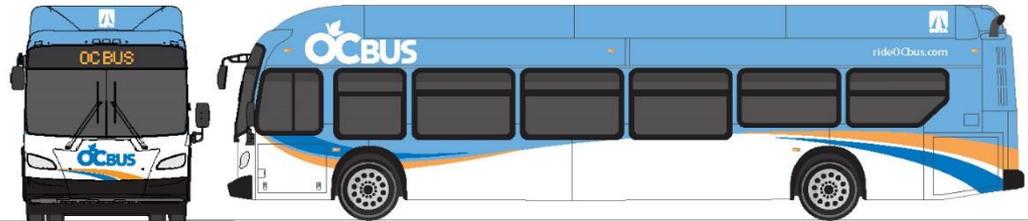
- Goal: Gain an understanding of future and former customers
 - Gauge general awareness and perception about bus service
 - Identify changes that would attract high-potential market segments
 - Understand why former customers stopped riding
- Early results: Summer 2015

Marketing and Promotion

Promotion

■ Goal: Generate awareness and interest

- New branding
- Route promotion
 - High-frequency and special service
- Targeted marketing
 - Millennials/students
 - Ethnic groups
 - Seniors
 - Employers/employees



Save up to \$10K a year.
Take the bus to work.

Thousands of people in Orange County take the bus to work every day. And for good reason. The bus saves you money and gets you where you want to go. For example, Route 57 runs right through your neighborhood every 12 minutes, and can get you to work in the South Coast, Anaheim Resort and Orange UCI Medical Center areas.

Good service, good value. Take the bus to work.

Thanks to 2011 funding by The Orange County Transportation Authority.

Try the bus on us.

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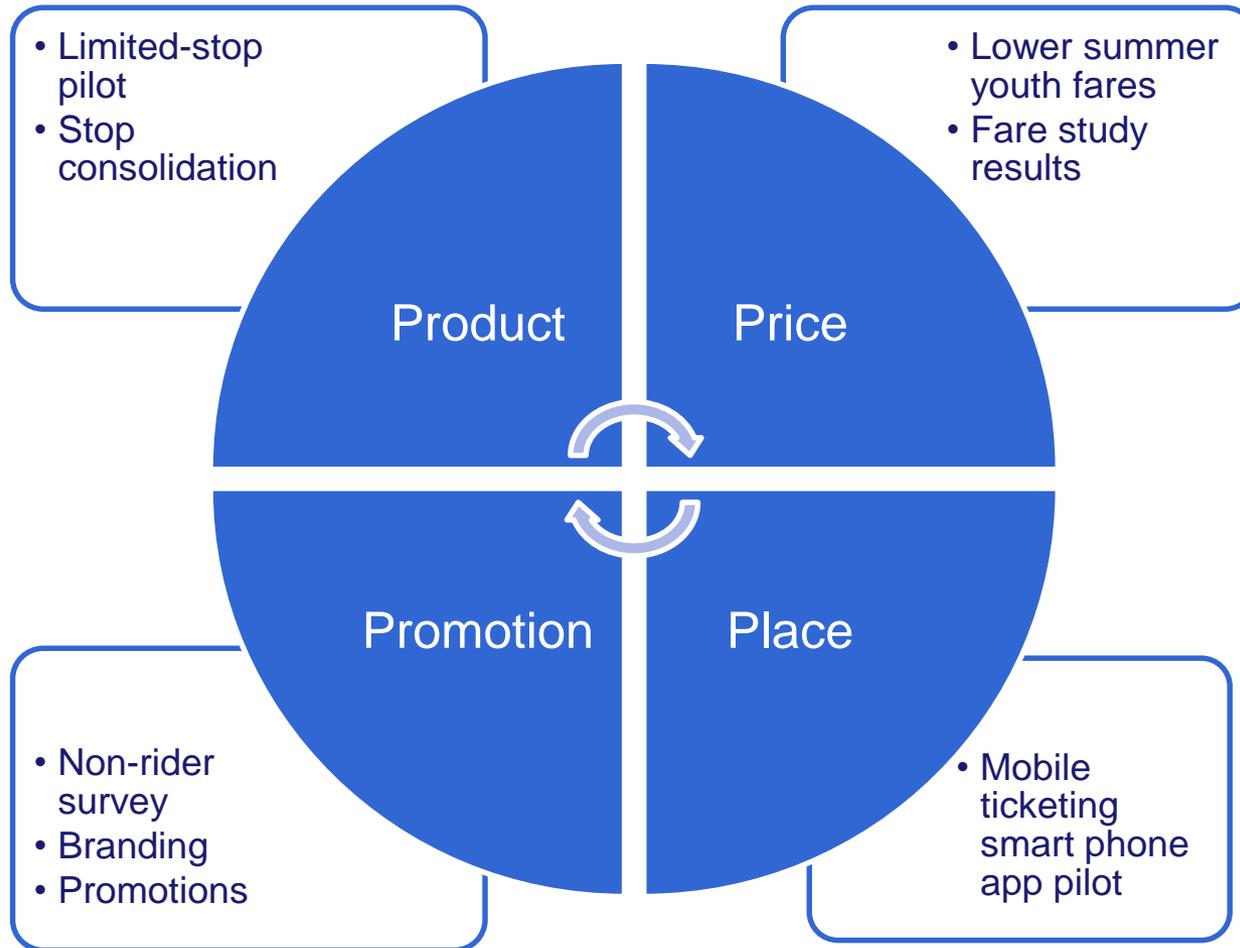
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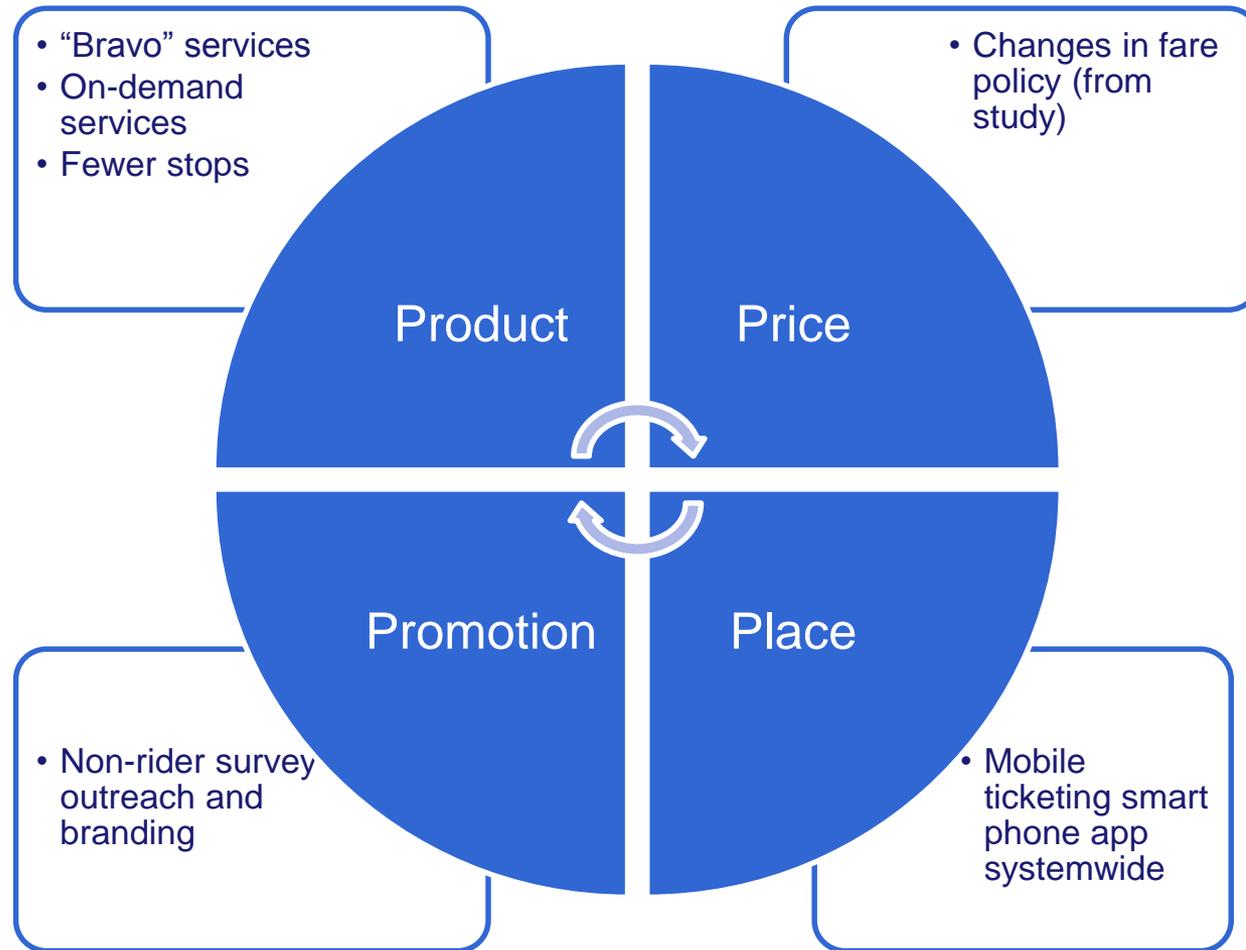


- Goal: Expand convenient access to fare media *(sold at over 173 locations today)*
- Recent jump in smart phone ownership presents new opportunities
- Mobile ticketing app under development now
- Early rollout/results: 2016 for pilot program

Short-Term Recommendations



Longer-Term Strategies



Next Steps

- American Public Transportation Association peer review report
- Non-rider survey completion
- Return in fall 2015 with update