



OC BUS 360 UPDATE

3/22/18

RIDERSHIP



↑ **12.8%**

increase in OC Bus average weekday ridership on improved routes
(Feb 2018 vs Feb 2017)

↓ **4.9%**

decrease in nationwide ridership (Q3 2017 vs 2016)

↓ **3.7%**

decrease in OC Bus ridership (Q3 2017 vs 2016)

REAL-TIME BUS APPS



Approximately

1,100,000

app sessions per month

MOBILE TICKETING APP



87,280

downloads
(Jun 2016 - Feb 2018)

7%

• Total fare revenue
• Double industry average

335

new app users per week on average

MARKETING



25,200

OC residents responded to bus marketing campaigns
(Jun 2016 - Feb 2018)

10,300

new prospects continue to ride the bus
(Jun 2016 - Feb 2018)

Sep 2017 - Feb 2018

PILOT COLLEGE PASS PROGRAM

Every student can ride with a student I.D.

5,509 = 573,187

students used the pass

boardings



BRAVO! 560



57%

say travel time improved by 15 minutes or more

32%

new riders (riding less than a year)