

# Public Hearing on Fare Policy Recommendations

# OC Bus 360°



# OC Bus 360°

- Meet customer needs
  - Offer faster, more convenient service
  - Improve travel times
- Retain and build ridership
  - Re-position bus service to match markets
- Improve productivity
  - Use existing resources more efficiently
- Reverse ridership declines
  - Increase boardings by 1.6 million over three years



# OC Bus 360°



# OC Bus 360°

New vehicles and  
bus branding

Project V  
community  
circulators

Real-time  
customer  
info

New Bravo!  
And Xpress routes

Fare  
Study

Mobile  
ticketing

Peer  
review

More  
frequent  
service

Targeted  
promotions

# Background

- Evaluation of fare policy is one component of OC Bus 360°
- CH2M presented recommendations to the Finance & Administration (F&A) and Transit Committees
- Fare Study final report was provided to the Board of Directors (Board) on May 9, 2016
- OCTA recommendations were presented to the F&A and Transit Committees as well as the Board in August
- Board approved a reduction in the price of the day pass from \$5.00 to \$4.00 for a six month promotional period beginning with the October 9, 2016 service change

# CH2M Assessment of Goals and Current Structure

## Fare Policy Goals

- Increase Ridership
- Improve Customer Experience
- Minimize Fare Revenue Impact
- Encourage Fare Simplicity
- Enhance Equity

## Fare Policy Constraints

- Farebox Recovery Requirement of 20 percent
- Maintaining a Balanced Budget for the Bus Program
- ACCESS fare cannot exceed twice the full fare per the Americans with Disabilities Act

## Fare Structure Strengths

- Simple Fare Structure
- Fare Policy and Technology Opportunities

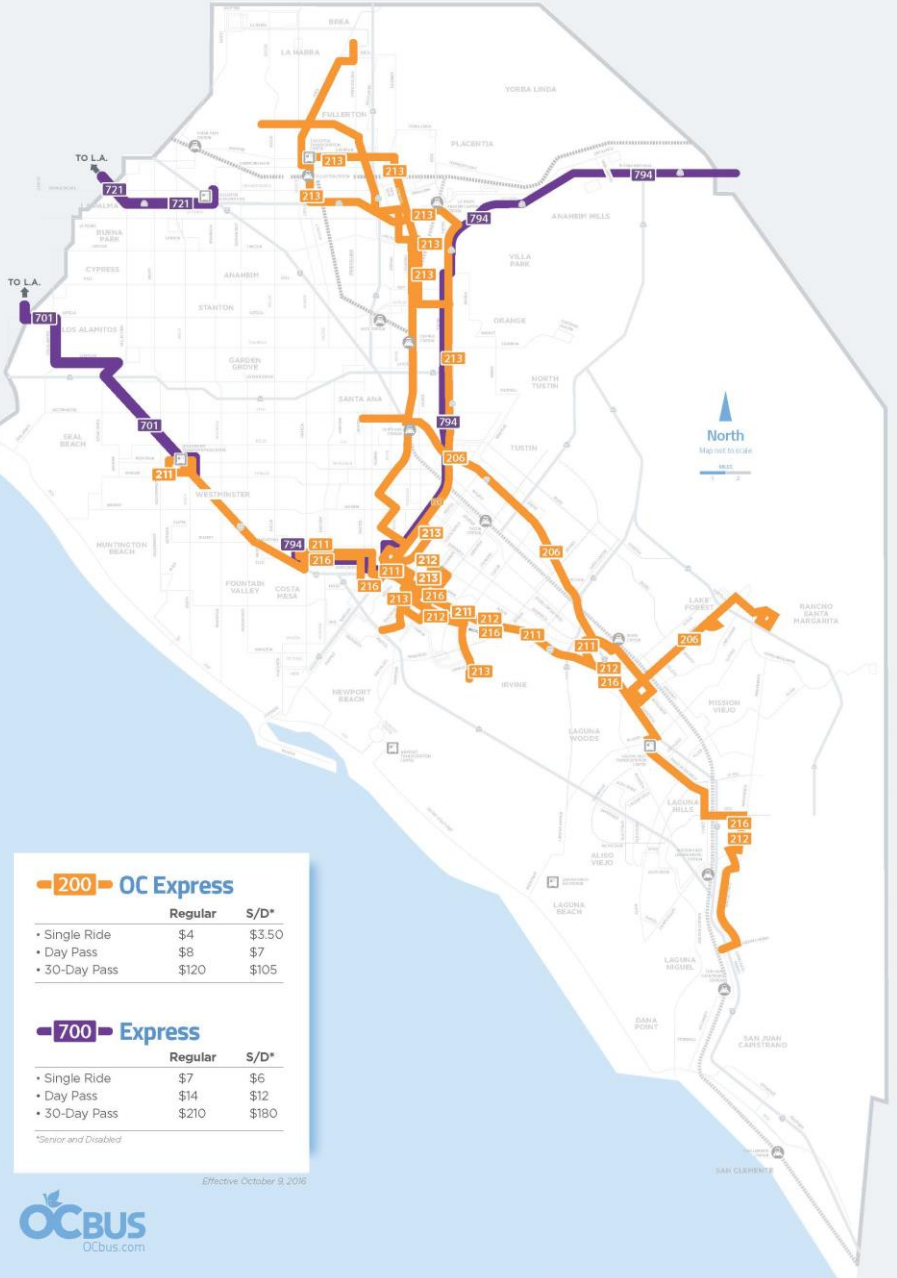
## Fare Structure Weaknesses

- Dual Ridership Demographic
- ACCESS Flat Fare Pricing
- Express Fare Structure
- Reduced Fare Enforcement
- Interagency Transfer Enforcement

# Fare Study Recommendations

- Reduce Day Pass from \$5 to \$4
  - Day pass boardings represent 36% of total fixed-route boardings
  - Does not impact base fare or increase paratransit cost
  - Projected to increase ridership by 600k, and decrease revenues by \$1.1M
  - Use Low Carbon Transit Operations Program (LCTOP) subsidy to offset revenue decrease
    - Approximately \$5.4 million in LCTOP funds available to subsidize fare reduction
  - Board has approved a price reduction from \$5.00 to \$4.00 for a six-month promotional period
  - Consideration will be given to extend the price reduction beyond the promotional period based on the availability of LCTOP funds or additional external funds
- Eliminate 5 Ride Pass and 7 Day Pass
  - Rarely used passes account for less than 1 percent of pass usage
  - Contributes to simplicity goal and reducing operational costs
  - Riders could migrate to day pass or monthly pass



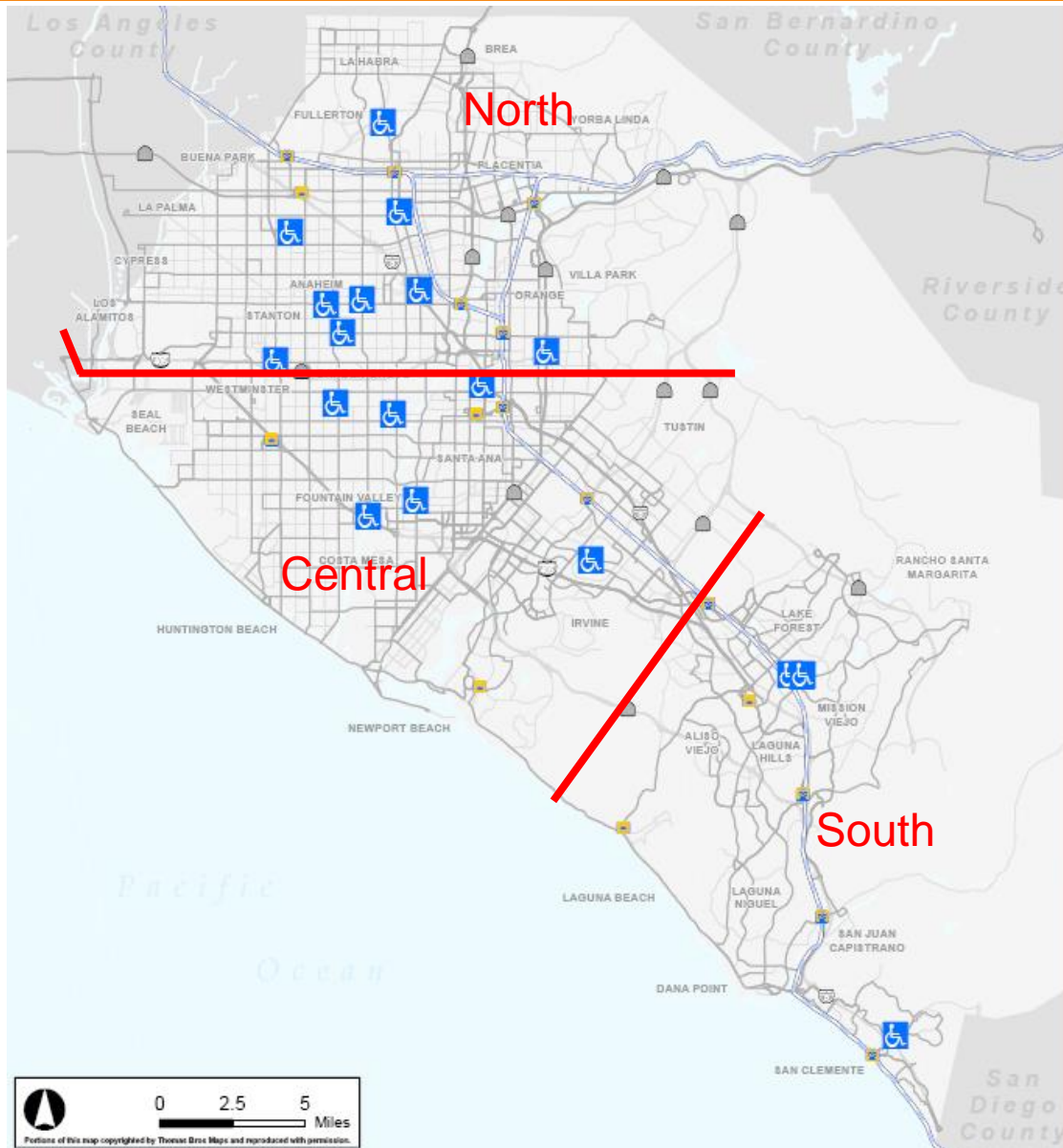


- Update OC Express and Express Bus Fares
  - OC Express Bus Route Fares (Intracounty) would increase from \$2.00 to \$4.00
  - Express Bus Route Fares (Intercounty) would increase from \$6.00 to \$7.00

# Fare Study Recommendations

- Implement ACCESS Zone Fares
  - Establishes three zones within the county: north, central, south
  - Fares for staying within a zone or traversing two zones would not be impacted
    - 97% of trips would not be impacted
  - Only trips that traverse three zones (north to south or vice-versa) are impacted
  - Fare for traversing three zones would increase from \$3.60 to \$7.20
  - Makes fares more equitable and reduces cost/service disparity
  - Helps mitigate disproportionately high ACCESS operating costs
  - Consistent with other Southern California ACCESS fare structures
    - San Diego, Riverside and San Bernardino have zone-based fares
    - Los Angeles has distanced based fares
    - Maximum fare per trip ranges from \$6.25 to \$9.00
      - Exception is San Diego which charges a flat fare but may require transfers between zones

# Fare Study Recommendations



- 69% of trips stay within 1 zone
- 28% traverse 2 zones
- 97% of trips not impacted
- 3% of trips traverse 3 zones and would be impacted

# Fare Study Recommendations

- Enforce Reduced Fare Eligibility Requirements
  - OCTA would require verification of eligibility for reduced fare media at the point of sale
  - Enforcing reduced fare eligibility at the point of sale should help reduce fraudulent use of reduced fare media and will enhance equity for riders
  - Common practice at most U.S. transit agencies
- Review Interagency Agreements
  - Review transfer agreements with other regional agencies to incorporate changes in fare media, routes and to reduce potential for transfer abuse

# Public Involvement

## • Multilingual Public Information

- 30,000 on-bus distributions
- 12,500 mailings to ACCESS customers
- Website – English, Spanish, Vietnamese
- Email blasts to bus customers and cities
- Social media posts
- Advertisements
  - Orange County Register
  - Excelsior
  - Nguoi Viet
  - Korean Times
  - Chinese World Journal
  - On-board buses
- Press Releases

**OC Bus 360°  
Proposed Fare Policy Adjustments**

Community Meetings  
September 20 and 21, 2016

Public Hearing  
September 26, 2016

**Ajustes Propuestos a la Política de Tarifas de OC Bus 360°**  
Reuniones de Residentes  
20 y 21 de septiembre de 2016  
Audiencia pública  
26 de septiembre de 2016

**Những Đề Nghị Thay Đổi Giá Vé Của Chương Trình OC Bus 360°**  
Các buổi họp cộng đồng  
Ngày 20 và 21 tháng 9, 2016  
Buổi điều trần công chúng  
Ngày 26 tháng 9, 2016

**OCBUS**  
Together we ride

[OCbus.com/FareStudy](http://OCbus.com/FareStudy)  
(714) 636-RIDE

**OC Bus 360°  
Proposed Fare Policy Adjustments**

For more information or to comment online, visit [OCbus.com/FareStudy](http://OCbus.com/FareStudy)  
If you would like to receive this information in a language other than English, Spanish or Vietnamese, please contact OCTA at [titlevi-inquiries@octa.net](mailto:titlevi-inquiries@octa.net) or call (714) 636-RIDE, option 2.

**OCBUS**  
Together we ride

**Community Meetings**

<b>Laguna Hills Community Center</b> Tuesday, September 20, 2016 6:00 – 8:00 p.m. 25555 Alicia Parkway Laguna Hills, CA 92653 Served by bus routes 87, 91	<b>Brookhurst Community Center</b> Wednesday, September 21, 2016 6:00 – 8:00 p.m. 2271 W. Crescent Ave. Anaheim, CA 92801 Served by bus routes 35
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**Public Hearing**  
OCTA Headquarters  
Monday, September 26, 2016  
9:00 a.m.  
550 South Main Street, Orange, CA 92863  
Served by bus routes 53, 56, 83, 453, 757

**OC Bus 360° Proposed Fare Policy Adjustments  
Community Meetings & Public Hearing**

As part of OC Bus 360°, a comprehensive plan to improve and sustain bus service and enhance the customer experience, the Orange County Transportation Authority (OCTA) is evaluating its fare policy. OCTA is seeking public input on proposed adjustments, which include:

- Reduce Day Pass fare from \$5 to \$4 (six-month promotional period approved)
- Eliminate underutilized passes (5-Ride and 7-Day)
- Recategorize and increase fare on express services (200 and 700 routes)
- Implement zone-based ACCESS fares
- Enforce reduced fare eligibility requirements at point of sale

OCTA is not planning any changes to the base fare of \$2 per ride on fixed route.

Your input is important to us. Please attend one of the following meetings and give us your comments on the proposed 2016 Bus Fare Policy Adjustments.

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**Translators and Accessibility**

Spanish translation services will be available at all community meetings and the public hearing. Any person with a disability who requires a modification or accommodation in order to participate in these meetings or who require another language should contact the OCTA Clerk of the Board at (714) 560-5676 no less than two (2) business days prior to this meeting to enable OCTA to make reasonable arrangements to assure accessibility to these meetings.

For more information or to comment online, visit [OCbus.com/farestudy](http://OCbus.com/farestudy).

To plan a bus trip to these community meetings or to the public hearing, visit [OCbus.com](http://OCbus.com) or call (714) 636-RIDE (7433).

**OCBUS**  
Together we ride

[OCbus.com/FareStudy](http://OCbus.com/FareStudy) **OCTA**

# Public Involvement

- Outreach Meetings
  - Citizens Advisory Committee
  - Special Needs Advisory Committee
  - Regional Center
  - Diverse Community Leaders Group, representing:
    - Community Action of Partnership of Orange County
    - Filipino American Chamber of Commerce
    - Vietnamese American Chamber of Commerce
    - Asian American Senior Citizens Services Center
    - Asian Business Association
    - First United Methodist Church of Costa Mesa
    - New Spirit Baptist Church
    - Council on American-Islamic Relations
    - National Association for the Advancement of Colored People
    - Orange County Partnerships to Improve Community Health
    - Orange County Hispanic Chamber of Commerce
    - American Indian Chamber of Commerce
    - Advanced Beauty College
    - Sana Ana College
    - Southern California Edison



# Public Involvement

- Transit Ambassador Outreach - September 19 – 26
- Community Meetings
  - September 21, Laguna Hills Community Center, three attendees
  - September 22, Brookhurst Community Center, five attendees
- Public Hearing – September 26



# Next Steps

- Incorporate feedback from external stakeholders
- Continue outreach efforts
- Present final recommendations at the October 24, 2016 Board meeting