



Orange County Transportation Authority . 550 South Main Street . P.O. Box 14184 . Orange, California 92863-1584 . 714-560-OCTA (6282)

Meeting of August 27, 2012

Staff Gives Wrap-Up of the Orange County Fair Express



OCTA staff presented a wrap-up of the Orange County Fair Express to the board of directors. The report highlighted final ridership numbers, a comparison with last year's results and results from the onboard survey.

From July 13 through Aug. 12, the Orange County Transportation Authority operated an express bus service that provided non-stop direct service from eight locations throughout Orange County to the OC Fair. Buses ran hourly between approximately 2:30 p.m. and midnight on Friday and 9:30 a.m. and midnight on Saturday and Sunday. Passengers also received a coupon for \$2 admission to the fair and bus fare was \$1.50 per way.

The 2012 ridership numbers exceeded expectations with 9,325 boardings the closing weekend of the fair. This brought the total to 46,365 riders throughout the fair season. This year's numbers are a more than 80 percent increase compared to 2011 ridership of 25,699.

Nearly 50 percent of the people who took advantage of the service were first-time bus riders, according to onboard surveys. In addition, more than 90 percent said they were highly satisfied with the bus service.

The OC Fair Express was made possible by a \$342,000 grant from the Mobile Source Air Pollution Reduction Review Committee (MSRC), which provides funding to projects that remove vehicles from the roadways resulting in reduced emissions.

Employees of the Month for August 2012



Simin Yazdan was named administrative employee of the month in August for her outstanding work as a senior right-of-way agent for OCTA's capital program division. Yazdan maintains the highest level of professionalism in all duties and dealing with OCTA staff and elected officials. Yazdan demonstrates exceptional communication and leadership skills and is responsible for coordinating all payment activities through OCTA's real property department. She is very well admired, attentive and provides valuable expertise in her field.



Hector Jaramillo was named coach operator of the month after achieving seven years of safe driving. Jaramillo has demonstrated his integrity by putting customers first and maintaining an excellent performance record.



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His commitment to his job and dedication to putting customers first have earned him recognition.



Jeffrey Ferree was named maintenance employee of the month for his work as a certified journeyman mechanic. Ferree's high levels of professionalism and reliability have earned him recognition among his peers. He serves as the resident expert on the liquefied natural gas (LNG) fuel tanks and is constantly striving to learn more about all areas of the bus system. Ferree is a motivated employee who exhibits outstanding versatility and knowledge in all aspects of his job.

2012 Metrolink Customer Satisfaction Survey and Results Update



In order to expand ridership and increase their marketing and service outreach, the Orange County Transportation Authority (OCTA) conducted two Metrolink market research surveys.

The Metrolink Customer Satisfaction Survey was a survey of existing Metrolink riders that use services in Orange County. This survey was carried out onboard and was intended to measure overall satisfaction and identify possible service improvements. The Metrolink Market Study was given online and

over the phone and studied non-users who are residents of Orange County. This study measured awareness and identified perceived barriers to riding Metrolink.

Some of the survey findings include:

- 87 percent of customers rated the sense of personal safety at stations or on trains as excellent or good
- 84 percent rated the helpfulness of Metrolink conductors/ train staff as excellent or good
- 83 percent rated the value of riding when compared to driving as excellent or good
- 48 rated the availability of train delay information as excellent or good

The Metrolink system carries more than 43,000 riders each weekday and serves 55 stations with 165 trains throughout Southern California. In Orange County 48 trains operate from 11 stations that provide service and carry more than 15,000 passengers a day.

The primary goal of the Metrolink Customer Satisfaction Survey was to gather information on how existing riders view and use the service. OCTA will use the customer feedback to



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improve service in hopes of attracting new riders. The survey highlighted specific topics including: awareness, knowledge and opinions of Metrolink, comparative performance as opposed to cars, interest in riding Metrolink and the obstacles that limit ridership.

Both the Metrolink Customer Satisfaction Survey and Metrolink Market Study provided valuable feedback that will allow OCTA to improve service, operations and communication in order to encourage ridership and increase interest in riding the Metrolink in Orange County.

Staff Shares Update on I-405 Project and Toll Revenue Investment Plan

OCTA staff updated the board on the Interstate 405 Improvement Project. During the update staff answered questions from the board and the public in regards to the proposed M2 freeway project. Staff also highlighted the three proposed alternatives and addressed the public's concerns with each one.

In addition, staff provided an overview on the I-405 Toll Revenue Investment Plan. This plan would make improvements to local transportation, using net toll revenues. This plan would be further discussed if the Express Lanes were selected as a preferred alternative.



If Alternative 3 was selected it would include the regular lane from Alternative 1 and add one express lane in each direction between SR-73 and I-605. The express lanes would work in conjunction with the existing carpool lane and allow solo drivers to pay a toll similar to the operation of the 91 Express Lanes. Buses, vanpools and carpools with three or more people would travel for free.