

Orange County Transportation Authority

OC BUS RESTRUCTURING STUDY

TIMELINE & NAMING EXPLORATIONS



Proposed Public Involvement Plan Timeline



Proposed Public Involvement Plan Timeline



2022

JAN 24

JAN 24 - FEB 18

MAY 23

MAY 23 - JUL 25

JUL 25

AUG - SEP

Present program framework and guiding principles to Board and seek approval

Conduct phase I public outreach

Present draft proposed bus restructuring plan to the board

Conduct Title VI service equity analysis

Present draft outreach report to Board

Make any adjustments to draft plan based on public comments and to mitigate impacts

Seek Board approval for implementation of public outreach

May 12
Transit Committee

Conduct ACCESS impact analysis

Conduct Public Hearing

Conduct phase II public outreach

January 13
Transit Committee

38

60

70

543

47

57

53

55

66

Proposed Public Involvement Plan Timeline



OCT 24

OCT - JAN

FEB 12

JUN - OCT

2022

2023

Present final bus restructuring plan, share final outreach report to Board and seek approval

October 13
Transit Committee

Prepare for Service Change, including:

- Develop new schedules for all routes
- Vehicle scheduling and operator work assignments
- Update and create new operating documents (i.e. turning instructions)
- Operator bidding
- GIS staff make changes to route structure
- Bus stop changes
- Fleet assignment
- Review Schedules with Union
- Develop customer communications program
- Launch extensive marketing campaign

Service Launch

Continue rollout of improvements in response to changes in demand and resource availability



Goal

Develop a brand identity with a positive and engaging tone that emphasizes customer benefits and ongoing improvements to OC transit.

Research – Other Agency’s Program Names

Modernize / Transform

Transforming Your Journey

*BC Transit's Strategic Plan
BC Transit (British Columbia)*

Fast Forward

*A plan to completely modernize New York City Transit, from the inside out.
New York*

CapRemap

*Austin changed and then we changed.
More Frequent, More Reliable, More Connected
Capital Metro*

Reimage

Reimagine RTS

*Let's reimagine transit – together
RTS*

Re: imagine RTA

*Refocus, restructure, renovate, reallocate and reenergize
RTA (Cleveland)*

NextGen Bus Plan

*Reimagined bus system that focuses on providing fast, frequent, reliable and accessible service.
LA Metro*

Better

A Better Connection (ABC)

*Wait less, Walk more
Trinity Metro*

A Better Bus Network

*increase frequent bus routes and create better connections
Miami-Dade*

Revolution / Movement

Bus Revolution

*Everything is on the table to build a better bus network.
SEPTA*

Transportation NOW

*It's all about being part of the movement.
Riverside Transit Agency*

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Transit EVOLUTION Plan

*The **Transit Evolution Plan (TEP)** looks at the positive transformation of transit toward innovative and efficient ways to advance your riding experience.*

*Transit is **evolving** to make travel even easier!*

A stylized transit map on a green-to-teal gradient background. The map features a grid of light blue lines representing transit routes. Several route numbers are displayed in white boxes: 60, 64, 66, 70, 29, 543, 47, 57, 53, and 55. A vertical line of dashed lines with train icons represents a rail line. A diagonal dashed line with a train icon and an arrow pointing right is also present. The word "Better" is written in large white font across the center of the map.

Better

**OCBUS**



Making Better CONNECTIONS

*The **Connections Plan** will enhance the transit network by making better connections from place to place, making riding easier and more convenient.*



Advancing Your Riding Experience



Reimagine

**OCBUS**



TRANSITions Plan

*Adapting to changing travel needs, the
TRANSITions Plan improves your riding
experience with additional transit options and
connections.*

Making travel easier and more convenient.



Discussion



Transit

EVOLUTION

Plan

Making Better

CONNECTIONS

TRANSITIONS

Plan