OCTA Fare Study

July 2016

Fixed-Route Ridership Decreasing

Fixed - Route Boardings
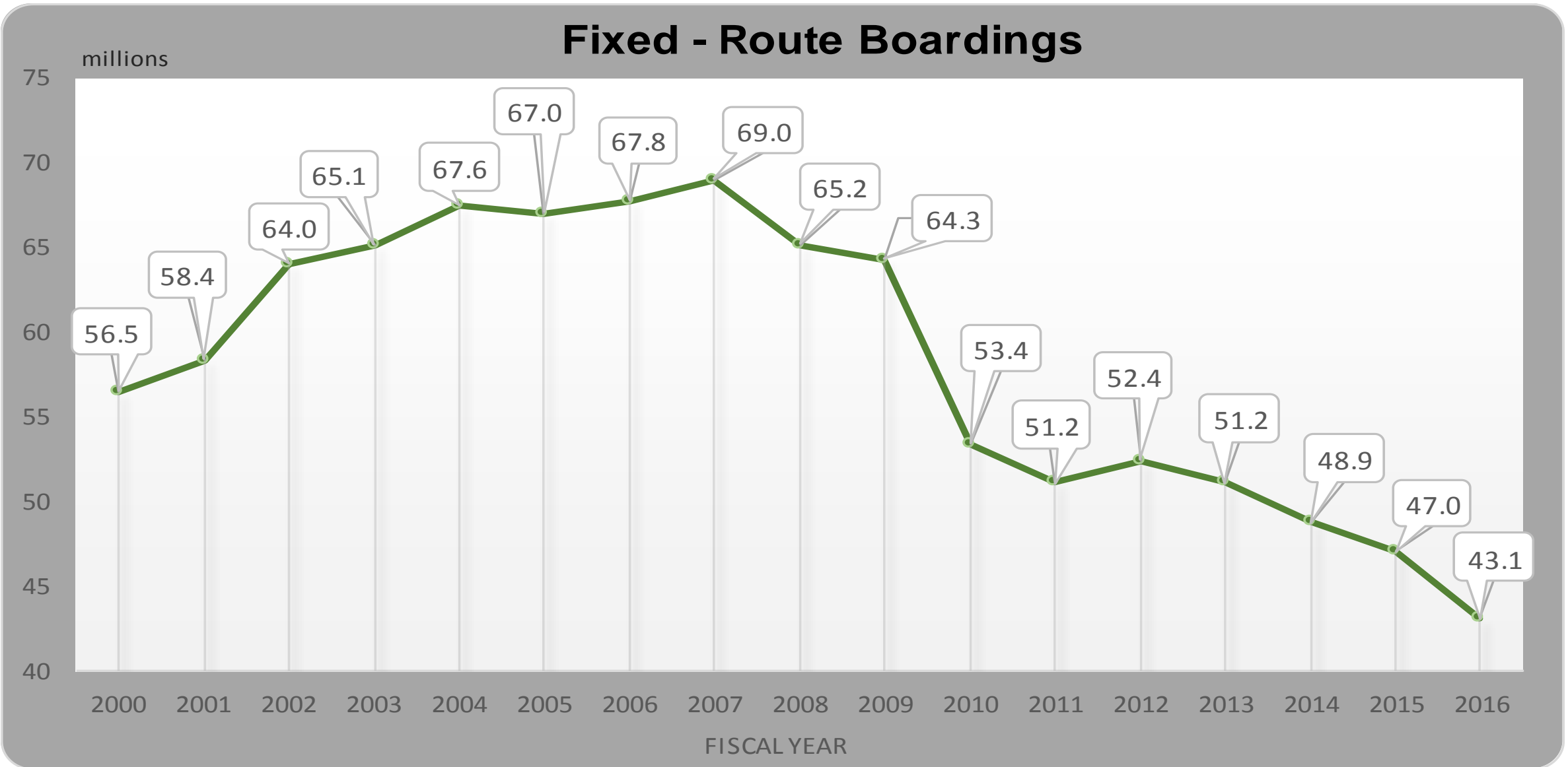
OC Bus 360°

- Improve bus travel times and frequency

- Expand access to route and real-time information

- Introduce mobile ticketing

- Increase awareness

- Evaluate fares

Fare Study Scope

- Review Current Fare Structure & Goals

- Compare with Regional & National Peers

- Present Fare Alternatives

- Evaluate Alternatives against Criteria

- Develop Recommendations

Assessment of Goals & Current Structure

Fare Policy Goals

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

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
- Inter-Agency Transfer Enforcement

Fare Study Recommendations

- Reduce Day Pass from $5 to $4
  - Projected to increase ridership by 1.2M, and decrease revenues by $2.2M
  - Could provide short term ridership impact with minimal operating risks
  - Potentially take advantage of LCTOP subsidy to offset revenue decrease
  - Day pass boardings represent 36% of total fixed-route boardings
- Recategorize Express Services
  - Categorize all inter-country routes (700) as Express
  - Categorize all intra-county routes (200) as OC Express
  - More intuitive and consistent descriptions of Express routes
  - Align fares with trip distance

Fare Study Recommendations

- Eliminate 5 Ride Pass and 7 Day Pass
  - Rarely used passes account for less than 1% of pass usage
  - Contributes to simplicity goal and reducing operational costs
  - Riders could migrate to day pass or monthly pass

- Implement ACCESS Zone Fares
  - Makes fares more equitable and reduces cost/service disparity
  - Consistent with other Southern California ACCESS fare structures
  - Helps mitigate disproportionally high ACCESS operating costs

ACCESS Zones
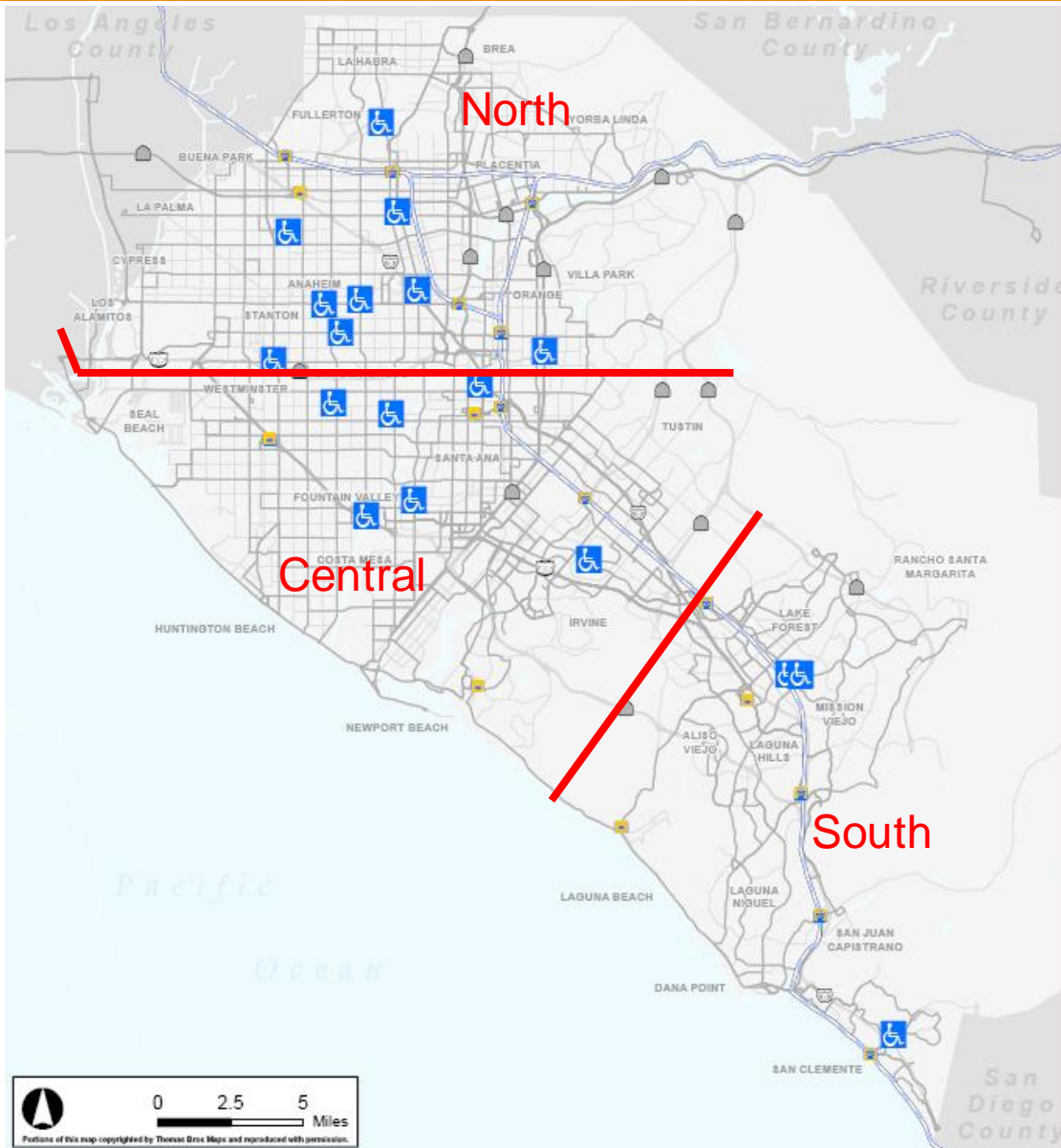
- 69% of trips stay within 1 zone

- 28% cross 1 zone

- 97% of trips not impacted

- 3% of trips cross 2 zones and would be impacted

Next Steps

- Incorporate feedback from Advisory Committees

- Incorporate feedback from internal stakeholders

- Finalize recommendations

- Present recommendations to the F&A Committee and to the Board in August