

Transit System Study Pilot Project Implementation

Citizens Advisory Committee
January 15, 2013



Transit System Study

- Completed in 2011
- Financially sustainable system
- Matches transit services to demand
- Board approved pilot projects
 - Test service concepts
 - Three new routes
 - Funded with federal grant

Service Goals & Objectives

- Increase OCTA farebox recovery
- Increase passengers per hour
- Evaluate performance
 - Review annually
 - Incorporate into service if successful
 - Modify or sunset service if not

Proposed New Bus Service

Nuevo Servicio Propuesto de Autobús

Dịch Vụ Mới Cho Xe Buýt Được Đề Nghị

Community Meetings / Reuniones Comunitarias / Các Buổi Họp Cộng Đồng

November 13, 2012 / 13 de noviembre / Ngày 13 Tháng Mười Một, 2012 – 6:00 p.m. - 8:00 p.m.

Laguna Hills Community Center – Heritage Room
25555 Alicia Pkwy., Laguna Hills, CA 92653

November 14, 2012 / 14 de noviembre / Ngày 14 Tháng Mười Một, 2012 – 6:00 p.m. - 8:00 p.m.

Anaheim Downtown Community Center
250 East Center St., Anaheim, CA 92805

November 15, 2012 / 15 de noviembre / Ngày 15 Tháng Mười Một, 2012 – 6:00 p.m. - 8:00 p.m.

Westminster Senior Center - West Room
8200 Westminster Blvd., Westminster, CA 92683

Public Hearing / Audiencia Pública / Điều Trần Công Cộng

December 10, 2012 / 10 de diciembre / Ngày 10 Tháng Mười Hai, 2012 – 9:00 a.m.

OCTA Headquarters, Room 154
600 South Main St., Orange, CA 92868

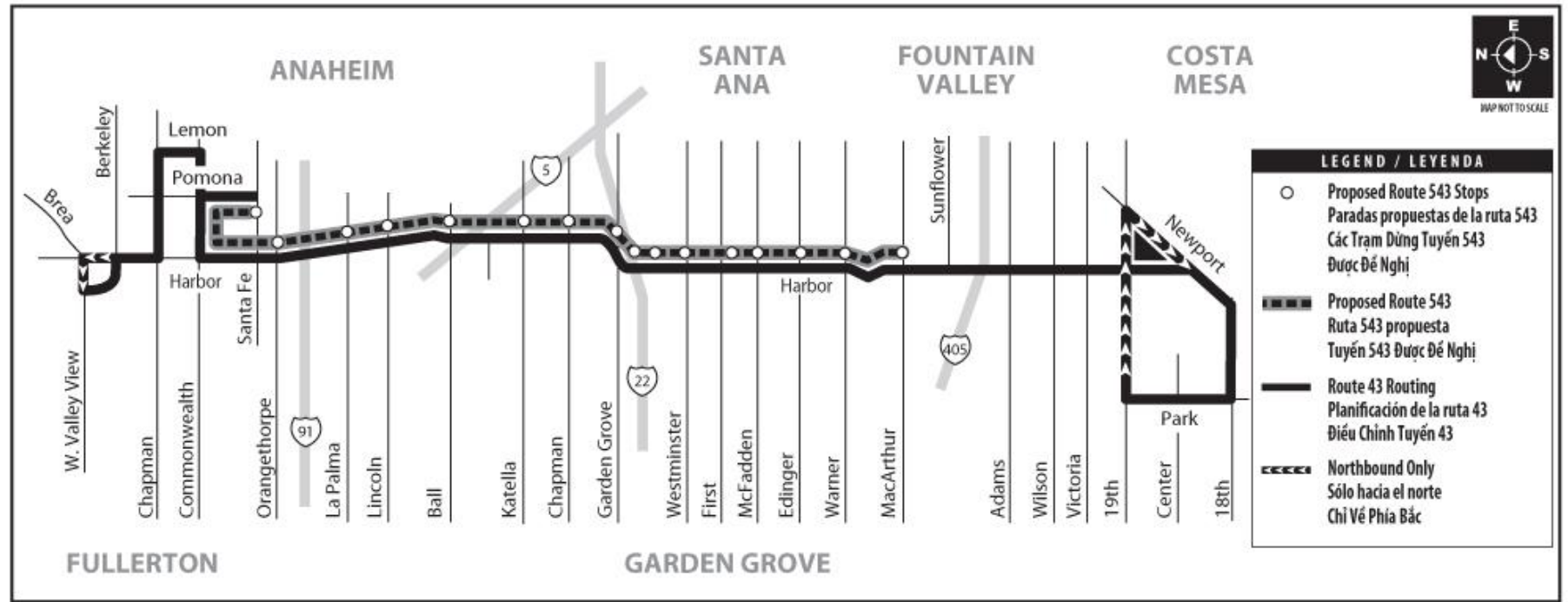


Orange County Transportation Authority

550 S. Main Street | P.O. Box 14184 | Orange, CA 92863-1584 • (714) 636-RIDE (7433) • www.octa.net

Routes 543 & 43

Proposed Route 543 / Ruta 543 Propuesta / Tuyến 543 Được Đề Nghị



Proposed Route 543

- Fullerton Transportation Center to MacArthur Boulevard
- Initial travel-time savings from skip-stop operations (13%+)
- Weekday: ten minute peak and 15 minute off-peak frequency
- Regular fare
- Proposed start date: June 2013

Route 43 Frequency Reduction

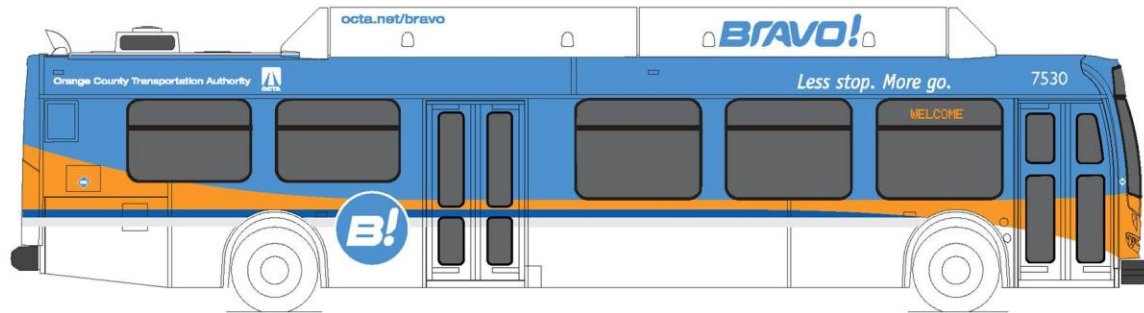
- Increase weekday time between trips to 20 minutes during peak and midday
- No change to weekend or evening service
- Busiest stops served by Route 543
- Monitor demand and make changes
- Implemented with Route 543

Route 543

Final Recommendations

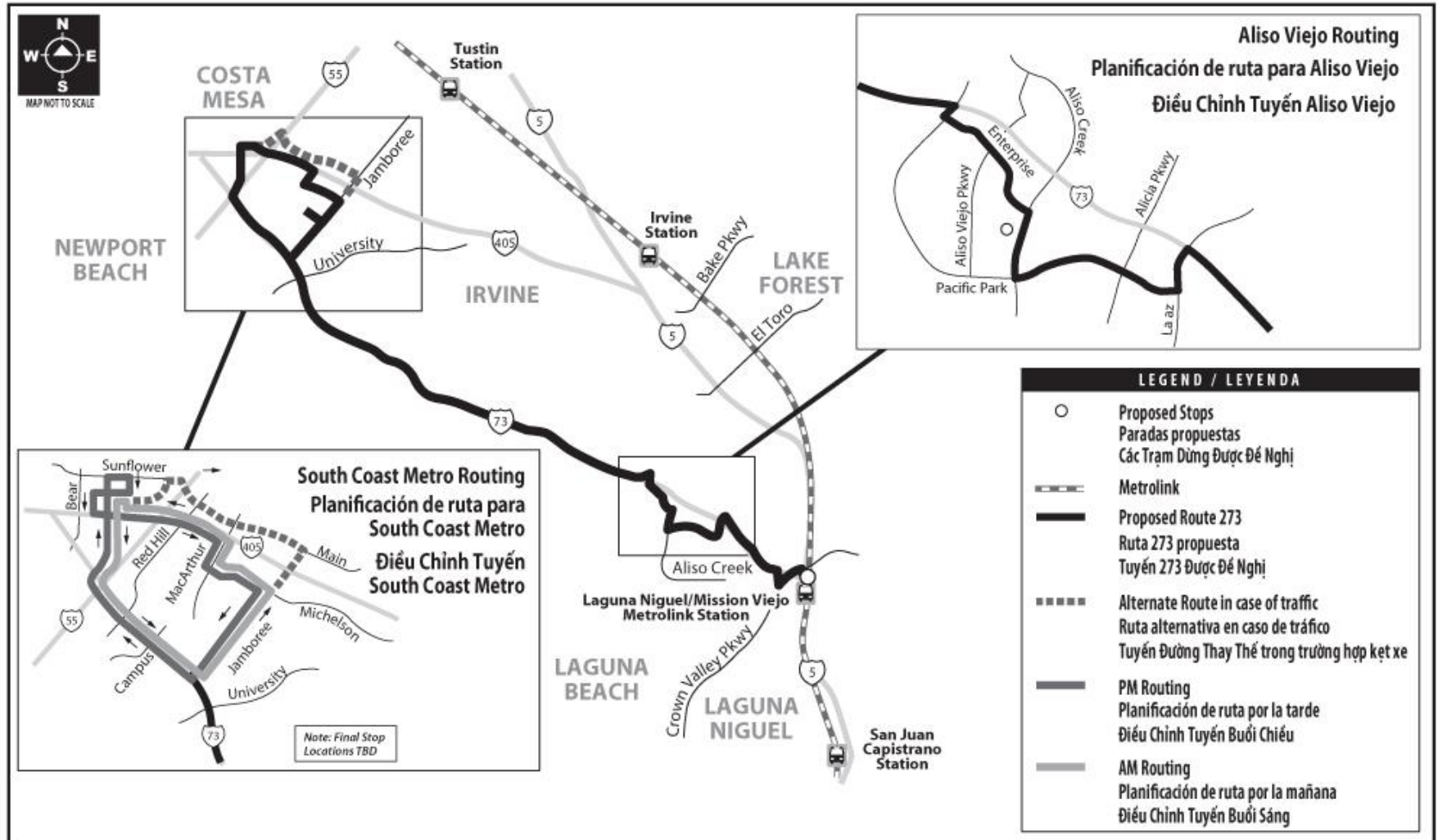
- Conduct a before and after rider survey
- Monitor passenger loads between local and limited service and make adjustments to frequencies if necessary
- Evaluate adding an additional Route 543 stop between Katella Avenue and Ball Road (adjacent to Disneyland)
- Market limited-stop service to differentiate from local service and reduce potential for confusion by using the previously-developed Bravo! branding

Bravo! Branding



Route 273

Proposed Route 273 / Ruta 273 Propuesta / Tuyến 273 Được Đề Nghị



Proposed Route 273

- Laguna Niguel/Mission Viejo Metrolink Station to Irvine Business Complex and South Coast Metro
- Park-n-Ride in Aliso Viejo
- Weekday: Two AM & PM peak direction trips
- Regular fare
- Proposed start date: October 2013*

** Contingent on available funding*



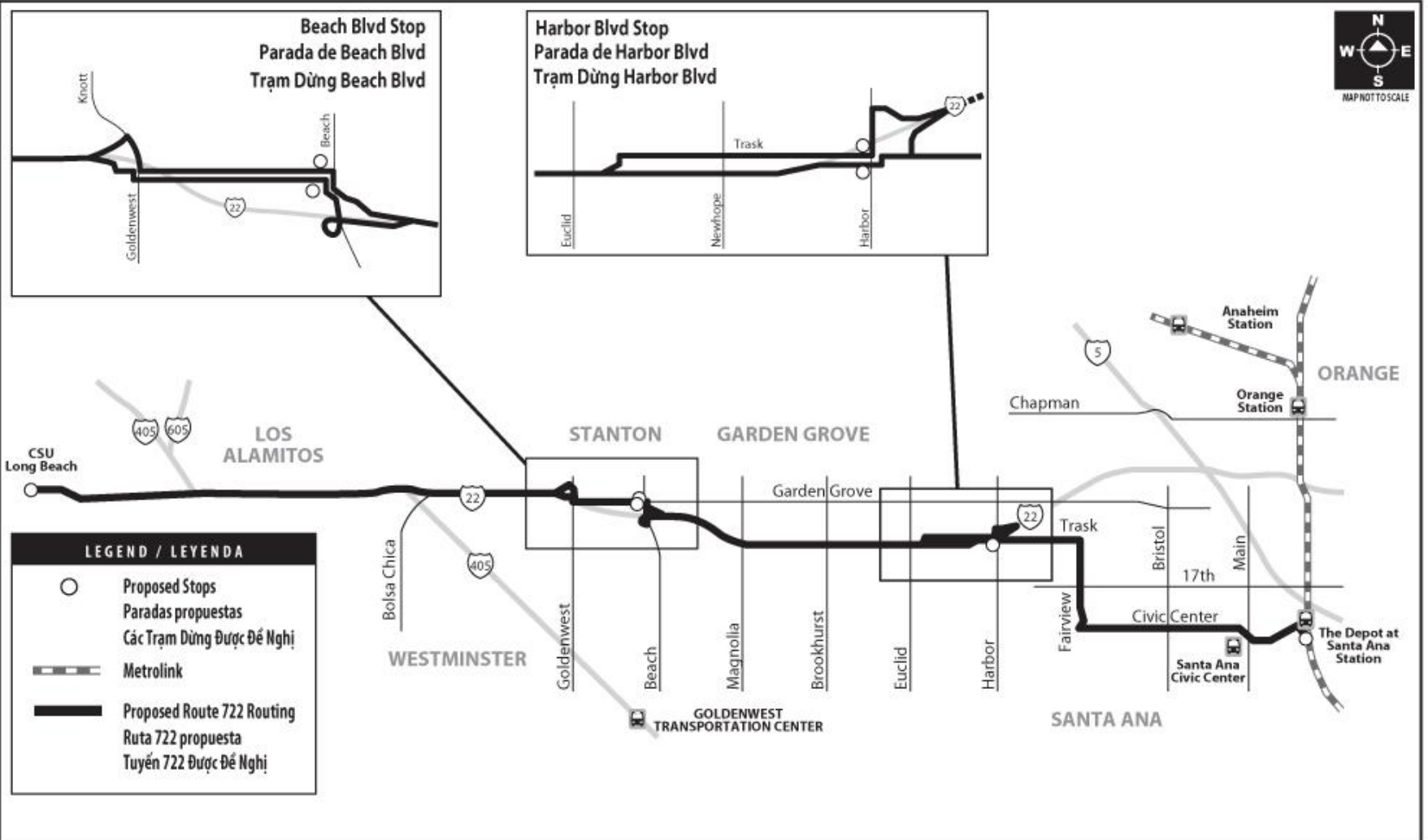
Route 273

Final Recommendations

- Solicit interest in the Employer Pass Program by conducting outreach to major employers in South Coast Metro and Irvine Business Complex
- Make minor modifications of route alignment based on employer interest and a potential park-and-ride location in Aliso Viejo.
- Evaluate adding a stop at State Route 73 and El Toro Rd

Route 722

Proposed Route 722 / Ruta 722 propuesta / Tuyến 722 Được Đề Nghị



Proposed Route 722

- The Depot at Santa Ana to the City of Long Beach (7th Street @ Channel Drive) with intermediate stops at Harbor and Beach Boulevards
- Weekday: 30 minute peak service in both directions
- OC Express Fare
- Proposed start date: February 2014*



** Contingent on available funding*

Route 722

Final Recommendations

- Market service to potential riders on Routes 50 and 60
- Review usage after implementation and make adjust the fare if necessary



Next Steps

- Board Approved on January 14, 2013
- Route 543 Implementation June 2013
- All Routes in FY13-14 Budget

