



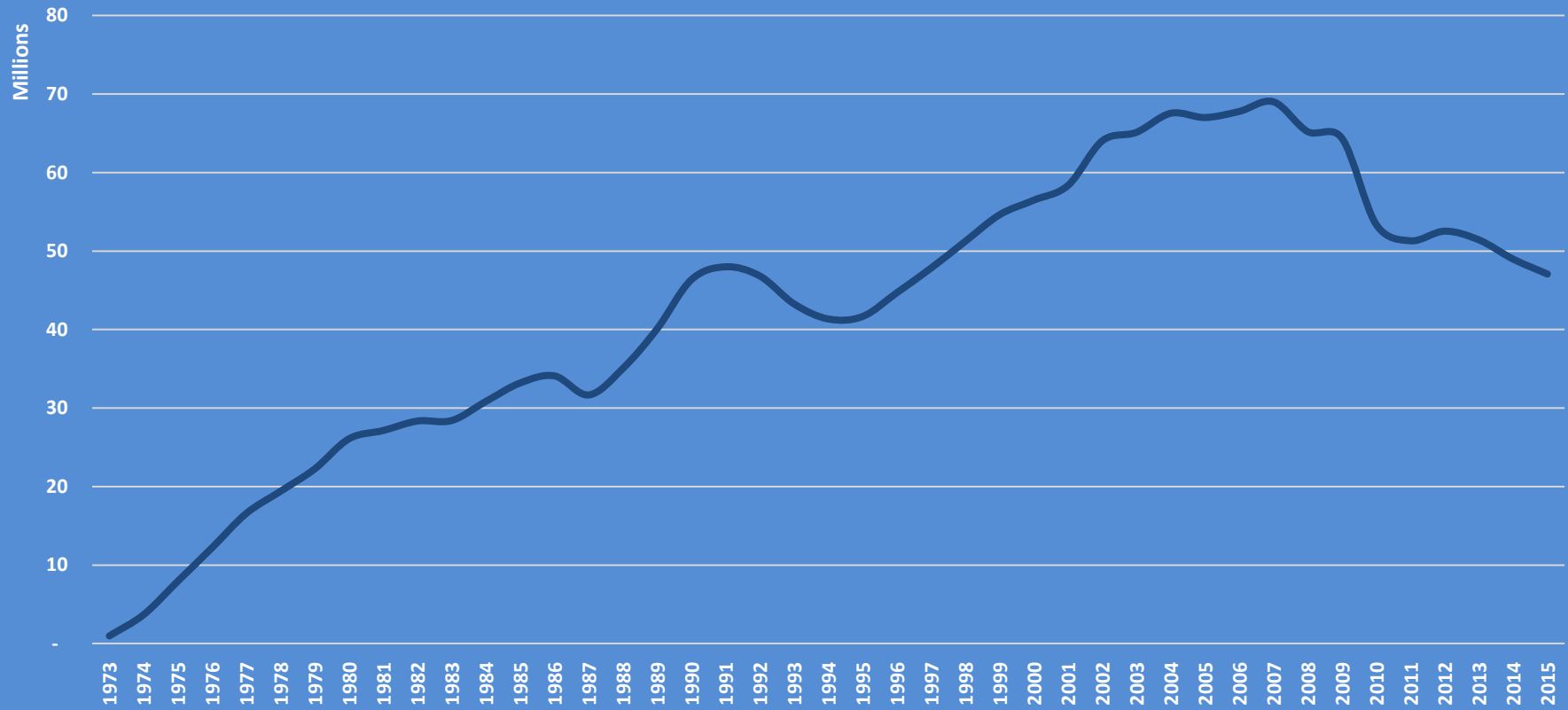
Orange County
California

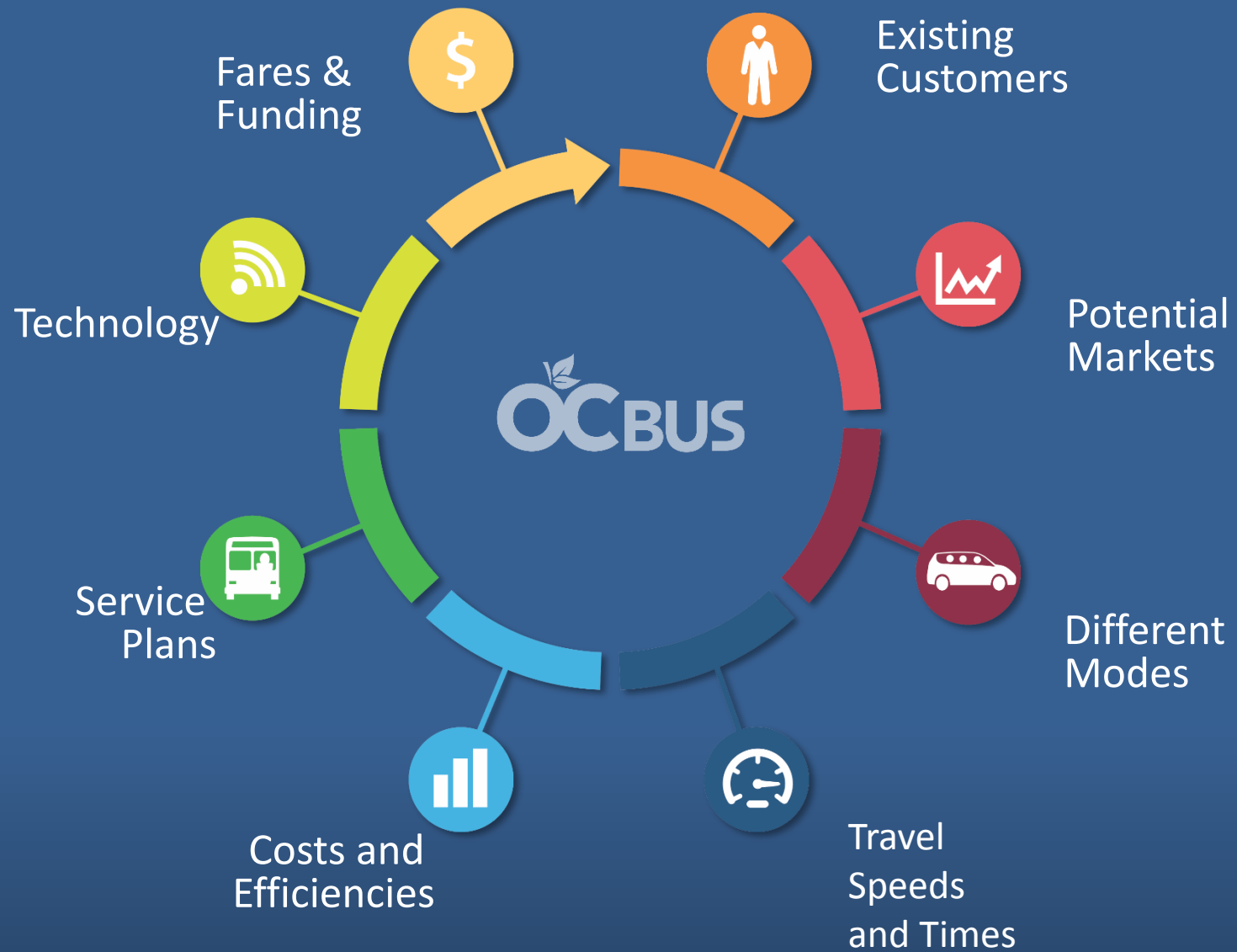


Ridership Trend



Annual OCTA Bus Boardings by Year





New vehicles and
bus branding

Community
circulators

New Bravo!
And Xpress routes

Fare study

Real-time
customer
info

Mobile
ticketing

Peer
review

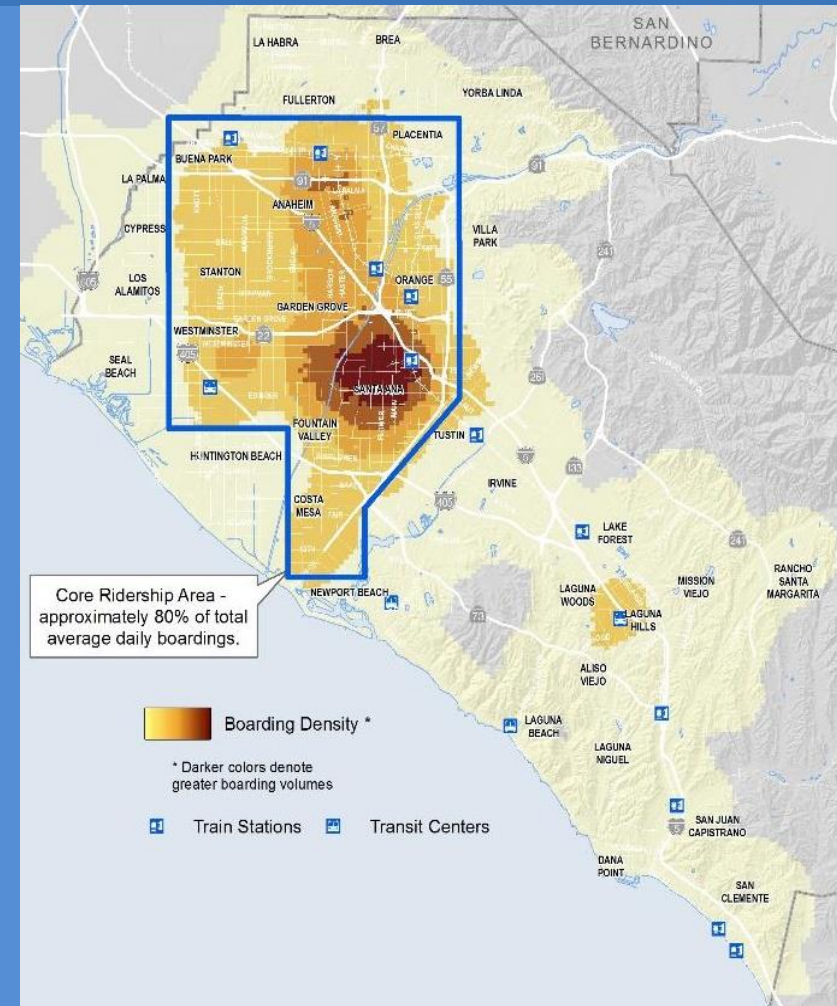
More
frequent
service

Targeted
promotions

Service Plan Goals



- Meet customer needs
 - Improve travel time by transit
- Reverse ridership declines
 - Offer faster, more convenient service
- Retain and build ridership
 - Re-position bus service to match markets
- Improve productivity
 - Use existing resources more efficiently






Optimize the System



WEEKDAY ROUTE PERFORMANCE					
Route	SPI	Route	SPI	Route	SPI
064	.96	129	.61	213	.25
043	.92	055	.60	145	.24
066	.89	056	.60	757	.24
053	.87	033	.58	085	.23
038	.86	090	.58	462	.22
060	.84	454	.58	175	.22
543	.84	083	.58	076	.20
037	.84	079	.56	020	.19
047	.81	472	.55	480	.19
042	.81	143	.54	758	.17
046	.80	167	.54	463	.17
029	.80	086	.52	191	.17
030	.79	082	.49	187	.15
026	.79	025	.48	021	.14
057	.79	453	.47	216	.13
054	.79	024	.47	173	.13
071	.73	153	.44	172	.12
473	.72	087	.44	188	.12
089	.70	206	.42	212	.10
050	.69	177	.38	193	.09
035	.67	051	.37	490	.08
059	.64	721	.36	430	.07
070	.64	001	.35	464	.07
091	.64	701	.35	410	.06
794	.62	178	.33	411	.04
072	.62	211	.31		

SPI Key:

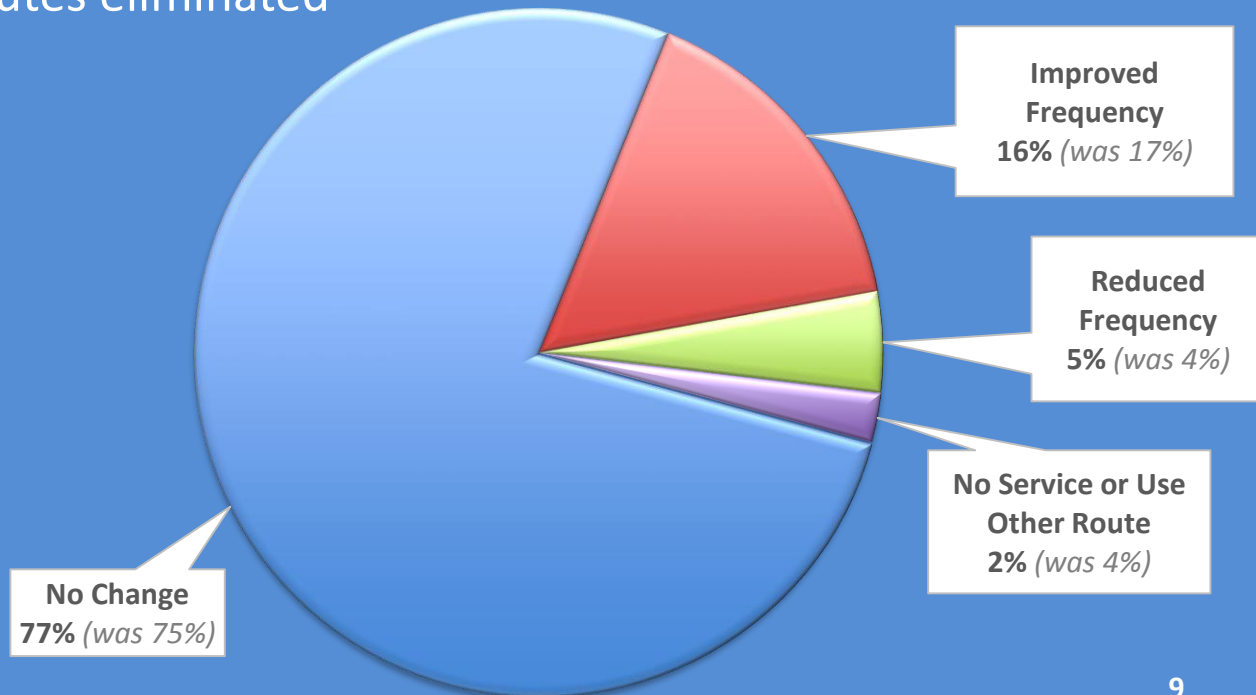
-  Top tier route (Most productive)
-  Middle tier route
-  Bottom tier route (Least productive)

- Assess overall route performance
- Use Service Performance Index (SPI)
 - Passengers per hour
 - Passengers per seat mile
 - Farebox recovery
- Review TSS and Bus Market Study
- Reallocate resources to high performing routes and high demand areas

Final Service Plan



- Projected ridership growth of 1.3 million boardings over three years
- Improve system productivity and farebox recovery
- Increase number of routes operating at 15-minute peak frequency (11 to 15)
- Additional new “Bravo!” route and a second “Xpress” route
- Lowest productivity routes eliminated



Results



- **Ridership**
 - Up 10.4% on improved routes
 - Outperforming state and national peers
- **Real-Time Bus Apps**
 - More than 1 million sessions per month
- **Mobile Ticketing**
 - 30,000 downloads and 4% of pass sale revenue
- **Marketing**
 - 9,000 customers responding to ridership campaign (53% new riders)
- **Bravo! Service**
 - 57% riders saving 15+ minutes
 - 32% new riders