

## Meeting of September 25, 2017

### September Employees of the Month Honored

The Orange County Transportation Authority's board of directors recognized three employees of the month for July.

Resolutions of appreciation were presented to:

- Carlos Urena, coach operator
- De Pham, maintenance
- Sergio Hernandez, administration

### Public Weighs in on Proposed Bus Service Changes

As a part of the OC Bus 360° initiative to improve bus service and productivity, the public weighed in on changes proposed for February 2018 during a public hearing. OCTA will take the comments into consideration from the hearing as well as input received during three community meetings and through surveys and come back to the board in October with a refined proposed service plan.

- Major service improvements and changes are proposed for Routes 50, 54, 59, 70, 90, 91, 177, 212, 216, 454, and 794/A effective February 2018.
- Also, minor adjustments will be made to routes 24, 29, 30, 43, 46, 50, 53/53X, 54, 56, 60, 64/64X, 66, 72, 86, 89, 90, 91, 153, 178, 211, 463, 543, and 721 to enhance efficiency.

In 2015, when OCTA started to recognize declines in ridership, OC Bus 360° was launched, to examine and improve productivity of bus services and reverse the trend of declining ridership. During the initial implementation of this comprehensive plan, OC Bus 360° provided better service in high-demand areas by reallocating existing resources, improving passenger experiences through technology, and creating new branding and marketing to attract new riders. To date, the rate of decline has slowed and there have been ridership increases and productivity improvements on routes that have been changed.

To see all the proposed changes: [www.octa.net/bus](http://www.octa.net/bus)

### Measure M Gets a New Name and New Look

In order to increase awareness, Measure M, Orange County's half-cent transportation sales tax has been will be renamed OC Go on signage around the county. The sales tax was renewed by voters in 2006 and will provide approximately \$13.5 billion to improve transportation in Orange County over a 30-year period.

Measure M as a brand has low public awareness with 72 percent of people responding to a survey that they did not know what it was. In addition, LA Metro recently passed a local transportation sales tax also called Measure M.

To enhance the identity of the Orange County local sales tax and what it is used for, OCTA approved the new name and logo. The OC Go logo is consistent with other OCTA branding and logos such as OC Bus, OC Streetcar, OC Bike, OC Vanpool and OC Metrolink. The tagline, "Your tax dollars at work" will also be

included in messaging when needed. Going forward, OC Go will be featured on signs during construction to create a consistent and recognizable look.