

# OC Bus 360 Update and Next Steps

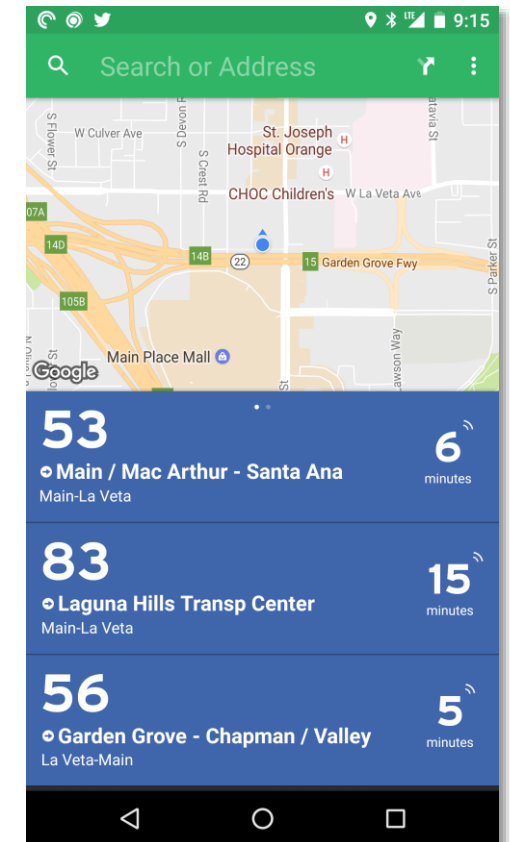
# Background and Framework

- Major declines in ridership in recent years
- Declines started before service cuts and fare increases (and these had subsequent impacts)
- Many external factors also impacting ridership
- Riders desire more frequent and faster service to save time



# Efforts to Date

- Shifted 160,000 revenue vehicle hours to improve frequencies on high-demand corridors
- Implemented new bus routes that offer up to a 30 percent travel time improvement
- Discounted day pass by 20 percent (35 percent of riders)
- Rolled out systemwide mobile ticketing
- Implemented real-time bus arrival app
- Awarded 17 Measure M transit grants to local agencies
- Secured over \$7 million in grants for buses, mobile ticketing, and fare discount
- And more: 165,000 direct mailings, 59 street team events, online marketing (display ads, social media, email), 100 outdoor and bus advertisements, and seven public meetings



The Transit App displays real-time bus arrivals

# Trends

- Past correlations no longer predictive of future conditions
- Growth in competing modes impacting ridership
- Costs of housing also a key factor
- Ridership decreases now a national and regional issue

2009 to 2015

- ↑ Population: Up 4.7 percent
- ↑ Driver Licenses: Up 9.9 percent
- ↑ Car Registrations: Up 16.9 percent

2015

- ↑ \$25.50/hour to afford a one-bedroom apartment
- ↑ \$87,000/year to qualify for a median-priced home

# Average Weekday Results (November to November)

Route Type	November 2015 Average Weekday Boardings	November 2016 Average Weekday Boardings	Daily Change
Improved Service in June	22,257	22,343	86
Improved Service in October	10,836	10,666	(171)
Reduced Service in June	2,531	1,147	(1,384)
Reduced Service in October	10,839	8,118	(2,721)
No Change	95,376	88,456	(6,920)
<b>Total</b>	<b>141,839</b>	<b>130,729</b>	<b>(11,110)</b>

# Next Steps

- Implement Route 53X in February 2017
- Return with a State of Transit Report in March 2017
- Return with specific recommendations for October 2017
  - Continue implementation of 15-minute peak period frequencies on high-demand corridors to retain and grow ridership
  - For routes that operate more frequently than 15 minutes, evaluate minor frequency changes to reduce or redeploy capital
  - Implement more weekend service in high-demand areas to grow ridership
  - Replace lower-productivity service with private, shared-mobility services to reduce capital requirements
  - Evaluate opportunities to generate revenues from OCTA assets and develop cost reduction strategies (summer 2017)