



# OC BUS 360 UPDATE

3/22/18

## RIDERSHIP



↑ **12.8%**

increase in OC Bus average weekday  
ridership on improved routes  
(Feb 2018 vs Feb 2017)

↓ **4.9%**

decrease in nationwide  
ridership (Q3 2017 vs 2016)

↓ **3.7%**

decrease in OC Bus  
ridership (Q3 2017 vs 2016)

## REAL-TIME BUS APPS



Approximately

**1,100,000**

app sessions  
per month

## MOBILE TICKETING APP



**87,280**

downloads  
(Jun 2016 - Feb 2018)

**7%**

• Total fare revenue  
• Double industry average

**335**

new app users per  
week on average

## MARKETING



**25,200**

OC residents responded to  
bus marketing campaigns  
(Jun 2016 - Feb 2018)

**10,300**

new prospects continue  
to ride the bus  
(Jun 2016 - Feb 2018)

Sep 2017 - Feb 2018

**PILOT COLLEGE  
PASS PROGRAM**

Every student can ride  
with a student I.D.

**5,509 = 573,187**

students used the pass

boardings



## BRAVO! 560



**57%**

say travel time  
improved by  
15 minutes or more

**32%**

new riders  
(riding less  
than a year)