



# OC BUS 360 UPDATE

## RIDERSHIP



**↑ 19.5%**

increase in OC Bus weekday ridership  
(September 2017) for routes improved  
in October 2016

**↓ 4.2%**

decrease in nationwide  
ridership (Q2 2016 - 2017)

**↓ 3.0%**

overall decline in OC Bus  
weekday ridership  
(Q2 2016 - 2017)

## REAL-TIME BUS APPS



More than

**1,000,000**

app sessions  
per month

## MOBILE TICKETING APP



**67,000**

downloads  
(06/16 - 10/17)

**7%**

• total fare revenue  
• double industry average

**300**

new app users per  
week on average

## MARKETING



**20,000**

OC residents responded to  
bus marketing campaigns  
(06/16 - 10/17)

**6,000**

new prospects continue  
to ride the bus  
(06/16 - 10/17)



SANTA ANA  
COLLEGE

### PILOT COLLEGE PASS PROGRAM

Every student can ride  
with a student I.D.

In the first  
8 weeks  
nearly

**3,000**

students  
signed up

**= 171,555**

boardings

## BRAVO! 560



**57%**

say travel time  
improved by  
15 minutes or more

**32%**

new riders  
(riding less  
than a year)