



RIDERSHIP & PRODUCTIVITY

^ 3.7%

Increase in OC Bus
average weekday ridership
on improved routes*

^ 2.9%

Increase in OC Bus
systemwide boardings
per revenue hour*



*Q1 2018 vs Q2 2018

✓ 3.22%

decrease in bus ridership at other large agencies
in Southern California (Q2 2017 vs. Q2 2018)

✓ 2.38%

decrease in OC Bus ridership
(Q2 2017 vs. Q2 2018)

MOBILE TICKETING

130,114

Mobile app downloads
(June 2016 – August 2018)



8.2%

of fare revenue
(September 2017 – August 2018)

42,501

users have purchased passes
(June 2016 – August 2018)*

*Excludes OC Fair only users.

COLLEGE PASS PROGRAM

6,775

Unique students (2017-2018 school year)



1,086,456

students boardings (2017-2018 school year)

9,000

9,000 Santiago Canyon College students added

RIDERSHIP MARKETING CAMPAIGN

33,388

Residents responded to campaign
(June 2016 – September 2018)



20,166

respondents never rode bus in the past 6 months

10,890

new prospects continue to ride the bus

NEW AND EXPANDED SERVICES

OCFLEX

New service in two pilot zones
(service started October 2018)



FUNDING APPROVAL

for six new or expanded
Project V community services

BRAVO!

new Bravo! Route 529 on Beach Boulevard
(service starts February 2019)