



## RIDERSHIP &amp; PRODUCTIVITY

# ^2.7%

Increase on OC Bus routes with recently improved weekend service (Q4 2018 vs Q4 2017)\*



# ▼3.47%

decrease in bus ridership at other large agencies in Southern California (Q3 2017 vs. Q3 2018)\*

# ▼1.09%

decrease in OC Bus ridership (Q3 2017 vs. Q3 2018)\*

\*Calendar year

## MOBILE TICKETING

# 151,020

Mobile app downloads (June 2016 – December 2018)



# 9.9%

of fare revenue (July 2018 – December 2018)

# 48,701

users have purchased passes (June 2016 – December 2018)\*

\*Excludes OC Fair only users.

## COLLEGE PASS PROGRAM

# 6,330

Unique student riders at Santa Ana College and Santiago Canyon College (Fall 2018 semester)



# 622,111

student boardings at Santa Ana College and Santiago Canyon College (Fall 2018 Semester)

# ^12.6%

increase in Santa Ana College boardings (Fall 2017 vs. Fall 2018 Semester)

## RIDERSHIP MARKETING CAMPAIGN

# 43,798

Residents responded to campaign call to action (June 2016 – February 2019)



# 26,798

respondents have not ridden bus in past 6 months

# 11,307

respondents continue to ride the bus

## NEW AND EXPANDED SERVICES



# OCFLEX BRAVO! 529

# 11,168

OC Flex rides in the first five months of service

# 23,077

Bravo! 529 boardings in the first month of service