



Microtransit Pilot Project

Six-Month Project Update

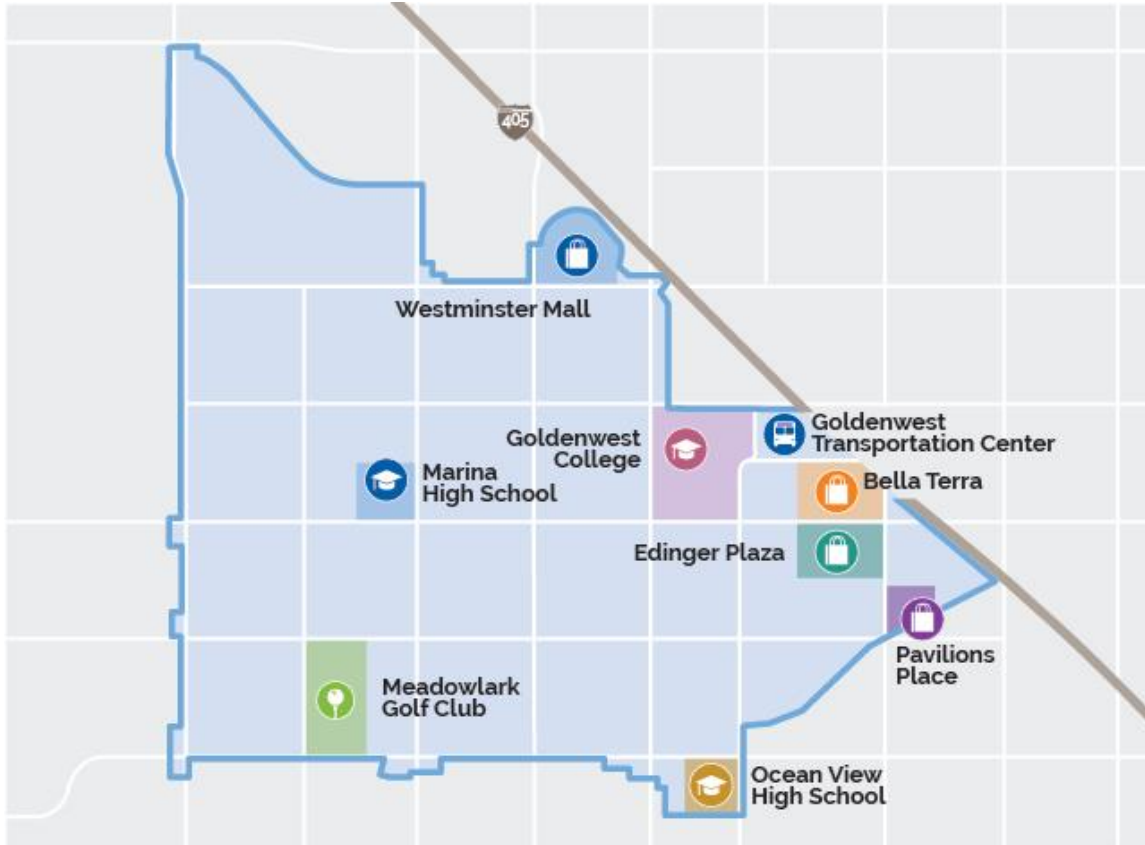
Service Background

- An *on-demand* service offered as a one-year pilot in two test areas
- A service operated under contract
- A service operated with a new vehicle type
- A service that is testing new rider markets
- A part of the OC Bus 360° Program
 - Identify opportunities to improve productivity by matching resources to demand
 - Filling a service gap between regular fixed-route service and ride-hailing options



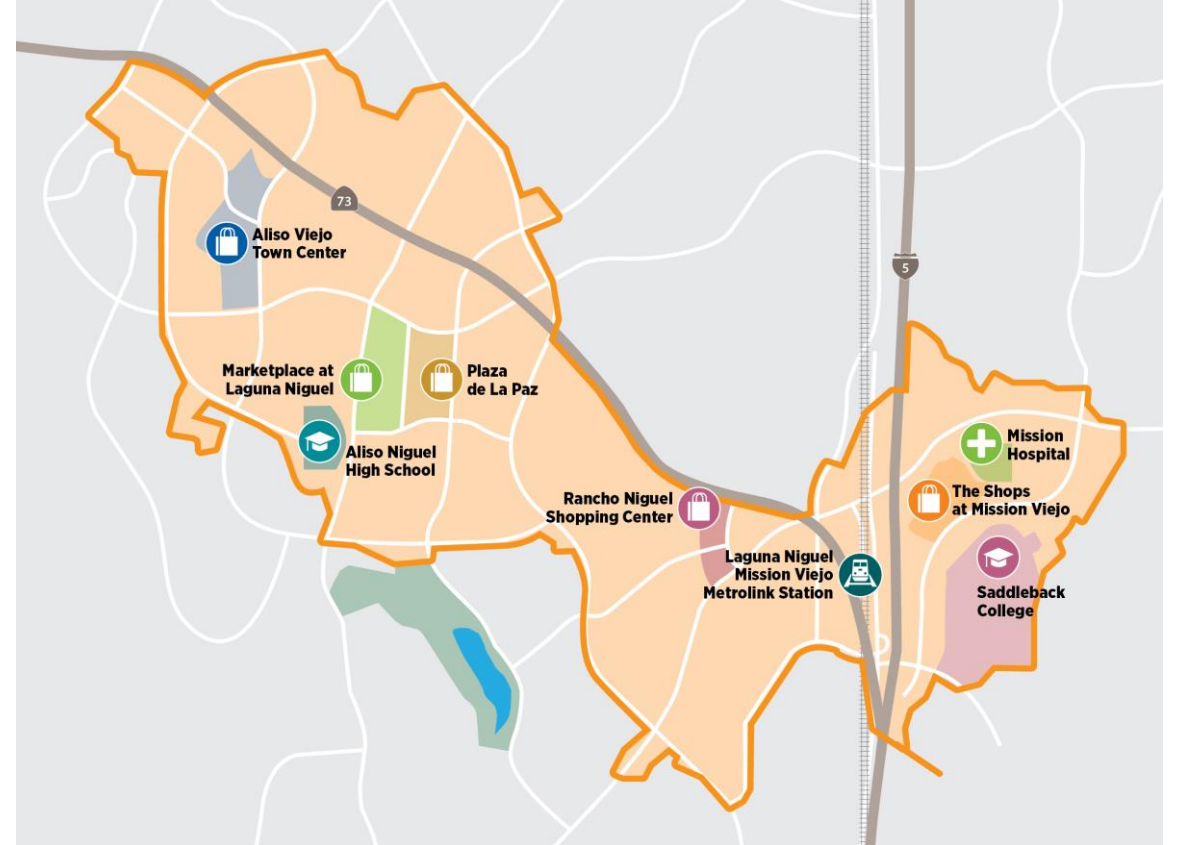
Pilot Zones

Huntington Beach – Westminster (HB-WM)



Blue Zone

Aliso Viejo-Laguna Niguel-Mission Viejo (AV-LN-MV)



Orange Zone

Service Characteristics

- Operates on:
 - Monday through Thursday: 6am – 9pm (11pm on Fridays)
 - Saturdays: 9am – 11pm
 - Sundays: 9am – 9pm
- Allows customers to request rides to/from anywhere inside the zone
 - Will serve key destinations within zones (hubs)
- Offers first/last mile connections for riders entering or leaving zones

Fares

- Cost \$4.50 for pre-paid fare media (mobile app)
- Cost \$5.00 for onboard cash paying customers
- Consistent with the cost of a Day Pass for fixed-route service and OCTA fare policy
 - Allows up to three children under five years of age to ride for free with a fare-paying passenger
- Allows free transfers to/from an OC Bus stop or Metrolink Station with a valid full fare OC Bus Day Pass, Metrolink ticket, or Amtrak ticket

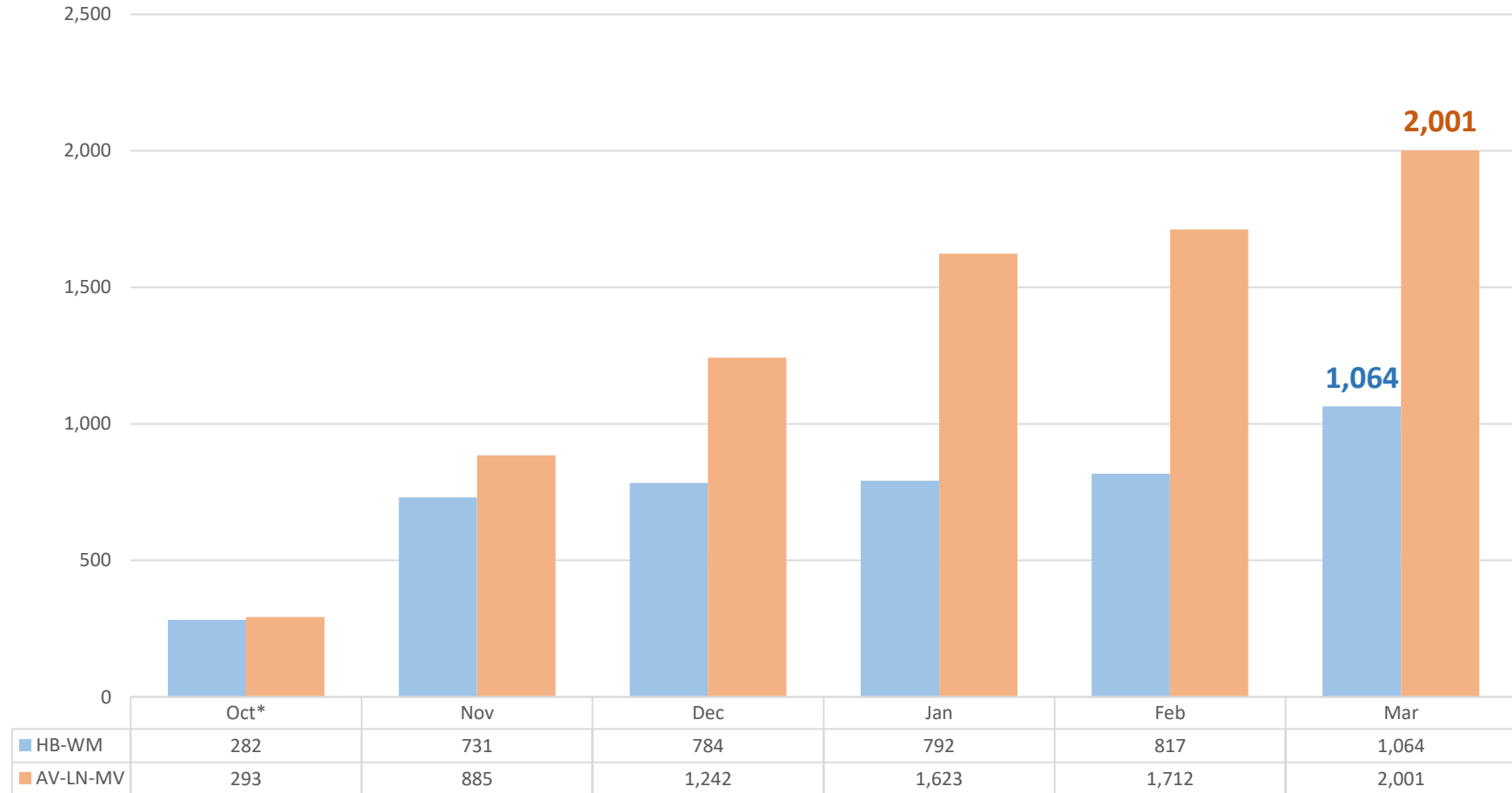


Board Adopted Goals/Measures

- Provide public transit mobility in lower-demand areas
 - *As measured by boardings per revenue vehicle hour (b/rvh): six b/rvh*
- Reduce total operating and capital costs
 - *As measured by subsidy per boarding: \$9.00 per boarding*
- Reduce Vehicle Miles Traveled (VMT)
 - *As measured by percent of bookings sharing a vehicle: 25% Shared Rides*
- Extend reach of OC Bus and Metrolink services
 - *As measured by percent of trips to/from transit hubs: 25% of trips*
- Meet customer needs
 - *As measured by customer satisfaction: 85% of riders “likely”/“very likely” to recommend OC Flex*

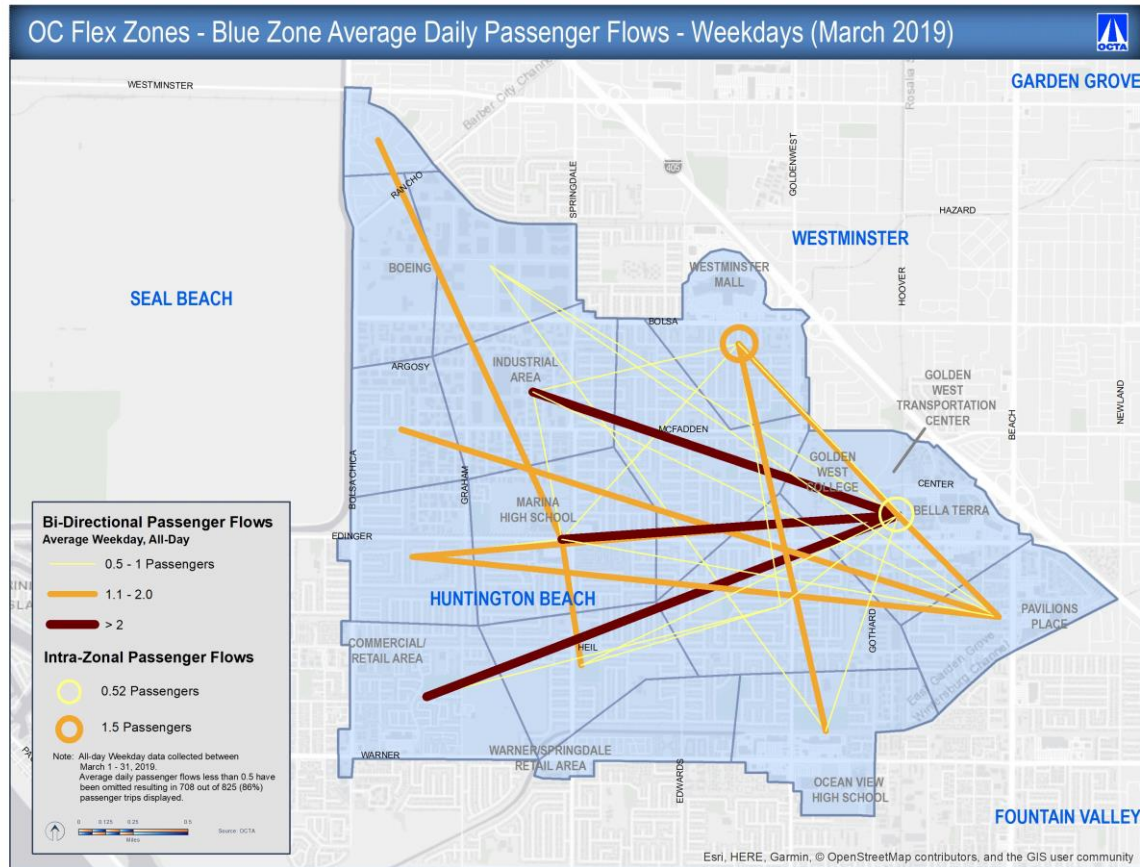
Boardings

- Total Boardings: **12,226**
- 700 weekly boardings
 - 100+ weekdays rides (January through March)
 - Saturdays: **58**; Sundays: **40**
 - Highest daily ridership: 150
- Zone trends
 - Ridership increases since November
 - **41% (Blue)**; **104% (Orange)**
 - High peak demand
 - **First/Last mile connections to transit hubs, town centers/employers, and shopping**



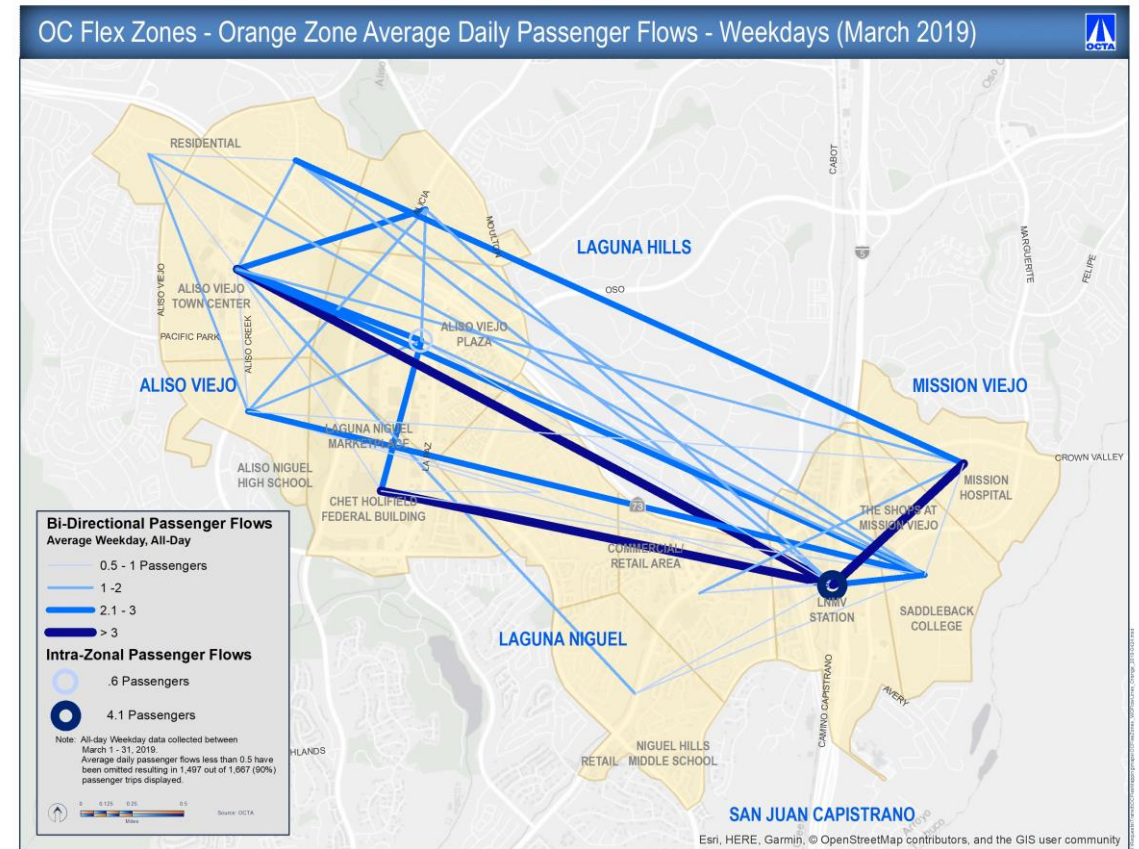
Popular Origins/Destinations

Huntington Beach – Westminster (HB-WM)



Blue Zone

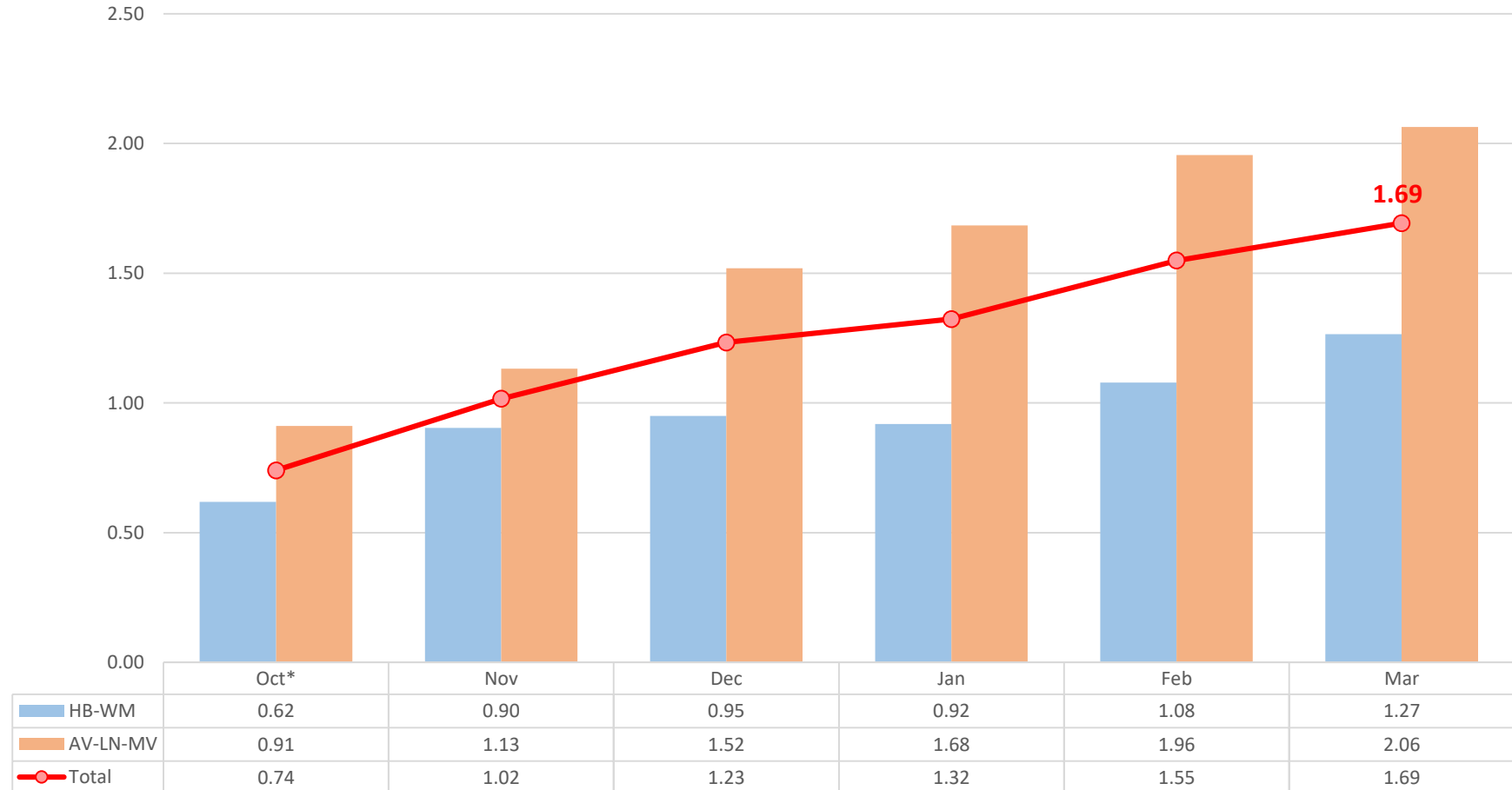
Aliso Viejo-Laguna Niguel-Mission Viejo (AV-LN-MV)



Orange Zone

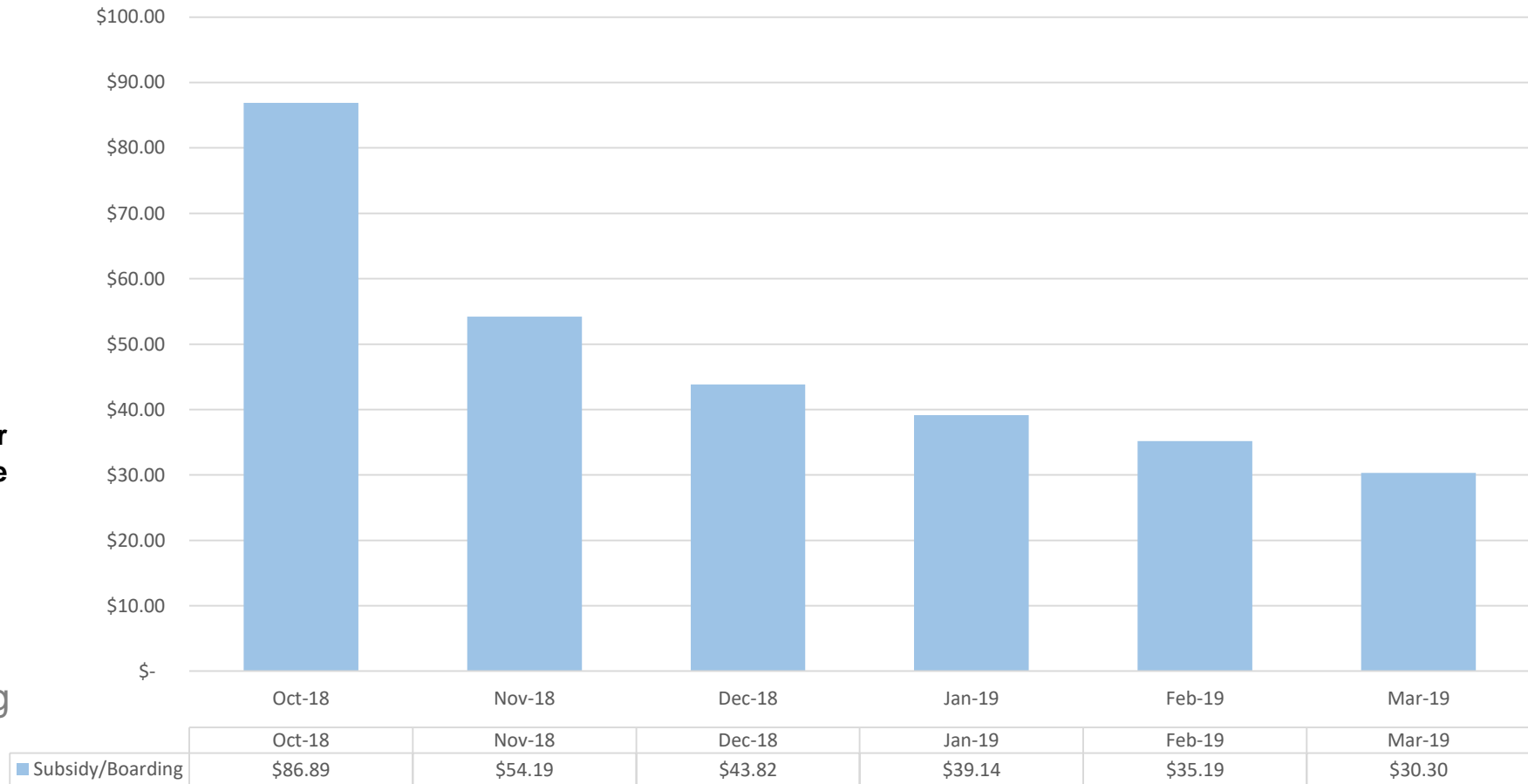
Productivity

- B/RVH: **1.69**
- Slow but steady increase
 - Below target of 6.0 b/rvh
 - Weekday Avg: 1.9+ b/rvh (March)
 - 1.1 on Saturdays; 0.9 on Sundays
- Modal Reference
 - OC Bus: 23.5 b/rvh
 - OC ACCESS: 1.81 b/rvh
- Zone trends
 - Similar to ridership trend
- Peer watch
 - Actual b/rvh: from 3.0 - 4.5



Cost Effectiveness

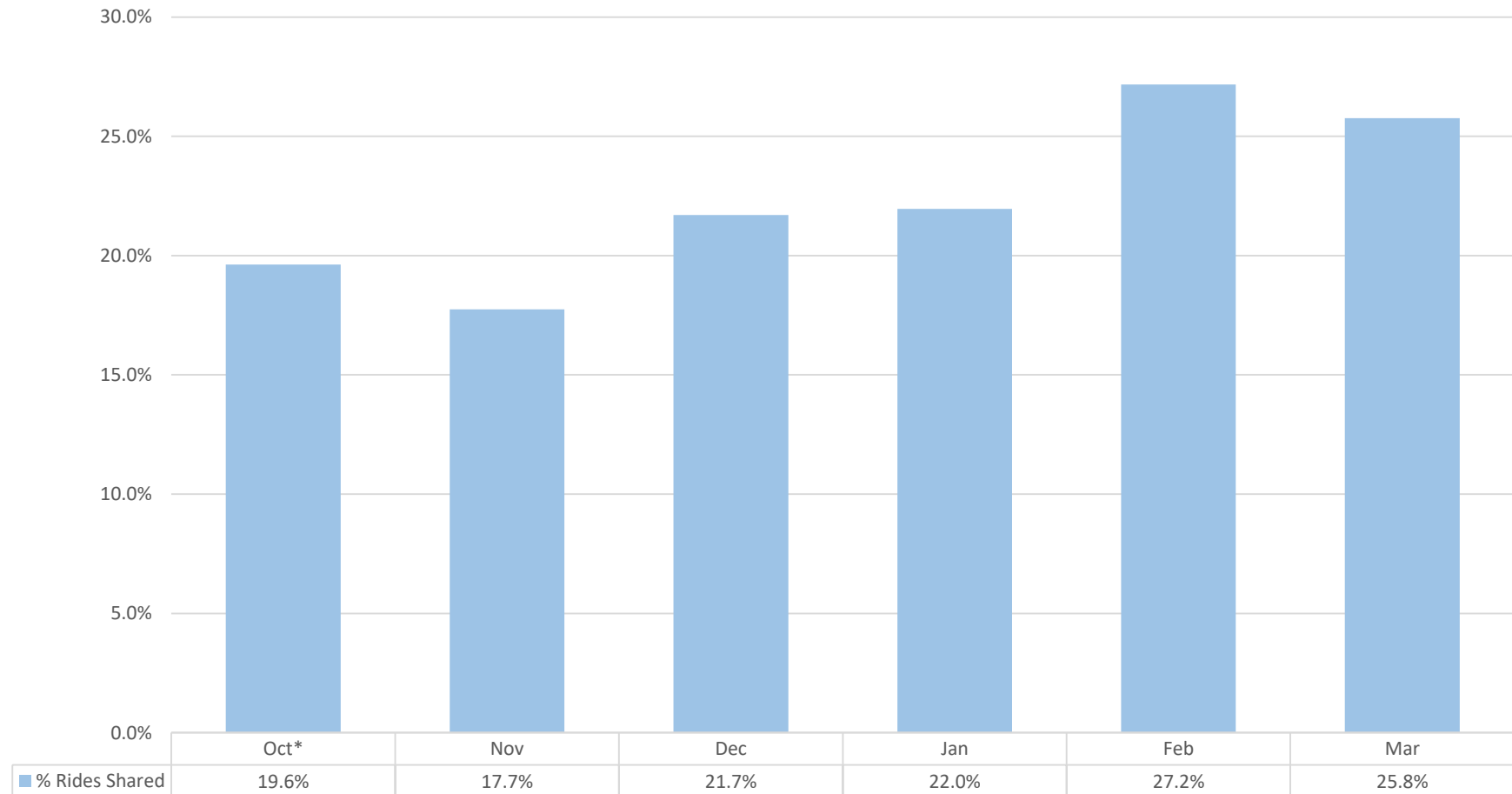
- Subsidy/Boarding: **\$41.12**
- Decreasing trend: *good*
 - \$9.00/boarding goal
 - 44% drop between November and March
 - Inversely related to productivity
 - As productivity improves, subsidy per boarding should continue to decrease
- Modal Reference (Fiscal Year 2018-19)
 - OC Bus*: \$5.39 - \$9.56/boarding
 - OC ACCESS: \$35.25 /boarding



* OC Bus – Community Circulators

Trip Sharing

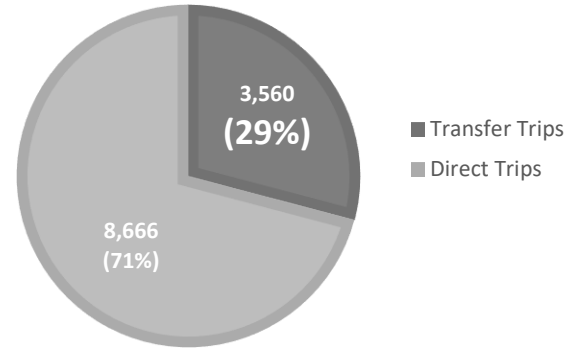
- Shared Rides: **23.2%**
- Favorable trend:
 - Just below the target of 25%
 - Exceeded target in February and March 2019
 - Increase likely due to changes in software parameters
 - Additional modifications under consideration to increase trip sharing



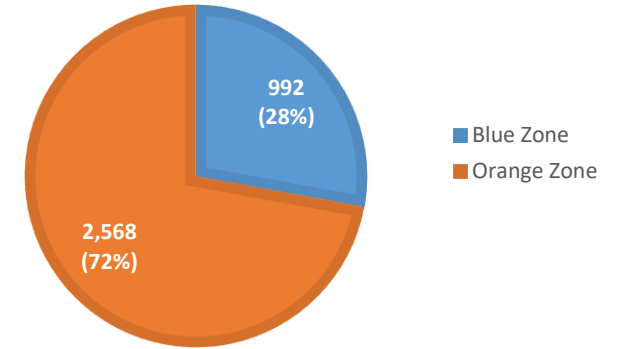
Connecting to Transit

- Transfer Trips: **29%**
- Favorable trend:
 - Above 25% target for transfers
 - High transfer rate in the Orange Zone is due to high volume of trips to and from the LN-MV Metrolink Station
 - First/last mile connections to points east and west of station

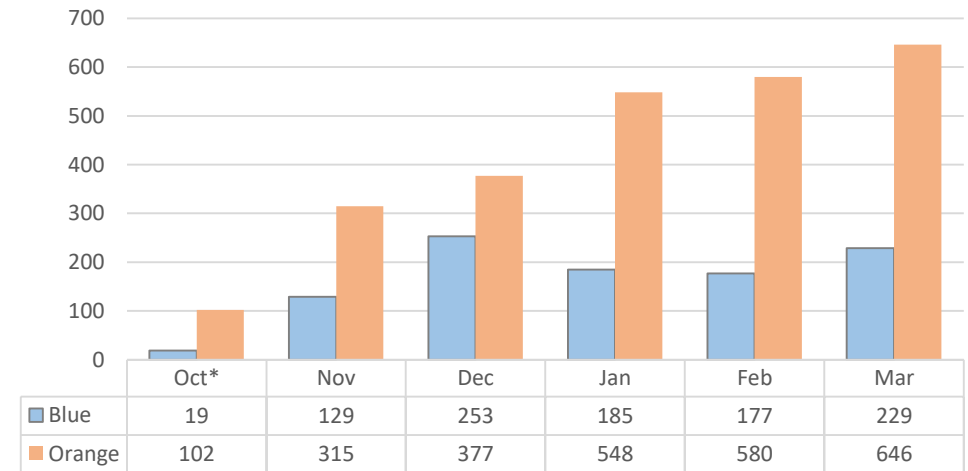
TRANSFER TRIPS TO/FROM OC FLEX



OC FLEX TRANSFER TRIPS BY ZONE

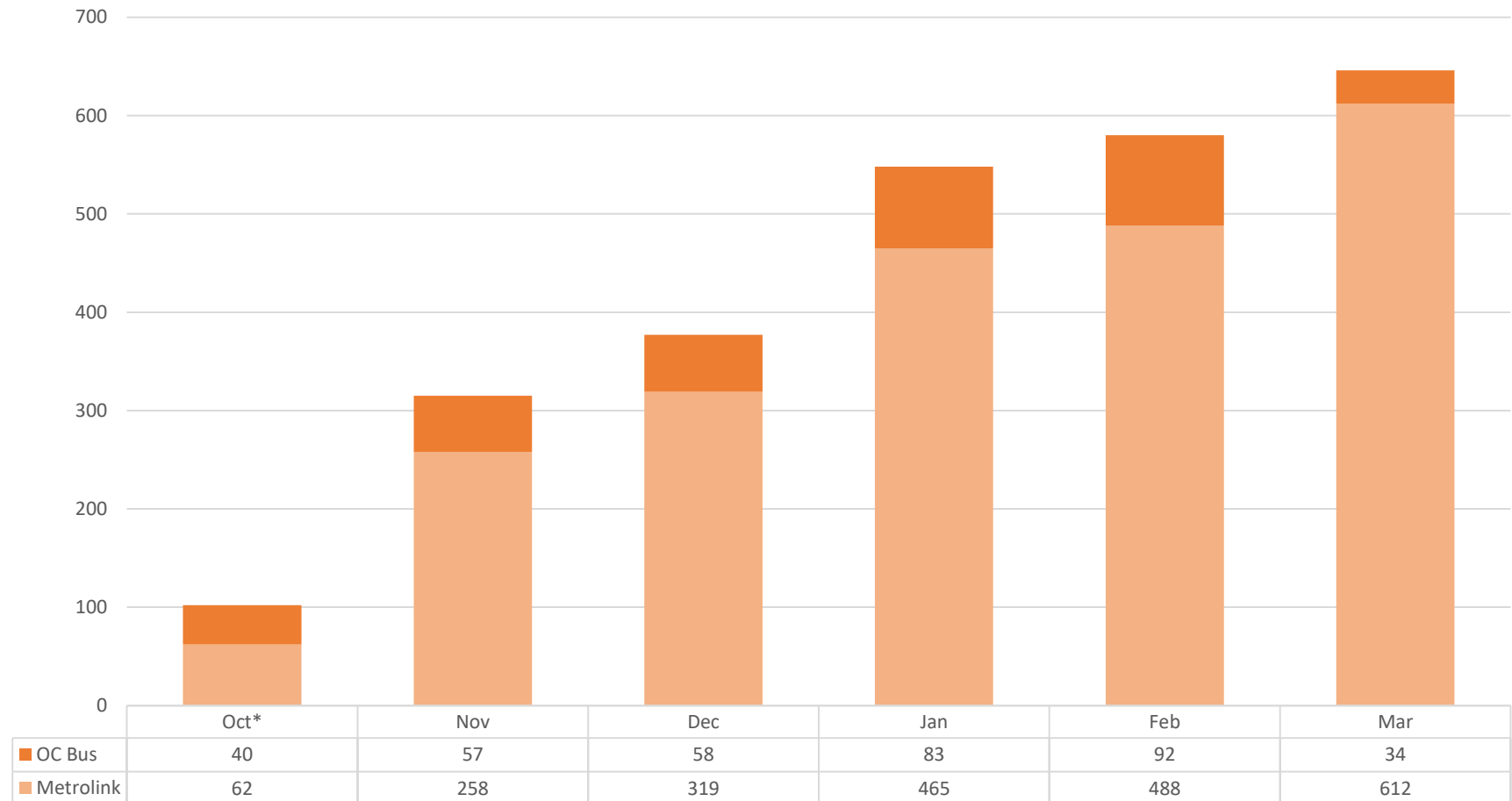


Monthly OC FLEX Transfers to/from Transit Hubs



Transfers in the Orange Zone

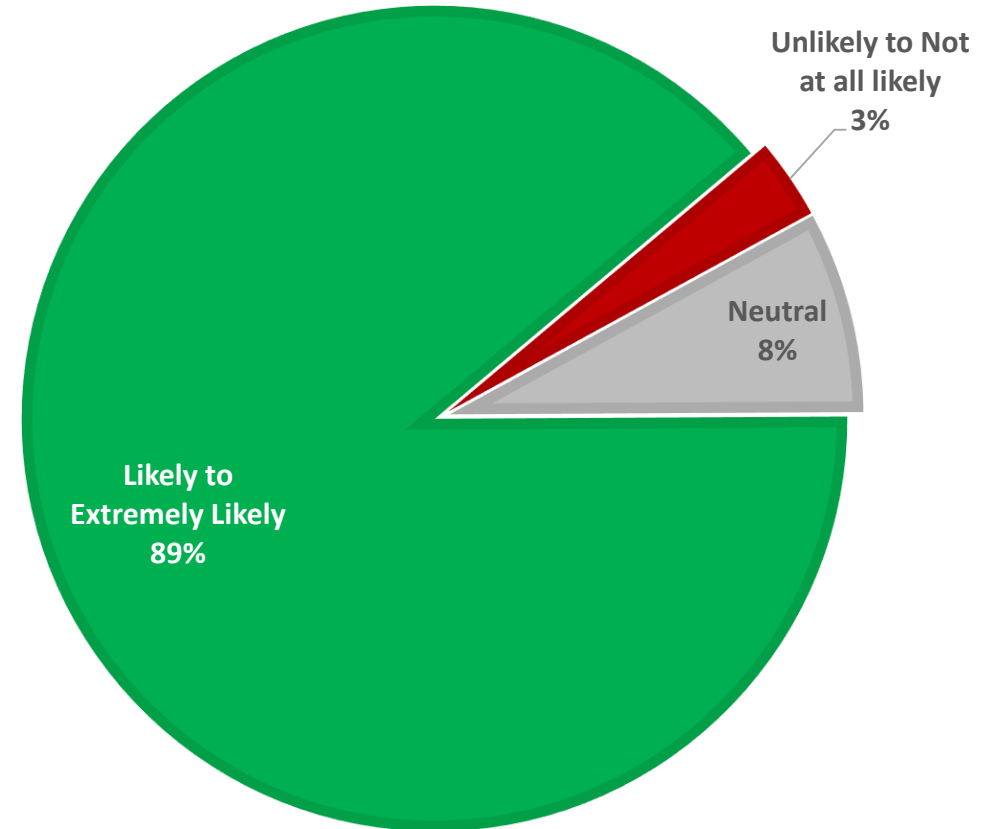
- Orange Zone: 72% of all OC Flex transfers
- Transfers to/from Metrolink rail station increased in each successive month
- March transfers to/from Metrolink rail station totaled 612:
 - 70% of all OC Flex transfers
 - 95% of transfers in the Orange Zone.



Customer Satisfaction

- Customer Satisfaction: **89%**
- Favorable Experience:
 - Above 85% target
- Informal qualitative customer survey
 - Open for three weeks in January through February 2019
 - Emailed to all active OC Flex riders
 - 32% response rate (133 out of 422)

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND
THIS SERVICE TO A FRIEND OR COLLEAGUE?



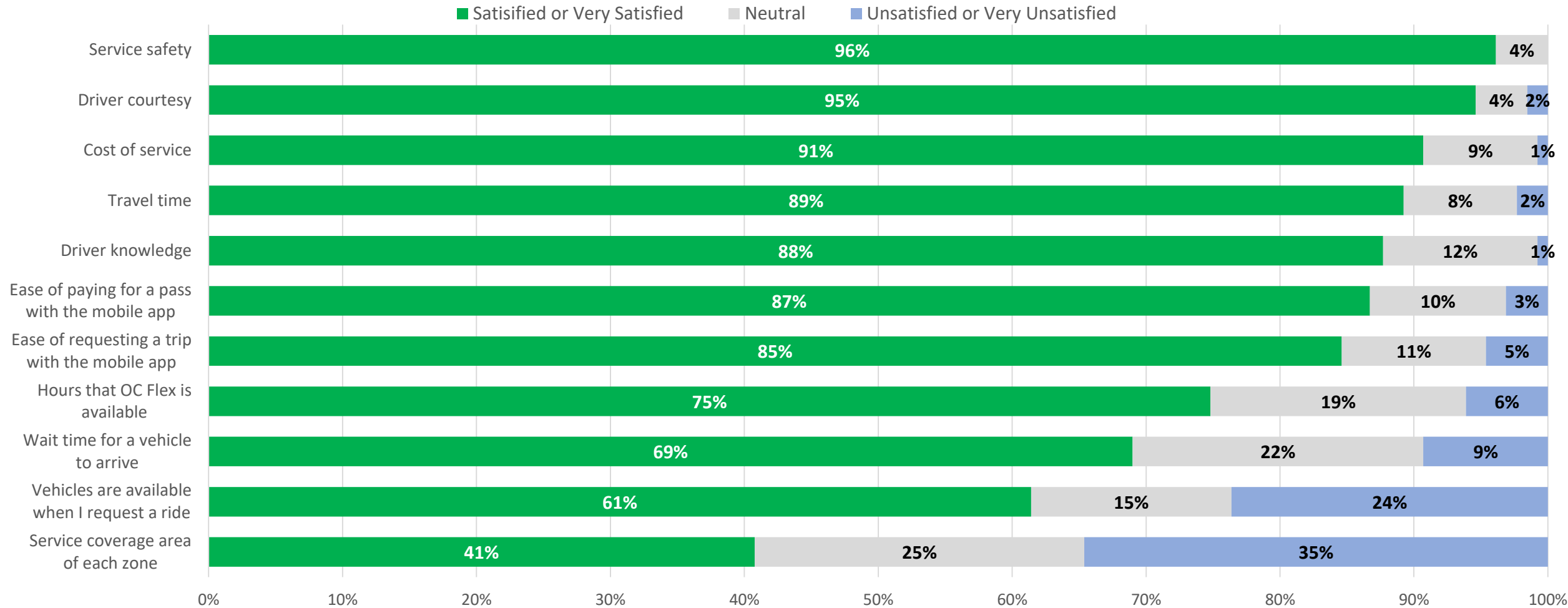
Performance Summary

Board Adopted Goals / Measures		Performance*	Goal Met?
Productivity <i>Boardings per Revenue Vehicle Hour</i>	6	1.7	X
Cost Effectiveness <i>Subsidy per Boarding</i>	\$9.00	\$41.12	X
Shared Rides <i>% of Bookings sharing a vehicle, including groups</i>	25%	23.2%	—
Connecting Transit Trips <i>% of transfer trips</i>	25%	29%	✓
Customer Satisfaction <i>% “likely”/”very likely” to recommend service</i>	85%	89%	✓

* Performance as of March 31, 2019

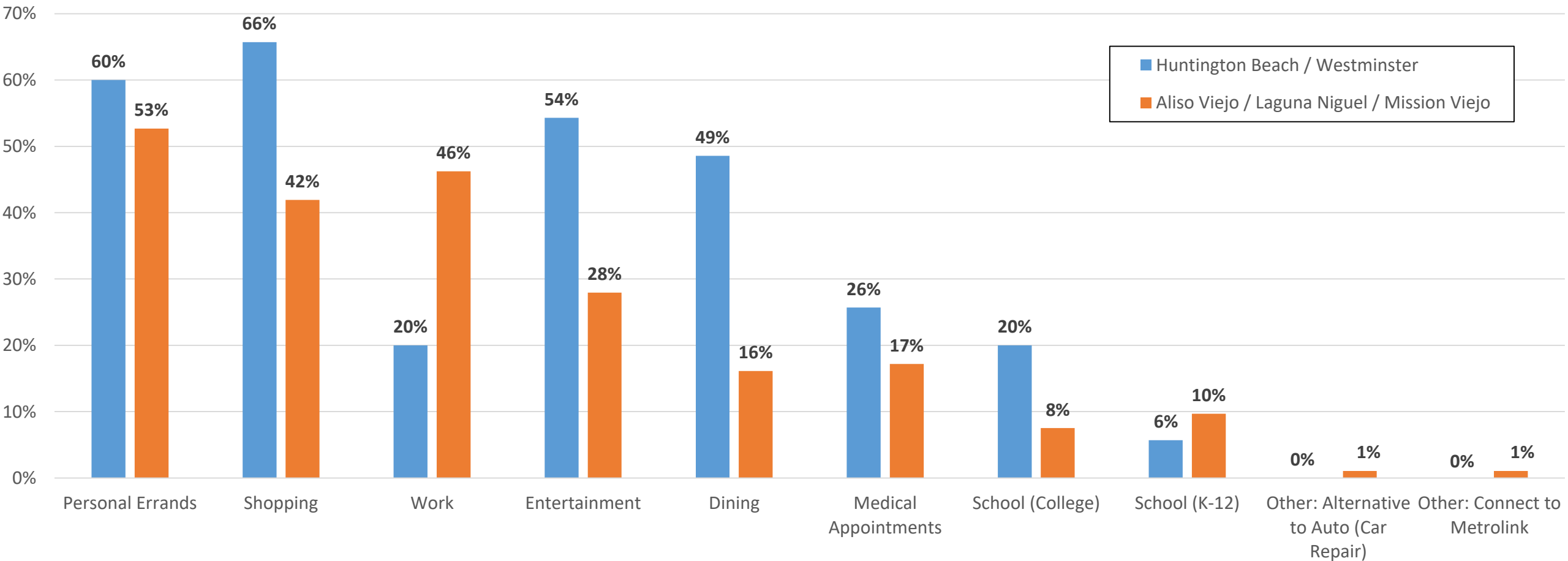
Customer Feedback

BASED ON YOUR OVERALL EXPERIENCE WITH OC FLEX, HOW WOULD YOU RATE YOUR SATISFACTION WITH EACH OF THE FOLLOWING ITEMS?



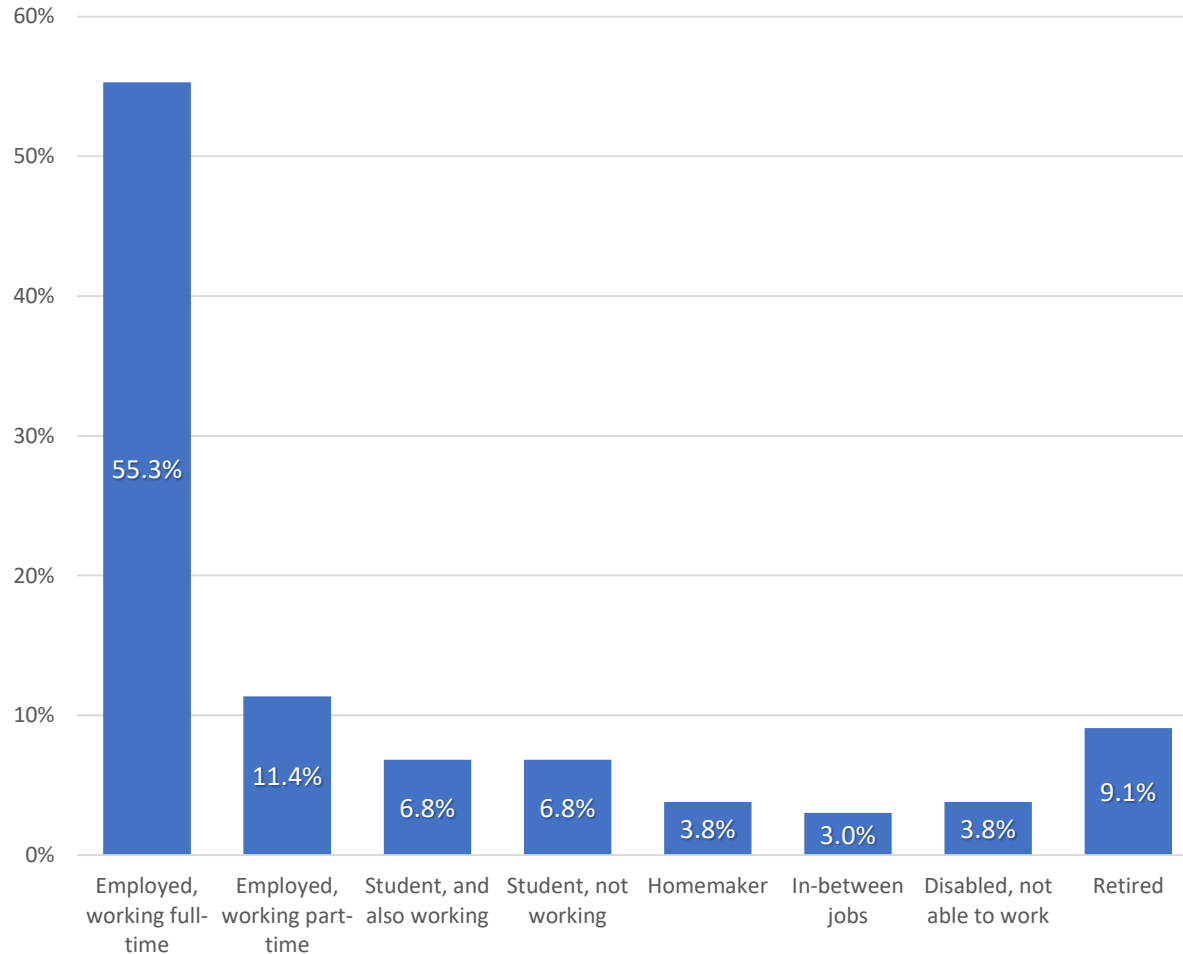
Trip Purpose

WHY DO YOU TAKE OC FLEX?

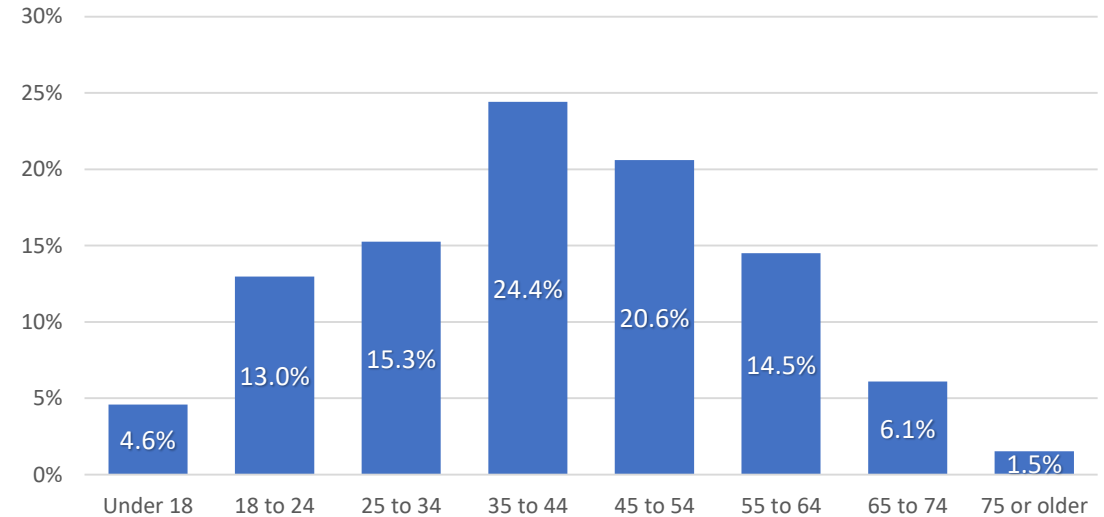


Customer Demographics

Employment Status



Age



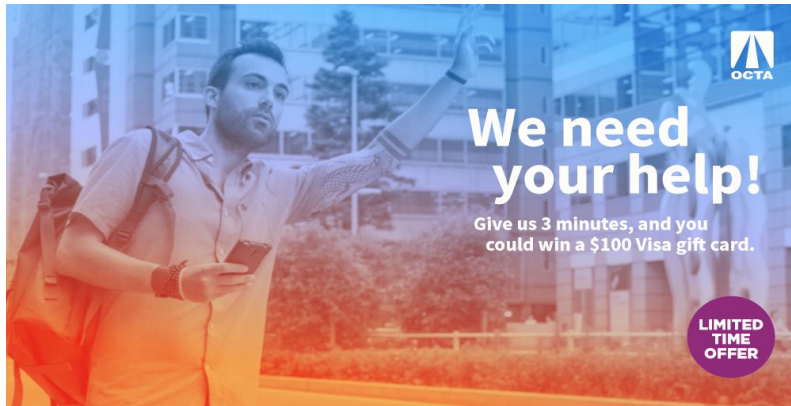
Gender

57 percent female overall

- 62 percent in Huntington Beach zone
- 55 percent in Aliso Viejo zone

Marketing Activities

Research



Launch



Promotion



Weekend Fare Promotion

162,112

Individuals reached

2,661

Clicks, likes and reactions, post shares, and comments



Sounds better than Uber!



My daughter just tried for the first time today and said it was easy and cool to use! Great way to get to and from the mall for a teenager!!



Lifesaver!!!!!! My son has been using this week to get to school in the rain. Thank you.

WEEKENDS ONLY
FEB 2 - APRIL 28, 2019

50% OFF GROUP RIDES!

PROMO PRICING

- 2 Riders \$4^{50*}/day
- 3 Riders \$6^{75*}/day
- 4 Riders \$9^{00*}/day

* With Mobile App

OCflex.com

Clean Transportation Funding from the AGFC

OC FLEX | OCTA

OC Flex Sponsored

Give your car a break this weekend. Take OC Flex for friends night. We're your on-demand, curb-to-curb service. Simply book with the OC Flex app and save 50% on weekend group rides.

50% OFF WEEKEND RIDES

- 2 RIDERS \$450
- 3 RIDERS \$675
- 4 RIDERS \$900

OCFLEX.COM

Weekend Promo. Unlimited Trips all day!

Ride OC Flex as a group and save

Like Comment Share

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B2B and Partnerships

WHEN YOUR GUESTS NEED A RIDE, COUNT ON OC FLEX.

On demand. Unlimited local rides.
\$4.50 per day with the OC Flex Mobile App.

SERVING PARTS OF
ALISO VIEJO
LAGUNA NIGUEL
MISSION VIEJO

OCFLEX | OCTA

GO MOBILE AND SAVE
Day Pass is only \$4.50 with mobile app!

OCflex.com



OC Flex
Sponsored · 🌐

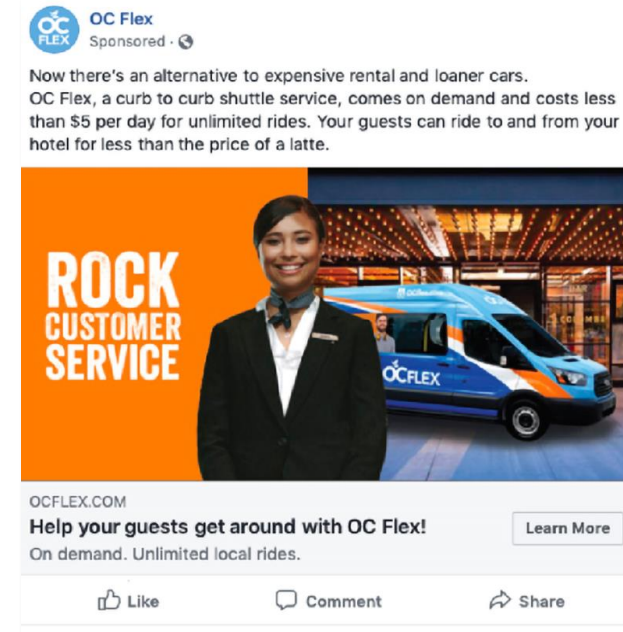
Now there's an alternative to expensive rental and loaner cars. OC Flex, a curb to curb shuttle service, comes on demand and costs less than \$5 per day for unlimited rides. Your guests can ride to and from your hotel for less than the price of a latte.

ROCK CUSTOMER SERVICE

OCFLEX.COM
Help your guests get around with OC Flex!
On demand. Unlimited local rides.

[Learn More](#)

👍 Like 💬 Comment ➦ Share



Adam's Electronics

15% off

[VIEW DETAILS](#)



Amazing Lash Studio

70% off

[VIEW DETAILS](#)



Bagels Tea

5% off purchase

[VIEW DETAILS](#)



Ding Tea

15% off purchase

[VIEW DETAILS](#)



Euro Caffe

20% off purchase

[VIEW DETAILS](#)



John's Incredible Pizza

Free \$5 Fun card

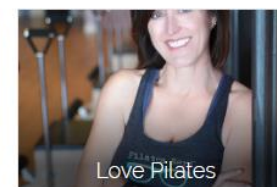
[VIEW DETAILS](#)



John's Philly Grille

Get a free drink with your purchase

[VIEW DETAILS](#)



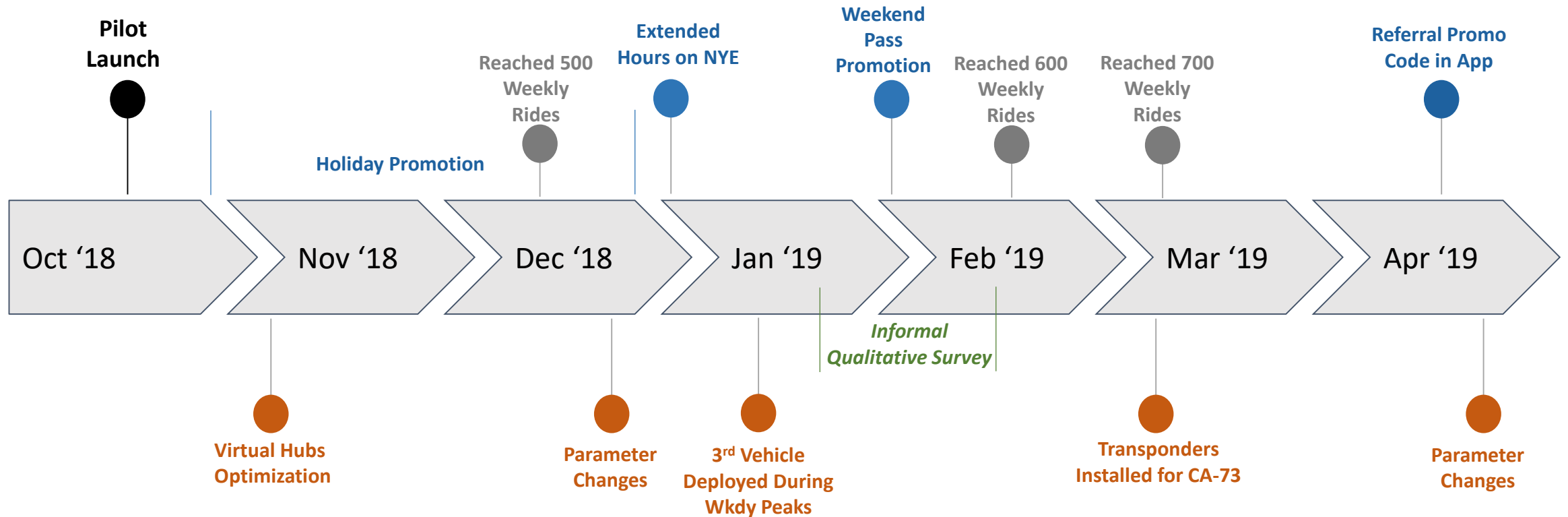
Love Pilates

10% off lessons

[VIEW DETAILS](#)

Keeping it Flex-ible...

- Adjustments/Actions taken to date to meet the customer need:



Next Steps

- Continue promotions to encourage ridership
 - Weekend 50% Off Group Rides
 - Referral program
 - Weekday Off-Peak Fare Promotion
- Continue to track performance
 - Five Performance Targets
- Refine service as needed to maintain/improve customer satisfaction
 - Software Parameters
 - Promotions
- Complete pilot evaluation
 - Service to continue beyond October 2019
 - Staff to evaluate data and develop Final Report and Recommendations in Early 2020