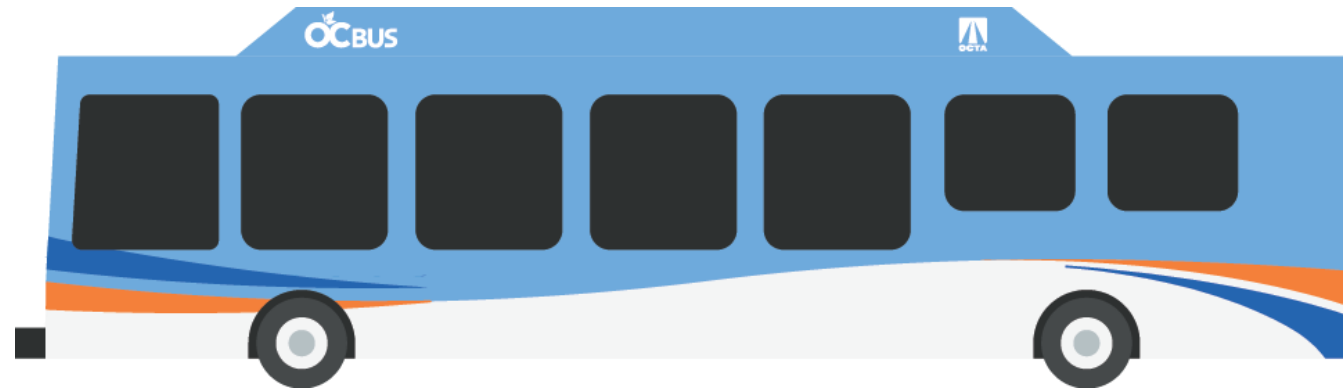


# October 2019 and February 2020 Bus Service Plan Recommendations



# OC Bus 360°

- Action plan endorsed by the Board in 2015 to address ridership decline
- Redeployment of bus service
- Comprehensive review of current and former rider perceptions
- Peer review of OCTA's performance and plans
- New branding and marketing tactics tied to rider needs
- Upgraded bus routes and services to better match demand and capacity
- Technology changes to improve the passenger experience



Board – Board of Directors

OCTA – Orange County Transportation Authority

# Service Design Framework

- Reallocation of 40,000 annual revenue hours to improve ridership and productivity (2.5% of service)
- Implement OC Streetcar bus rail interface routing changes
- Stay within existing resources for service hours and buses
- Major changes require public hearing
- Must meet Title VI and Environmental Justice Analysis requirements

# Outreach

- 50,000 brochures in multiple languages
- Newspaper and on-bus ads
- Local jurisdiction communications
- Three community meetings
- Digital and e-communications
- Press releases / advertisements
- Citizen committees
- Customer roundtable

| Methods Received    | Number of Individuals |
|---------------------|-----------------------|
| Online Surveys      | 129                   |
| Mailed Surveys      | 27                    |
| Customer Roundtable | 22                    |
| Community Meetings  | 18                    |
| Phone Calls/Emails  | 9                     |
| Public Hearing      | 6                     |
| Advisory Committees | 5                     |
| Total               | 216                   |

# What We Heard

- Most customers supported OCTA's approach to reallocate resources
- Most customers supported proposed changes with improvements on routes 55, 56, 59, 60, 72
- A number of customers disagreed with the proposed route eliminations and reductions

| Proposed October 2019 Changes          |                                 |                   |
|----------------------------------------|---------------------------------|-------------------|
| Route                                  | Change Description              | Opposing Comments |
| 206: Santa Ana – Lake Forest Express   | Elimination                     | 49                |
| 53/53X: Anaheim – Irvine               | Reallocation / Frequency Change | 45                |
| 213/A: Brea – Irvine Express           | Reallocation / Frequency Change | 40                |
| 89: Mission Viejo – Laguna Beach       | Reallocation / Frequency Change | 48                |
| 211: Huntington Beach – Irvine Express | Elimination                     | 36                |
| 83: Anaheim – Laguna Hills             | Reallocation / Frequency Change | 31                |
| Proposed February 2020 Changes         |                                 |                   |
| 86: Costa Mesa – Mission Viejo         | Reduction                       | 58                |
| 129: La Habra – Anaheim                | Elimination                     | 39                |
| 24: Buena Park – Orange                | Reduction                       | 34                |
| 153: Brea – Anaheim                    | Reallocation / Frequency Change | 28                |

# Changes to Draft Recommendations

## **Route 53/X (Anaheim – Irvine)**

- Withdraw recommendation

## **Route 60 (Long Beach – Tustin)**

- Withdraw recommendation

## **Route 79 (Tustin – Newport Beach)**

- Add one trip to UCI only

## **Route 83 (Anaheim – Laguna Hills)**

- Withdraw routing changes in Anaheim

## **Route 86 (Costa Mesa – Mission Viejo)**

- Withdraw recommendation

## **Route 129 (La Habra – Anaheim)**

- Withdraw recommendation

## **Route 143 (La Habra – Brea)**

- Improve weekday frequency only

## **Route 153 (Brea – Anaheim)**

- Withdraw recommendation

## **Route 206 (Santa Ana – Lake Forest Express)**

- Eliminate one morning and one afternoon trip only

## **Route 213 (Brea – Irvine Express)**

- Revise routing based on public feedback

## **Route 560 (Long Beach – Santa Ana)**

- Withdraw recommendation

# Final October 2019 Service Changes

- Extend Route 26 to Yorba Linda Boulevard and Imperial Highway (all days) and reduce peak frequency (weekdays)
- Extend weekday Route 59 midday trips to The District (weekdays)
- Add one morning trip on Route 79 to address passenger loading to UCI (weekdays)
- Eliminate two low ridership trips on Route 206 (weekdays)
- Eliminate Route 211 because of low ridership (weekdays)
- Reduce two low ridership trips and revise routing on Route 213 (weekdays)
- Eliminate Stationlink Route 462 in Downtown Santa Ana for OC Streetcar
- Revise routing on routes 55 and 83 in Santa Ana Civic Center for OC Streetcar construction (all days)
- Improve frequency on Route 83 (all days)
- Implement new Downtown Santa Ana Shuttle during OC Streetcar construction (all days)

# Final February 2020 Service Changes

- Eliminate routes 21 and 24 and replace with new Route 123 covering most of the discontinued routes with service from the Goldenwest Transportation Center to Anaheim Canyon Metrolink Station via the Buena Park Metrolink Station (weekdays)
- Extend all peak trips on Route 54 to Chapman Avenue and Valley View Street (weekdays)
- Improve frequencies on routes 56 and 72 (weekends)
- Improve frequency on Route 143 (weekdays)

# Resource Impacts

- **Draft Plan**
  - Reduce 4,275 annual revenue hours
  - Reduce eight weekday peak buses
- **Proposed Final Plan**
  - Increase 4,800 annual revenue hours
    - 8,100 annual hours are for Downtown Santa Ana Shuttle (Route 862), which will end with OC Streetcar opening
  - Reduce three weekday peak buses
  - Increase 107,000 annual boardings
- **Reallocates 30,000 annual revenue hours (approximately 1.9 percent of service)**

# Next Steps

- **July 2019**
  - Transit Committee and Board approval
- **September 2019**
  - Begin October 2019 service change public notification
- **October 2019**
  - Implement service change (10/13/19)
- **January 2020**
  - Begin February 2019 service change public notification
- **February 2020**
  - Implement service change (02/09/20)