



Microtransit Pilot Project: 12-Month Update

- Total Boardings:

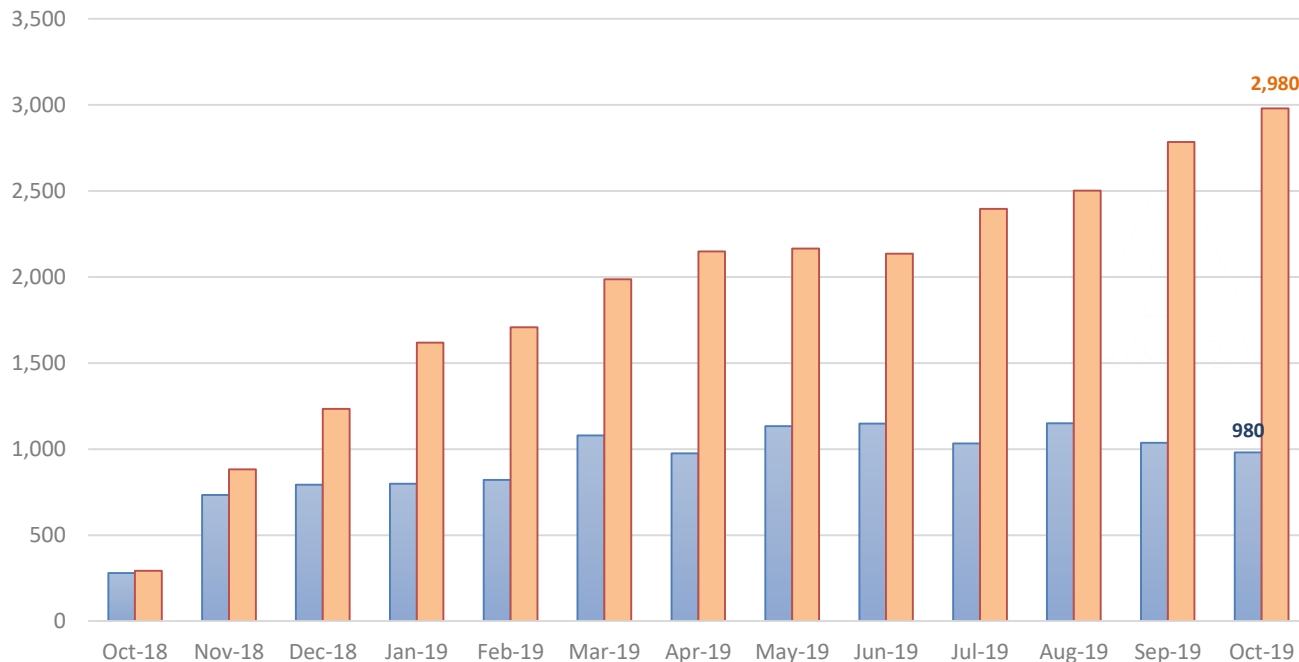
36,789

- Weekly*: ~850
- Daily Highest: 178

- Zone trends

- **Blue:** Static
- **Orange:** Positive trend, increasing month over month

OC FLEX Boardings by Month - To Date

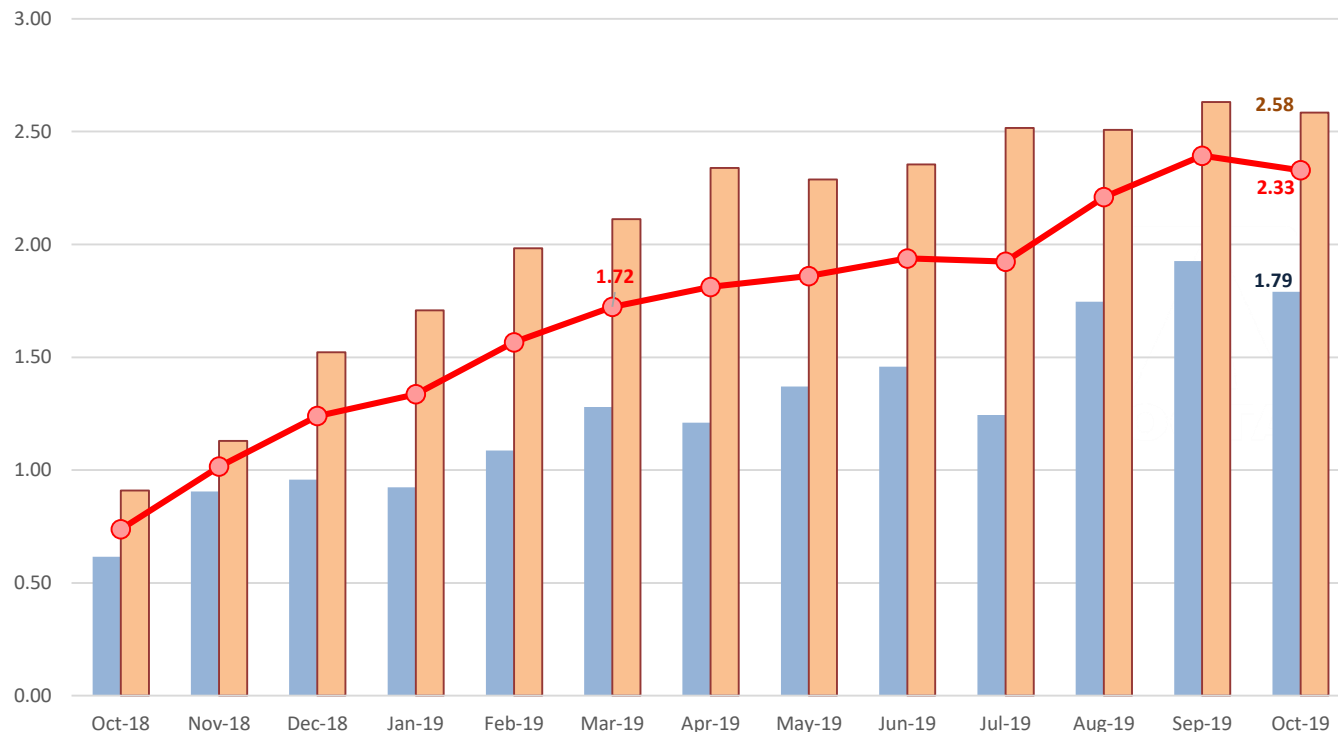


- Provide public transit mobility in lower-demand areas
 - *As measured by boardings per revenue vehicle hour (B/RVH): 6 B/RVH*
- Reduce total operating and capital costs
 - *As measured by subsidy per boarding: \$9.00 per boarding*
- Reduce Vehicle Miles Travelled (VMT)
 - *As measured by percent of 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% transfer trips*
- Meet customer needs
 - *As measured by customer satisfaction: 85% of riders “likely”/“very likely” to recommend OC Flex*

PRODUCTIVITY (B/RVH)



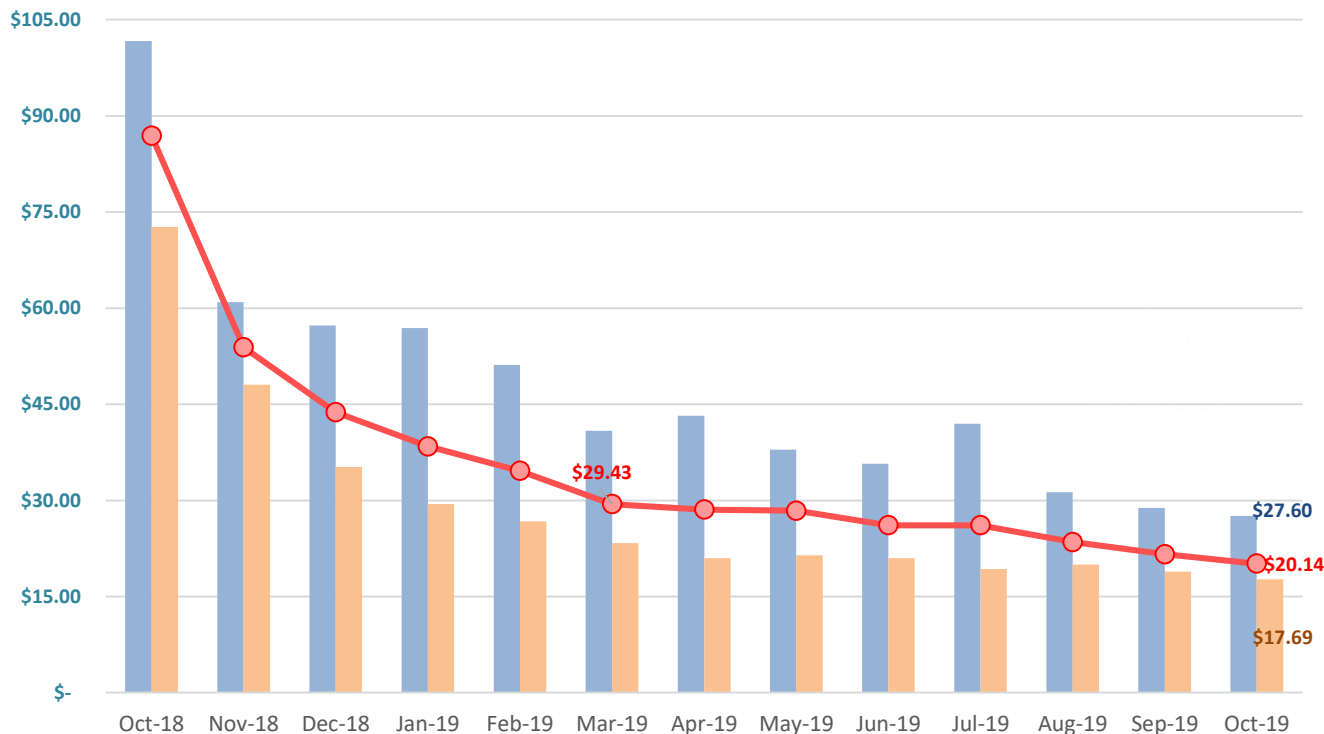
- Target: 6 B/RVH
- System: 2.3 B/RVH
 - Blue: 1.79 B/RVH
 - Orange: 2.58 B/RVH
- Trend: Positive



SUBSIDY PER BOARDING



- Target: \$9/Boarding
- System: **\$20.14**
 - Blue: \$27.60 B/RVH
 - Orange: \$17.69 B/RVH
- Trend: Positive



SUBSIDY PER BOARDING – ALL MODES (Q1 FY2019-20)



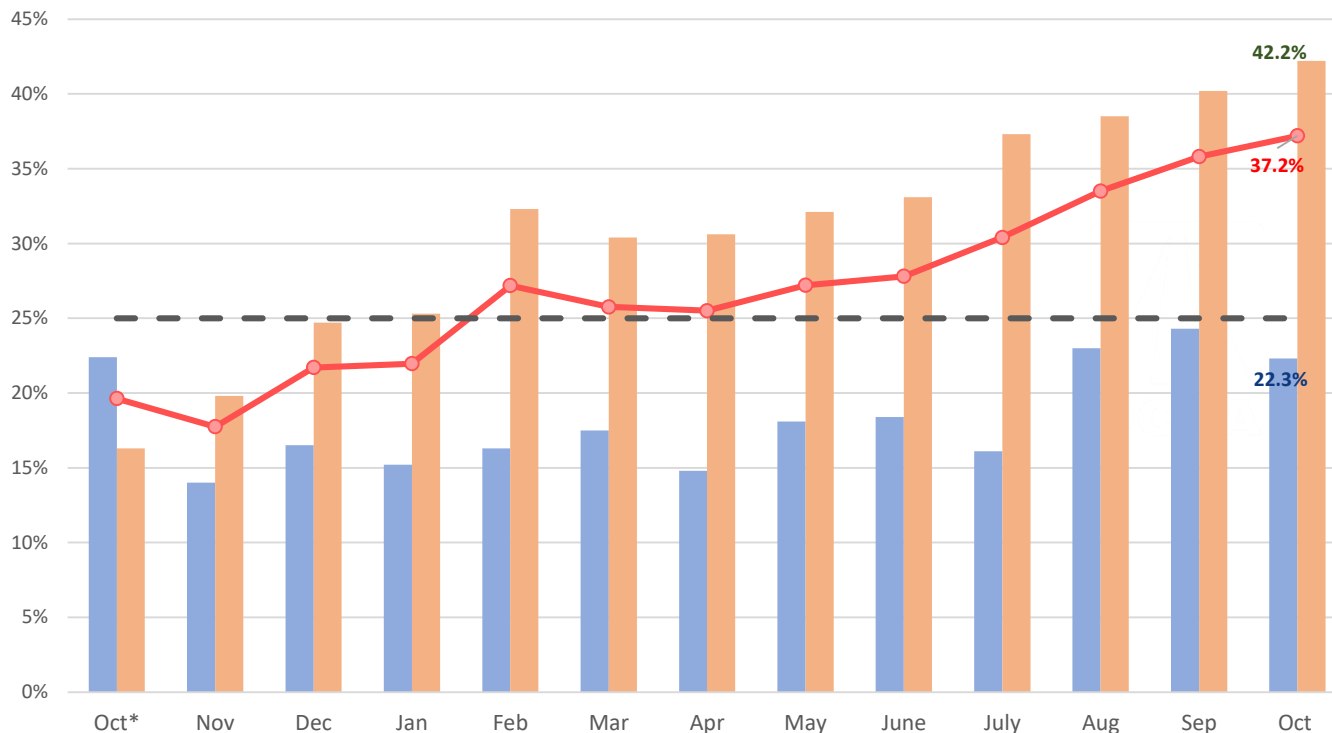
Service	Service Type	Subsidy/Boarding
OC Bus Local	Fixed-Route	\$ 2.60
OC Bus Community	Fixed-Route	\$ 3.74
OC Bus StationLink	Fixed-Route	\$ 5.70
Same Day Taxi	Taxi	\$ 14.30
OC Bus Express	Fixed-Route	\$ 14.41
OC Flex Orange	Microtransit	\$ 19.38
Special Agencies Agreements	ADA Paratransit	\$ 21.75
OC Flex Blue	Microtransit	\$ 33.95
OC ACCESS	ADA Paratransit	\$ 38.18
OC ACCESS (Supplemental Taxi)	ADA Paratransit	\$ 39.93

ADA – Americans with Disabilities Act

SHARED RIDES



- Target: 25%
- System: **37.2%**
 - Blue: 22.3%
 - Orange: 42.2%
- Trends:
 - Blue: Below target
 - Orange: Exceeded target every month since January
 - High volume of trips to/from Metrolink station

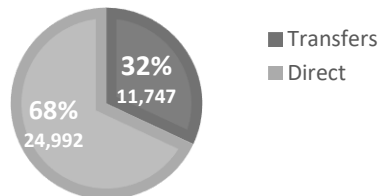


CONNECTED TRIPS

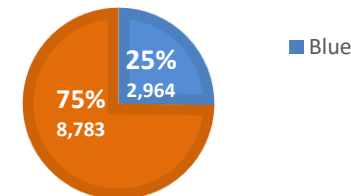


- Target: 25%
- System: **32%**
- Favorable trend:
 - Above 25% target for transfers
 - High transfer rate in the Orange Zone is due to high volume of trips to and from the Laguna Niguel-Mission Viejo Metrolink Station
 - First/Last mile connections to points east and west of station

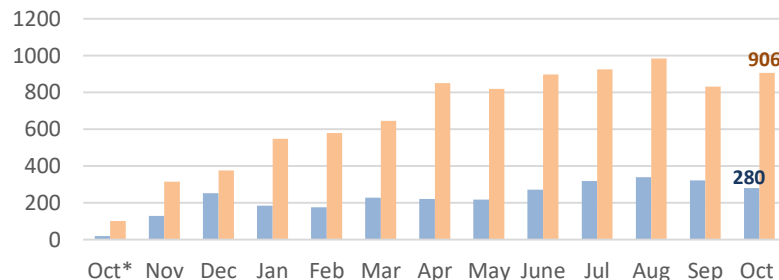
TRANSFER TRIPS TO/FROM OC FLEX



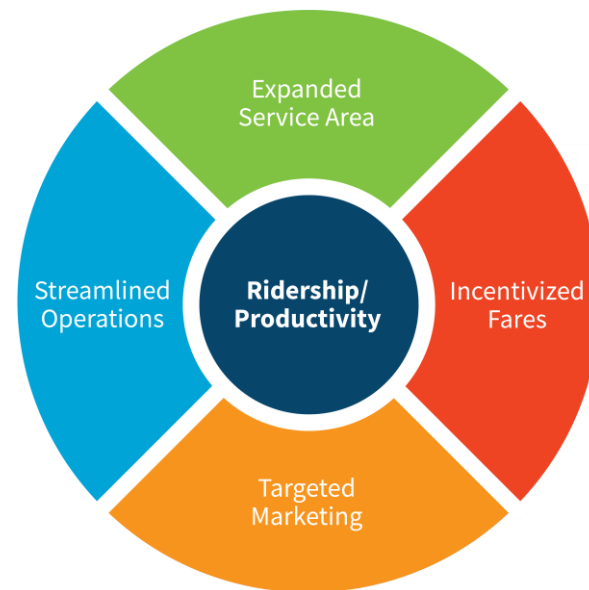
TRANSFER TRIPS TO/FROM OC FLEX



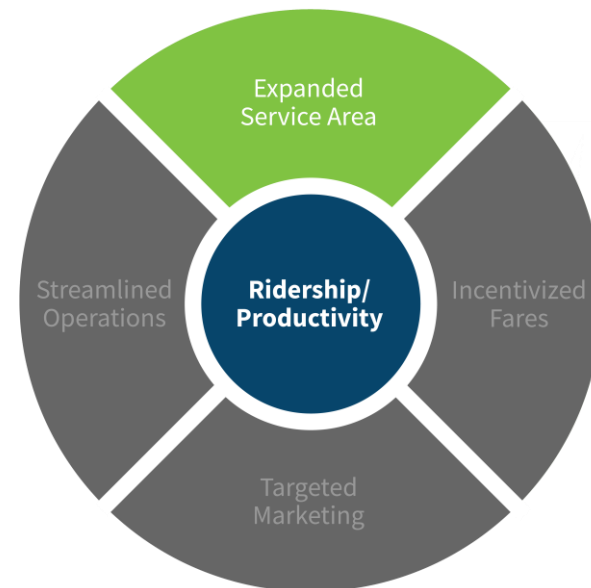
Monthly OC FLEX Transfers to/from Transit Hubs



- Extend Pilot through October 2020
 - Maintain service continuity
 - Test strategies considered to improve performance
 - Allow time for the procurement of a new service contract beyond October 2020 as approved.
- Strategies for Improvement
 - Zone Changes
 - Operational Improvements
 - Fare/Pass Considerations
 - Promotions

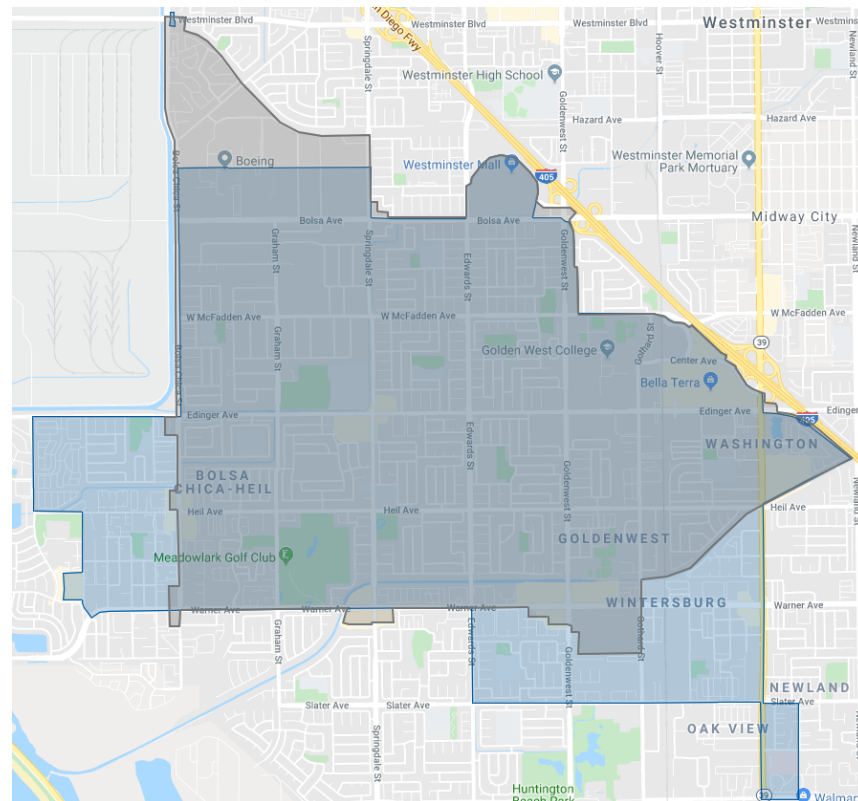


- GIS Zone Travel Analysis
 - Trip Activity
 - Home-Work Trips
- Added Adjacent High Demand Areas
- Removed Some Lower Demand Areas
- Anticipate Increase in Demand and Wait Time

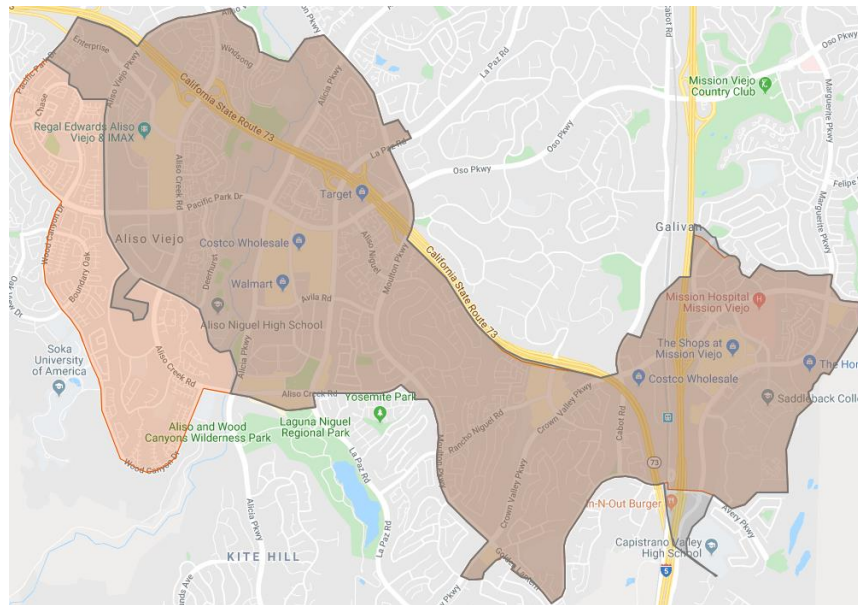


HUNTINGTON BEACH / WESTMINSTER ZONE

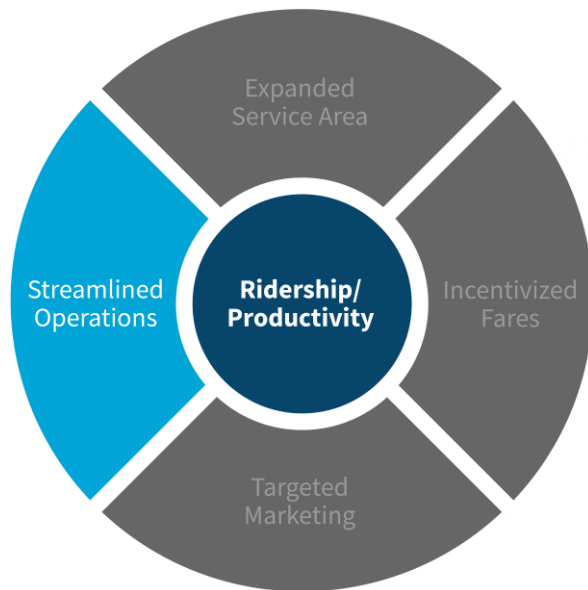
- Zone Size
 - Increased from 6.45 to 7.51 square miles (+16.4%)
- New Areas
 - High-density trip area west of zone
 - High-density trip area south to Slater Avenue
 - Huntington Beach Hospital area
- Reduced Areas
 - Area north of Boeing
 - New “Island” for connection to Route 60/560
 - Minor changes at edges



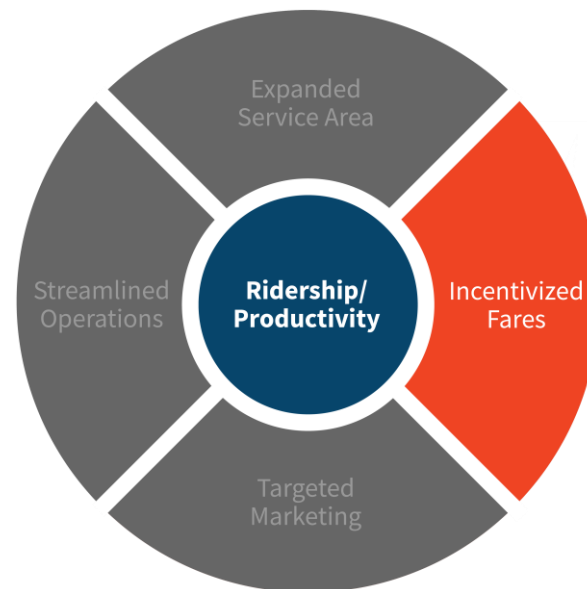
- Zone Size
 - Increased from 6.16 to 7.22 square miles (+17.2%)
- New Areas
 - High-density trip area west of zone
 - Adjacent to SOKA Campus
- Reduced Areas
 - South of Avery to Capistrano Valley High School



- Goals
 - Improve productivity
 - Maintain quality of service
- Proposed Changes
 - Reduce span of service hours due to low ridership (stop earlier)
 - **Monday thru Friday: 6 AM to 9 PM**
 - **Saturday and Sunday: 9 AM to 9 PM**
 - Increase the number of Virtual Stops to maintain and/or improve service response time
 - Increase revenue vehicle hours in the Blue Zone during anticipated peak hours of service to accommodate zone changes and other efforts



- Goals:
 - Increase ridership
 - Encourage shared rides
- Proposed Changes
 - Introduce “Train Buddies” program
 - **Metrolink riders to use transfer passes so multiple riders can be scheduled together**
 - Expand current weekend BOGO program to all days
 - Allow free transfers for OC Bus 30-day passholders



- Target Audiences and Tactics
 - Zone residents
 - Promote new enhancements
 - Direct mail/digital ads/outreach
 - Gather feedback from non-users (survey link)
 - Business and schools
 - New organizations in the expanded areas
 - Promote new enhancements
 - In-person meetings
 - OC Flex business cards with promo codes



TARGETED MARKETING



- Current OC Bus and Metrolink customers
 - Position OC Flex as part of OC transit family, providing easy connections to/from bus and trains
 - Promote NEW free transfers via regular OC Bus passes
- Potential off-peak users
 - 50% off group ride fare (at all times)
 - Seniors, stay-at-home parents, students
 - Free hands-on group travel training/tours
- Current customers
 - Promote new enhancements
 - Communicate benefits of changes
 - Remind of referral promotion
- Inactive account holders
 - Try us now, FREE!

OC FLEX

Connect free with OC Bus!*

Looking for a car-free way to connect with the bus?

OC Flex on-demand shuttle service is the way to go and it's **FREE** with your regular bus pass!

OC FLEX + **OC BUS**

Combine these two travel alternatives and go more places.

*Limited-time offer Learn more at [OCflex.com](https://ocflex.com)

OC FLEX

Connect free with Metrolink!*

Looking for a car-free way to connect with the Metrolink?

OC Flex on-demand shuttle service is the way to go, and it's **FREE** with your train pass!

OC FLEX + **METROLINK**

Combine these two travel alternatives and go more places.

*Limited-time offer Learn more at [OCflex.com](https://ocflex.com)