



RIDERSHIP

✓ **7.1%**

Decrease in OC Bus Ridership
(Q1 2018 vs Q1 2019)*



✓ **2.95%**

decrease in bus ridership at other
large agencies in Southern California
(Q1 2018 vs. Q1 2019)*

*Calendar year

MOBILE TICKETING

153,668

Mobile app downloads
(June 2016 – June 2019)



10%

of fare revenue
(January 2019 – June 2019)

62,317

users have purchased passes
(June 2016 – June 2019)*

*Excludes OC Fair only users.

COLLEGE PASS PROGRAM

**2.34
Million**

Boardings

14,631

Unique student riders



2 New Colleges

Fullerton and Golden West College
(Fall 2019 Semester)

RIDERSHIP MARKETING CAMPAIGN

57,101

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



31,645

respondents have not ridden bus in past
6 months

11,821

respondents continue to ride the bus

SEASONAL & SPECIAL EVENT SERVICE

^ **4%**

OC Fair Express Ridership
(2018 vs 2019)



Project V

5 Seasonal Trolleys:

Balboa Peninsula (Newport Beach), Dana Point,
Laguna Beach, San Clemente, San Juan Capistrano

2 Special Event Services:

Huntington Beach, La Habra