

June 2021 Bus Service Change

Service Change Approach

- Continue providing essential bus service
- Respond strategically to anticipated demand for bus service (currently at about 50 percent of pre-COVID-19 ridership)
- Incorporate customer feedback
- Adhere to CDC, APTA, State, County, and peer agencies practices and guidelines
- Follow major service change policy



APTA - American Public Transportation Association
CDC - Centers for Disease Control
COVID-19 - Coronavirus

Major Service Change Requirements

- Follows FTA and OCTA policies
- Triggers:
 - Service is adjusted by 25 percent or more
 - Service changes implemented in an emergency that last longer than 12 months
- Requires a public involvement process, public hearing, and equity analysis

Findings indicate no disparate impacts on minority population and no disproportionate burden on low-income population



FTA – Federal Transit Administration
OCTA – Orange County Transportation Authority

Outreach Activities Summary

- Digital Information
- Online and Print Questionnaire
- Bus Advertisements and Collateral
- Telephone Hotlines
- Print Advertisements
- Virtual Community Meetings
- Local Jurisdiction Communication
- Local News Media
- Diversity Community Leaders Group Quarterly Meeting
- Public Hearing at the Board Meeting on April 26, 2021

CHANNEL	COUNT
Online/Print Questionnaires	2,108
Virtual Community Meetings Attendees	169
Customer Relations (Calls, Emails, Social Media)	71
Public Hearing	5
Total	2,353

Board – Board of Directors

What We Heard

Major themes of service improvements requested:

- Increase service frequency
- Add service span
- Restore service/routes suspended due to COVID-19
- Improve service reliability (on-time performance)



Final June 2021 Service Changes

- Expand span of service on nine bus routes
- Ensure schedule reliability (on-time performance) on 20 bus routes
- Improve frequency on seven bus routes
- Continue temporary suspension of eight bus routes
- Implement long-term detours on two bus routes for I-405 construction
- Switch to summer schedule on three bus routes affected by higher traffic in coastal areas



I-405 – Interstate 405

Resources

- Increase 9,100 annual revenue vehicle hours
- Represents 74 percent of pre-pandemic service levels
- Increase three weekday peak buses
- Increase five full-time equivalent coach operators



Next Steps

- Request approval from Transit Committee and Board
- Initiate customer communication efforts prior to the June 13, 2021, service change implementation
- Continue to monitor reopenings, ridership changes, and customer feedback
- Prepare for early implementation of next service change, contingent on ridership demand





OC Bus Customer Comeback Campaign

Background

- OCTA continues to provide essential bus service during the COVID-19 pandemic
- After initial drop of about 75 percent in March 2020, ridership has risen to about 50 percent of pre-pandemic levels
- Health and safety concerns, and change in travel habits are among the reasons for low ridership
- Post-pandemic travel behavior shifts call for more transit efficiency, reliability, and innovation to rebuild ridership
- More than 40 percent of OC Bus riders' annual household income is below the poverty line of \$33,700

The screenshot shows the Intelligent Transport website. The header includes the logo, navigation links (About us, Advertise with us, Contact us), a search bar, and social media icons. The main navigation bar lists categories like HOME, COVID-19 HUB, NEWS, ARTICLES, MAGAZINE, WHITEPAPERS / CASE STUDIES, WEBINARS, VIDEOS, and CONTENT. A secondary bar lists specific topics: MAAS & SERVICE INTEGRATION, SMART CITIES & CONNECTIVITY, THE PASSENGER, SAFETY & SECURITY, and WORKFORCE. The article 'Looking ahead to public transport post-pandemic' is featured, written by Mohamed Mezghani, Secretary General at UITP, dated 4 June 2020. It has 1 comment and 66 shares. The article text discusses the challenges of the COVID-19 pandemic for public transport and the need for innovation to rebuild ridership. A related image shows a hand holding a white cloth to wipe a metal pole. The article also includes a list of related topics and organizations.

Intelligent Transport

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ARTICLE

Looking ahead to public transport post-pandemic

Within our first live COVID-19 briefing, Mohamed Mezghani, Secretary General at UITP, delivered the latest information on a number of areas for public transport and mobility professionals. Here, he answers some of the audience's most pressing questions.

By Mohamed Mezghani - UITP

4 June 2020

1 comment

SHARES

66

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RELATED TOPICS

- 5G & Transport
- Communications, Air Quality, COVID-19, Infrastructure & Urban Planning, Intelligent Transport Systems (ITS), Public Transport, Sustainable Urban Transport, Transport Governance & Policy, Vehicle & Passenger Safety

RELATED ORGANISATIONS

- International Association for Public Transport (UITP)
- World Health Organization (WHO)

Will public transport ever be the same? How should transport operators manage this process back to 'business as usual'?

Public transport will not be the same, it will be better. Despite the challenges, this crisis is coming with many opportunities. New practices in terms of cleaning and disinfection are here to stay. This will make public transport more attractive and safer to travel in.

In order to limit and manage crowds, the supply will be strengthened, and the service frequency augmented, offering a better and more regular service. Digitalisation will be deployed at faster pace, including apps to assist travellers plan their journeys, contactless ticketing, intelligent maintenance and operations, AI applications, etc. There are many opportunities to make public transport more

Strategies

- **Develop a phased Campaign**
 - Implement based on ridership demand and service adjustments in the months ahead
- **Highlight Customer-Oriented Service Features**
 - Communicate improvements to service and extensive health and safety enhancements
 - Promote real-time information and contactless mobile payment
- **Add Incentives to Encourage Ridership**
 - Optimize LCTOP grant to provide Welcome-Back incentives: 30-day and five-day pass packs
 - Provide grant-funded free fare to youth 13 and under
- **Grassroots Outreach**
 - Deploy a Mobility Response Team to assist schools, employers, and organizations
 - Employ Multilingual Travel Training Program
 - Seek partnership opportunities with community-based organizations
- **Retention**
 - Continue and expand the College Pass Program
 - Launch Loyalty Rewards Program

LCTOP – Low Carbon Transit Operation Program

Customer-Driven Campaign Development

Customers indicated concerns of COVID-19-related safety as the main reason they stopped riding OC Bus or are riding less

Conducted Customer Focus Groups


Key Feedback

- The word “Safety” is pivotal
- Images of bus cleaning/disinfection
- Featuring real OCTA Coach Operators

Additional comments

- Positive/bright images
- Warm “Welcome Back” message

June Service Change Communication



YOUR SAFETY IS OUR PRIORITY

e BUS BOOK
EFFECTIVE JUNE 13, 2021
EFFECTIVO 13 DE JUNIO 2021

Ride with confidence.
Every bus is disinfected and masks are required to board.


JUNE SERVICE IMPROVEMENTS

- 32 Weekday Trips Added to routes 38, 47, 50, 55, 60, 64, 66, 70, 72, 79, 129
- Route 56 returns to regular schedules
- Headway improvements on routes 38 & 55
- Extended trips on routes 53, 55 & 60

[OCbus.com/RideToday](https://ocbus.com/RideToday)

Phillip,
OCTA Coach Operator

 **WE ARE COMMITTED TO SAFE TRANSIT**

  **RIDE SMART. STAY SAFE.**



YOUR SAFETY IS OUR PRIORITY

Ride with confidence.
Every bus is disinfected and masks are required to board.

[OCbus.com/RideToday](https://ocbus.com/RideToday)

Phillip,
OCTA Coach Operator

  **RIDE SMART. STAY SAFE.**

Additional Safety/Service Communications



GETTING YOU THERE SAFELY

RIDE WITH CONFIDENCE. Every bus is disinfected and masks are required to board.

OCbus.com/RideToday

OCBUS | OCTA RIDE SMART. STAY SAFE.



OCBUS | OCTA RIDE SMART. STAY SAFE.

GETTING YOU THERE SAFELY

RIDE WITH CONFIDENCE. Every bus is disinfected and masks are required to board.

OCbus.com/RideToday

Targeted In-language Ads



**Welcome Back
to your first class**

Ride with confidence. Our buses are disinfected and masks are required to board.

OCBUS | **RIDE SMART.
STAY SAFE.**

OCbus.com/RideToday



**Chào mừng quý vị trở lại
trong vòng tay yêu
thương của gia đình**

Tự tin khi đi xe. Chúng tôi lau chùi và rửa xe buýt mỗi ngày với thuốc khử trùng. Yêu cầu hành khách phải đeo khẩu trang khi lên xe.

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STAY SAFE.**

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**Bienvenido
devuelta a su
lugar de trabajo**

Viaja con confianza en OC Bus. Nuestros autobuses están desinfectados y se requiere máscaras para abordar.

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STAY SAFE.**

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Welcome Back Pass Promotion

Better Days Ahead
Save \$10 with the new 5-Pass Welcome Back Pack! Only \$15.

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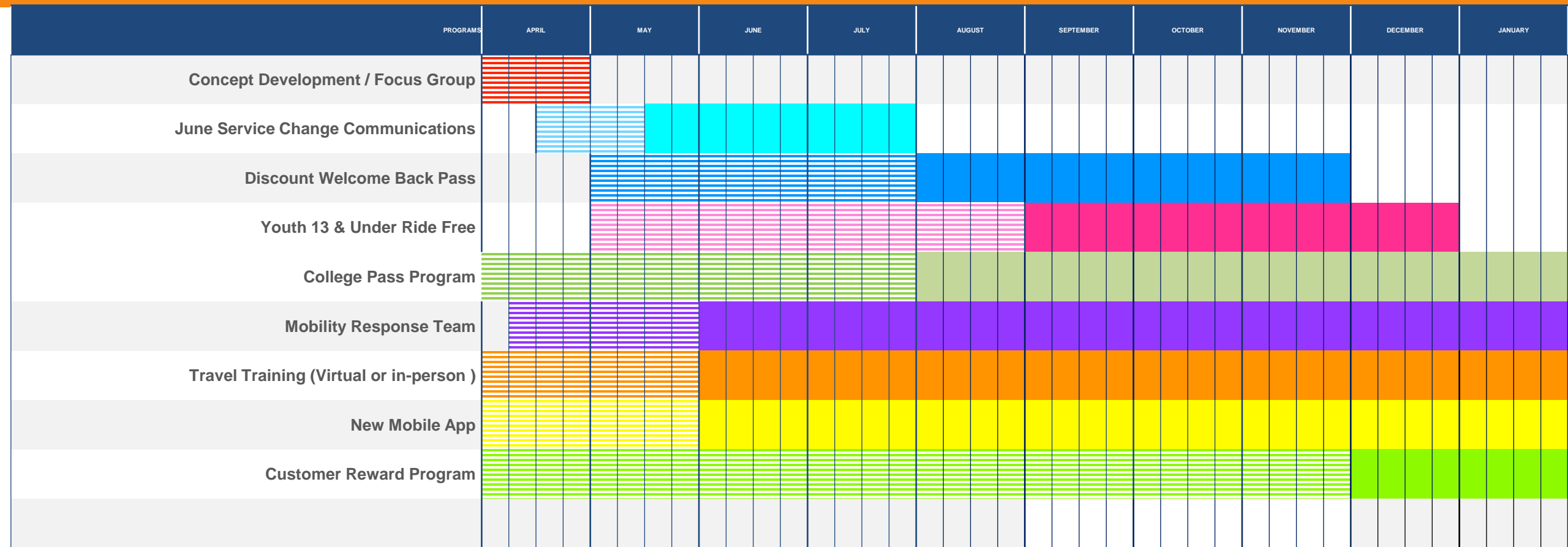
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Program Timeline



Development



Launch/Execution