



Orange County Transportation Authority

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Sponsors:	Kurt Brotcke, Kia Mortazavi		
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OC Bus 360 Update and Next Steps

The Orange County Transportation Authority is implementing a comprehensive effort to reposition the bus system in response to changing market conditions. The overall strategy to improve transit service by examining it from many angles is an initiative named OC Bus 360. The goals are to reverse ridership declines, and increase ridership by reducing passenger travel times, improving travel speeds, and designing services to benefit existing customers and attract new customers. A status report on major OC Bus 360 elements is presented along with next steps.

Receive and file as an information item.