Award the Agreement for the Bus Stop Electronic Signage Expansion Project

Real Time Bus Arrivals

Improved Passenger Experience

- Improves convenience and enhances service.
- Signs can convey important information to passengers.

GPS-Based Bus Arrival Times

- Signs use real-time GPS information to display predictive real time bus arrivals.

Multiple Route Display

- All routes that serve the selected stop are displayed, allowing users to easily see every transit option available at that location.

*GPS – Global Positioning System

Rapid Route 553 Pilot Project

Bus Rapid Transit (BRT) Feature

- Real-time arrival information is a hallmark feature of BRT service.
- Rapid routes are OCTA's version of BRT.

Five Year Pilot Project

- Pilot project started in May 2022 and will conclude in April 2027.
- eSigns were placed at 26 stop locations on Route 553.

Pilot Project Observations

- eSigns were monitored for quality and reliability.
- Positive customer comments were received.

*OCTA – Orange County Transportation Authority
*eSigns – eSignage

Bus Stop eSignage Expansion Project

Expansion of the eSignage Project

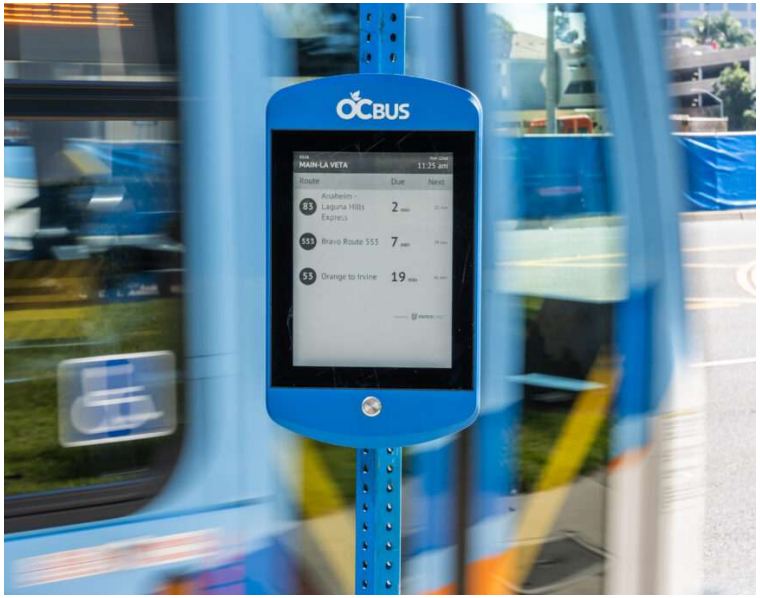
- Based on positive feedback and an improved passenger experience, OCTA will expand the eSignage project.

Grant Funded

- Two grants were secured for the project
- Regional Early Action Planning grant.
- State Transportation Improvement Program grant.

Implementation

- Approximately 160 bus stop locations will receive new eSigns.
- Installation will be done in three phases.



Three Phase Implementation

Phase 1 - McFadden Avenue Corridor

- 39 signs will be installed at all bus stops between Harbor Boulevard and Grand Avenue.

Phase 2 - Three Additional Rapid Routes

- Approximately 100 signs will be installed along Rapid routes 529, 543, and 560.

Phase 3 - Replace Rapid Route 553 Pilot Project

- Pilot Project eSigns will be replaced at the conclusion of the project.

Next Steps

- Approval to contract with the proposed eSignage vendor.
- Implementation of the proposed three-phased installation process.