



## Microtransit Pilot Project Update

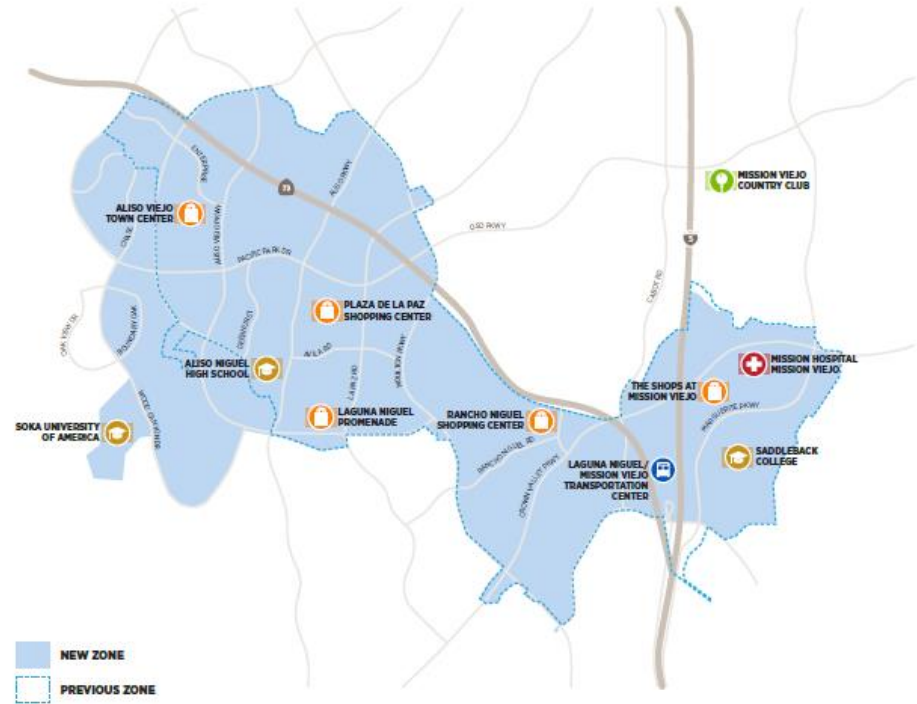


As part of the OC Bus 360° Program, OC Flex was launched in 2018 as a microtransit pilot program intended to evaluate the effectiveness of a technology driven on-demand solution in areas that cannot efficiently support fixed-route bus service.

OC Flex provides:

- Rides anywhere within the defined zones
- First/last mile connections
- Shared rides
- Wheelchair accessible service
- Flexible booking and payment options

# PILOT ZONES



OCTA identified five goals for the micro-transit service:

1. Provide public transit mobility in low-demand areas
2. Reduce total operating and capital costs
3. Reduce vehicle miles traveled
4. Extend the reach of the OC Bus and Metrolink services
5. Meet customer needs

OCTA identified five key performance metrics of success:

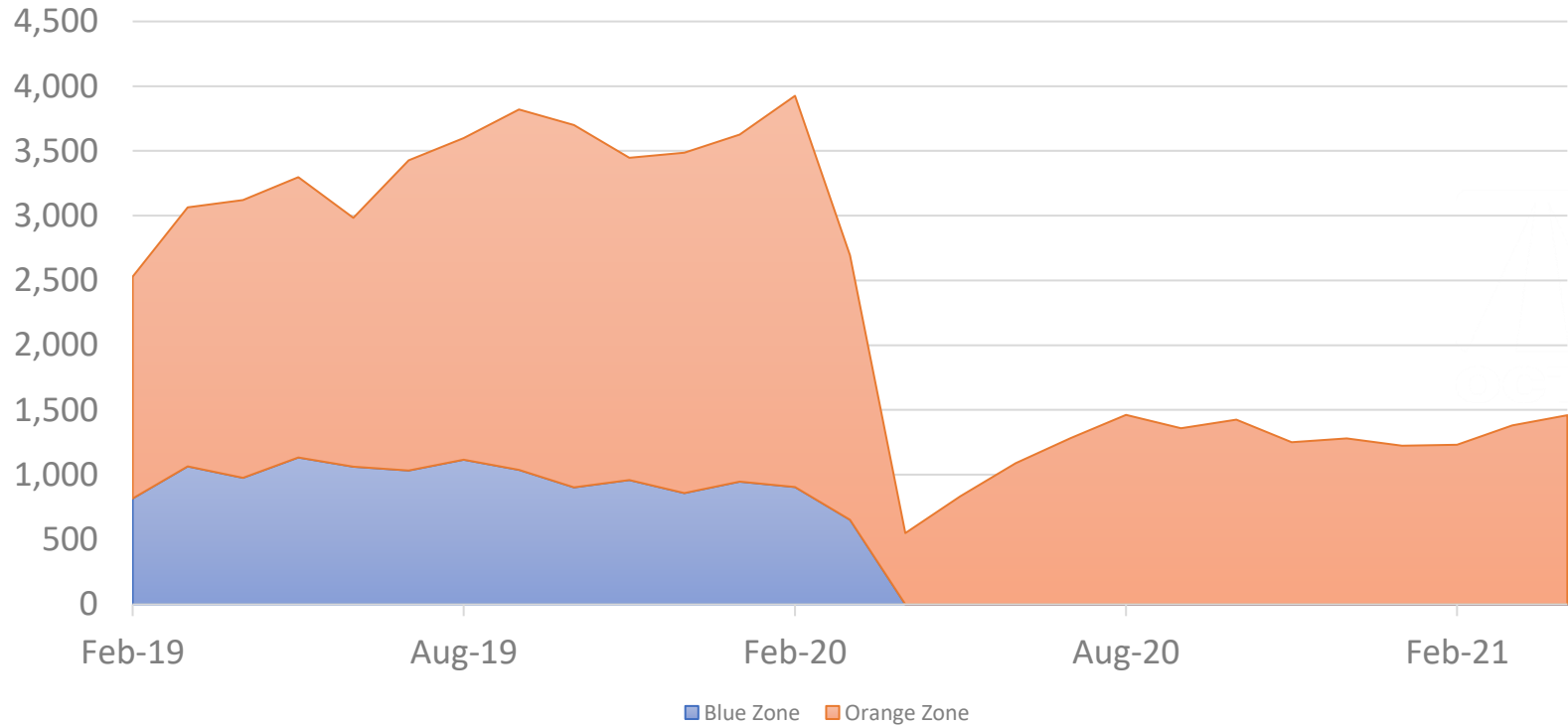
- Productivity
- Cost Effectiveness
- Shared Rides
- Connecting Transit Trips
- Customer Satisfaction

OC Flex performance was positive but needed more time. The Board of Directors (Board) approved an extension of the pilot program through October 2020 to implement strategies to improve performance.

- Changes to zone boundaries
- Increased virtual stops
- Operational efficiencies
- Promotions



# RIDERSHIP TREND



## Contractual Adjustments

- Due to the impact of the coronavirus (COVID-19) pandemic, the existing contractor ceased all operations in Orange County

## COVID-19 Mitigation Strategies

- Instituted a maximum vehicle occupancy

## Decreased Ridership

- Temporary suspension of the Blue Zone

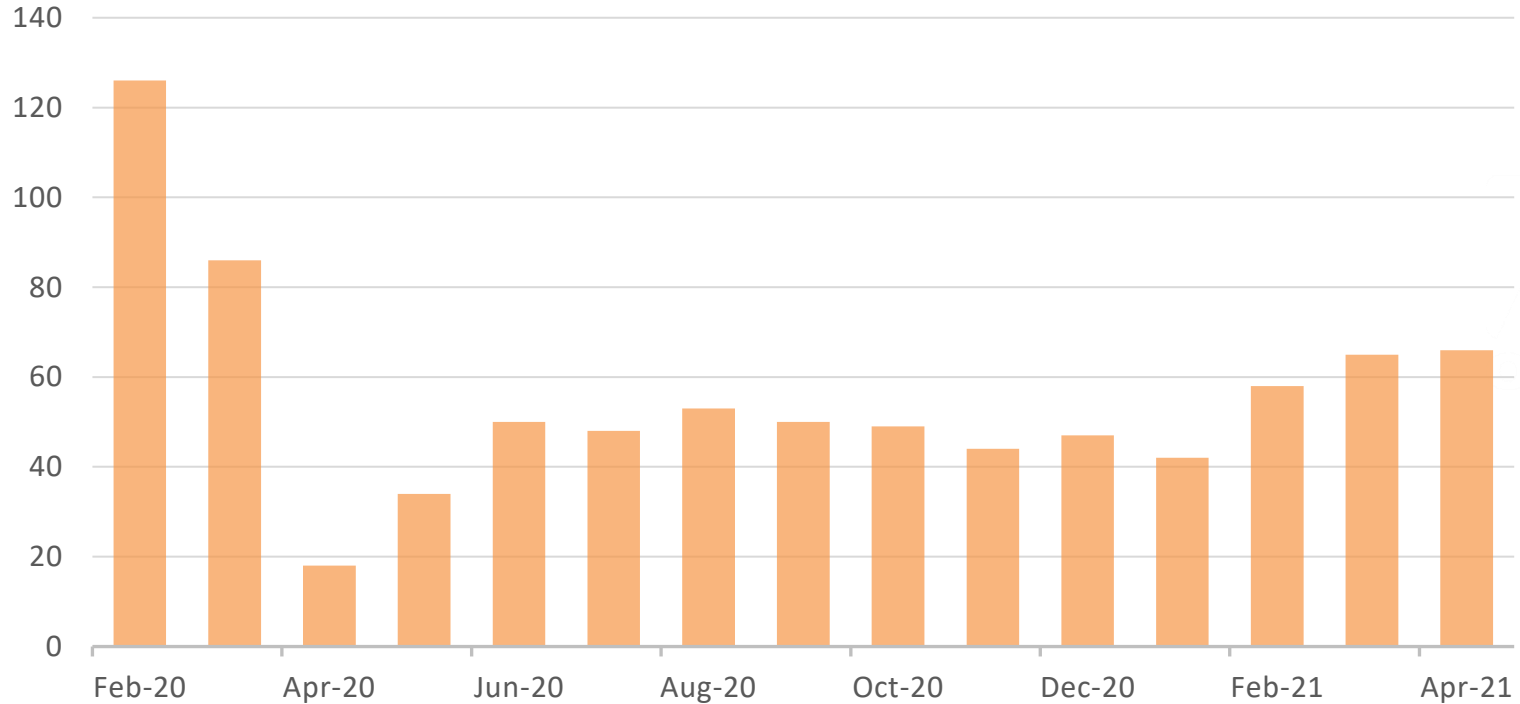


# KEY PERFORMANCE METRICS



Board Adopted Goals	Target	Feb 2020	Apr 2021
<b>Productivity</b> (Boardings per Revenue Vehicle Hour)	6	2.5	1.6
<b>Cost Effectiveness</b> (Subsidy per Boarding)	\$9.00	\$19.35	\$35.75
<b>Shared Rides</b> (% of Bookings sharing a vehicle)	25%	43%	11%
<b>Connecting Transit Trips</b> (% of transfer trips)	25%	24%	22%
<b>Customer Satisfaction</b> (by survey)	85%	91%	-

# AVERAGE WEEKDAY BOARDINGS



## Service Change

- Permanent termination of the Blue Zone

## Contract Structure

- Incorporation of the OC Flex service into the OC ACCESS RFP
- Budget assumes addition of a new zone in the second year, and 20% growth in the service year-over-year