



# 2012 OC Fair Express Results

# Marketing and Promotion

Pole banner



Newspaper ad



Mall banner



Interior card

Valpak Coupon



Brochure



# Customer Engagement

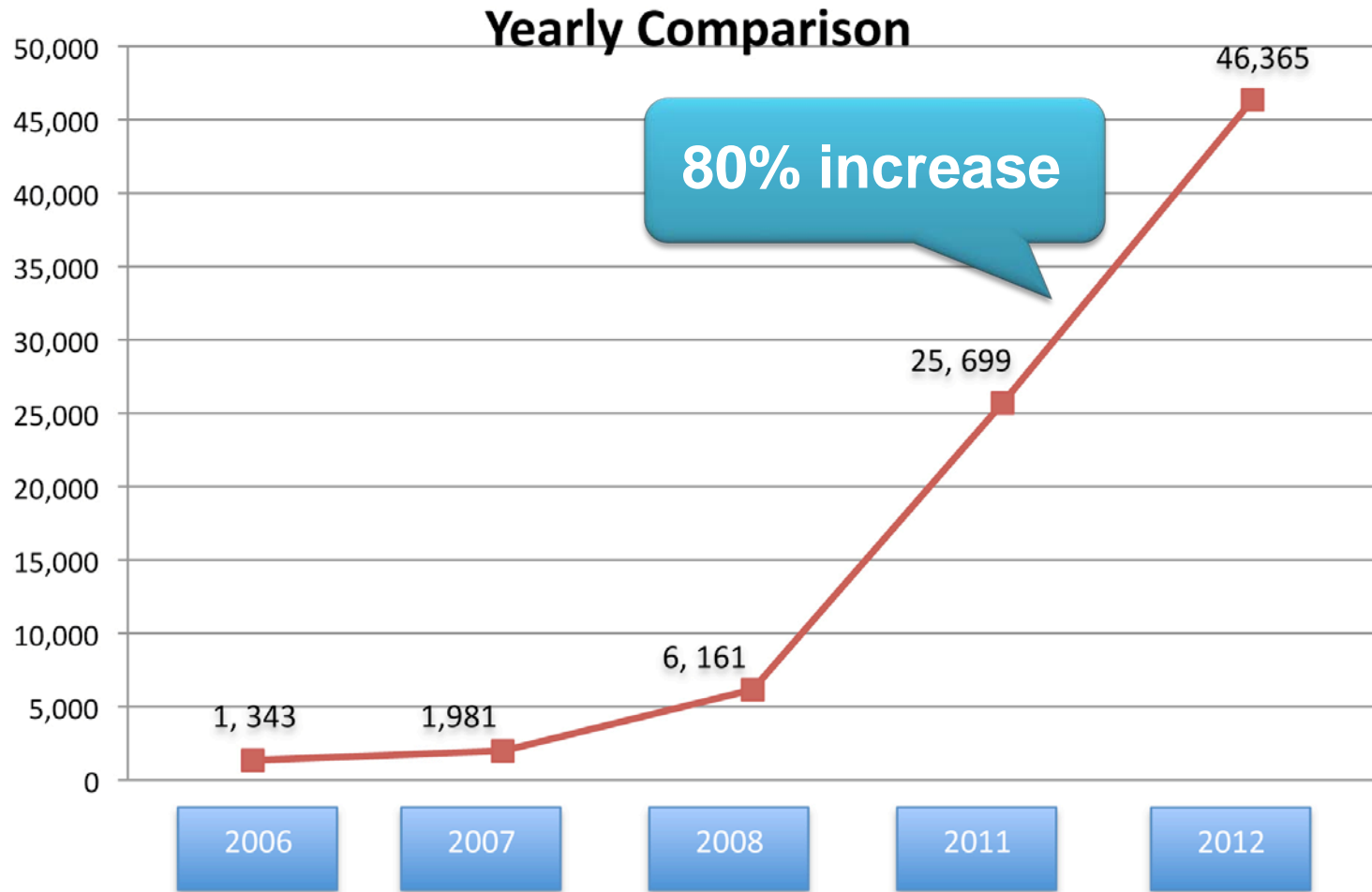
Irvine Kickoff Event



OC Fair Transit Center

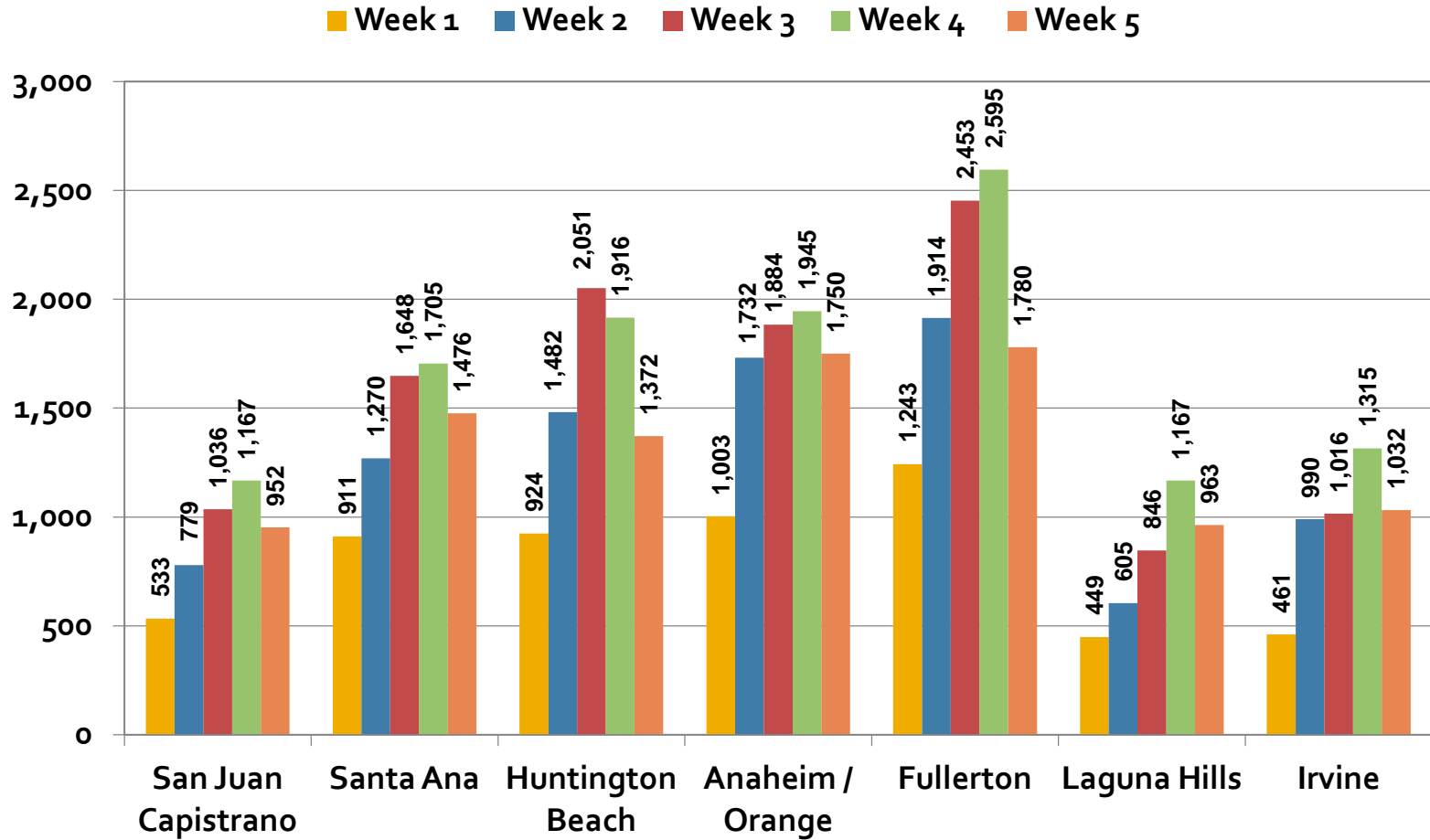


# Ridership Success



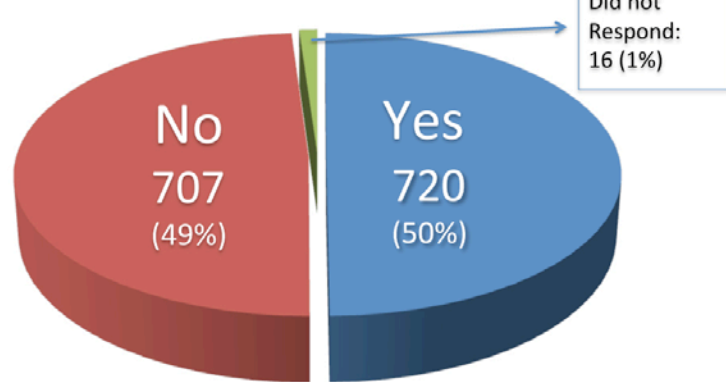
*No service in 2009 & 2010 due to budget constraints.*

# Ridership by Station



# Service Benefits

## Have You Used OCTA Bus Services Before?



## Overall Satisfaction Rating



**20,158** vehicle trips were removed from the road by providing the OC Fair Express Service





# OC Fair Express Video



- <http://youtu.be/fDU1fLFn5ns>