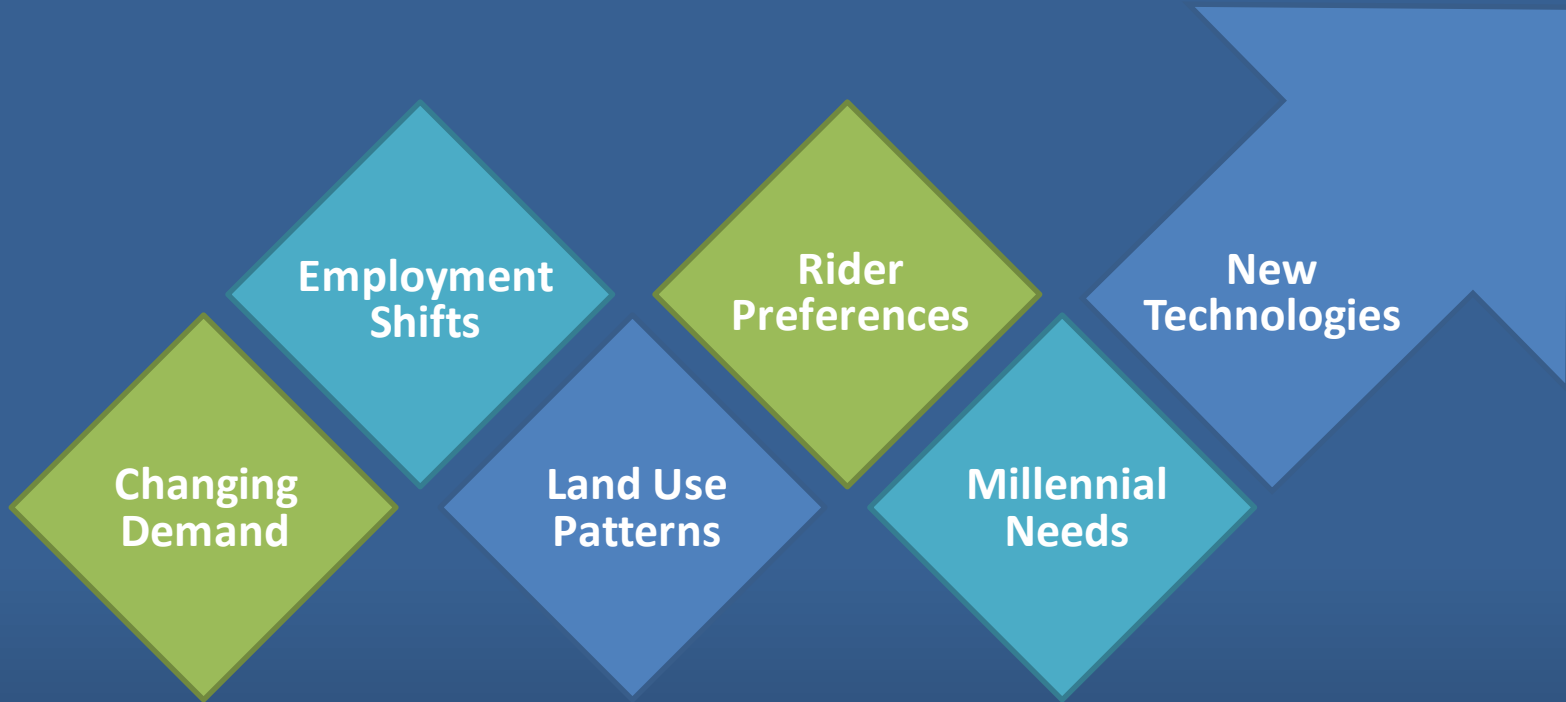


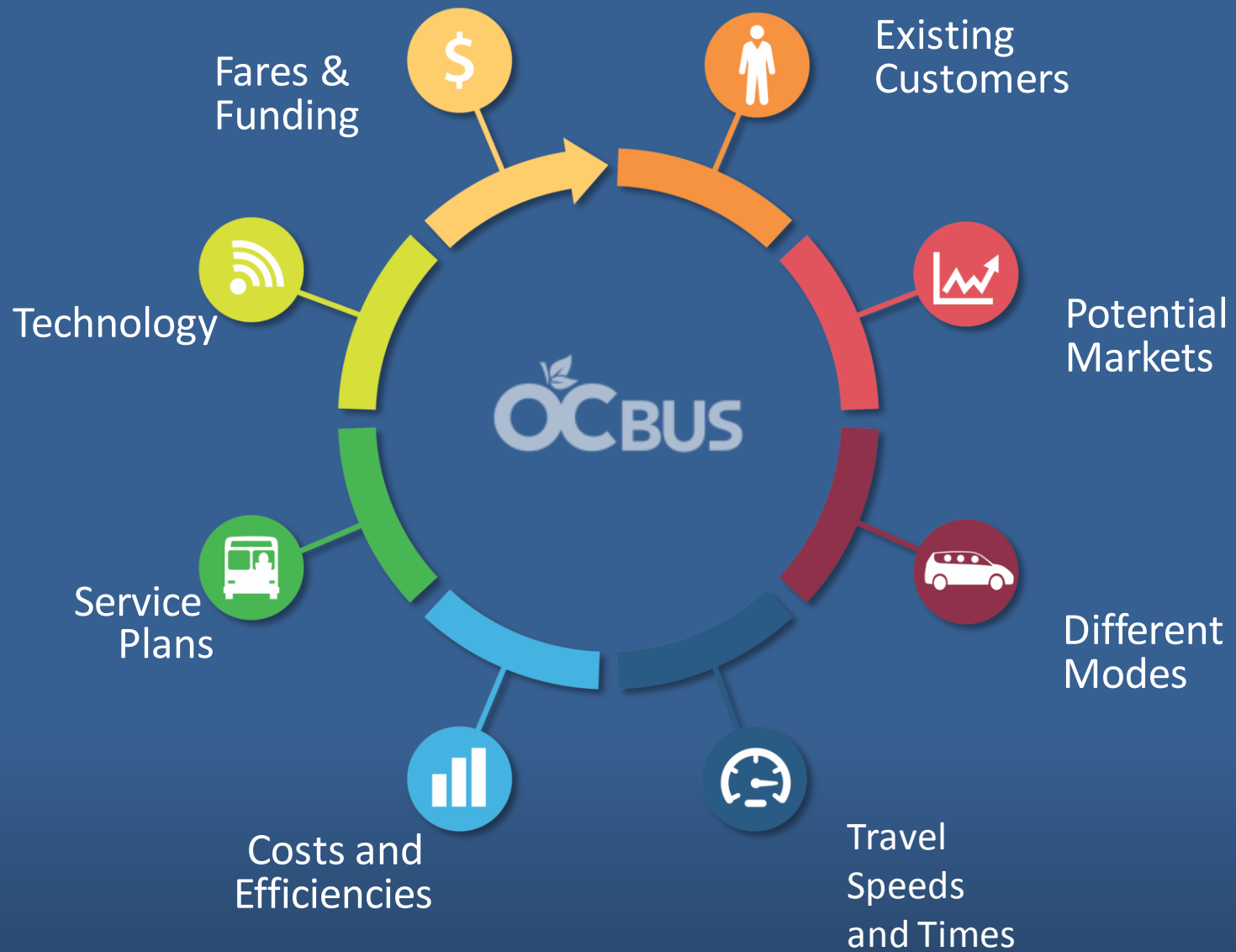


2016 Draft Bus Service Plan



Background







Innovating from every angle

- Meet customer needs
 - Improve travel time by transit
- Reverse ridership declines
 - Offer faster, more convenient service
- Retain and build ridership
 - Re-position bus service to match markets
- Improve productivity
 - Use existing resources more efficiently



New vehicles and
bus branding

Project V
community
circulators

Real-time
customer
info

New Bravo!
And Xpress routes

Fare study

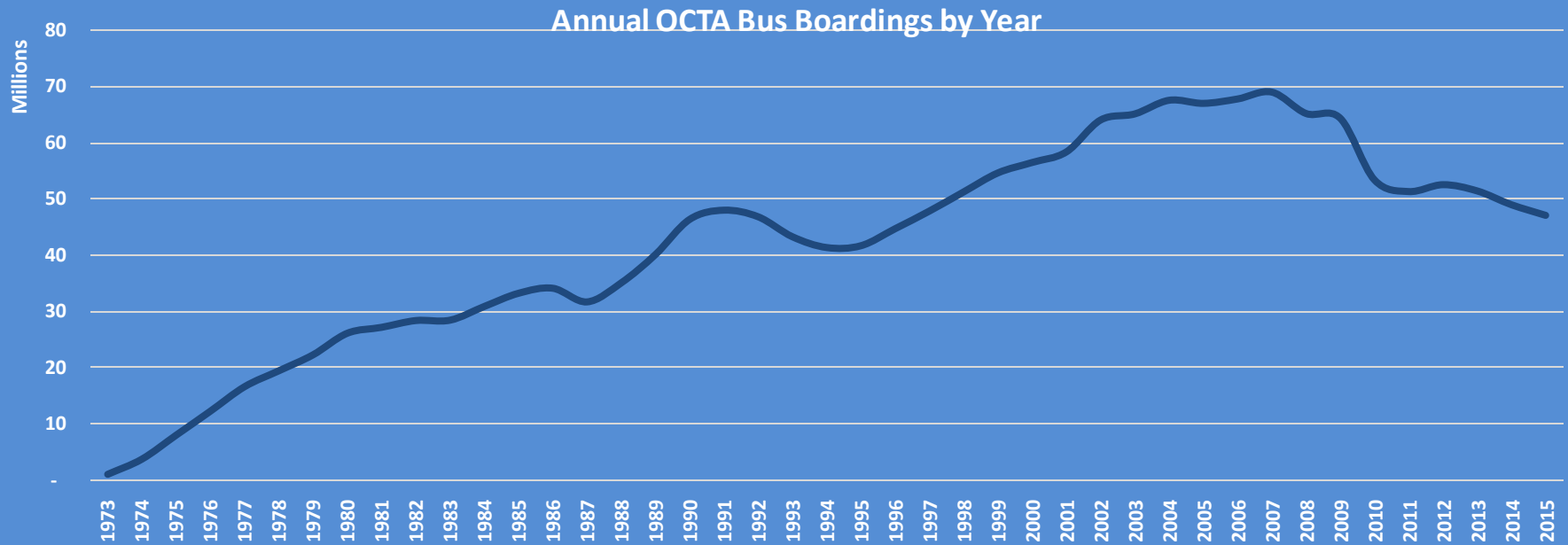
Mobile
ticketing

Peer
review

More
frequent
service

Targeted
promotions

Reverse Ridership Trends



Ridership goal: Increase boardings by 1.6 million over three years

Retain and Build Ridership



Use the Transit System Study (TSS) and Bus Market Study recommendations to to:

- Invest in high-demand areas and high-performing services
- Match services to markets
- Reduce travel times
- Increase frequencies
- Add direct express routes
- Provide stops closer to destinations



Optimize the System



WEEKDAY ROUTE PERFORMANCE					
Route	SPI	Route	SPI	Route	SPI
064	.96	129	.61	213	.25
043	.92	055	.60	145	.24
066	.89	056	.60	757	.24
053	.87	033	.58	085	.23
038	.86	090	.58	462	.22
060	.84	454	.58	175	.22
543	.84	083	.58	076	.20
037	.84	079	.56	020	.19
047	.81	472	.55	480	.19
042	.81	143	.54	758	.17
046	.80	167	.54	463	.17
029	.80	086	.52	191	.17
030	.79	082	.49	187	.15
026	.79	025	.48	021	.14
057	.79	453	.47	216	.13
054	.79	024	.47	173	.13
071	.73	153	.44	172	.12
473	.72	087	.44	188	.12
089	.70	206	.42	212	.10
050	.69	177	.38	193	.09
035	.67	051	.37	490	.08
059	.64	721	.36	430	.07
070	.64	001	.35	464	.07
091	.64	701	.35	410	.06
794	.62	178	.33	411	.04
072	.62	211	.31		

- Assess overall route performance
- Use the Service Performance Index (SPI)
 - Passengers per hour
 - Passengers per seat mile
 - Farebox recovery
- Review TSS and Bus Market Study
- Reallocate resources to high-performing routes and high-demand areas

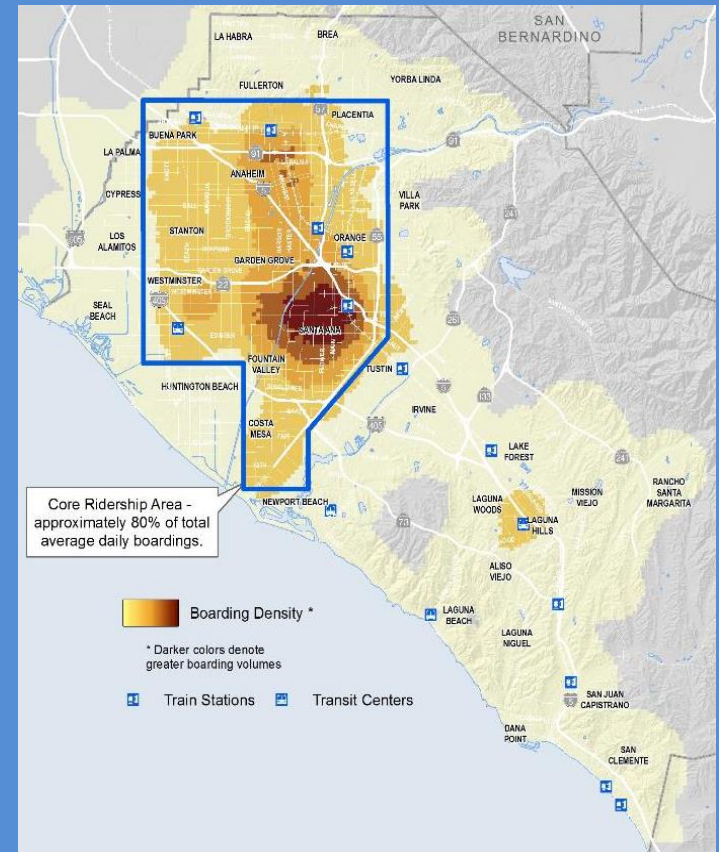
SPI Key:

- Top tier route (Most productive)
- Middle tier route
- Bottom tier route (Least productive)

Target High-Demand Areas

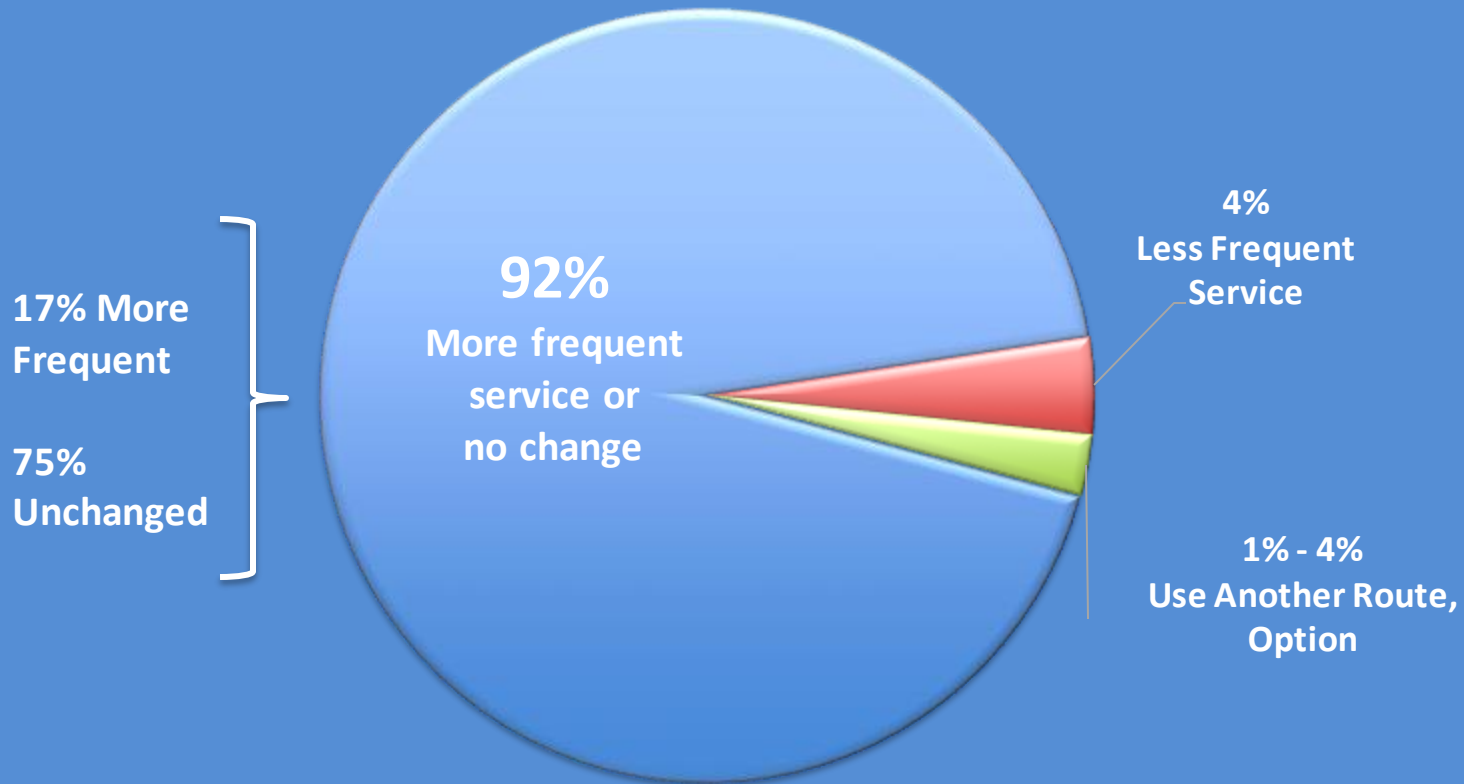


- Add six peak high-frequency routes*
 - From 11 to 17 routes
- Add two new Bravo! routes
 - From one to three
- Expand the number of “Xpress” routes
 - From one to two



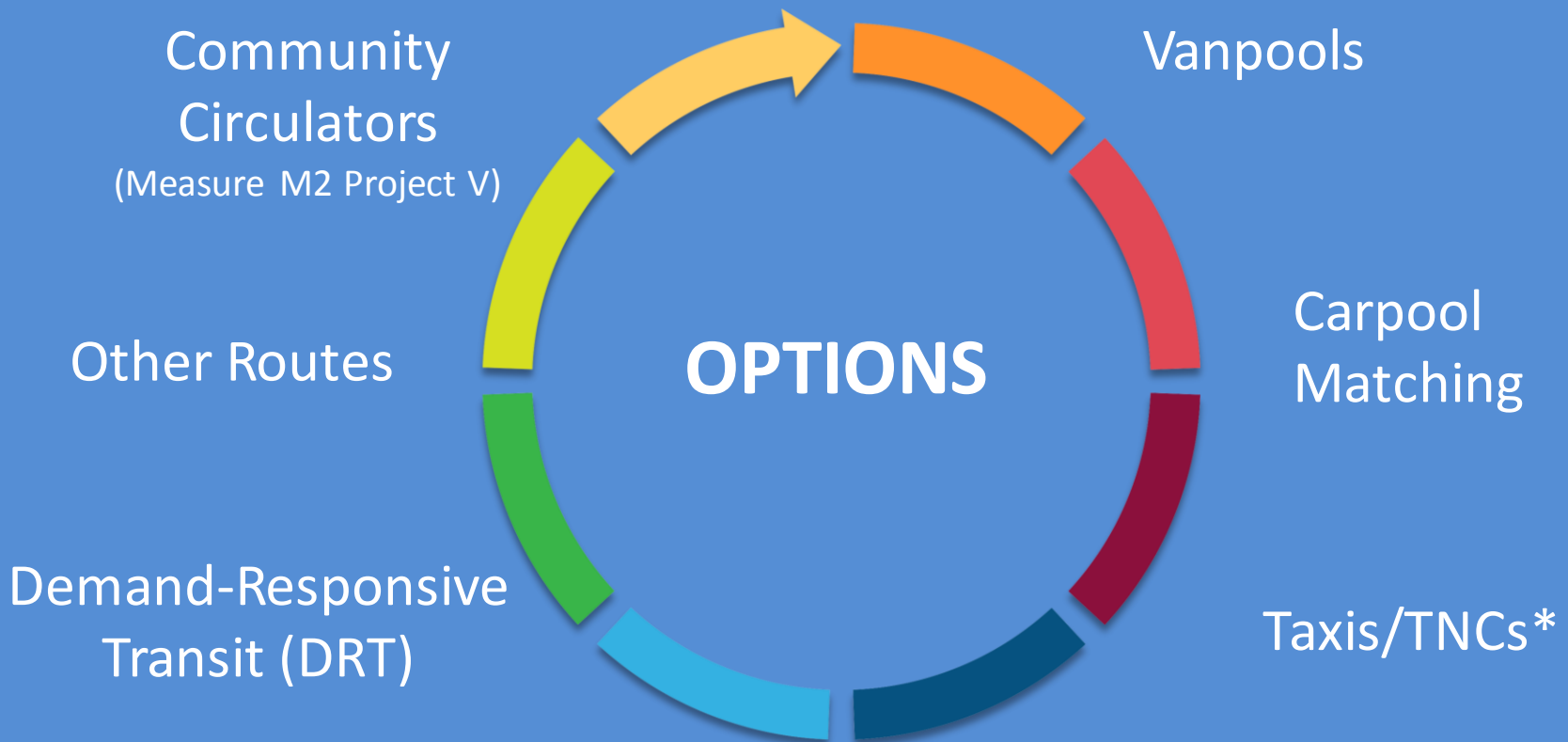
* Peak high-frequency routes run every 15 minutes.

Rider Impacts



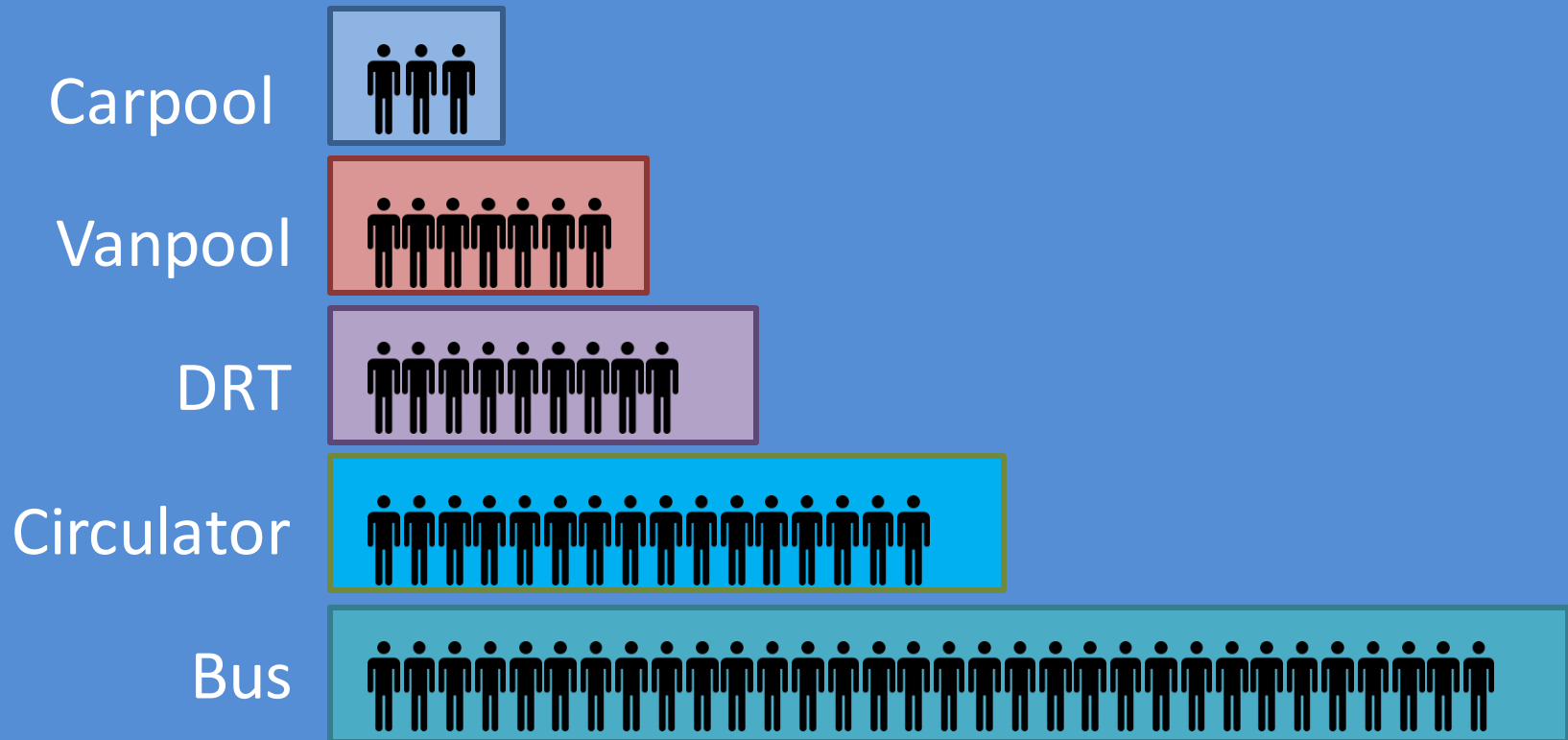
Note: ACCESS footprint mirrors fixed-route, estimated impact is 1.5% of trips.

Options for Riders



* TNCs = Transportation Network Companies

Match Capacity With Demand



Next Steps



Description	Timeline
Finalize draft plan	November 2015
Issue Project V call for projects	November 2015
Conduct outreach	December 2015 – January 2016
Submit final plan to Board of Directors	February 2016
Award Project V funds	March – June 2016
Conduct outreach / work with local jurisdictions on Project V	March – September 2016
Implement changes	June and October 2016

Public Involvement



Description	Date
Community Meetings - OCTA Headquarters - San Juan Capistrano Community Center - Laguna Hills Community Center - Huntington Beach Central Library	December 7 December 8 December 9 December 10
Project V Workshop for Local Jurisdictions	December 10
Public Hearing at OCTA Headquarters	January 25