



**ORANGE COUNTY TRANSPORTATION AUTHORITY**

**2014 Orange County Fair Express Recap**

**PowerPoint**

# 2014 Orange County Fair Express Recap

# Overview

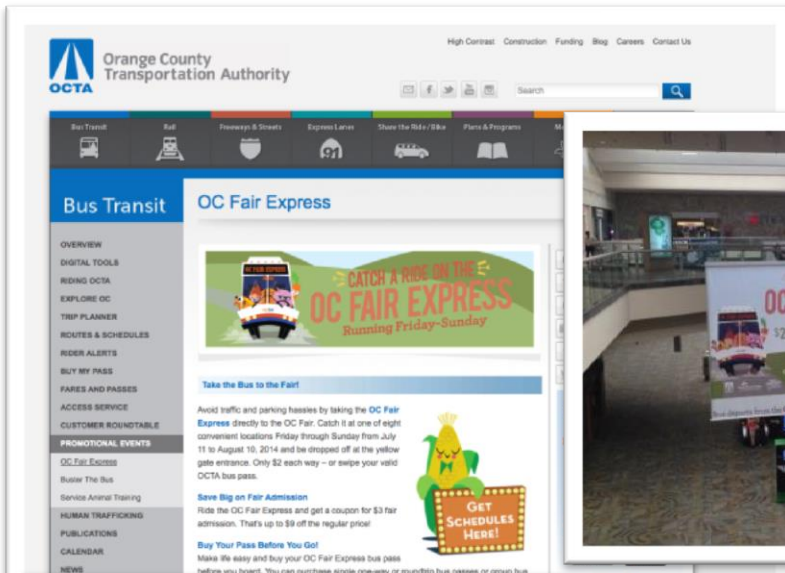
- OC Fair attendance: 1,337,167
- OC Fair Express provided non-stop bus service directly to the Orange County Fair
  - Every Friday-Sunday from July 11<sup>th</sup> to August 10<sup>th</sup>
  - Operated out of eight transit facilities
  - 22 compressed natural gas buses
  - 30 coach operators and 44 ambassadors
- Operating costs funded with Mobile Source Air Pollution Reduction Review Committee (MSRC) grant

# System Map



# Marketing and Promotion

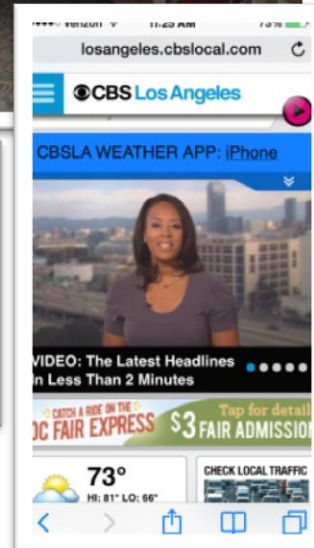
Website



Brochure



Mall Banner



Mobile Ad



Bus Exterior Ad



Broadcast Media

# Customer Engagement

Kickoff Event at Laguna Hills Transportation Center

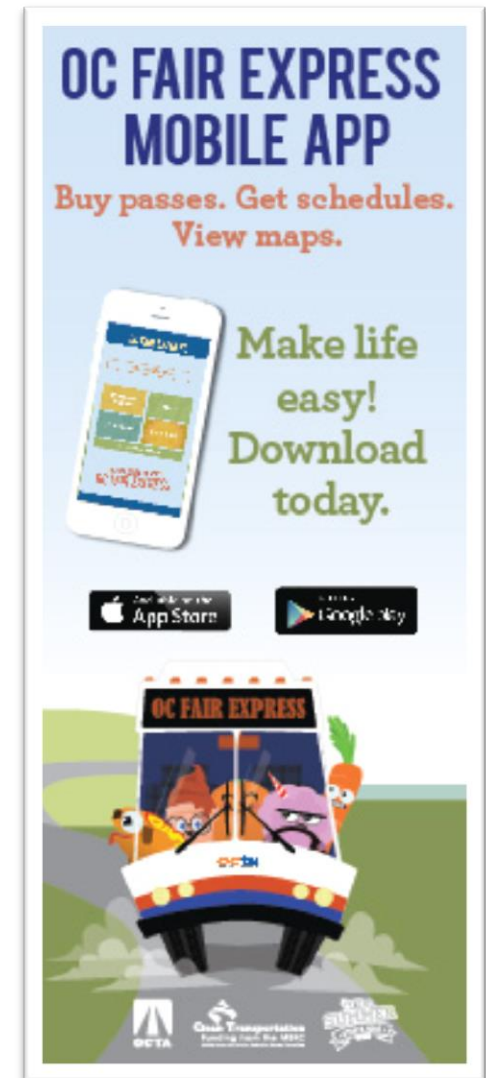


Tustin Chili Cook-off

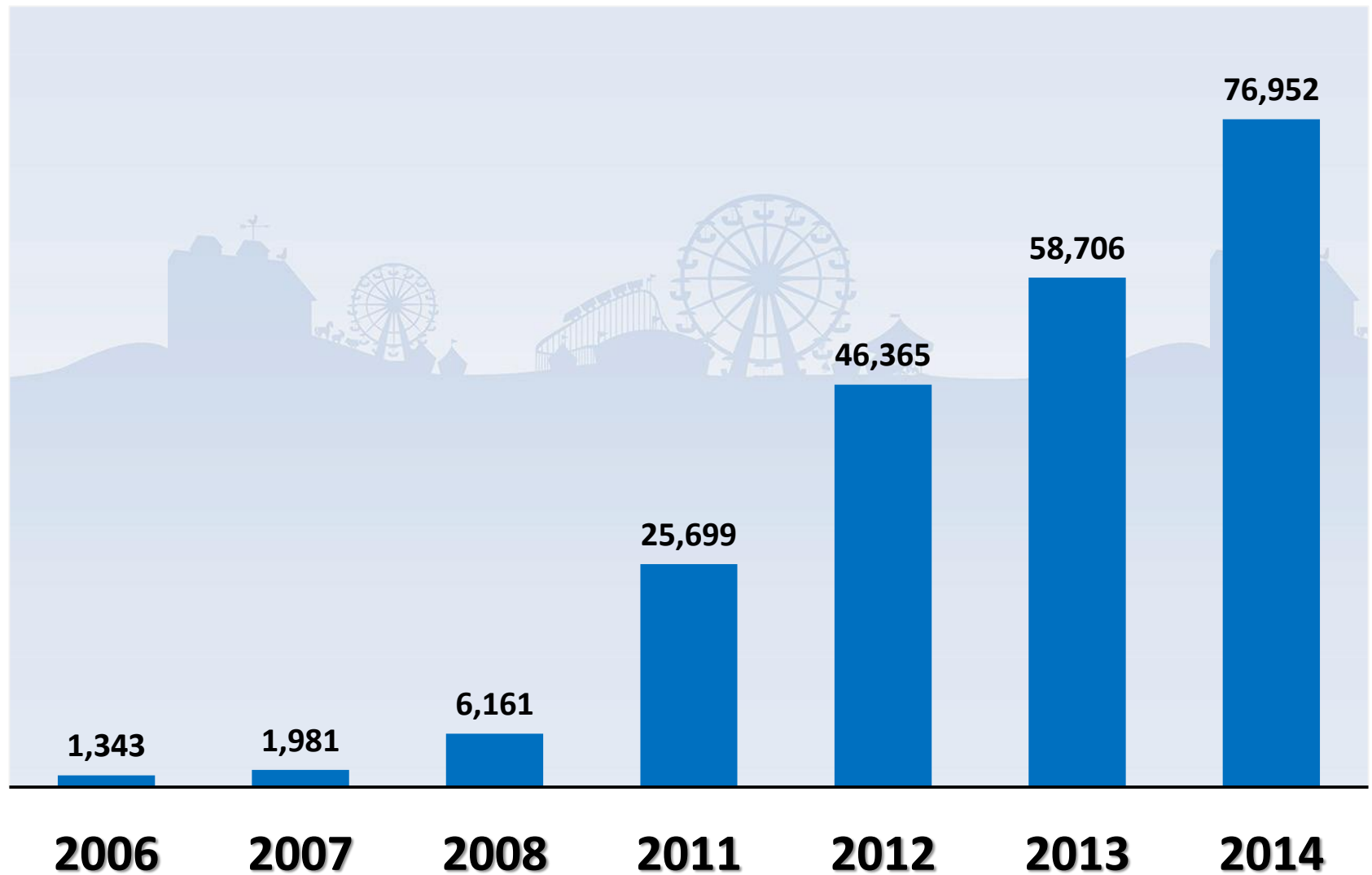


# Mobile Ticketing Pilot Project

- Improve customer experience by offering new payment options
- Make purchasing fare media easy and convenient
- Utilize new technology to reduce cost of handling cash
- Reduce bus dwell time at the bus stop
- Foster regional transit fare integration

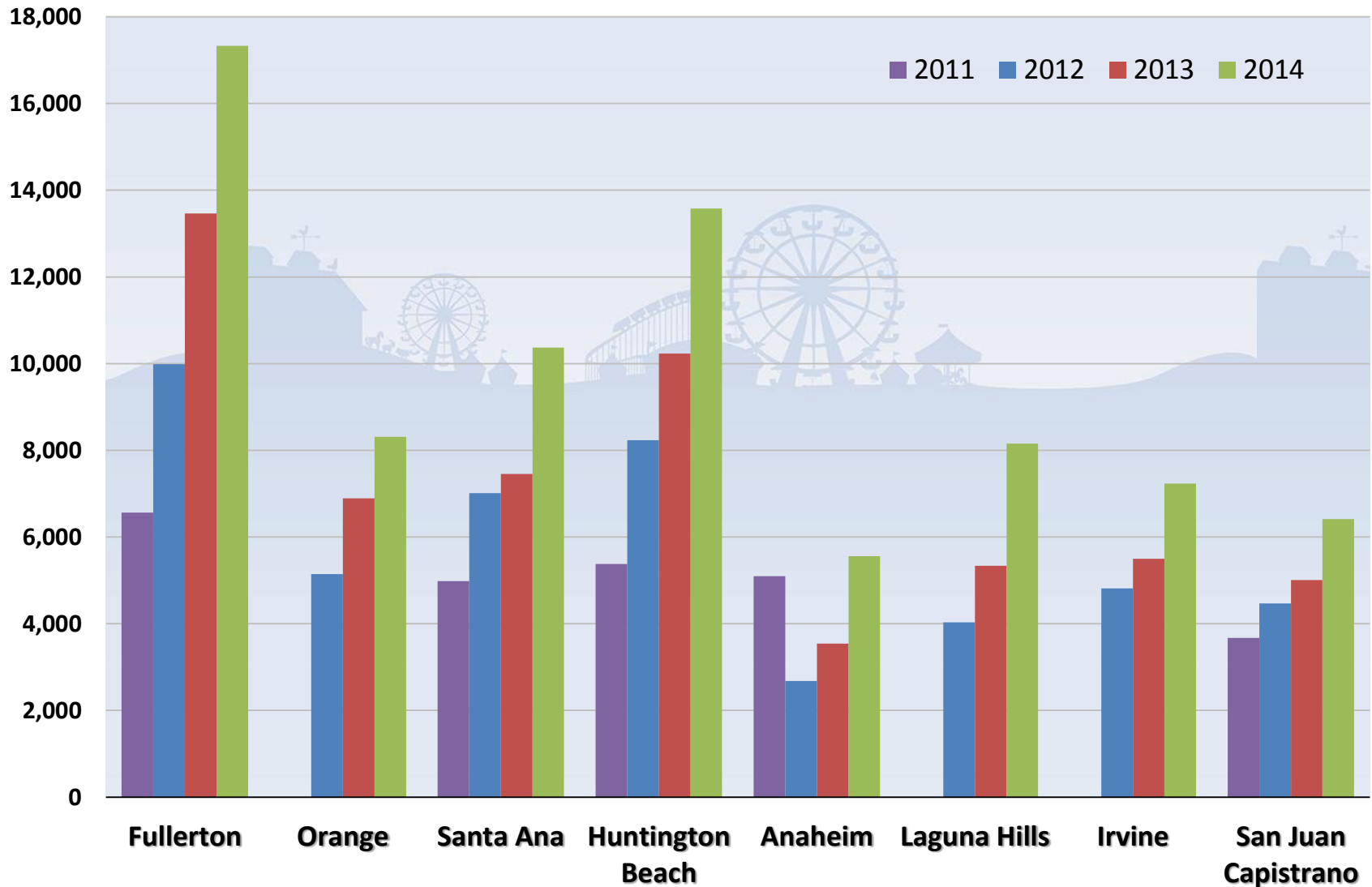


# Ridership Success

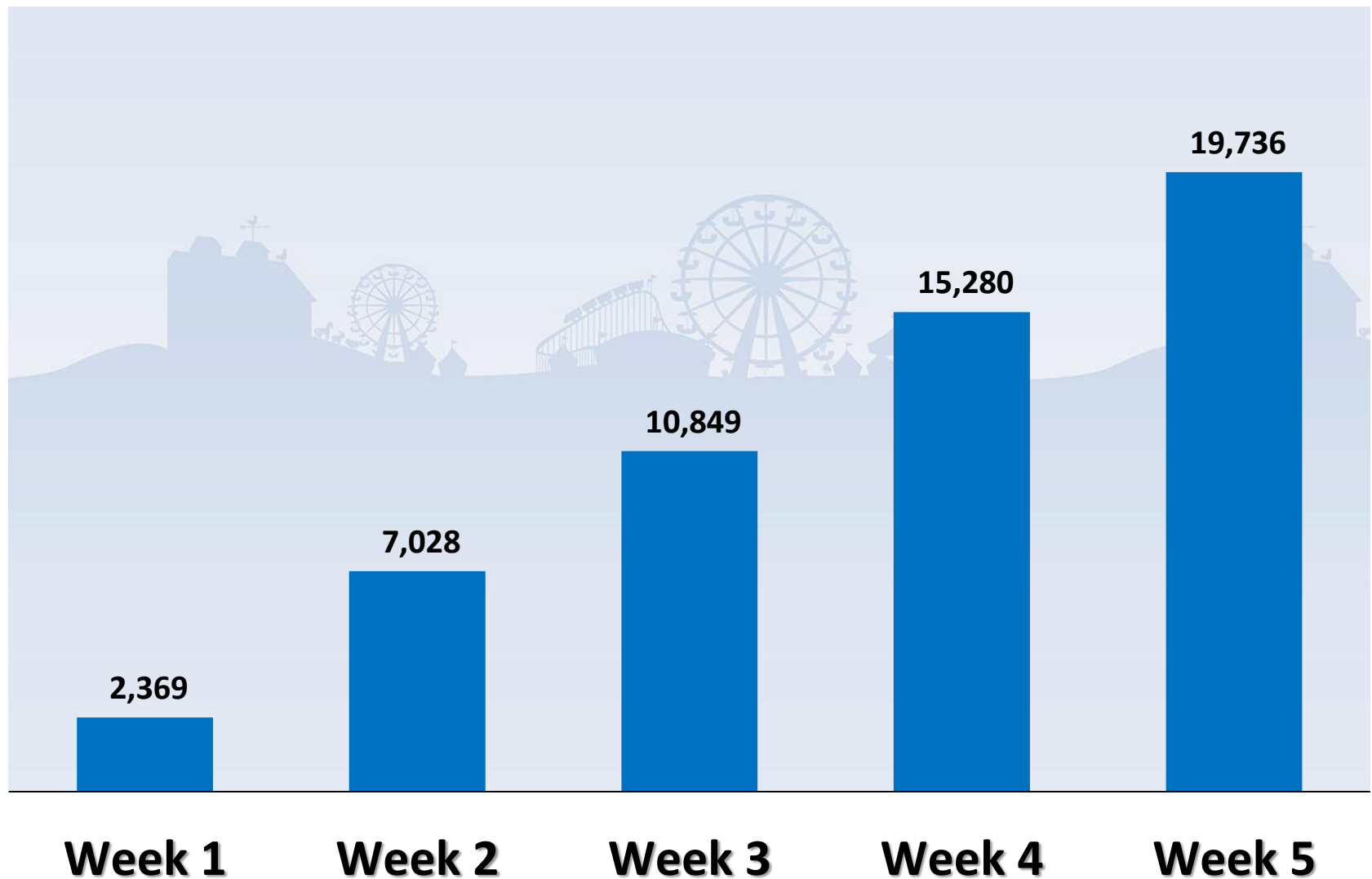




# Ridership by Station

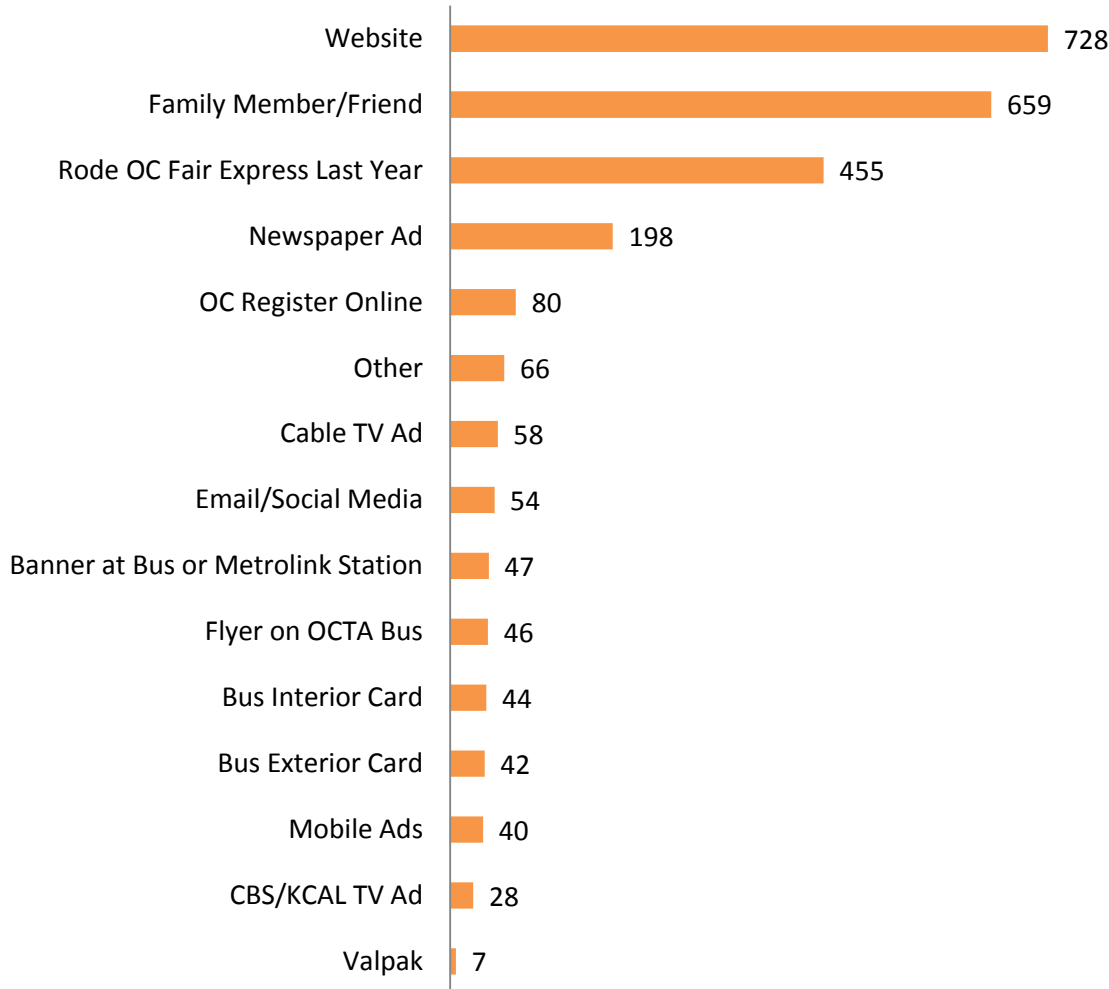


# Mobile Ticketing – Cumulative Ridership

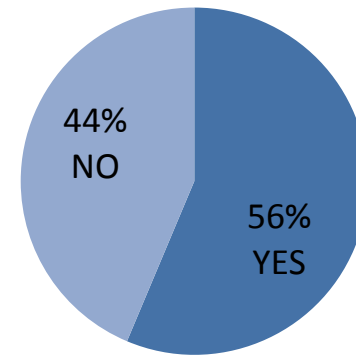


# Customer Survey Results

## How Did You Hear about the OC Fair Express?



## Have You Used the OCTA Bus Service Before?



## Did You Use the OC Fair Express Mobile App?

