



*BOARD COMMITTEE TRANSMITTAL*

**May 13, 2013**

**To:** Members of the Board of Directors  
**From:** Wendy Knowles, <sup>WK</sup>Clerk of the Board  
**Subject:** Transit System Study Implementation Status Report

Transit Committee Meeting of May 9, 2013

**Present:** Directors Donchak, Eastman, Jones, Nguyen, Shaw, and Winterbottom  
**Absent:** Director Pulido

***Committee Vote***

No action was taken on this item.

***Staff Recommendation***

Receive and file as an information item.



**ORANGE COUNTY TRANSPORTATION AUTHORITY**

## **Transit System Study Implementation Status Report**

### **Staff Report**



**May 9, 2013**

**To:** Transit Committee

**From:** Darrell Johnson, Chief Executive Officer

**Subject:** Transit System Study Implementation Status Report

### **Overview**

The Orange County Transportation Authority completed the Transit System Study in 2011. The study presented route-by-route recommendations for consideration over a ten-year period. The Transit System Study also recommended pilot projects to test new service concepts. Staff is providing an overview of the planning for the new services and an update on the implementation of the first new service on Harbor Boulevard.

### **Recommendation**

Receive and file as an information item.

### **Background**

As a result of significant bus service reductions between December 2008 and March 2010, the Orange County Transportation Authority (OCTA) initiated the Transit System Study (TSS) to identify how OCTA could maintain a financially sustainable bus system, as well as better accommodate service demand throughout Orange County. Key inputs for the study included OCTA's Strategic Plan, stakeholder feedback, Comprehensive Business Plan, Metrolink Service Expansion Program, and the Long-Range Transportation Plan.

After extensive public outreach, the final study presented recommendations to be considered for implementation over a ten-year period. New strategies included in the plan were also suggested including: (1) station vans that connect Metrolink stations to serve employment centers; (2) flex routes that deviate from an established route to meet passenger trip requests; (3) rapid bus services on high-demand corridors to decrease travel times; (4) freeway express buses that improve travel times between major origins and destinations; (5) and expanded midday taxi service to improve local circulation without necessarily requiring fixed-route bus service.

Given the magnitude of the changes, as well as the new service concepts, staff suggested that pilot projects be developed to test some of the concepts, make refinements, and incrementally implement the overall plan in cooperation with stakeholders as funding becomes available. The Board of Directors (Board) approved the following pilot projects to test the new service concepts:

- Limited-stop service on Harbor Boulevard,
- Intracounty Express on State Route 73 (SR-73),
- Intercounty Express on State Route 22 (SR-22),
- Modify existing routes 70 and 90 to improve service connections,
- Implement alternative station van or midday taxi services,
- Implement additional van pool services.

These pilot projects were approved by the Board through a series of actions:

- October 2011: Approved pilot project list from TSS,
- February 2012: Approved “Guiding Principles”,
- June 2012: Reviewed draft plans and approved funding,
- January 2013: Approved final plans and directed staff to implement the first three new pilot project routes.

### ***Discussion***

The Board approved implementing the following three new routes in January 2013 as pilot projects:

- Limited-stop service on Harbor Boulevard (Route 543/June 2013)
- Intracounty Express on SR-73 (Route 273/October 2013)
- Intercounty Express on SR-22 (Route 722/February 2014)

All three routes will be implemented over the next year. The first will be the Harbor Boulevard service changes which will occur on June 10, 2013. Details regarding these changes and additional implementation actions approved by the Board are included in Attachment A. Below is an update on the implementation actions for routes 543 and 43.

### **Rider Survey**

A before-and-after survey has been developed for the service on Harbor Boulevard. This includes a “before” survey of Route 43 riders and an “after” survey of both routes 43 and 543 riders. The before survey was conducted in March 2013. Approximately 4,000 surveys were distributed to riders and 1,000 surveys were completed. The completed surveys represent

eight percent of the 12,600 average weekday boardings on this route. The after surveys will be conducted by early 2014. An analysis of the survey results will help staff identify potential service changes to both routes after the first year of operation.

### Service Monitoring

The budget for the new Harbor Boulevard service included funding for additional route-level street supervision. The Transit Division will be conducting regular ride checks of both routes 43 and 543 during the first year of operation. Changes to frequencies of the two routes may be made at each service change if necessary to ensure optimal operations. Service changes are planned for October 2013 and February 2014. If needed, modifications to either route can be made at that time.

### Anaheim Resort Stops

The original operating plan for Route 543 included stops at Katella Avenue and Ball Road in the Anaheim Resort area. Based on input from the public, new stops have been added at the Disneyland entrance on Harbor Boulevard. Staff will monitor these stops and coordinate with the City of Anaheim (City) to minimize any impacts caused by the additional bus route using these existing stops. Staff is also working with the City on acceptable bus stop signage in the resort area.

### Marketing

Marketing and outreach plays a key role in implementing any new service. A marketing plan was developed to support the launch of the new Route 543 limited-stop service on Harbor Boulevard. This will create awareness and promote use of the new service. The plan targets specific groups for whom this service offers distinct advantages. Target markets include the following:

- Existing riders on Harbor Boulevard to improve travel time and potentially stimulate additional use,
- Existing riders on parallel lines making network based trips,
- New riders including workers, residents, students, and tourists,
- Major employers, hotels, schools and medical centers, such as Garden Grove Hospital, Anaheim Resort hotels, and Fullerton College, etc.
- Diverse communities.

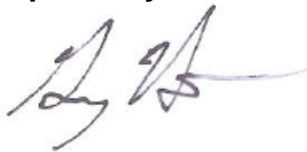
The key objectives/strategies of the marketing plan are outlined in Attachment B. Examples of the branding and marketing are included in Attachment C.

***Summary***

In January 2013, the Orange County Transportation Authority Board of Directors approved final plans and directed staff to implement three new pilot project routes. Staff is providing background on the planning for the new routes and status of the implementation. The first route on Harbor Boulevard will be implemented in June 2013, and a more detailed project implementation report will be presented to the Board.

***Attachments***

- A. Route 543 and Route 43 Frequency Reduction
- B. Route 543 Branding and Marketing Objectives/Strategies
- C. Marketing Update - Route 543 Bravo!

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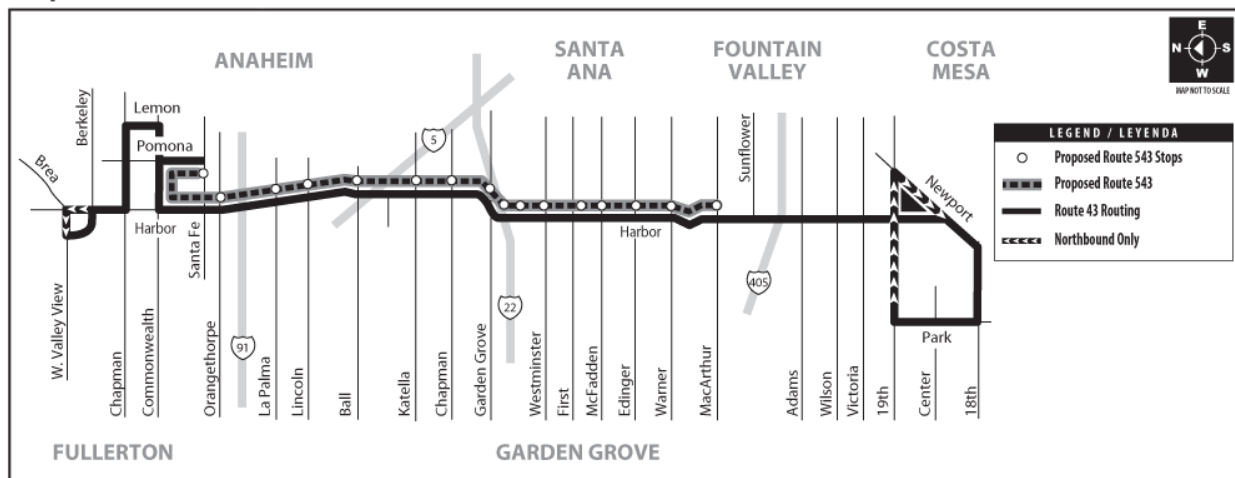
## **Transit System Study Implementation Status Report**

### **Attachment A**

## **Route 543 and Route 43 Frequency Reduction**

Current Route 43 provides service with stops every ¼-mile along Harbor Boulevard from the City of Costa Mesa to the City of Fullerton. Route 43 is the second busiest route in the Orange County Transportation Authority (OCTA) system, with over 13,000 weekday boardings. OCTA is implementing the new limited-stop Route 543 on Harbor Boulevard for faster overall travel times and to reduce passenger waiting time. The new route will operate weekdays every ten minutes during peak periods, and every 15 minutes in off-peak hours, with stops approximately every ¾-miles between the Fullerton Transportation Center and MacArthur Boulevard in the City of Costa Mesa. Route 43 local service will be increased to 20 minutes between trips the entire route during the weekday peak and midday periods. These changes will result in a 125 percent increase in bus service on the high-demand portion of the Harbor Boulevard corridor (Fullerton Transportation Center to MacArthur Boulevard), and a 25 percent reduction in service south of MacArthur Boulevard and north of the Fullerton Transportation Center. The changes will be made with the June 2013 service change, and the new service will have the regular local fare.

### **Proposed Route 543**



### **Additional Actions**

- Conduct a before and after rider survey on Harbor Boulevard to determine service satisfaction and preferences for any modifications to the limited-stop service level and alignment.
- Monitor passenger loads between local and limited service and make adjustments to frequencies if necessary.
- Evaluate adding a new stop to Route 543 between Katella Avenue and Ball Road (adjacent to Disneyland), if feasible, at the existing bus stop locations.
- Market limited-stop service to differentiate from local service and reduce potential for confusion.



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## **Transit System Study Implementation Status Report**

### **Attachment B**

**Route 543 Branding and Marketing Objectives/Strategies**

- **Develop brand differentiation**  
A distinct brand – Bravo! – was developed and approved for a previously planned limited-stop service by the Orange County Transportation Authority (OCTA) Board of Directors in 2008. The goal of the brand is to differentiate the limited stop service from local fixed-route service and to create a strong look and feel for this new service. The name “Bravo!” positions the limited-stop service as a better, faster, and new way to experience bus travel in Orange County, and is designed to evoke a positive reaction.
- **Introduce the new limited-stop service (Route 543)**  
One of the marketing goals is to create the greatest possible awareness for the new service by utilizing a phased-in, multi-media, multi-lingual campaign with placements of pre-launch, launch, and ongoing advertisements in targeted media. Campaign messages will focus on the benefits of the new service, as well as educational components to ensure there is a clear understanding of the differences between the new Route 543 and the existing Route 43 to avoid any potential confusion. To complement and enhance the marketing program, a customer free-ride day will be implemented on June 10<sup>th</sup>, the first day of the new service, along with a ribbon cutting ceremony at the Fullerton Transportation Center. In addition, a Transit Ambassador Program will be implemented during the first three days of the new service implementation to assist customers as they navigate their trip. Ambassadors will be deployed to numerous bus stops during peak travel periods.
- **Encourage trial use among current transit users and build new ridership**  
Route 43, a currently operating local bus service on Harbor Boulevard, is the second busiest route in the OCTA bus system. It intersects with 35 bus routes serving many popular destinations. With the addition of the faster service on Route 543, the opportunity to retain and increase ridership from existing riders is promising. In addition, marketing will target potential employment, student, and tourist markets along Harbor Boulevard to encourage new ridership.
- **Develop communications programs and partnerships with key target market information facilitators**  
Partnerships with local businesses, large employers, and community organizations create marketing opportunities that can be of mutual benefit to both customers and partners. Collaborating activities can range from schedule and fare information distribution, to pass sales, and cross-promotions.
- **Monitor, analyze, and report on effectiveness and impact of marketing programs**  
Marketing staff will gather and analyze data related to customer feedback, ridership, and pass sales to gauge the effectiveness of marketing programs.



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## **Transit System Study Implementation Status Report**

### **Attachment C**

# Marketing Update Route 543 Bravo!

***BRAVO!***

*Less stop. More go.*

**What would you say to faster bus service?**

***BRAVO!***

**What would you say to a new bus fleet?**

***BRAVO!***

**What would you say to less stop, more go?**

# ***BRAVO!***

*Less stop. More go.*





*Less stop. More go.*

## Marketing Goals

- Create awareness and positive perception
- Develop brand differentiation
- Retain and increase ridership

## Target Audiences

- Existing riders on Route 43 and parallel lines
- New riders – workers, residents, students, and tourists
- Diverse communities – Hispanics, Vietnamese
- Corridor companies, schools, and retail businesses

## Marketing Strategies

*Less stop. More go.*

- Service awareness and branding
  - Teaser (April - May 2013)
  - Launch (May - June 2013)
  - Ongoing (post June 2013)
- Targeted multi-media, multi-lingual campaign
- Outreach
  - Partnerships
  - Transit Ambassadors – June 10<sup>th</sup>
  - Ribbon Cutting Ceremony – 6:30 a.m., June 10<sup>th</sup> at Fullerton Transportation Center

# Bus Shelters

Teaser campaign

ROUTE 543 HARBOR BOULEVARD  
NEW, FASTER  
BUS SERVICE!  
COMING JUNE 10TH

**BRAVO!**  
Less stop. More go.

Speed up your ride.  
Have your pass or exact cash before you board.

OCTA octa.net/Bravo

**B!**

Launch campaign

RIDE FREE JUNE 10TH!

ROUTE 543 HARBOR BOULEVARD  
NEW, FASTER  
BUS SERVICE!  
BEGINS JUNE 10TH

**BRAVO!**  
Less stop. More go.

Speed up your ride.  
Have your pass or exact cash before you board.

OCTA octa.net/Bravo

Ongoing campaign

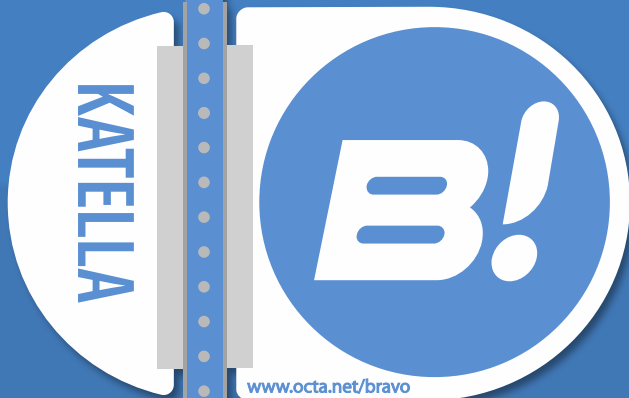
Speed up your ride.  
Have your pass or exact cash before you board.

ROUTE 543 HARBOR BOULEVARD  
ACCELERATE YOUR  
COMMUTE!

**BRAVO!**  
Less stop. More go.

OCTA octa.net/Bravo

# Ongoing Campaign



[www.octa.net/bravo](http://www.octa.net/bravo)

Map & Timetable

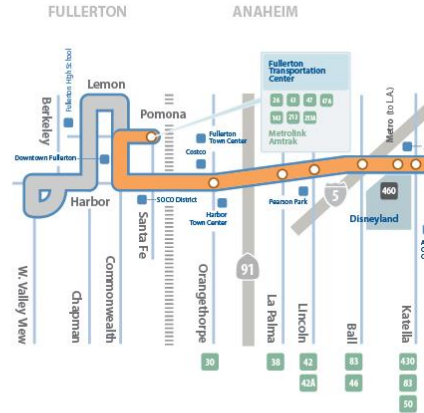
**ROUTE 543** **HARBOR BOULEVARD**  
**NEW, FASTER BUS SERVICE!**  
**BEGINS JUNE 10TH**

**BRVAO!**  
 Less stop. More go.

OCTA octa.net/bravo

## ZIP DOWN HARBOR BLVD.

Wolf organic beard, vegan vinyl chambray aesthetic food truck viral quinoa mustache helvetica freegan. Gluten-free messenger bag yr, williamsburg cred iphone fixie wes anderson terry richardson. High life banksy whatever VHS aesthetic yr. Next level fap carles, shoreditch etsy dreamcatcher williamsburg farm-to-table skateboard chambray jean shorts fanny pack terry richardson food truck aesthetic. Mustache 3 wolf moon twee high life dreamcatcher carles. Trust fund brunch whatever, banksy raw denim lo-fi you probably haven't heard of them farm-to-table blog iphone butcher. Mcsweeney's art party



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### SAME ROUTE. SAME STOPS.

Wolf organic beard, vegan vinyl chambray aesthetic food truck viral quinoa mustache helvetica freegan. Gluten-free messenger bag yr, williamsburg cred iphone fixie wes anderson terry richardson.