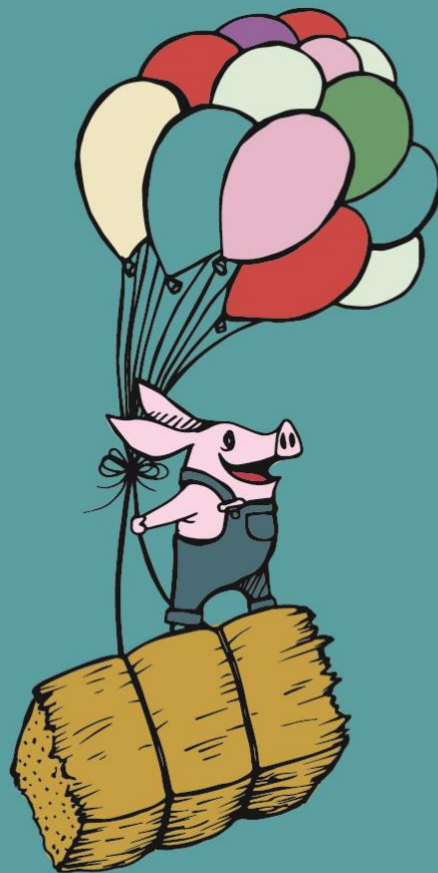


2019

## OC Fair Express Bus Service



SAT & SUN • \$2 EACH WAY \$4 ADMISSION

# WOO-HOO!

**DIRECT SERVICE TO THE OC FAIR**



## Program Overview

The OC Fair is a 129-year old tradition and is considered one of the largest fairs in the nation with over 1.3 million visitors. The popularity of the OC Fair results in high weekend traffic congestion that exceeds the current road capacity and results in harmful emissions from idling vehicles. 2019 marked the 9<sup>th</sup> year OCTA was awarded MSRC (Mobile Source Air Pollution Reduction Review Committee) grant funds to operate the OC Fair Express special event service to the OC Fair. Target audiences included current bus riders, Metrolink rail riders and the general Orange County population. Marketing efforts were specifically targeted around each of nine the departure locations, and targeted both English and Spanish-speaking populations.

## Strategy and Tactics

The objectives were to position public transportation as a cost effective, viable alternative to travelling to the fair; to create awareness and trial use by new riders and repeat use by current riders; and to encourage connectivity from Los Angeles and Riverside counties via Metrolink commuter rail service.



To maximize ridership potential, OCTA undertook a joint messaging campaign with the OC Fair positioning OC Fair Express the "Official Transportation Provider for the OC Fair". A key component for success was a special discount for OC Fair Express riders – \$4 admission, which was an \$10 savings. This discount provided not only an incentive for ridership, but the savings could be used towards the grant required matched funds, thereby reducing the out-of-pocket needed.

A comprehensive marketing campaign was executed integrating a variety of tactics and communications platforms.

### Print Media:

- Targeted Direct Mail was distributed to households near 9 locations.
- Brochures with schedules and location maps distributed on buses and throughout the county.
- Print ads appeared in OC Register, Excelsior, Laguna Woods Globe, Chinese World News, Korean Daily, Nguoi Viet.
- Ads appeared in customer bus books.

### Outdoor Media:

- Bus exterior ads (ultra super kings, kings and tails)
- Bus interior ads
- Bus and Metrolink transit center signage
- Mall banner ads (Westminster Mall, The Shops at Mission Viejo)
- Bus stop information
- Pole banners at all locations
- Metrolink station banners
- ARTIC signage



### *Digital Media:*

- OC Bus website (dedicated page)
- OC Bus website banner ads
- Email (OCTA current customer base, previous OC Fair Express riders)
- Online banner ads
- Social: Facebook (organic posts and targeted paid ads), Instagram and Twitter
- Partner Blogs

### *Kickoff Event:*

- Anaheim Regional Transportation Intermodal Center, including executive management
- Bags for customers (OC Fair tote, ride tickets, etc.)
- Direct Mail to residents around location
- Email (OCTA current customer base)
- Social: Facebook (organic posts and targeted paid ads),

### *OC Fair Partnership:*

- \$4 Admission coupon
- Newspaper ads
- Bus Shelter Ads
- Digital ads
- OC Fair Website (banner ads, transit page)



## Program Overview

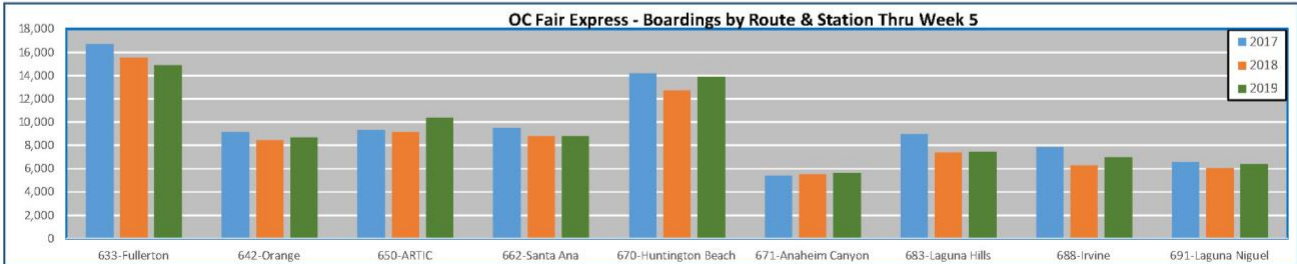
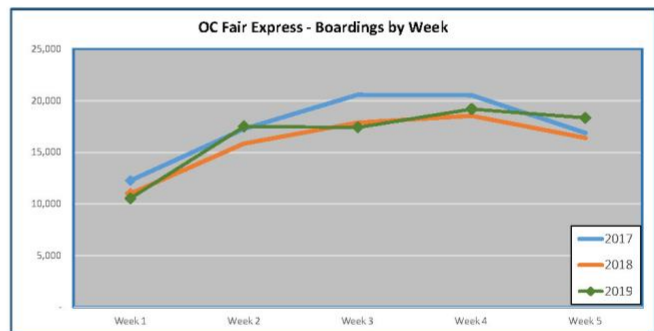
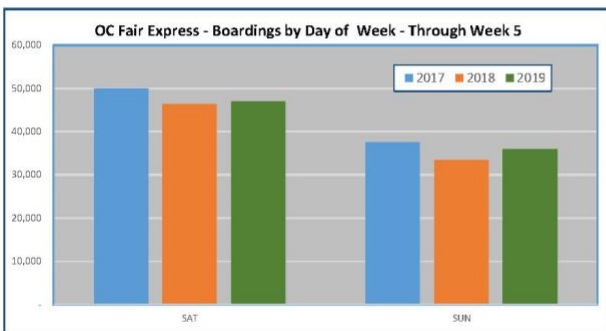
This special bus service has been an overwhelming success since it's relaunch in 2011, obtaining a 320 percent increase over the 2008 service. Ridership has increased each year (80% in 2012; 26.6% in 2013; 31% in 2014; 2.5 % in 2015; 20% in 2016; 33% in 2017). In 2018 ridership dropped 9% d. Comparing weather due to weather, and rebounded in 2019 with a 4.2% increase in ridership with 83,010 boardings.



### Orange County Transportation Authority Special Services Ridership Update

2019 Season - **TOTAL RIDERSHIP COMPARISON**

OC FAIR EXPRESS: Through Week 5 of 2019													Total YTD 2018: 79,684		Total YTD 2019: 83,010	
Route	Saturday				Sunday				Total				Ranking	Ranking	Weather	Weather
	2018	2019	Δ	%Δ	2018	2019	Δ	%Δ	2018	2019	Δ	%Δ	2018	2019	2018	2019
633 - Fullerton	9,413	8,811	[602]	-6.4%	6,125	6,077	[48]	-0.8%	15,538	14,888	[650]	-4.2%	1	1	Saturday	Saturday
642 - Orange	4,827	4,932	105	2.2%	3,609	3,732	123	3.4%	8,436	8,664	228	2.7%	5	5	Hi: 80	Hi: 72
650 - ARTIC	5,074	5,955	881	17.4%	4,055	4,430	375	9.2%	9,129	10,385	1,256	13.8%	3	3	Lo: 72	Lo: 63
662 - Santa Ana	4,907	4,745	[162]	-3.3%	3,860	4,043	183	4.7%	8,767	8,788	21	0.2%	4	4		
670 - Huntington Beach	7,347	7,666	319	4.3%	5,326	6,189	863	16.2%	12,673	13,855	1,182	9.3%	2	2	Sunday	Sunday
671 - Anaheim Canyon	3,301	3,144	[157]	-4.8%	2,181	2,502	321	14.7%	5,482	5,646	164	3.0%	9	9	Hi: 80	Hi: 71
683 - Laguna Hills	4,109	4,059	[50]	-1.2%	3,231	3,407	176	5.4%	7,340	7,466	126	1.7%	6	6	Lo: 70	Lo: 66
688 - Irvine	3,873	4,210	337	8.7%	2,412	2,743	331	13.7%	6,285	6,953	668	10.6%	7	7		
691 - Laguna Niguel	3,430	3,505	75	2.2%	2,604	2,860	256	9.8%	6,034	6,365	331	5.5%	8	8		
<b>Total</b>	<b>46,281</b>	<b>47,027</b>	<b>746</b>	<b>1.6%</b>	<b>33,403</b>	<b>35,983</b>	<b>2,580</b>	<b>7.7%</b>	<b>79,684</b>	<b>83,010</b>	<b>3,326</b>	<b>4.2%</b>				



## Program Overview *continued*

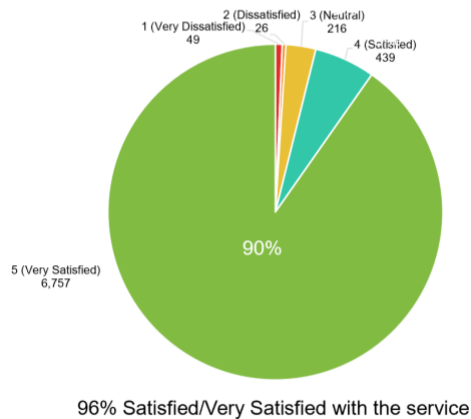
### Survey results:

- 38 percent were new OC Bus riders
- 62 percent are repeat OC Fair Express riders; increase of 55% from last year
- 96 percent of riders were satisfied or very satisfied with the service
- 32 percent used OC Bus Mobile for payment
- Awareness of OC Fair Express service came from:
  - 29 percent – Rode last year
  - 23 percent – word of mouth
  - 85 percent – OC Fair website
  - 4.3 percent – digital ads
  - 4 percent – social media
  - 5 percent – direct mailer

### Digital Media results:

- Achieved 57,219 website sessions, with 68% new users/sessions.
- 1540 paid web banner ads increased mobile users by 34% with 850,000 impressions
- Email campaign achieved a 18.32 percent open rate with a 2.18% CTR
- Facebook paid ads delivered 1,360,300 impressions, with a reach of 432,079 and achieving a 2.18 percent CTR

### How satisfied are you with the OC Fair Express Bus Service? (1 = very dissatisfied and 5 = very satisfied)



Response	Count of Respondents	Percentage of Total
5 (Very Satisfied)	6,757	90%
4 (Satisfied)	439	6%
3 (Neutral)	216	3%
2 (Dissatisfied)	26	0.4%
1 (Very Dissatisfied)	49	1%
<b>Grand Total</b>	<b>7,487</b>	<b>100%</b>



## Campaign Tactics

### Kick Off Event

# ATTENTION PARTY ANIMALS!



**JOIN THE PARTY AS WE KICK OFF OC FAIR EXPRESS**

- PET A GOAT
- HOLD A RABBIT
- ENJOY REFRESHMENTS
- GET SOME FREEBIES
- LISTEN TO MUSIC
- CATCH A FREE RIDE!
- SNAP A PHOTO WITH OLIVIA THE ORANGE AND SCOOBY THE ICE CREAM CONE
- MEET ANAHEIM DUCKS WILD WING AND STREET TEAM!
- AND MORE

**OC FAIR EXPRESS KICK OFF PARTY**

**ANAHEIM (ARTIC) STATION**  
2626 East Katella Ave., Anaheim

Event starts at 9:30 a.m.  
1st bus leaves at 11:00 a.m.

\*Free round trip bus ride for first 100 riders!

OCFAIR OC BUS OCTA

Enter drawing for a chance to win lunch for 4 at the OC Fair free carnival rides and more!

## OCFAIREXPRESS.COM

### ANAHEIM (ARTIC)

ANAHEIM REGIONAL TRANSPORTATION INTERNATIONAL CENTER  
2626 East Katella Ave., Anaheim  
Route 650 bus boards at Dock 7  
El autobús de la ruta 650 sube en el estacion 7



Service every 15 minutes  
Service every 10 minutes after 7 pm.  
Service ends 11:00 pm.  
Service ends 12:00 am.

SATURDAY & SUNDAY	1st Trip	Last Trip
Boarded to OC Fair	9:30 a.m.	11:00 p.m.
Boarded to ARTIC	11:00 a.m.	12:00 a.m.

### Non-stop service from the Anaheim Station (ARTIC)

Heading to the OC Fair this summer? Ride direct to the gate on OC Fair Express from Anaheim (ARTIC). It's the easy way to skip traffic and parking headaches and focus on having fun... for just \$2 each way!

OC Fair Express runs every Saturday and Sunday during the OC Fair (July 13-August 11) from approximately 10:00 a.m. to midnight. See schedules below for times from our location in Anaheim. For other locations and times visit [ocfairexpress.com](http://ocfairexpress.com).

**Save on admission**  
Step aboard and we'll hand you a coupon for **\$4 OC Fair admission**. You'll avoid the parking costs and save \$10 on admission.

**Save time, go mobile!**  
Make life even easier with our free OC Bus Mobile app. You'll find everything you need to ride to the OC Fair in one convenient app. Buy and redeem passes, get schedules, plan your trip, and much more.

BUY BEFORE YOU BOARD



Local Board Customer



# ATTENTION PARTY ANIMALS!



**OC FAIR EXPRESS KICK-OFF PARTY**  
SATURDAY JULY 13TH 9:30 AM

Enter drawing for a chance to win lunch for 4 at the OC Fair free carnival rides and more!

## Help us kick off OC Fair Express Saturday July 13th!

Time to celebrate the start of OC Fair Express for people who want to ride to the OC Fair that takes you directly to the gate and back to the OC Fair kick off party. There'll be live entertainment, freebies, plus the first 100 people to ride will get a free OCFAIR!

- Listen to music
- Enjoy refreshments
- Grab some freebies
- Catch a free ride
- Snap a photo with Olivia the Orange and Scooby the Ice Cream Cone
- Meet Anaheim Ducks Wild Wing and Street Team!
- And more!

**ANAHEIM (ARTIC) STATION**  
2626 East Katella Ave., Anaheim  
Event starts at 9:30 a.m.  
First bus leaves at 11:00 a.m.

[LEARN MORE](#)



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## Campaign Tactics *Continued*

### Brochure

OCFAIREXPRESS.COM

# GIDDY UP!

**DIRECT SERVICE TO THE OC FAIR**

**SATURDAYS & SUNDAYS**  
\$2 EACH WAY  
\$4 ADMISSION

OCFAIR OCBUS

## SATURDAYS & SUNDAYS

**Direct Service from 9 Locations**  
Catch the OC Fair Express for just \$2 bus fare each way during the OC Fair (July 13-August 10) and receive a coupon for \$4 OC Fair admission. The OC Fair Express runs Saturday and Sunday from approximately 10 a.m. to midnight, with nine convenient Orange County locations (public parking available) providing direct bus service every 15, 30 or 40 minutes. Climb aboard. And let the party begin!

**Save on Parking and Admission**  
Step aboard and we'll hand you a coupon for \$4 OC Fair admission. You'll avoid the cost and hassle of parking and save \$10 on admission.

**Save Time with OC Bus Mobile App**  
Make life even easier with our free OC Bus mobile app. You'll find everything you need to ride to the OC Fair in one convenient app. Buy and redeem passes, get schedules, plan your trip, and much more.

**1 ANAHEIM (ARTIC)**

ANAHEIM REGIONAL TRANSPORTATION CENTER  
2626 East Katella Ave., Anaheim  
Ruta 683 bus boards at Dock 7  
El autobús de la ruta 683  
aborda en el estacion 7

Service every 40 minutes  
Service every 10 minutes after 7 pm.  
Servicio cada 40 minutos  
Servicio cada 10 minutos después 7 pm.

SATURDAY & SUNDAY	OC FAIR	LAST STOP
Southbound to OC Fair	10:00 am	11:00 pm
Northbound to ARTIC	11:20 am	12:10 am

**2 ANAHEIM CANYON**

ANAHEIM CANYON METROLINK STATION  
1009 N. Fairbender Dr., Anaheim  
Ruta 671 bus boards at Dock 2  
El autobús de la ruta 671  
aborda en el estacion 2

Service every 40 minutes  
Service cada 40 minutos

SATURDAY & SUNDAY	OC FAIR	LAST STOP
Southbound to OC Fair	10:20 am	11:40 pm
Northbound to Anaheim Canyon	10:30 am	12:10 am

**3 FULLERTON**

FULLERTON PARK-AND-RIDE  
3880 W. Orangeburg Ave., Fullerton  
Ruta 633 bus boards at Dock 6, east end.  
El autobús de la ruta 633  
aborda en el surdon del Dado Este

Service every 15 minutes  
Service cada 15 minutos

SATURDAY & SUNDAY	OC FAIR	LAST STOP
Southbound to OC Fair	10:20 am	11:20 pm
Northbound to Fullerton	11:00 am	12:00 am

**4 HUNTINGTON BEACH**

GOLDENWEST TRANSPORTATION CENTER  
7301 Center Ave., Huntington Beach  
Ruta 670 bus boards at Dock 6  
El autobús de la ruta 670  
aborda en el estacion 6

Service every 15 minutes  
Service cada 15 minutos

SATURDAY & SUNDAY	OC FAIR	LAST STOP
Southbound to OC Fair	10:40 am	11:40 pm
Northbound to Huntington Beach	11:10 am	12:10 am

**5 IRVINE**

IRVINE METROLINK STATION  
11215 Barranca Parkway, Irvine  
Ruta 685 bus boards at Dock 5  
El autobús de la ruta 685  
aborda en el estacion 5

Service every 40 minutes  
Service every 10 minutes after 6 pm.  
Servicio cada 40 minutos  
Servicio cada 10 minutos después 6 pm.

SATURDAY & SUNDAY	OC FAIR	LAST STOP
Southbound to OC Fair	10:40 am	12:00 am
Northbound to Irvine	11:10 am	12:10 am

### Bus Stop Signage

683 NB 10 6/11/19

**BUS STOP # 8392**

OC Fair to Fullerton Park-and-Ride via 55 Pwy / 5 Pwy

**ROUTE 693**

**TRAVELING HOME TO FULLERTON**

Have exact fare ready, farebox does not make change. No bill over \$10 accepted. NO food or drinks allowed on bus. NO skateboards or selfie sticks in fare.

**BUY BEFORE YOU BOARD**

Northbound to Fullerton		Southbound to Laguna Hills	
Saturday & Sunday		Saturday & Sunday	
OC Fairgrounds	Fullerton Park and Ride	OC Fairgrounds	Laguna Hills Regional Transportation Center
11:30	11:30	6:30	7:00
11:20	11:50	6:45	7:15
11:10	12:10	7:00	7:30
12:00	12:30	7:15	7:45
12:20	12:50	7:30	8:00
12:40	1:10	7:45	8:15
1:00	1:30	8:00	8:30
1:20	1:50	8:15	8:45
1:40	2:10	8:30	9:00
2:00	2:30	8:45	9:15
2:20	2:50	9:00	9:30
2:40	3:10	9:15	9:45
3:00	3:30	9:30	10:00
3:20	3:50	9:45	10:15
3:40	4:10	10:00	10:30
4:00	4:30	10:15	10:45
4:20	4:50	10:30	11:00
4:40	5:10	10:45	11:15
5:00	5:30	11:00	11:30
5:20	5:50	11:15	11:45
5:40	6:10	11:30	12:00
6:00	6:30	11:45	12:15
6:15	6:45	12:00	12:30

BOLD Times indicate PM trips.  
Los Muebles/La Señal indican viajes del PM.

CM SB OC FAIR RDWY @DOCK 4

650 NB 10 6/11/19

**BUS STOP # 8392**

OC Fair to ARTIC via 37 Pwy / 3 Pwy / 55 Pwy

**ROUTE 650**

**TRAVELING HOME TO ANAHEIM (ARTIC)**

Have exact fare ready, farebox does not make change. No bill over \$10 accepted. NO food or drinks allowed on bus. NO skateboards or selfie sticks in fare.

**BUY BEFORE YOU BOARD**

Northbound to ANAHEIM (ARTIC)	
Saturday & Sunday	
OC Fairgrounds	Fullerton Regional Transportation Center
10:45	11:10
11:25	11:50
12:05	12:30
12:45	1:10
1:25	1:50
2:05	2:30
2:45	3:10
3:25	3:50
4:05	4:30
4:45	5:10
5:25	5:50
6:05	6:30
6:45	7:05
7:25	7:55
7:45	8:05
8:15	8:35
8:45	9:05
9:15	9:35
9:45	10:05
10:15	10:35
10:45	11:05
11:15	11:35
11:45	12:05
12:20	12:40

BOLD Times indicate PM trips.  
Los Muebles/La Señal indican viajes del PM.



## Campaign Tactics *Continued*

### Bus Exterior Ads



### Bus Interior Ads



Campaign Tactics *Continued*

Transit Center Signage (15 targeted displays at 8 bus and Metrolink station locations)



Metrolink Banners (all stations on IEOC & Orange lines)



Pole Banners (Targeted messages at 9 departing locations)

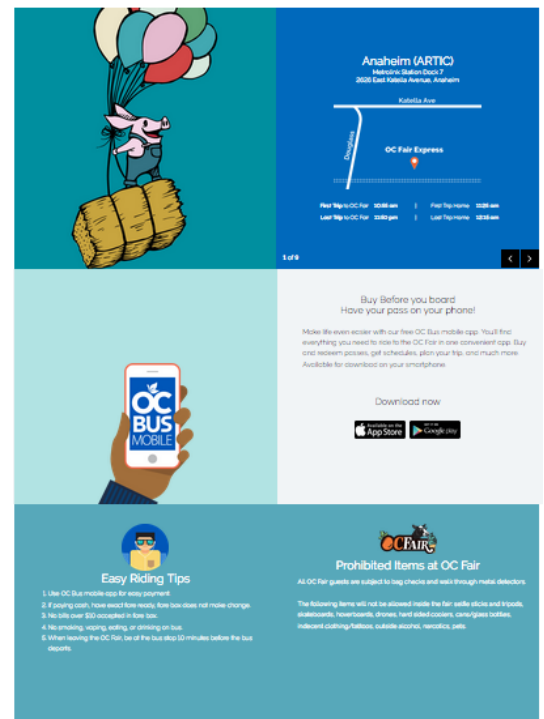
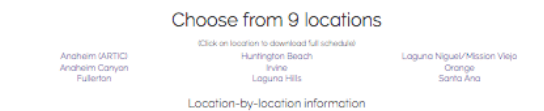
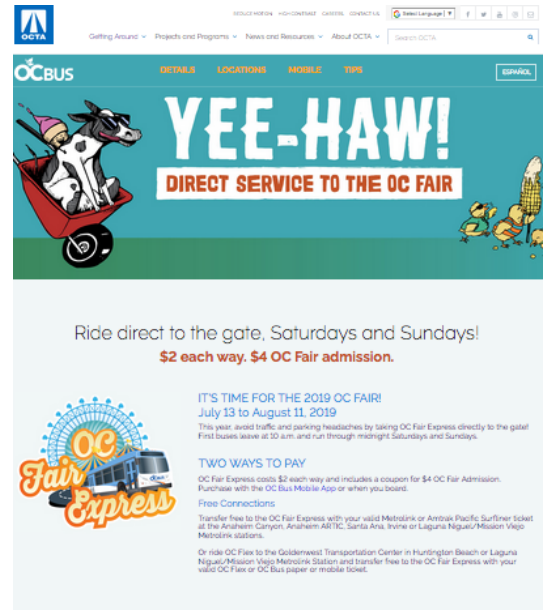




## Campaign Tactics *Continued*

Facebook/Instagram (series of targeted ads around 9 locations)

Website and Blogs



To help fund the OC Fair Express service, OCTA is providing funding through the MTA's Source for Public Transit New Revenue Contract (PPSIC), which provides subsidies for transit transportation services.