



**Orange County Transportation Authority**

# **Final Report**

## **Ducks Express Service**

**Prepared for the  
Mobile Source Air Pollution Review Committee (MSRC) under the  
AB 2766 Discretionary Fund Work Program**

**January 30, 2014**

## Ducks Express Service Final Report

### Orange County Transportation Authority

The Orange County Transportation Authority (OCTA) expresses its gratitude to the Mobile Source Air Pollution Reduction Review Committee and staff for their invaluable support in piloting OCTA's Ducks Express service. The Authority also acknowledges the partnership provided by the Honda Center, Anaheim Ducks, and the City of Anaheim in ensuring the success of the service.

### Acknowledgements/Disclaimer

*This report was submitted in fulfillment of AB 2766/ MS12065, Ducks Express Service by the Orange County Transportation Authority under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.*



## Project Description & Work Performed

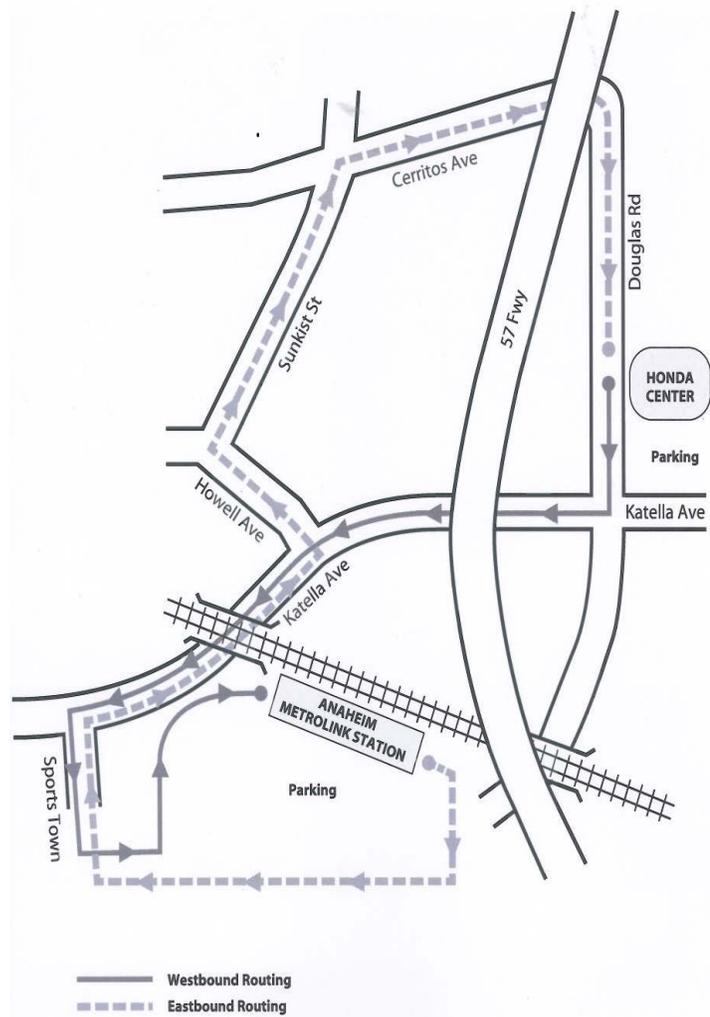
Thanks to the MSRC, the Orange County Transportation Authority was able to pilot express shuttle service which served a shortened 2013 National Hockey League season spanning January 25, 2013, through May 8, 2013, which included 3 playoff games. The special trains branded as the Ducks Express operated service to 17 weekday home games and three playoff games by adding one roundtrip from Laguna Niguel Mission Viejo to Anaheim Station on the Orange County Line. The Ducks Express shuttles provided a coordinated transit link between existing rail service, which conveniently boarded passengers at the Anaheim Stadium Amtrak/MetroLink Station in time for the weekday evening home games. The free connecting bus shuttles offered an attractive alternative to the automobile by transporting hockey fans from the Anaheim Station to the Honda Center and back, both before and after the games, with a valid MetroLink ticket.

On time performance was excellent with the shuttles arriving at the station in time for the games, of which 16 began at 7:05 p.m., and one game started at 7:35 p.m. At the conclusion of the games, the shuttles held for passengers before departing, even in the event of overtime. A southbound MetroLink train also waited for overtime games while northbound return trips were accommodated by regularly scheduled MetroLink or Amtrak rail service.

### Service Performance

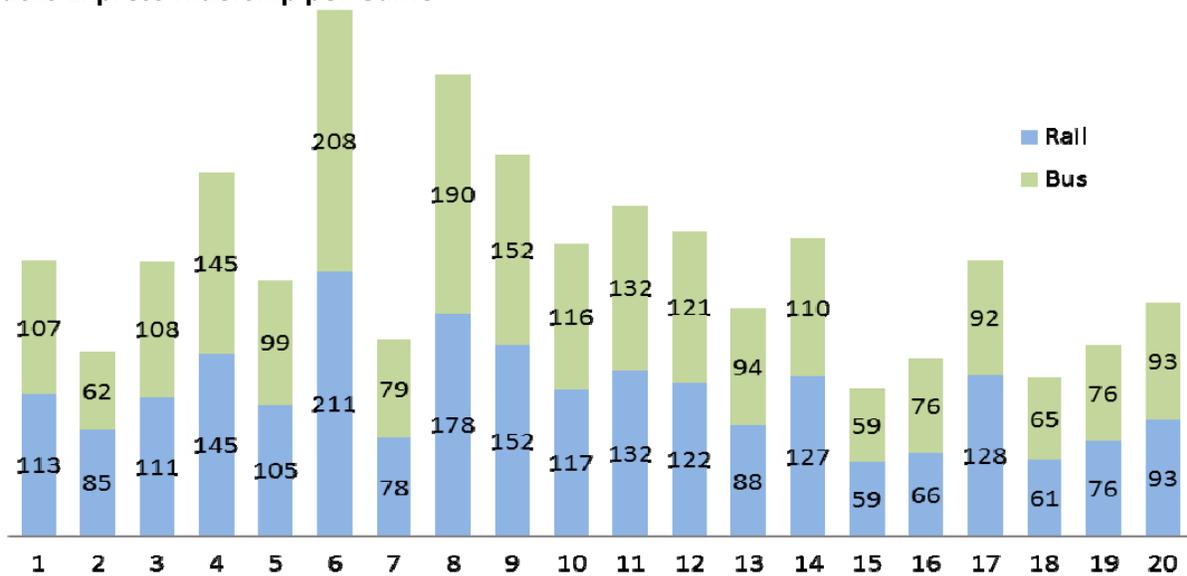
The Ducks Express shuttles proved a success with over 2,247 boardings, which is an increase of 17 percent over last year, even with five fewer games. Each bus carried passengers at or near capacity with an average of 55 boardings per bus. Both the customer surveys and customer engagement representatives

estimate that nearly all of the bus passengers arrived and connected by rail. Approximately 52 percent travelled via the MetroLink OC Line 644 which spans the cities of Fullerton to



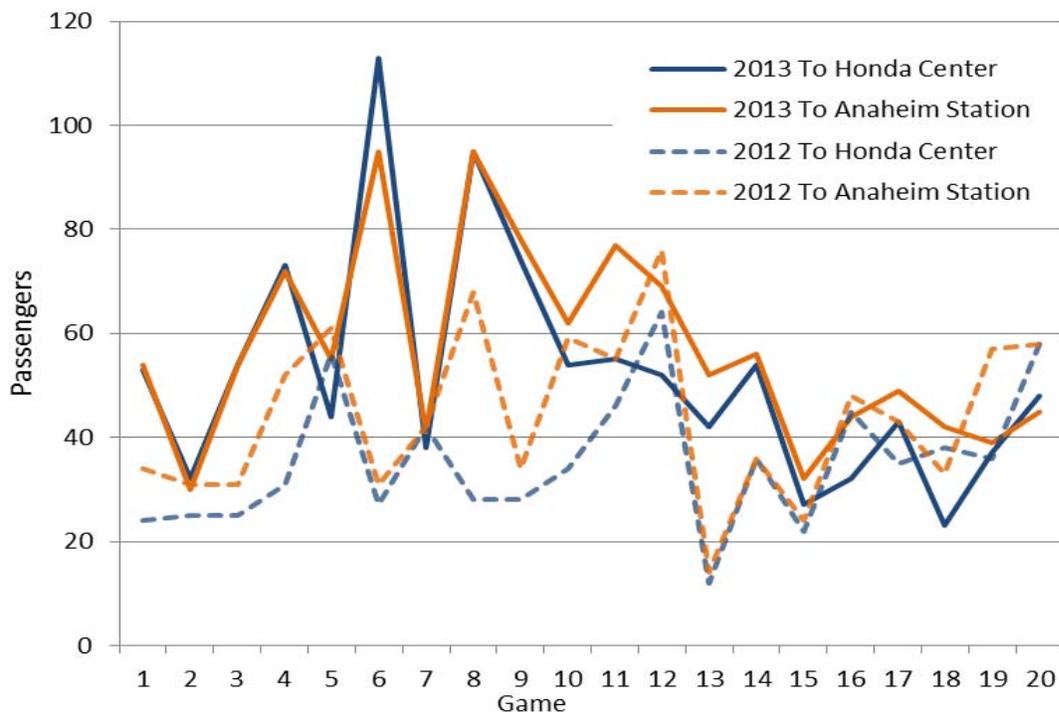
Oceanside, with 42 percent arriving by Metrolink OC Line 604 which spans the cities of Laguna Niguel/Mission Viejo to Fullerton. The service proved beneficial in introducing the attractiveness of rail and bus transit as a clean and viable alternative to traveling by automobile.

**Ducks Express Ridership per Game**



A comparison between the Ducks Express ridership in 2012 and 2013 identifies an overall increase of 33 percent.

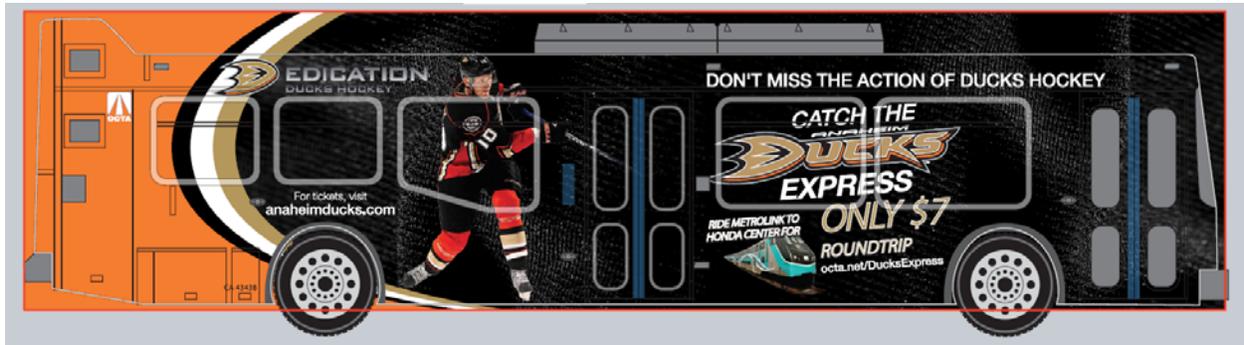
**Ducks Shuttle Ridership Comparison**



## Cost Savings

At the time of the grant proposal, OCTA estimated the operating cost for the Ducks Express service at \$26,673 for the shortened 2013 hockey season. However, due to cost savings that resulted from utilizing two shuttle vehicles instead of the three initially anticipated, the actual operating expenses incurred was \$11,840 lower than initially estimated. The season ended with a total of over 208 revenue vehicle hours and 101.5 supervisory hours rendered to ensure a successful service.

The in-kind local match contribution valued at \$18,975 was provided in the form of OCTA staff time, outreach, advertising and marketing costs, as well as fare revenues as required by the grant program.



## Problems Encountered

The implementation of the Ducks Express service was successful and did not encounter any significant problems or issues. However, the feedback and performance monitoring information gained allowed staff to identify several opportunities for future improvements to the service, which range from scheduling enhancements and passenger wayfinding.



## Emissions Benefits

*<MSRC assistance is requested to calculate the air quality benefits of the service based on the service and ridership information provided>*

## Photographs & Outreach

To maximize ridership, OCTA, Metrolink, Anaheim Ducks and the Honda Center worked in partnership to promote the service and provide special incentives. These efforts included a discounted \$7.00 round trip fare, \$6.00 for seniors/disabled, and a special \$4.00 youth pass for children ages 6 to 18. Those 5 and under rode free which helped promote the service for families.

The service benefited from an aggressive joint marketing campaign targeted at both current OCTA customers, as well as those who were not current or frequent transit users. The campaign generated over 68,500 impressions which included promotions in newspapers, direct mailings, radio, websites and other electronic media, on-board and exterior bus advertisements, as well as other outreach activities supported by OCTA, Metrolink, Anaheim Ducks and the Honda Center.



These multimedia efforts are detailed in the page that follows. More detailed information on the performance of this joint messaging campaign are enclosed, along with examples of the marketing and outreach materials. Higher resolution images can also be made available upon request.

Tactics	Frequency/ Quantity	Cost	Impressions
<b>Concept/Design/Production – In-house</b>	-	\$0	-
<b>Outdoor/In Arena:</b>	3 months - Jan 25–Apr 17	Partnership	45,000,000
• Honda Center – 57 marquee LED sign			
• Honda Center –Katella marquee LED sign	3 months - Jan 25–Apr 17	Partnership	5,500,000
• Honda Center - LED Signage	20 games	Partnership	280,000
• Metrolink station kiosk posters	Jan-May -12	n/c	500,000
<b>Print:</b>	Jan-Apr	Partnership	200,000
• Ducks Digest Program Ad for entire season			
• Flyer on TVM machines about special tickets	Jan-Apr	n/c	20,000
<b>Collateral:</b>	10,000	\$1,725	10,000
• Flyers (Metrolink, cities, libraries, outreach events, kiosks)			
• Metrolink Newsline article – Spring issues	20,000	n/c	20,000
• Metrolink Matters article	21,000	n/c	21,000
<b>Online:</b>			
• Online Ads:			
o OCRegister.com	2 weeks	\$1,000	250,000
o Facebook.com	2 weeks	\$750	506,577
o Ducks.com (2,109,320 web views per month, 281,139 unique clicks per month)	Jan-Apr.	Partnership	12,655,920 views 1,686,834 unique clicks
• Email Blast to OCTA database	17,489	n/c	17,489
• Email Blast to SCRRA database	15,000	n/c	15,000
• Email Blast to Ducks season seat holders	2	Partnership	160,000
• OCTA web: feature page, banner ads	Jan-Apr	n/c	12,220
• Metrolink web: banner ads	Jan-Apr	n/c	8,950
• Facebook posts - OCTA	Jan-Apr	n/c	103,691
• Facebook posts – Ducks	3	Partnership	645,948
• Twitter - OCTA	Jan-Apr	n/c	11,215
• Twitter - Ducks	3	Partnership	318,186
• Promotional Video – Party Train	March	Partnership	4,537
<b>Destination Partnerships:</b>		\$15,000	
• Ducks partnership (social media, etc.)			
<b>Press Release:</b>	Jan.	n/c	50,000
• Press release announcements			
	<i>Sub Total</i>	\$18,475	67,997,567
	<i>Party Train Event</i>	\$500	850,000
	<b>TOTAL</b>	<b>18,975</b>	<b>68,847,567</b>

## **Summary and Conclusions**

The partnership created by the MSRC, between OCTA, Metrolink, Anaheim Ducks and the Honda Center led to the refinement of a successful event transit service. As exhibited by its low cost and steady ridership, the Ducks Express service proved to be a cost effective means of furthering the goals of the MSRC Event Transportation Program. Moreover, the service generated a great deal of enthusiasm among those who are new to the benefits of public transportation, and provided an opportunity to showcase transit as a convenient alternative to automobile, which in turn will reduce harmful emissions within the South Coast Air Basin for years to come.

## **Enclosure**

- Ridership Details
- Sample Outreach Materials
- Sample Press Release
- Sample Web Page
- Sample Cross Promotion & Partnership
- Sample Photos

