



Orange County Transportation Authority

Final Report

Angels Express Service

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

April 29, 2015

Acknowledgements

The Orange County Transportation Authority (OCTA) expresses its gratitude to the Mobile Source Air Pollution Reduction Review Committee (MSRC) and staff for their funding and assistance in OCTA's Angels Express Service. OCTA also acknowledges the invaluable support and partnership provided by Angels Stadium of Anaheim and the Southern California Regional Rail Authority (Metrolink), as well as the support of the City of Anaheim, in ensuring the success of the service.

This report was submitted in fulfillment of AB 2766 and MS14007, Angels Express Service by the Orange County Transportation Authority under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee. Work for the Angels regular season was completed as of September 19, 2014.



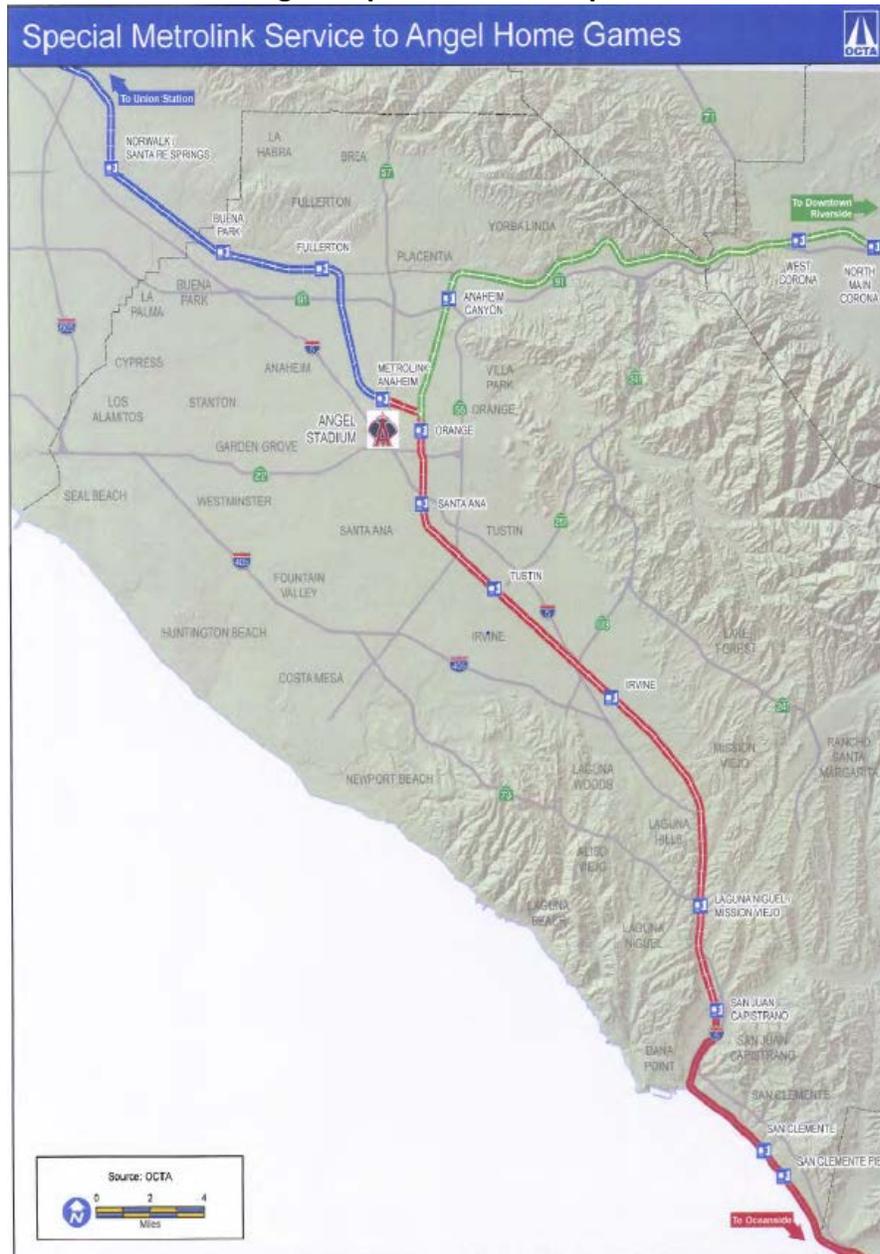
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Project Description & Work Performed

The MSRC grant award supported the Angels Express service for 51 regular season Angels weekday home games which began March 31, 2014, and ended September 19, 2014. The service offered the public a convenient and attractive alternative to the automobile for travel to and from home games at the Angels Stadium of Anaheim. The service dedicated two Metrolink trains that ran along the Orange County Line from Oceanside in the south to Los Angeles Union Station in the north. Additionally, limited service was provided for 11 Friday home games on the Inland Empire-Orange County Line from Riverside.

Angels Express Service Map



Passengers were able to board either train at any of the fifteen Metrolink stations listed below, and travel directly to the Angels Stadium of Anaheim.

Angels Express Stations

South to North	North to South	East to West
<ul style="list-style-type: none"> • Oceanside¹ • San Clemente¹ • San Juan Capistrano¹ • Laguna Niguel/Mission Viejo • Irvine • Tustin • Santa Ana • Orange • Anaheim 	<ul style="list-style-type: none"> • Los Angeles Union Station • Norwalk/Santa Fe Springs • Buena Park • Fullerton • Anaheim 	<ul style="list-style-type: none"> • Riverside/Downtown • Riverside/La Sierra • North Main Corona • West Corona • Anaheim Canyon • Orange² • Anaheim

¹ Station stops only on southbound trip
² Transfer

On time performance was excellent with the trains arriving at the stadium in time for the games which began at 7:05 p.m. At the conclusion of the game, both trains held for passengers before departing, even in the event of extra innings. As noted, the northbound train to Anaheim began service in Laguna Niguel/Mission Viejo due to the lack of available time slots in the single track area south of that station. The returning southbound train from Anaheim operated in revenue service south to Oceanside, since the train must be stored overnight at a facility close to that location.

Service Performance

The Angels Express service proved a resounding success with over 43,900 boardings which spanned the start of the service launch in March 2014 to the last Angels weekday home game in September 2014. With boardings totaling over 17,000, the majority of the passenger ridership utilized the Laguna Niguel/Mission Viejo to Anaheim and Anaheim to Oceanside service. Additionally, usage from LA Union Station saw a 31% increase in ridership over the previous year.

**NEVER MISS A PITCH.
RIDE THE ANGELS EXPRESS.**

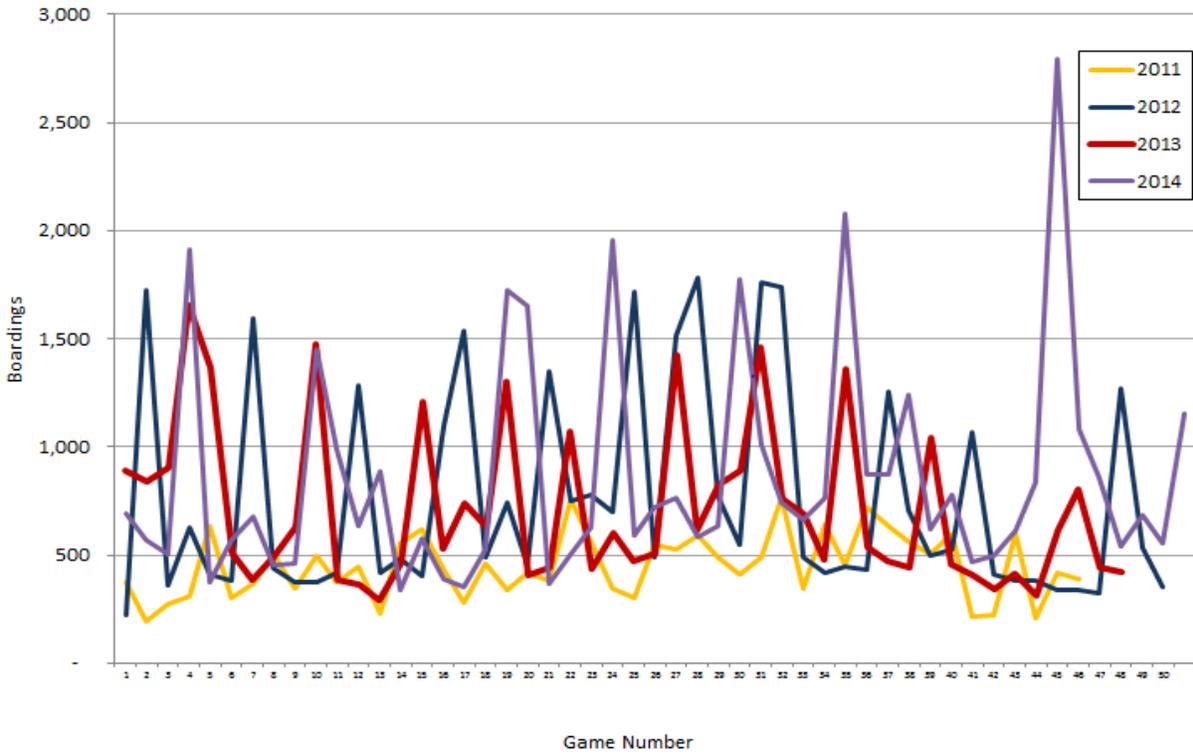
Travel to all weekday home games for \$7 or less, round trip. Forget about traffic and parking hassles and get dropped off at the stadium parking lot.

Visit octa.net/AngelsExpress for details.

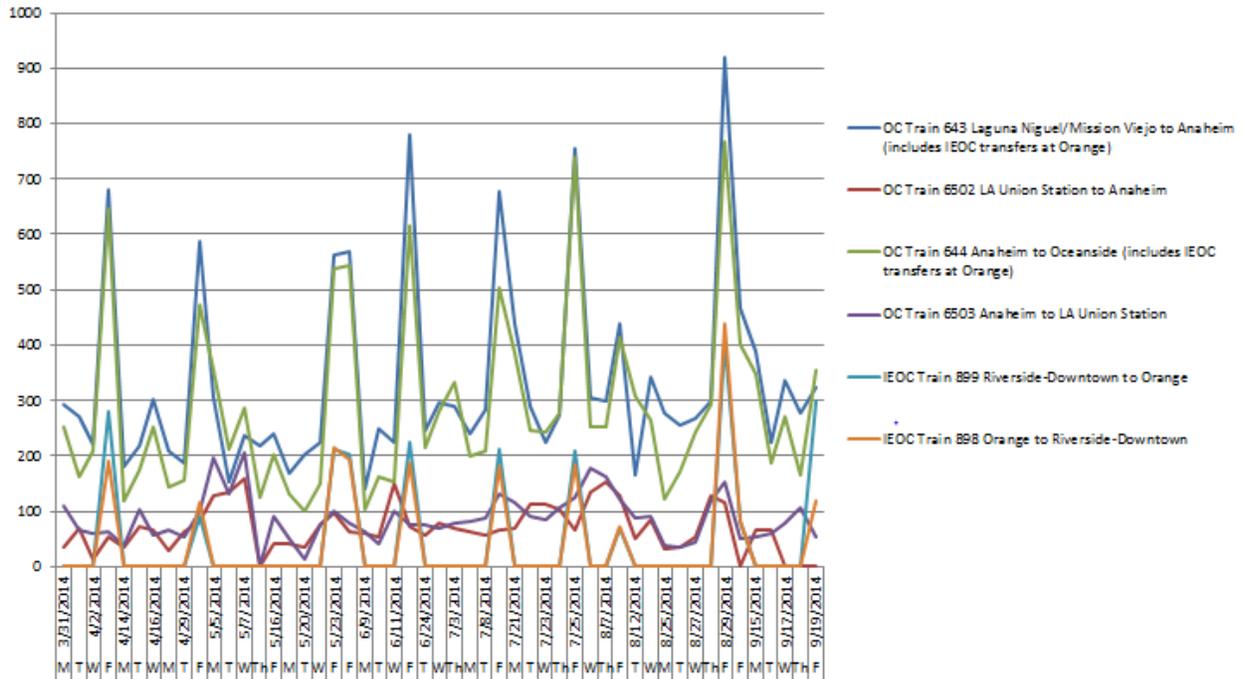
[facebook.com/octametrolink](https://www.facebook.com/octametrolink)
twitter.com/octametrolinknews

*Angels, Angels Mark, and Los Angeles Angels of Anaheim are registered trademarks of Angels Baseball LP.

Metrolink Angels Express Total Boardings

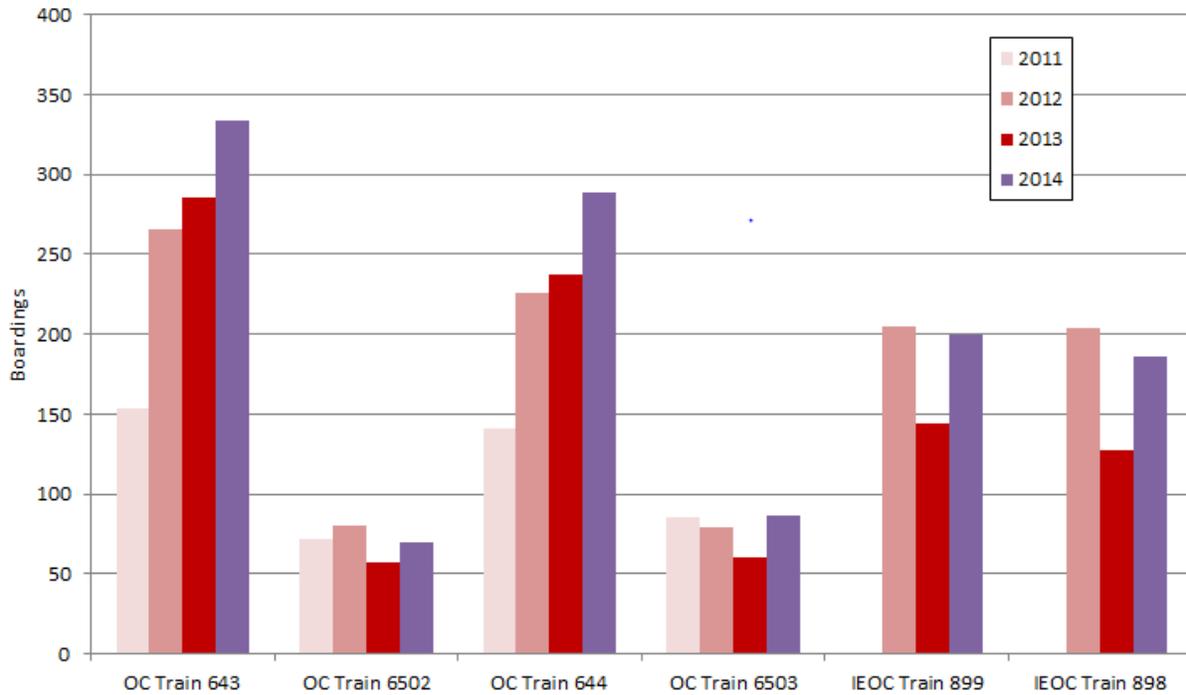


Angels Express Ridership by Train



A comparison between ridership for 2013 and 2014 identifies an overall average increase of 17 percent for the Laguna Niguel/Mission Viejo OC Train 643 to Anaheim. During the Angels season, spanning March through September, average ridership increased for each of the participating lines, with a total increase in average ridership of 21 percent. For the fourth year of the service, the Angels Express saw large increases in participation from fans looking to enjoy a day at the stadium and leave traffic and parking issues behind.

Metrolink Angels Express Average Boardings



Cost Savings

The in-kind local match contribution valued at \$215,000 was provided in the form of OCTA staff time, marketing costs, fare and admission discounts, and fare revenues as required by the grant program.

OCTA operating costs for the 2014 Angels Express service came in at \$201,727, showing a slight cost savings over the \$208,520 allotted by the MSRC. Expenses for the 51 regular season evening home games of the 2014 Angels Express averaged approximately \$3,955 per game. Ridership and expenses are anticipated to increase over time as the service continues to build a recurrent customer base.

Problems Encountered

The implementation of the 2014 Angels Express service proved very successful, with significant growth in ridership. Feedback and performance monitoring information gained allowed staff to identify several opportunities for future improvements to the service, which range from locomotive scheduling improvements to ticket sales and ridership variance analysis developments.

As a result of these lessons learned, OCTA and SCRRA intend to make the following improvements to the 2015 Angels Express service:

- Locomotive scheduling and mechanical improvements
- Emergency track closure management
- Improved execution of post-season service on short notice
- Expanded 'kids ride free' program
- Work with SCRRA to increase the deployment of Tier 2 clean locomotives
- Improved tracking of correlation between ridership and ticket sales versus Angels wins/losses

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, and the Angels 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. A Kids Ride Free promotion in July allowed children 18 and under to experience the Angels Express free of charge on weekdays, resulting in a 28 percent increase in average daily ridership over the course of the promotion.

The Angels Express campaign generated approximately 108,000,000 impressions which included promotion in newspapers, radio, websites, online media banners, interior and exterior bus ads, train car wraps, at stadium signage, Metrolink station signage, special events and discounts, as well as other outreach activities supported by OCTA, Metrolink and the Angels.

Survey results collected from Angels Express participants revealed the following ridership data:

- 68 percent of riders were new riders who had never taken the Angels Express before.
- 99 percent would consider riding Metrolink in the future.
- Ways riders learned about the event: 36% outdoor advertising, 34% online advertising.

These multimedia efforts are detailed below. More detailed examples of the marketing and outreach materials of the campaign are available in the attachments to this report. Higher resolution images can also be made available upon request.

Outdoor Advertising

- Angels Stadium in-game LED signs advertising (HALO)
- Angels Stadium in-game commercial
- “Big A” LED Sign on 57S freeway
- Concourse television advertising
- 20 Concourse posters
- 16 Fence banners at Metrolink stations
- 10 OCTA bus exterior advertisements
- Metrolink Train Wrap
- 10 Posters at Metrolink station kiosks
- 600 Bus interior advertisements in English and Spanish
- 20 Ticket vending machine flyers

Radio

- English radio In game
- Spanish radio In game
- Traffic radio spots on multiple channels

Print Advertising

- 50,000 Angels program promotions
- 50,000 promotional flyers
- Press releases
- Newspaper advertisements

E-Communications

- Banner ads on OCTA and Metrolink websites
- Special landing page with information
- Banner ads on Facebook.com, OCRegister, and Yahoo
- Social Media posts - Facebook, Twitter, YouTube
- Email blast to OCTA and Metrolink database and Angel’s season ticket holders

Summary and Conclusions

The partnership created by the MSRC, the Angels Stadium of Anaheim, Metrolink and the OCTA in 2011 led to the development of an extremely successful event transit service. As exhibited by the large growth in Angels Express participation for the 2014 season, the effective furthering of the goals of the MSRC Event Transportation Program has provided Angels' fans with an efficient alternative form of transportation to the games. As the Angels Express continues to grow and provide new and



experienced riders with an affordable alternative to driving, results will continue to reflect the success of the Angels Express in providing the community with a convenient transit alternative to the automobile, which in turn reduces harmful emissions within the South Coast Air Basin.

Building on the success of the 2014 baseball season, expansion of the program with a focus on equipment and scheduling reliability will provide the greatest benefit to all participating parties. Further development of the program will provide the MSRC and OCTA an opportunity to consider an improved and more expansive service that will lead to even greater participation by non-transit users and thereby enhancing air quality in the region.

Attachments

- A. Sample Outreach Materials
- B. Sample Email
- C. Sample Web Page
- D. Sample Blog Post
- E. Sample Magazine Clipping
- F. Sample Photos

Attachment A

Sample Outreach Materials



**NEVER MISS A PITCH.
RIDE THE ANGELS[®] EXPRESS.**

Travel to all weekday home games for **\$7 or less, round trip**. Forget about traffic and parking hassles and get dropped off at the stadium parking lot.

Visit octa.net/AngelsExpress for details.

 facebook.com/octametrolink
 twitter.com/octametrolinknews



Clean Transportation
Funding from the MSRC



SEE THE TRAIN. METROLINK.
RIDE:JOY

*Angels, Angels Marks, and Los Angeles Angels of Anaheim are registered trademarks of Angels Baseball LP.



**NEVER MISS A
PITCH. RIDE THE
ANGELS EXPRESS.**

Skip the parking and
traffic hassles for only
\$7 or less, round trip!



Clean Transportation
Funding from the MSRC

SEE THE TRAIN. METROLINK.
RIDE:JOY

Attachment B

Sample Email

Share Sign Up



Metrolink
PROMOTIONS



Ride the Angels Express and Never Miss a Pitch.

The popular [Angels Express](#) returns next week, providing service to and from all weeknight Angels home games starting at 7:05 p.m.



Forget about Traffic and Parking

- Ride for **\$7 or less** round-trip
- Arrive within steps of the stadium
- Enjoy [50% off select game tickets](#) purchased online
- Be in the company of other fans
- Service from the Inland-Empire to Friday night games

Get it FREE at Angels Express Fan Friday

Join OCTA for a [special event in Irvine](#) on April 11 featuring free food, authentic baseball merchandise, live music, games and more. The first 100 guests can even [ride the Angels Express for free](#), and one lucky fan will win a special VIP experience!

Learn More

Attachment C

Sample Web Page



Orange County
Transportation Authority

High Contrast Construction Funding Blog Contact Us

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Bus Transit Rail Freeways & Streets Express Lanes Share the Ride / Bike Plans & Programs Measure M About OCTA

Rail

- OVERVIEW
- RIDING METROLINK
- METROLINK WEEKENDS
- TRIP PLANNER
- LINES AND STATIONS
- SCHEDULES
- FARES AND PASSES
- OCTA PROMOTIONS**
- Fullerton Experience
- Experience San Juan Capistrano
- Angels Express
- Angels Express Fan Friday
- DESTINATIONS AND DISCOUNTS
- CALENDAR
- NEWS
- RIDERS' ALERTS
- RAILROAD CROSSING ENHANCEMENTS
- PUBLICATIONS
- NEWSLINK SPRING 2014
- RAIL IMPROVEMENTS
- TRANSIT MOBILE APPS
- GET CONNECTED
- LOSSAN RAIL CORRIDOR AGENCY

Angels Express Fan Friday



Ride Metrolink FREE to the Game!

Join the Pre-Game Party at Angels Express Fan Friday
Calling all Angels Fans! Don't miss your one and only chance to get free Metrolink tickets, authentic team merchandise, free food and free live music all in one place. Join hundreds of fellow fans for an exclusive pre-game party at the Irvine Station on Friday, April 11 at 5pm.



FREE Metrolink Tickets
If you love baseball, you'll love Angels Express Fan Friday! On your way to the game on April 11, be one of the first 100 people to drop by the pre-game party and receive a free Metrolink ticket.

Come for the tickets, stay for the party, go to the game!

Great FREE Giveaways
We're celebrating the fourth year of the amazing Angels Express by giving away some very special items. We can't name names, but we can tell you that there will be authentic team merchandise! One lucky fan will also win a valuable VIP Grand Prize including four game tickets, four Metrolink tickets and a chance to watch batting practice!



Fun for All Ages
From ball tosses to a baseball-themed photo booth, there will be activities for all. Make a sign showing how much you love the team. Sing along to baseball songs! Bring a non-perishable food item donation for the Second Harvest Food Bank of OC and spin the wheel for great prizes and baseball giveaways. While you play, enjoy delicious food from Stone Fire Grill and live music from Headshine.



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nyeretzyan@octa.net

Get Connected
Facebook
Twitter

Sign up for OCTA Rail Mail

Become a member and receive:

- GAME AND SERVICE alerts
- EXCLUSIVE PROMOTIONS
- ACCESS to member-only events
- AND MORE!

FIRST NAME (optional)

EMAIL ADDRESS

JOIN FOR FREE



Special Offer for Facebook Fans

Act fast on this one! Join our [Facebook community](#) to download an exclusive coupon. Redeem it at Angels Express Fan Friday and receive a limited-edition pint glass celebrating one of baseball's most popular players.

See You There!

The Irvine Transportation Center is located at 15215 Barranca Parkway, Irvine, CA 92618. Following the party, the train to Anaheim will depart at 5:59 pm. Free tickets are good Friday, April 11, 2014 only.

For more Angels Express information, tickets, and train schedules. [Click here.](#)

Thank you to Mobile Source Air Pollution Reduction Review Committee's (MSRC) for providing funding for the Metrolink Angels Express trains.



Attachment D

Sample Blog Post



Bus Metrolink Share Freeways & Streets About



Never Miss a Pitch with the Angels Express

Wednesday, March 19, 2014

Tweet 0 Like 2

Back for the fourth year in a row, the popular *Angels Express* begins the season on March 31. Fans can jump on the Orange Line to ride this special Metrolink train to all Angels weekday home games that start at 7:05 p.m. and the Inland Empire-Orange County Line to travel to every Friday night game.



Funded by the Mobile Source Air Pollution Reduction Committee (MSRC), the Angels Express helps take cars off the road by providing safe, convenient public transportation directly to the stadium in Anaheim. Fans save money on parking and gas and enjoy a great evening at the ballpark while leaving their cars behind. Last year, Angels Express trains had more than 34,000 boardings.



To celebrate the return of the service, OCTA launched a [special pre-season giveaway](#) that awarded game tickets, merchandise and more. The fun will continue on April 11 with a free event at the [Irvine Transportation Center](#). The Angels Express Fan Friday celebration will feature free food sponsored by StoneFire Grill, live music by Headshine, and free Angels Express tickets for the first 100 people.

Learn more about the Angels Express at www.octa.net/angelsexpress.

sections

Bus
 Metrolink
 Share
 Freeways & Streets
 About

recent posts

- ▶ More Than 200 Turned Out for Coyote Creek Bike Day
- ▶ Employers Will Learn to Promote Ridesharing at OCTA Class
- ▶ Metrolink Schedule Change
- ▶ The Angels Express Is Back!
- ▶ Service Animal Training Day Debuts at a New Location April 11

WHERE'S MY BUS?
NEW Real-Time Mobile Apps

Free Download |

YOU'RE INVITED!

Attachment E

Sample Magazine Clipping



NEVER MISS A PITCH. RIDE THE ANGELS' EXPRESS

Travel to weekday home games for \$7 or less, round trip. Forget about traffic and parking hassles and get dropped off at the stadium parking lot.

Beginning March 31, Metrolink will be running special trains to all weeknight homegames beginning at 7:00 p.m. A train runs every weeknight on the Orange County Line and every Friday night on the Inland Empire-Orange County Line. All for a very special price—only \$7 round trip, \$6 for senior/disabled, \$4 for youth (ages 6–18) and free to children 5 and under with each fare-paying adult (limit 3 children per adult).

Tickets may only be purchased on game days. Use the Metrolink ticket vending machine and select 'Angels Express' on the home screen.

ADULTS ONLY		ADULTS & CHILDREN		SENIORS & DISABLED	
1-2 Round Trip to Stadium	\$12	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to L.A.	\$6	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Long Beach	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Anaheim	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Fullerton	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Orange	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Santa Ana	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Tustin	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to West Orange	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Yorba Linda	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Fullerton	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Orange	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Santa Ana	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Tustin	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to West Orange	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12
1-2 One-Way to Yorba Linda	\$7	Adults, Seniors & Youth	\$12	Adults, Seniors & Youth	\$12

octa.net/AngelsExpress for details.
 


WWW.ANGELS.COM | 2014 ANGEL MAGAZINE

2014 ANGELS ROSTER

NUMERICAL

NO.	NAME	P	B-T
0	Colton Cowgill	OF	OF
1	Erick Aybar	INF	INF
2	J.B. Shuck	OF	OF
3	Albert Pujols	INF	INF
4	David Forst	INF	INF
5	Andrew Romine	INF	INF
6	Garret Gross	INF	INF
7	Tommy Field	INF	INF
8	Luis Jimenez	INF	INF
9	Howie Kendrick	C	C
10	Frank Conroy	C	C
11	Chris Iannetta	C	C
12	John McDonald	INF	INF
13	Eren Nazare	INF	INF
14	Scott Bonuma	LHP	LHP
15	Mike Trout	OF	OF
16	Raul Ibanez	OF	OF
17	Josh Hamilton	OF	OF
18	C.J. Wilson	LHP	LHP
19	Josh Wall	RHP	RHP
20	Joel Wiwek	RHP	RHP
21	Joe Smith	RHP	RHP
22	Kevin Youkilis	RHP	RHP
23	Garrett Richards	RHP	RHP
24	Tyler Skaggs	LHP	LHP
25	Cory Basmus	RHP	RHP
26	Howie Kendrick	INF	INF
27	Ernesto Frieri	RHP	RHP
28	Matt Shoemaker	RHP	RHP
29	Hector Santiago	LHP	LHP
30	Buddy Bushers	LHP	LHP
31	Joe Blanton	RHP	RHP
32	Kyle Callahan	OF	OF
33	Michael Kubson	RHP	RHP
34	Fernando Salas	LHP	LHP
35	Brian Mauer	RHP	RHP
36	Ryan Brantley	RHP	RHP
37	Nick Maronde	LHP	LHP
38	Dane De La Rosa	RHP	RHP

BY POSITION

PITCHERS

NO.	NAME	P	B-T
1	Joe Blanton	RHP	R-R
2	Buddy Bushers	LHP	L-L
3	Ryan Brantley	RHP	R-R
4	Scott Bonuma	LHP	L-L
5	Dane De La Rosa	RHP	R-R
6	Ernesto Frieri	RHP	R-R
7	Kevin Youkilis	RHP	R-R
8	Michael Kubson	RHP	R-R
9	Nick Maronde	LHP	L-L
10	Brian Mauer	RHP	R-R
11	Cory Basmus	RHP	R-R
12	Garrett Richards	RHP	R-R
13	Fernando Salas	LHP	L-L
14	Hector Santiago	LHP	L-L
15	Matt Shoemaker	RHP	R-R
16	Tyler Skaggs	LHP	L-L
17	Joe Smith	RHP	R-R
18	Josh Wall	RHP	R-R
19	Joel Wiwek	RHP	R-R
20	C.J. Wilson	LHP	L-L

CATCHERS

NO.	NAME	P	B-T
1	Frank Conroy	C	C
2	Chris Iannetta	C	C
3	Howie Kendrick	C	C
4	John McDonald	C	C
5	Eren Nazare	C	C
6	Andrew Romine	C	C

INFELDERS

NO.	NAME	P	B-T
1	Erick Aybar	INF	INF
2	Tommy Field	INF	INF
3	David Forst	INF	INF
4	Garret Gross	INF	INF
5	Luis Jimenez	INF	INF
6	Howie Kendrick	INF	INF
7	John McDonald	INF	INF
8	Eren Nazare	INF	INF
9	Albert Pujols	INF	INF
10	Andrew Romine	INF	INF

OUTFIELDERS

NO.	NAME	P	B-T
1	Kyle Callahan	OF	OF
2	Colton Cowgill	OF	OF
3	Josh Hamilton	OF	OF
4	Raul Ibanez	OF	OF
5	Mike Trout	OF	OF

COACHING STAFF

NO.	NAME	POSITION
1	Mike Scodino	Manager
2	Dan Baylor	Hitting Coach
3	Mike Busher	Pitching Coach
4	Alfredo Griffin	First Base Coach
5	Gary DiSarcina	Third Base Coach
6	Dino Ebel	Bench Coach
7	Bryce Sells	Bullpen Coach
8	Tom Gregoire	Bullpen Catcher
9	Dave Hansen	Assistant Hitting Coach
10	Rich Eckstein	Major League Player Informant

Attachment F Sample Photos



OC Metrolink
Posted by Kriss Garbowski 191 · February 25

Congratulations to the next winner of our Angels Express giveaway, Philip White! He will receive a prize package that includes game and train tickets, merchandise and more!

We'll select winners every day through Mar. 9. Access your special Facebook entry at <http://bit.ly/1xBSyw>.

Win game tickets, merchandise & more. Enter daily at octa.net/14days now - Mar. 9!

GAME TICKET
GAME TICKET
APRIL 11, 2014



ALL KIDS RIDE FREE
IN JULY ON THE
ANGELS EXPRESS

OCTA TAKE THE TRAIN. METROLINK. **RIDE JOY**

18 AND UNDER | MON-THURS | 7:05 P.M. GAMES