



Orange County Transportation Authority

Final Report

2015 Angels Express Service

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

August 2, 2016

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 MS14087, 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 30, 2015.



The statement and conclusions in this report are those of the contractor and not necessarily those of the 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

The MSRC grant award supported the Angels Express service for 49 regular season Angels weekday home games which began April 2, 2015, and ended September 29, 2015. 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 14 Friday home games on the Inland Empire-Orange County Line from Riverside.



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

Northbound to Anaheim

- Laguna Niguel/Mission Viejo
- Irvine
- Tustin
- Santa Ana
- Orange
- Anaheim

Southbound to Anaheim

- Los Angeles Union Station
- Norwalk/Santa Fe Springs
- Buena Park
- Fullerton
- Anaheim

Westbound to Anaheim

- Riverside/Downtown
- Riverside/La Sierra
- North Main Corona
- West Corona
- Anaheim Canyon
- Orange*
- Anaheim

*Transfer station

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 53,400 boardings which spanned the start of the service launch in April 2015 to the last Angels weekday home game in September 2015. With boardings totaling over 20,000, 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 4% increase in ridership over the previous year.

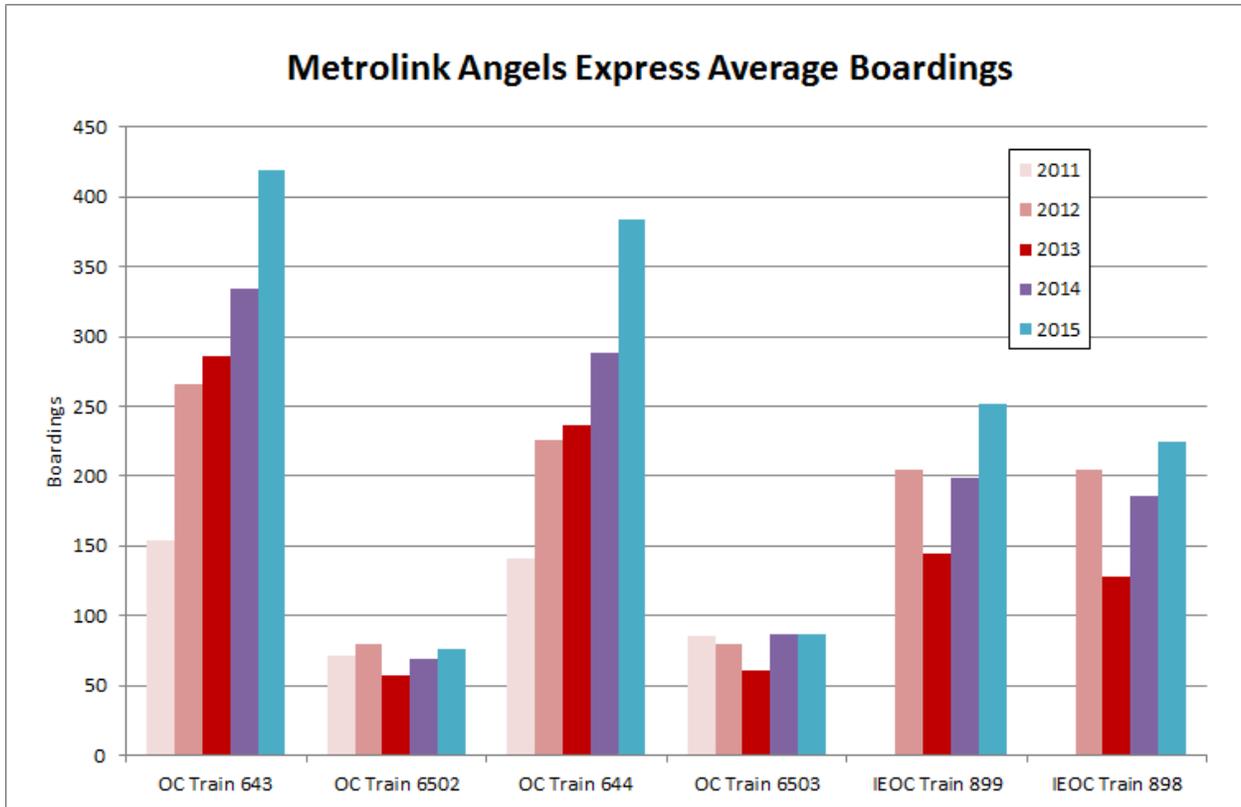
**NEVER MISS A PITCH.
RIDE THE ANGELS EXPRESS.**

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 Marke, and Los Angeles Angels of Anaheim are registered trademarks of © Los Angeles Baseball, L.P.



Cost Savings

The in-kind local match contribution valued at \$263,400 was provided in the form of OCTA staff time, marketing costs, fare and admission discounts, and fare revenues as required by the grant program, and is nearly 8 percent more than originally estimated. Moreover, OCTA operating costs for the 2015 Angels Express service came in at \$205,661 which represents a 17 percent cost savings over the \$239,645 originally estimated and awarded by the MSRC. 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 2015 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 2016 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 SCRRRA to increase the deployment of Tier 2 clean locomotives
- Improved tracking of correlation between ridership and ticket sales versus Angels wins/losses

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.

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:

- 59 percent of riders were new riders who had never taken the Angles Express before.
- 98 percent would consider riding Metrolink in the future.

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 has led to the development of an extremely successful event transit service. As exhibited by the large growth in Angels Express participation for the 2015 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 2015 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.

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/ocmetrolink
 twitter.com/ocmetrolinknews



 Clean Transportation
Funding from the MSBC

 OCTA **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 MSBC
With State/Federal/Local/Non-Profit

TAKE THE TRAIN. METROLINK.
RIDE:JOY

Sample Poster



A close-up photograph of a brown leather baseball glove holding a white baseball. The baseball features a circular logo with a red and blue design. Inside the circle, there is a stylized red and white tower (resembling the Angels stadium tower) and a blue train. The text "Angels Express" is written in a red, cursive font across the middle of the circle. Below it, a blue banner contains the text "RALLY ON THE TRAIN" in white, uppercase letters. The baseball is resting on a patch of green grass.

**CATCH THE ANGELS
EXPRESS TRAIN HERE
TODAY AT 5:50 PM**

TAKE THE TRAIN. METROLINK
RIDE:JOY

 Metro  OCTA  CTC  Chico Transportation
for the 2011-12 season

Sample Program

**AVOID TRAFFIC
TAKE THE TRAIN**



TAKE ANGELS EXPRESS FOR ONLY
\$7 OR LESS
ROUND TRIP

Travel to all 7:05 p.m. **weekday home games for \$7 or less**, round trip. Forget about traffic and parking hassles and get dropped off within easy walking distance of the stadium.

Beginning April 2, Metrolink will run special trains to all 7:05 p.m. home games. 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, \$8 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.

octa.net/angelsexpress



DEPARTURE TIMES of weekday games			
6502 L.A. UNION STATION TO ANAHEIM		643 LAGUNA NIGUEL/MISSION VieJO TO ANAHEIM	
ORANGE COUNTY LINE		ORANGE COUNTY LINE	
L.A. UNION STATION	6:50 P.M.	LAGUNA NIGUEL/MISSION VieJO	6:50 P.M.
MISSION ALHAMBRA/TE SPRINGS	6:50 P.M.	IRVINE	6:50 P.M.
ORANGE PARK	6:57 P.M.	TUSTIN	6:56 P.M.
FULLERTON	6:57 P.M.	SANTA ANA	6:51 P.M.
ANAHEIM, INCEL STATION	6:58 P.M.	IRVINE	6:56 P.M.
		ANAHEIM, INCEL STATION	6:58 P.M.
DEPARTURE TIMES to Friday Games			
659 RIVERSIDE, DOWNTOWN TO ORANGE		643 ORANGE TO ANAHEIM	
INLAND EMPIRE-ORANGE COUNTY LINE		ORANGE COUNTY LINE	
RIVERSIDE, DOWNTOWN	6:00 P.M.	ORANGE	6:45 P.M.
RIVERSIDE, LA BERRA	6:00 P.M.	ANAHEIM, INCEL STATION	6:50 P.M.
NORTH MAIN CORONA	6:15 P.M.		
WEST CORONA	6:15 P.M.		
ANAHEIM GARDEN	6:45 P.M.		
ORANGE, TRANSFER TO ICLINE	6:50 P.M.		
RETURNING HOME			

Orange County Line special trains #6503 North to L.A. Union Station and #644 South to Oceanside will depart 30 minutes after the game ends. To Riverside-Downtown via Orange, and all stops in between, take train #644 South to Orange Station and transfer to Inland Empire-Orange County Line special train #696 to Riverside-Downtown.

Facebook.com/ocmetrolink

Twitter.com/ocmetrolinknews



Sample Flyer Front

**AVOID TRAFFIC
TAKE THE TRAIN**

Angels Express
★ RALLY ON THE TRAIN ★

TAKE **ANGELS EXPRESS** FOR ONLY
\$7 OR LESS
ROUND TRIP

Travel to all 7:05 p.m. **weekday home games** for **\$7 or less**, round trip. Forget about traffic and parking hassles and get dropped off within easy walking distance of the stadium.

octa.net/angelsexpress

OCTA
Clean Transportation
Funding from the MSFC
RCTC
Metro
RIDE & JOY

Sample Flyer

Back



Beginning April 2, Metrolink will run special trains to all 7:05 p.m. home games. 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).

50% OFF ANGELS GAME TICKETS!

Ride the Angels Express and get 50% off select Angels game tickets.

Visit Angels.com/AngelsExpress for game dates and to purchase game tickets.

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

DEPARTURE TIMES at Weekday Games			
ORANGE COUNTY LINE	6502 L.A. UNION STATION TO ANAHEIM		ORANGE COUNTY LINE
	L.A. UNION STATION	5:28 PM	
	NORMAL W/ SANTA FE SPRINGS	6:11 PM	
	BUENA PARK	6:17 PM	
	FULLERTON	6:24 PM	
	ANAHEIM-ARTIC	6:30 PM	
ORANGE COUNTY LINE	643 LAGUNA WHEEL/MISSION VIEJO TO ANAHEIM		ORANGE COUNTY LINE
	LAGUNA WHEEL/MISSION VIEJO	5:30 PM	
	IRVINE	5:39 PM	
	TUSTIN	6:05 PM	
	SANTA ANA	6:11 PM	
	ORANGE	6:16 PM	
ANAHEIM-ARTIC	6:30 PM		
DEPARTURE TIMES to Friday Games			
INLAND EMPIRE-ORANGE COUNTY LINE TH ORANGE	899 RIVERSIDE, DOWNTOWN TO ORANGE		ORANGE COUNTY LINE
	RIVERSIDE, DOWNTOWN	5:01 PM	
	RIVERSIDE, LA SIERRA	5:11 PM	
	NORTH MAIN CORONA	5:18 PM	
	WEST CORONA	5:25 PM	
	ANAHEIM CANYON	5:45 PM	
ORANGE, TRANSFER TO OC LINE	6:10 PM		
ORANGE COUNTY LINE	643 ORANGE TO ANAHEIM		ORANGE COUNTY LINE
	ORANGE	6:16 PM	
	ANAHEIM-ARTIC	6:30 PM	



RETURNING HOME

Orange County Line special trains #6503 North to L.A. Union Station and #644 South to Oceanside will depart 30 minutes after the game ends. To Riverside-Downtown via Orange, and all stops in between, take train #644 South to Orange Station and transfer to Inland Empire-Orange County Line special train #898 to Riverside-Downtown.

octa.net/angelsexpress

Facebook.com/ocmetrolink

Twitter.com/ocmetrolinknews



Sample Interior Bus Card



IT'S TIME TO RALLY
TAKE THE TRAIN

Angels Express
★ RALLY ON THE TRAIN ★

TAKE ANGELS EXPRESS FOR ONLY
\$7 OR LESS
ROUND TRIP

octa.net/angelsexpress

OCTA
Clean Transportation
Funded from the METC
Regional Transportation Council
RIDE JOY

The advertisement features a background image of a baseball stadium at night, filled with spectators. A large, circular logo is centered on the page. The logo has a red and white border and contains a stylized train and a stadium. The text 'Angels Express' is written in a red, cursive font across the center of the logo, with '★ RALLY ON THE TRAIN ★' in a blue banner below it. To the left of the logo, the text 'IT'S TIME TO RALLY TAKE THE TRAIN' is written in white, slanted letters. Below the logo, the text 'TAKE ANGELS EXPRESS FOR ONLY \$7 OR LESS ROUND TRIP' is written in black and red. To the right of the logo, the website 'octa.net/angelsexpress' is written in red. At the bottom right, there are three logos: OCTA, Clean Transportation (Funded from the METC Regional Transportation Council), and RIDE JOY.

Opening Day

