



Orange County Transportation Authority

Final Report

2016 Angels Express Bus Service

Prepared for the

**Mobile Source Air Pollution Review Committee (MSRC) under the
AB 2766 Discretionary Fund Work Program – Major Event Center
Transportation Program Contract No. MS16089**

Submitted by
Orange County Transportation Authority
550 South Main Street
Orange, California 92863

January 30, 2017

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 Bus Service. OCTA also acknowledges the invaluable support and partnership provided by Angels Stadium of Anaheim, as well as the support of the City of Anaheim, in ensuring the success of the service.



This report was submitted in fulfillment of the AB 2766 Discretionary Fund Work Program and Contract No. MS16089, Angels Express Service by the Orange County Transportation Authority under the partial sponsorship of the MSRC. Work for the Angels regular season was completed as of September 30, 2016. 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.

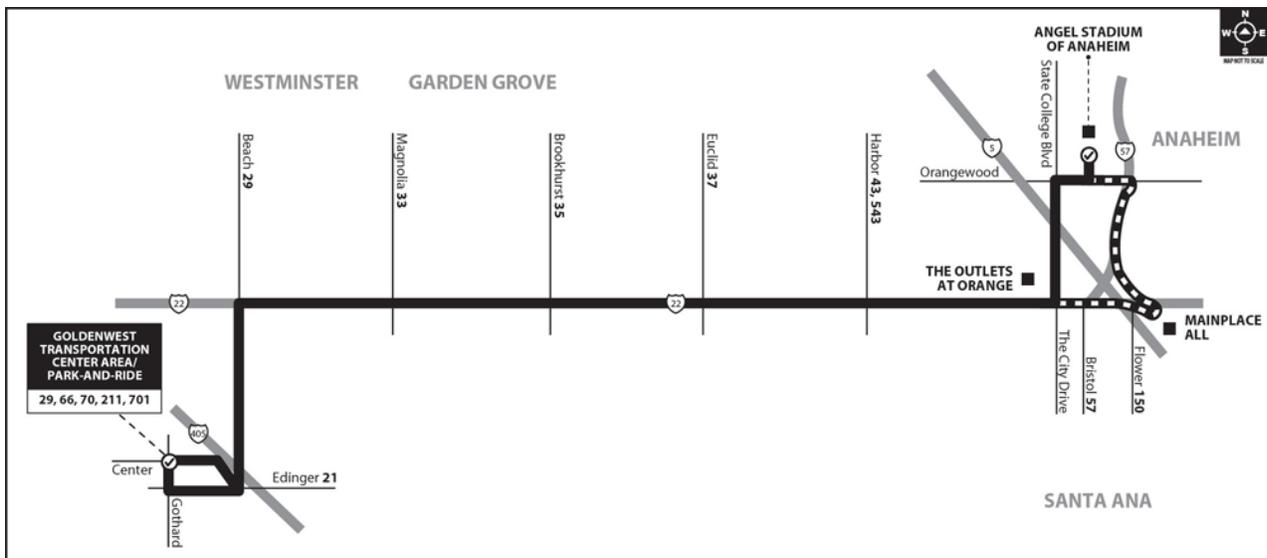


Project Description & Work Performed

The 2016 Major Event Center Transportation Program grant award from MSRC supported the Angels Express Bus Service for the 2016 baseball season, which began April 4, 2016 to September 30, 2016. 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 Angels Express Bus Service, Route 656, provided a total of three round trips to the Angels Stadium of Anaheim from the Goldenwest Transportation Center in the City of Huntington Beach for 50 regular season evening weekday home games. A total of four buses were deployed for the service, of which three buses are used for the service with an additional bus available as needed. The special bus service was scheduled to arrive at the Angel Stadium of Anaheim prior to the 7:05 p.m. game times. At the conclusion of the games, the buses were staged and waiting for passengers and departed as buses filled, including when games went beyond nine innings (extra innings/overtime).

Angels Express Bus Service (Route 656) Map



Passengers were able to board the buses at the Goldenwest Transportation Center in the City of Huntington Beach to the Angels Stadium of Anaheim. The service provided express direct service with no stops into the Angels Stadium parking lot, providing a convenient trip with minimal walking to the entrance of the stadium.



Goldenwest Transportation Center

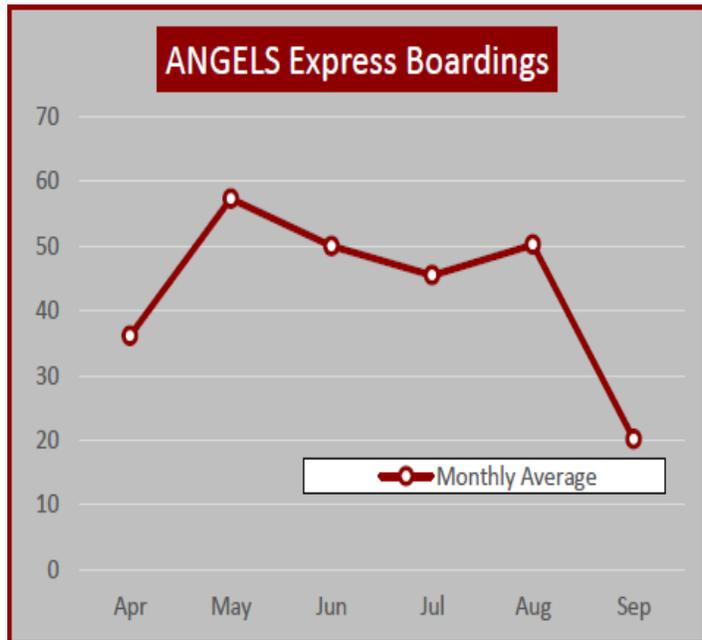
The Goldenwest Transportation Center is a convenient, central option for individuals using public transportation, park and ride, and active transportation modes (cycle, walk/run, etc). It is equipped with bus bays, bicycle amenities, public restrooms, free parking for up to 330 vehicles and served by OCTA bus lines that provide local and interregional public transportation options. The Goldenwest Transportation Center is located at 7301 Center Avenue in the City of Huntington Beach, which is within walking distance to the Golden West College, Huntington Beach Mall and boardwalk of Huntington



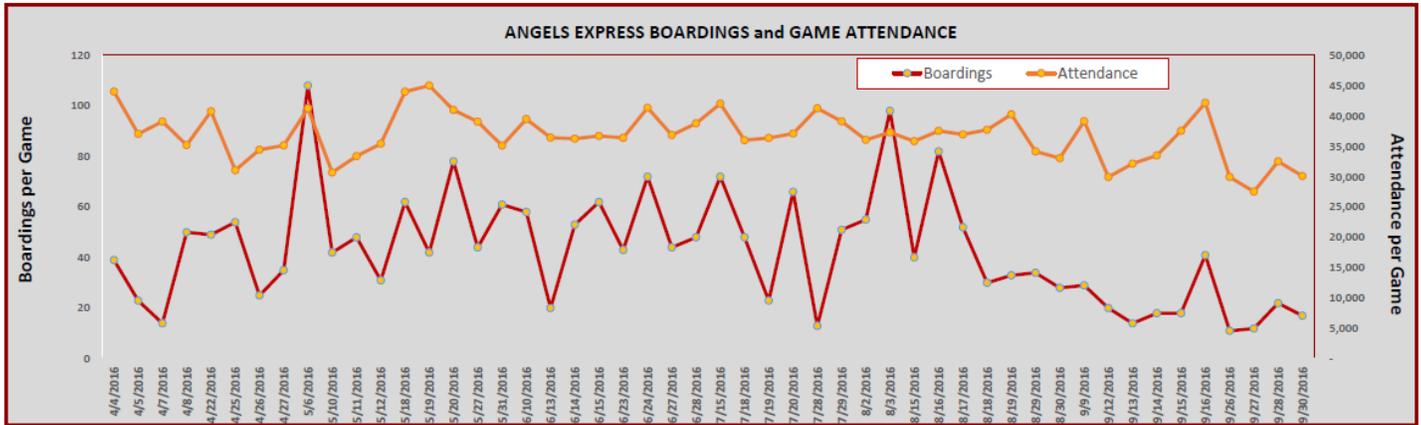
Service Performance

On time performance was excellent with the buses arriving at the stadium prior to the start of games which began at 7:05 p.m. The three bus trips to the stadium departed in increments of 15 minutes from the Goldenwest Transportation Center at 5:15, 5:30 and 5:45 p.m. At the conclusion of the games, the buses were staged and waiting for passengers and departed as buses filled. The last bus would depart from the stadium 30 minutes after the games end, including when games went beyond nine innings (extra innings/overtime) and leave no later than 12:00 a.m.

The Angels Express Bus Service provided a total of 2,132 boardings, which spanned the start of the service launch in April 2016 to the last Angels’ weekday home game in September 2016. From the service launch in April to the following month in May, boardings increased by 79% from 289 to 516 from the first month of service to the second month of service. However, in the month of June, the Angels had their worst winning percentage for the season, winning only eight of 27 games for the month of June (0.296). Simultaneously, the boardings for the Angels Express Bus Service began to decline in June and continue to decline as the season progress and as the Angels became less likely to make the postseason.



A comparison between the boardings and Angels’ game attendance for the 2016 season share a similar decline from the start of the season in April to a decline trend at the end of the season in September.



Although riders was under the estimated amount anticipated in the grant application, a high amount of riders, over 35%, did not use a vehicle to arrive at use the Angels Express Bus Service. These riders either rode the bus (32%), walked (2%), or biked (1%) to the Goldenwest Transportation Center.

Match Contribution

The in-kind local match contribution valued at \$773,591 was provided in the form of OCTA staff time, partnerships, marketing costs, fare and admission discounts, and fare revenues which exceed the \$134,810 required co-funding from the contract agreement. OCTA operating costs for the 2016 Angels Express Bus Service came in at \$130,791 which was the just below the estimated amount of \$141,500 in the Contract Agreement.

Outreach

To maximize ridership, OCTA and the Angels worked in partnership to promote the service and provide special incentives. These efforts included a discounted \$2.00 one-way trip fare (express route fares are usually \$6.00), \$0.75 for seniors/disabled, and children five years old and under ride free with fare-paying adult, which helped promote the service for families. Other promotions and incentives included a VIP Sweepstakes, A Kids Ride Free promotion for the months of July and August allowed children 18 and under to experience the Angels Express Bus Service free of charge.

Furthermore, in partnership with OCTA and to encourage Angels’ fans to use the Angels Express Bus Service, the Angels offered riders of the service 50% off selected Angels’ game tickets. The tickets were available and offered on the Angels’ website at: <http://m.mlb.com/angels/tickets/info/ocbus>.

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 57-S freeway for three months
- Concourse television advertising
- Concourse posters
- OCTA bus exterior advertisements (Bus Wraps)
- Posters at bus stations
- 600 Bus interior advertisements in English and Spanish
- 20 Ticket vending machine flyer ads

Radio

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

Print Advertising

- 50,000 Angels program promotions
- 30,000 promotional flyers
- Press releases
- Newspaper advertisements

E-Communications

- Banner ads on OCTA websites
- Special landing page with service information:
<http://www.octa.net/Getting-Around/Bus/Routes-and-Schedules/Special-Bus-Service/Angels-Express-Bus/>
- Banner ads on Facebook.com, ORegister, and Yahoo
- Social Media posts - Facebook, Twitter, YouTube
- Email blast to OCTA database and Angel’s season ticket holders



Events

OCTA held several events to kick-off and promote the Angels Express Bus Service in order to maximize and promote the new service option.

- A Pre-game Rally Event to kick off the service was held in early April 2016. Over 80 people attended the event, including current and previous OCTA Elected Officials; Michelle Steel, Gary Miller, and Matthew Harper. The event also included a ribbon-cutting ceremony for the new service, and refreshments and snacks from Nothing Bundt Cakes and Wienerschnitzel.



- OCTA promoted the Angels Express Bus Service at the Orange County Bike Festival on April 24, 2016. The event was held at the Pier Plaza in Huntington Beach. At the event, OCTA collected surveys about the new service from participants with the incentive to win a VIP Package that included Angels' game tickets, Angels' team merchandise, Angels Express gear, and free transportation passes to the game.



Customer Feedback

The Angels Express Bus Service campaign generated approximately 35,831,808 impressions which included promotion in newspapers, radio, websites, online media banners, interior and exterior bus ads, train car wraps, at stadium signage, bus station signage, special events and discounts, as well as other outreach activities supported by OCTA and the Angels.

OCTA conducted a total of three different surveys throughout the first season of the Angels Express Bus Service. One of the surveys was a general customer survey that collected participants' trip origin, mode to service, and service satisfaction related data. This survey was collected throughout the first year of service, from April 2016 to October 2016.

A second survey was conducted at the kickoff event for the service and collected how participants became aware of the Angels Express Bus Service and previous experience with OCTA's bus service and feedback in regards to the new service.

The third survey was collected at various events throughout Orange County. The survey collected participants' previous experience with OCTA's bus service and how often participant attends Angels' home games. Furthermore, in order to entice individuals to complete the survey, OCTA, in partnership with the Angels of Anaheim, raffled weekly VIP packages to the Angels' games.

OCTA compiled the three surveys and received the following information:

- 41 percent of riders were new riders who had never rode OCTA before.
- 95 percent would consider riding OCTA in the future.
- From a scale of 1 to 5, with 5 being Very Satisfied, over 90% of riders were satisfied or above with the Angels Express Bus Service.
- 35 percent of riders did not use a vehicle to get to the Angels Express Bus Service. Riders either biked, walked or took public transportation to the Angels Express Bus Service.
- The City of Huntington Beach had the highest amount of residents using the service with 44 percent.



There are so many reasons why I love riding the bus to the Angels games:

1. A great way to avoid traffic
2. It is so inexpensive
3. Avoid paying for parking lot
4. Avoid to wait in lines for parking space
5. The bus stop is really close to my house
6. Stress free ride to and from the game
7. Don't have to worry about driving
8. Enjoy the ride with my friends and family
9. A great way to commute
10. My kids love the bus

Lessons Learned & New Ideas for 2017

The implementation of the 2016 Angels Express Bus Service proved successful, with potential for significant growth in ridership. In comparison to the Angels Express Service offered on Metrolink, boardings for this service have increased each year since it first launched in 2011. In 2015, boardings increased more than 1.5 times from when service was initiated in 2011, 20,600 boardings to 53,400 boardings, respectively. For future years of service for the Angels Express Bus, OCTA anticipates boardings will increase as the customer base and awareness of the service grows. OCTA also anticipates making improvements in the future based on feedback and performance monitoring information gained by staff to identify several opportunities for future improvements to the service, which range from scheduling improvements to ticket sales and ridership variance analysis developments.

As a result of these lessons learned, OCTA intend to make the following improvements to the 2017 Angels Express service:

- Scheduling Improvements; such as weekend service only.
- Expanded marketing and incentive programs; such as the *Kids Ride Free* program.
- Improved tracking of correlation between ridership and ticket sales versus Angels' wins/losses.
- Upgrade equipment/vehicles to cleaner, near-zero emission vehicles.
- More marketing and outreach to areas with high ridership in 2016.

Summary and Conclusions

The partnership created by the MSRC, the Angels Stadium of Anaheim and the OCTA has led to the development of a successful event transit service. 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 Bus Service 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 Bus Service 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 2016 implementation season for the Angels Express Bus Service, continuation of the service will focus on making improvements to the schedule and upgrading OCTA's vehicles to cleaner, near-zero emission vehicles. These changes and potential upgrades 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 & Bus Interior Advertisements



NON STOP to 
Only **\$4** or Less Round Trip!
From Goldenwest Transportation Center
in Huntington Beach

50% OFF
select game tickets
at AngelsExpressBus.com

ANGELS EXPRESS BUS
AngelsExpressBus.com

Routes 50, 53 & 57 offer direct bus service to every Angels home game



NON to the STOP 
Only **\$4** or Less Round Trip!
From Goldenwest Transportation Center,
Huntington Beach!

ANGELS EXPRESS BUS

Bus Exterior Advertisements (Bus Wraps)



Advertisements & Flyers

NEW!

ANGELS EXPRESS BUS

AngelsExpressBus.com

NONSTOP to the **BIG A**

Only **\$4** or Less Round Trip!

From Goldenwest Transportation Center in Huntington Beach



OCBUS | **GOFTA** Clean Transportation Funding from the MISC

Introducing Nonstop Bus Service from Huntington Beach



LOCATION

- Angels Express Bus (Route 656) departs from the Goldenwest Transportation Center, 7301 Center Ave., Huntington Beach. Parking is free.
- Angels Express Bus will drop off and pick up at the stadium entrance.

SCHEDULES

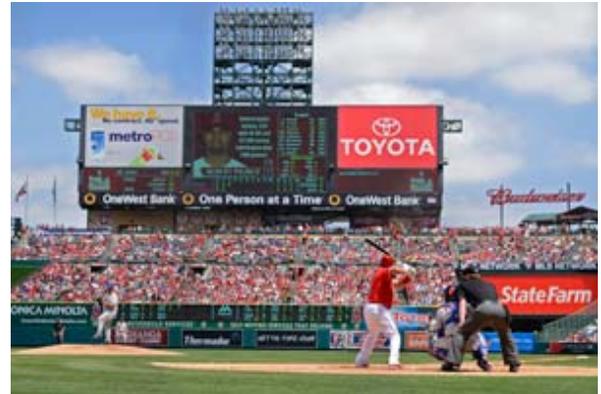
- Available for all weekday home games that start at 7:05 p.m.
- Buses depart the Goldenwest Transportation Center at 5:15 p.m., 5:30 p.m. and 5:45 p.m. from Dock 9 and 10.
- Buses depart Angel Stadium as they fill up. Last bus departs 30 minutes after the game ends.

FARES

- Regular: \$2 each way
- Senior: 75 cents each way
- Children 5 & under: FREE with fare-paying adult (limit 3 per adult)



Angels Stadium of Anaheim Advertisements



Mailers/Promotion Flyers

Enter to Win a VIP Baseball Package! AngelsExpressBus.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
PERMIT #985
SANTA ANA, CA

ANGELS EXPRESS BUS



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SCHEDULES

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- Buses depart the Goldenwest Transportation Center at 5:15, 5:30 and 5:45 p.m. from Dock 10.
- Buses depart Angel Stadium as they fill up. Last bus departs 15 minutes after the game ends.



FARES

- Regular: \$2 each way
- Senior: 75 cents each way
- Children 5 & under: FREE with fare-paying adult (limit 3 per adult)



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



ENTER TO WIN A VIP PACKAGE

Go to AngelsExpressBus.com and enter to win four game tickets, four round-trip bus tickets, and a VIP experience at the game.



Introducing Nonstop Bus Service from Huntington Beach



NON STOP to 
Only \$4 or Less Round Trip!

From Goldenwest Transportation Center in Huntington Beach



ANGELS EXPRESS BUS

AngelsExpressBus.com



Pre-game Rally
APRIL 8TH | 4:30 PM
GOLDENWEST TRANSPORTATION CENTER

FREE ROUND TRIP TICKET FOR FIRST 100 FANS!

- Free food, music and prizes!
- Buses depart for Angel Stadium at 5:15, 5:30 and 5:45 p.m. from Dock 10



Program Advertisements

Introducing Nonstop Bus Service from Huntington Beach

ANGELS EXPRESS BUS

AngelsExpressBus.com



NONSTOP
to the **BIG A**
Only **\$4** or Less Round Trip!

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Angel VIP Package Survey

**HERE'S YOUR CHANCE
TO WIN AN
ANGELS VIP PACKAGE!**



1. First and Last Name: _____
2. Email: _____
3. City: _____ 4. Zip Code: _____
5. Have you ever taken an OCTA bus before?
 Yes, often Yes, occasionally No
6. How often do you go to weekday baseball home games?
 30+ times a season
 15-29 times a season
 5-14 times a season
 1-4 times a season
 Zero
7. Would you like to receive emails from OCTA about Metrolink?
 Yes No

Drop this completed form into the box
and you'll be entered into our raffle.

AngelsExpressBus.com



Customer Feedback/Comments



Steven Bolduc Take the Bus , avoid the fuss. We meet n greet, It's such a treat. Then off to the game, paid parking is lame. After the Angels win, Let the return trip begin. Home safe and sound. Glad the Express bus's around!

[Like](#) · [Reply](#) · [Message](#) · 1 hr · Edited



Dave Clausi Your squad can get to the game and you don't have to drive or pay for parking!

[Like](#) · [Reply](#) · [Message](#) · 2 hrs



Jacklyn Ha Saves gas!

[Like](#) · [Reply](#) · [Message](#) · 4 hrs



Miri Cruz Chaves Ke tenemos ke aser

[See Translation](#)

[Like](#) · [Reply](#) · [Message](#) · 4 hrs



Angeles Quintana Calderón En bus es mas comodo y seguro asi se a orra mas gadolina y no tienes k andar buscando parquiaderos

[See Translation](#)

[Like](#) · [Reply](#) · [Message](#) · 5 hrs



Melanie Amber The only way I can get around, I love the OC bus non the less the Angels Express. There's no other public transportation like it. The convenience, the prices, the cleanliness, and security. Is why I love the Angels Express bus as well as taking the OC bus everyday of my life. Thank you for always being there. 😊

[Like](#) · [Reply](#) · [Message](#) · 7 hrs



Alberto Munoz Cheapest ride and the most security.

[Like](#) · [Reply](#) · [Message](#) · 10 hrs



Edgar Baez Save money to buy gas. I been a angels fan since 98. I'm proud to be an angels fan. Hopefully I get to see them play again

[Like](#) · [Reply](#) · [Message](#) · 12 hrs



Donna Marie Tran Love being able to save gas and help the environment by carpooling with other fans to the game! Everyone is sharing their excitement to get to the stadium and it's great positive energy. Also, you save \$ on parking!!

[Like](#) · [Reply](#) · [Message](#) · 12 hrs



Jason Albert Michael Love The price of the fare, clensingness, speed of the route. And especially the kindness and professionalism of the driver.

[#AngelsExpress](#). [#OCTA](#)

[Like](#) · [Reply](#) · [Message](#) · 15 hrs · Edited



Gus R. Carugatti The wrapping! ! It is Great! !

[Like](#) · [Reply](#) · [Message](#) · 15 hrs



Sondra Marie Valdez Angels 57 best way to angel game

[Like](#) · [Reply](#) · [Message](#) · 15 hrs



Teresa Cripps It is so inexpensive. If i didn't take the express i would have to find off site parking and then walk

[Like](#) · [Reply](#) · [Message](#) · 16 hrs