



Orange County Transportation Authority

Final Report

Solar Decathlon Express Service

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

April 29, 2014

Solar Decathlon 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 Solar Decathlon Express service. OCTA also acknowledges the partnership provided by the City of Irvine, Orange County Great Park Corporation, and University of Irvine in ensuring the success of the service.

Acknowledgements/Disclaimer

This report was submitted in fulfillment of AB 2766/ MS14004, Solar Decathlon 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.



Solar Decathlon Characteristics

Thanks to the MSRC, the Orange County Transportation Authority (OCTA) was able to pilot express shuttle service for the United States Department of Energy's 2013 Solar Decathlon and XPO, which was hosted for the first time outside of Washington D.C. at the Orange County Great Park in the City of Irvine.

Some 64,000 visitors experienced the 2013 Solar Decathlon and XPO, held over eight days in October 2013 at the Orange County Great Park. About 800 students built 19 advanced technology solar houses on site for free public tours. In addition, the XPO complemented the Solar Decathlon by offering an exposition that provided visitors with an opportunity to learn about clean, renewable and efficient energy solutions.

In light of the expected attendance at the event and with access to the Great Park limited to a two-lane entrance, OCTA applied in coordination with the City of Irvine for Major Event Center Transportation Program funding to ease traffic congestion and to provide visitors and participants a clean and convenient alternative to traveling by automobile.

Ridership & Service Performance

As a direct result of the support provided by the MSRC, the Solar Decathlon Express service was offered during each of the eight days the Decathlon was open to the public, which spanned two weekends beginning Thursday, October 3, 2013, through Sunday, October 6, 2013, and Thursday, October 10, 2013 through Sunday, October 13, 2013. The express route served four pick-up locations located at the University of California, Irvine (UCI) campus and the Irvine Spectrum before entering the Great Park. The express service was offered in coordination with the City of Irvine's iShuttle service, which offered shuttles between the Irvine Transportation Center and event location.

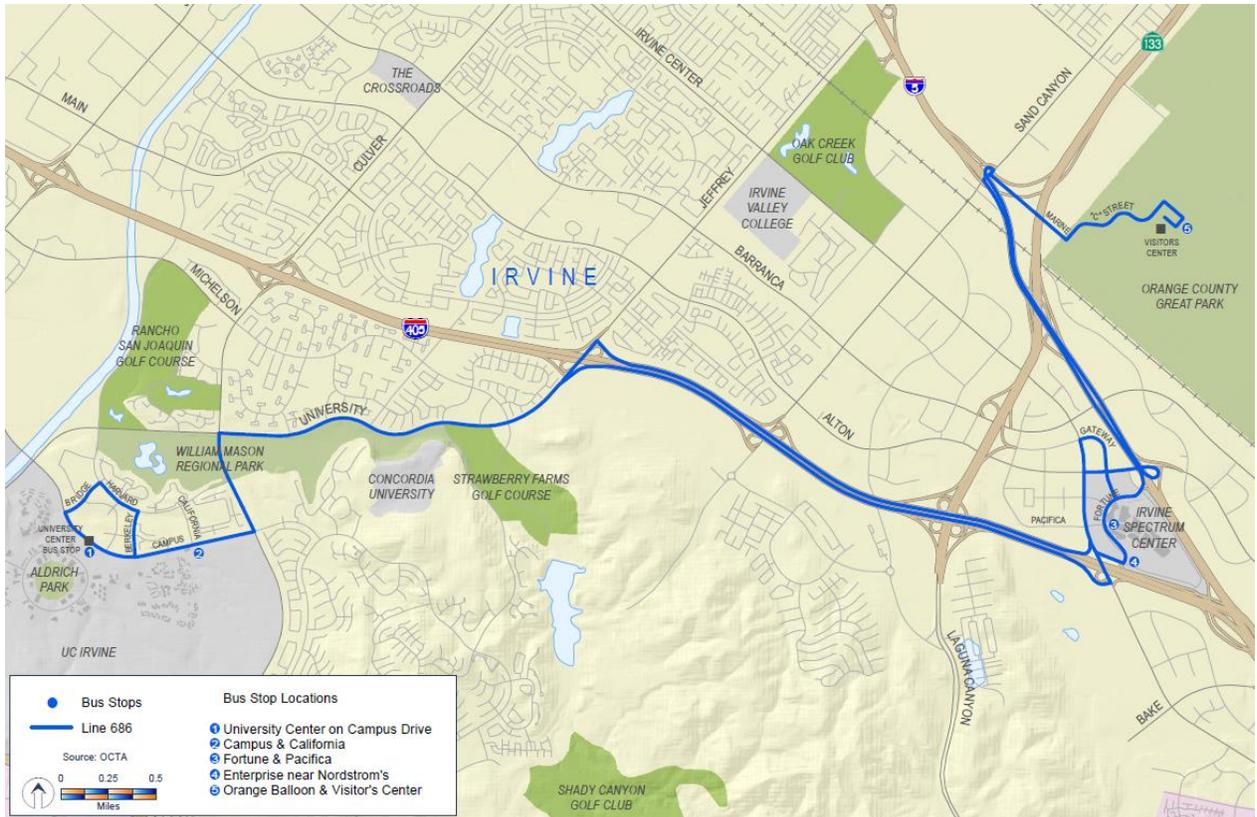
October 3-6 & 10-13, 2013 • 11 a.m. - 7 p.m.

U.S. Department of Energy
**Solar Decathlon 2013
and XPO**

U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

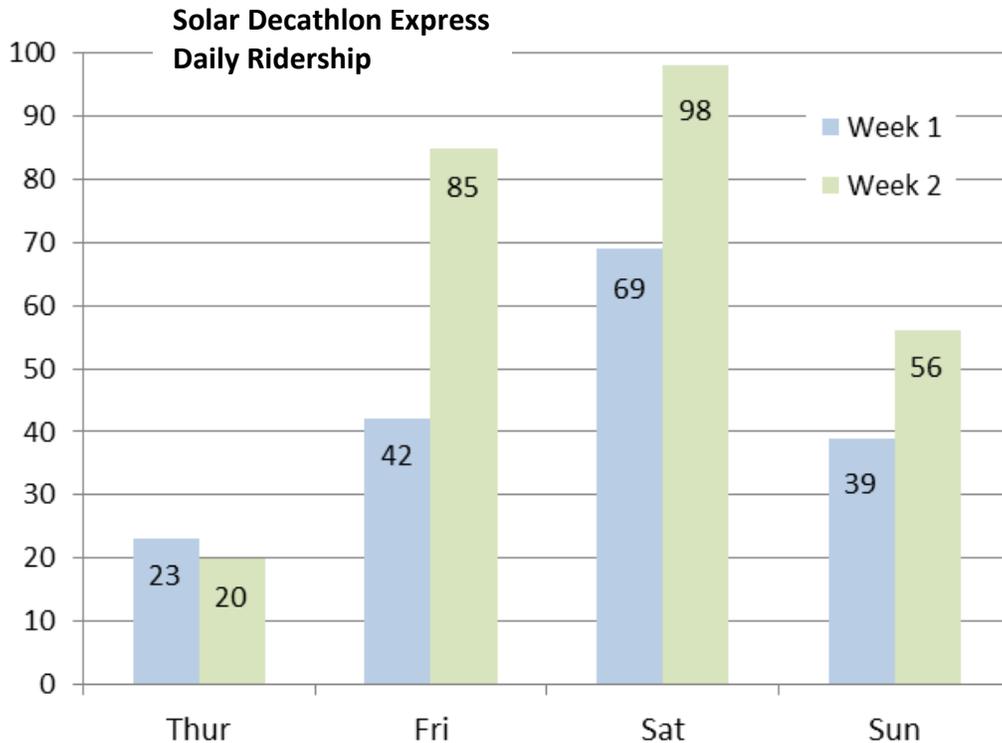
XPO
Orange County Transportation Authority

Free Public Event • \$5 Parking • Exit Jeffrey Road • Orange County Great Park • #SD2013



The Solar Decathlon Express made available three compressed natural gas buses for boarding every 30 minutes during the eight days the event was open to the public. On time performance was excellent with the shuttles available from 10:00 a.m. to 7:30 p.m. which conveniently served the public event which opened at 11:00 a.m. and closed at 7:00 p.m. In keeping with OCTA's current fare structure, the service required a \$2.00 fare per boarding, with all applicable passes accepted which facilitated for more seamless transit transfers.





The Solar Decathlon Express shuttles proved effective with over 432 boardings throughout the eight day public event. Ridership showed significant increases during the second week of the Solar Decathlon, as the awareness of the event and the shuttle service grew.

Promotion & Outreach

In relationship to the overall message of the event, OCTA positioned their marketing campaign around saving energy by taking the Solar Decathlon Express Route 686 to the venue. The marketing campaign targeted both current OCTA customers as well as those who were not current or frequent transit users.

The marketing campaign included print, online, and bus advertising for the comprehensive campaign.

- Bus advertising included the installation of 10 exterior ads and over 1,200 interior bus cards provided in both English & Spanish.
- Newspaper advertising included online banner ads on OCRegister.com, along with print materials on the OC Register and Excelsior.
- OC & IEOC stations were adorned with 15 event posters.
- Printed materials included the distribution of 25,000 bilingual brochures and schedules.

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

The Solar Decathlon marketing campaign sought to maximize ridership potential through excellent cooperation and teamwork among the various participating sections of the project. An example of marketing and outreach materials are presented below. Higher resolution images can be made available upon request.

Take Route 686 to the Solar Decathlon 2013 and XPO and enjoy a fun- and sun-filled day of energy-saving ideas!

October 3-6 & 10-13 • 11 a.m. – 7 p.m. • Orange County Great Park, Irvine, CA

Get a Free Gift Pack!

Ride Route 686 and receive a coupon redeemable for a free gift pack at the OCTA booth at the XPO. Available to the first 100 attendees each day only.



METROLINK

Visit octa.net/solardecathlon for details.

#SD2013

Go Green. Take Transit.

to the

Solar Decathlon 2013 and XPO

October 3-6 & 10-13, 2013
Orange County Great Park, Irvine, CA

Visit OCTA's booth at the XPO for a **FREE** gift pack!*



Click for more details

*First 100 attendees each day only

Go Green. Take Public Transit.

to the

U.S. DEPARTMENT OF ENERGY

Solar Decathlon 2013 and XPO

October 3-6 & 10-13, 2013
11 a.m. to 7 p.m.
Orange County Great Park, Irvine, CA

Be planet-friendly and avoid parking hassles when you attend this free event full of energy-saving ideas. From Irvine, take the Solar Decathlon Express Route 686. From other locations, take Metrolink. A free shuttle connects the Irvine train station to the Great Park main entrance.

Go to octa.net/solardecathlon for more details.



Visit OCTA's booth at the XPO for a **FREE** gift pack!*

*First 100 attendees each day only with Metrolink Pass or coupon received on Route 686.



Summary and Conclusions

The partnership created by the MSRC and OCTA for the 2013 Solar Decathlon led to the development of a successful public transportation service. The Solar Decathlon Express service allowed individuals attending and participating in the clean energy exposition to support the goal of the MSRC to provide the community with a convenient transit alternative to automobiles and reduce harmful emissions. The OCTA participated in the Solar Decathlon & XPO itself with a



clean air bus on display and marketing personnel to assist visitors in providing valuable information about clean air transportation in Orange County. Led by a great team of Coach Operators, Field Supervisors, and other support personnel, the OCTA delivered convenient and outstanding service to passengers from the local area and across the United States. In partnership with the MSRC, contributing divisions helped make the 2013 Solar Decathlon a great success.