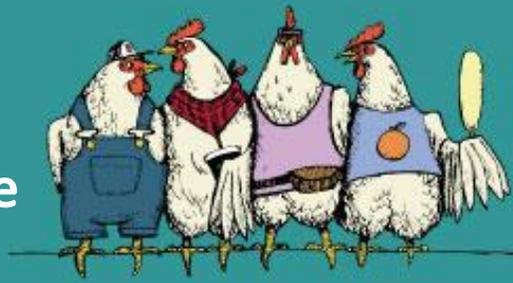


OC Fair Express Special Event Service 2017 and 2018



Program Overview

The Orange County Transportation Authority (OCTA) expresses its gratitude to the Mobile Source Air Pollution Reduction Review Committee (MSRC) and staff for their invaluable support of OCTA's Orange County (OC) Fair Express service. The Authority also acknowledges the partnership provided by the Orange County Fair and Event Center and the support of the City of Costa Mesa in ensuring the success of the service.

OCTA was awarded \$834,222 in MSRC grant funds to operate the OC Fair Express special event service to the OC Fair in 2017 and 2018. The OC Fair is a 128-year old tradition and is considered one of the largest fairs in the nation with over 1.3 million visitors. The popularity of the OC Fair results in high weekend traffic congestion that exceeds the current road capacity and results in harmful emissions from idling vehicles.

Target audiences included current bus riders, Metrolink rail riders and the general Orange County population. Marketing efforts were specifically targeted around each of nine the departure locations, and targeted both English and Spanish-speaking populations.

Acknowledgements/Disclaimer

This report was submitted in fulfillment of AB 2766/MS18005, OC Fair Express Service by the OCTA under the partial sponsorship of the MSRC. 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.

OC Fair Express Special Event Service



Program Overview

The OC Fair is a 128-year old tradition and is considered one of the largest fairs in the nation with over 1.3 million visitors. The popularity of the OC Fair results in high weekend traffic congestion that exceeds the current road capacity and results in harmful emissions from idling vehicles. 2018 marked the 8th year OCTA was awarded MSRC (Mobile Source Air Pollution Reduction Review Committee) grant funds to operate the OC Fair Express special event service to the OC Fair. Target audiences included current bus riders, Metrolink rail riders and the general Orange County population. Marketing efforts were specifically targeted around each of nine the departure locations, and targeted both English and Spanish-speaking populations.

Strategy and Tactics

The objectives were to position public transportation as a cost effective, viable alternative to travelling to the fair; to create awareness and trial use by new riders and repeat use by current riders; and to encourage connectivity from Los Angeles and Riverside counties via Metrolink commuter rail service.

To maximize ridership potential, OCTA undertook a joint messaging campaign with the OC Fair positioning OC Fair Express the “Official Transportation Provider for the OC Fair”. A key component for success was a special discount for OC Fair Express riders – \$4 admission, which was an \$10 savings. This discount provided not only an incentive for ridership, but the savings could be used towards the grant required matched funds, thereby reducing the out-of-pocket needed.



Strategy and Tactics *continued*

A comprehensive marketing campaign was executed integrating a variety of tactics and communications platforms.

Print Media:

- Targeted Direct Mail was distributed to households near 9 locations.
- Brochures with schedules and location maps distributed on buses and throughout the county.
- Print ads appeared in AAA Magazine, OC Register, Excelsior, Laguna Woods Globe, Saddleback Valley News, Coastal Current South.
- Ads appeared in customer bus books.

Outdoor Media:

- Bus exterior ads (full wrap bus, ultra super kings, kings and tails)
- Bus interior ads
- Bus and Metrolink transit center signage
- Mall banner ads (Westminster Mall, The Shops at Mission Viejo, Outlets at Orange)
- Movie Theater Ads (3 locations)
- Bus stop information
- Pole banners at all locations
- Metrolink station banners
- ARTIC signage

Digital Media:

- OC Bus website (dedicated page)
- OC Bus website banner ads
- Email (OCTA current customer base, previous OC Fair Express riders)
- Social: Facebook (organic posts and targeted paid ads), Instagram and Twitter
- Partner Blogs

Kickoff Event:

- Laguna Niguel/Mission Viejo Metrolink Station, including executive management
- Bags for customers (OC Fair tote, ride tickets, sunscreen, water bottle, visor)
- Direct Mail to residents around location
- Email (OCTA current customer base)
- Social: Facebook (organic posts and targeted paid ads),

OC Fair Partnership:

- \$4 Admission coupon
- Newspaper ads
- Bus Shelter Ads
- Digital ads
- OC Fair Website (banner ads, transit page)



Program Overview

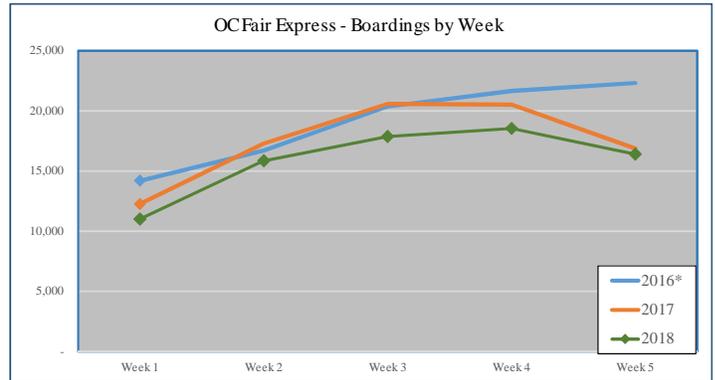
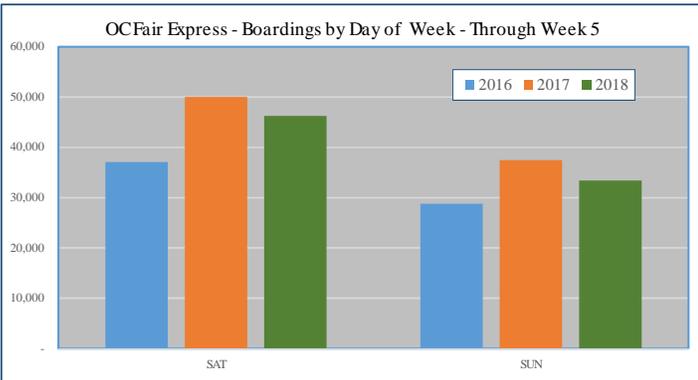
This special bus service has been an overwhelming success since it's relaunch in 2011, obtaining a 320 percent increase over the 2008 service. Ridership has increased each year from 2012 through 2017 (80% in 2012; 26.6% in 2013; 31% in 2014; 2.5 % in 2015; 20% in 2016; 33% in 2017). In 2018, the OC Fair Express special event service recorded 79,684 boarding's during the 10-day service, recording a 9% decrease from last year. Comparing weather indexes, it appears heat may have impacted ridership.

OC FAIR EXPRESS: Through Week 5 of 2018				Total YTD 2017: 87,541				Total YTD 2018: 79,684				
Route	Saturday				Sunday				Total			
	2017	2018	D	%D	2017	2018	D	%D	2017	2018	D	%D
633 - Fullerton	9,671	9,413	(258)	-2.7%	7,031	6,125	(906)	-12.9%	16,702	15,538	(1,164)	-7.0%
642 - Orange	5,311	4,827	(484)	-9.1%	3,837	3,609	(228)	-5.9%	9,148	8,436	(712)	-7.8%
650 - ARTIC	5,015	5,074	59	1.2%	4,288	4,055	(233)	-5.4%	9,303	9,129	(174)	-1.9%
662 - Santa Ana	5,295	4,907	(388)	-7.3%	4,179	3,860	(319)	-7.6%	9,474	8,767	(707)	-7.5%
670 - Huntington Beach	8,087	7,347	(740)	-9.2%	6,096	5,326	(770)	-12.6%	14,183	12,673	(1,510)	-10.6%
671 - Anaheim Canyon	3,224	3,301	77	2.4%	2,171	2,181	10	0.5%	5,395	5,482	87	1.6%
683 - Laguna Hills	5,158	4,109	(1,049)	-20.3%	3,792	3,231	(561)	-14.8%	8,950	7,340	(1,610)	-18.0%
688 - Irvine	4,719	3,873	(846)	-17.9%	3,113	2,412	(701)	-22.5%	7,832	6,285	(1,547)	-19.8%
691 - Laguna Niguel	3,572	3,430	(142)	-4.0%	2,982	2,604	(378)	-12.7%	6,554	6,034	(520)	-7.9%
Total	50,052	46,281	(3,771)	-7.5%	37,489	33,403	(4,086)	-10.9%	87,541	79,684	(7,857)	-9.0%

Week 5 Results
 - Closing week comparable to last year
 - 16,407 Boardings: 2.8% lower than Week 5 of 2017

Total 5-Week Results
 - 79,684 Boardings: 9.0% lower vs. 2017
 - Warm temps possible impact

Route Level
 --> Laguna Hills/Irvine Services had largest drops



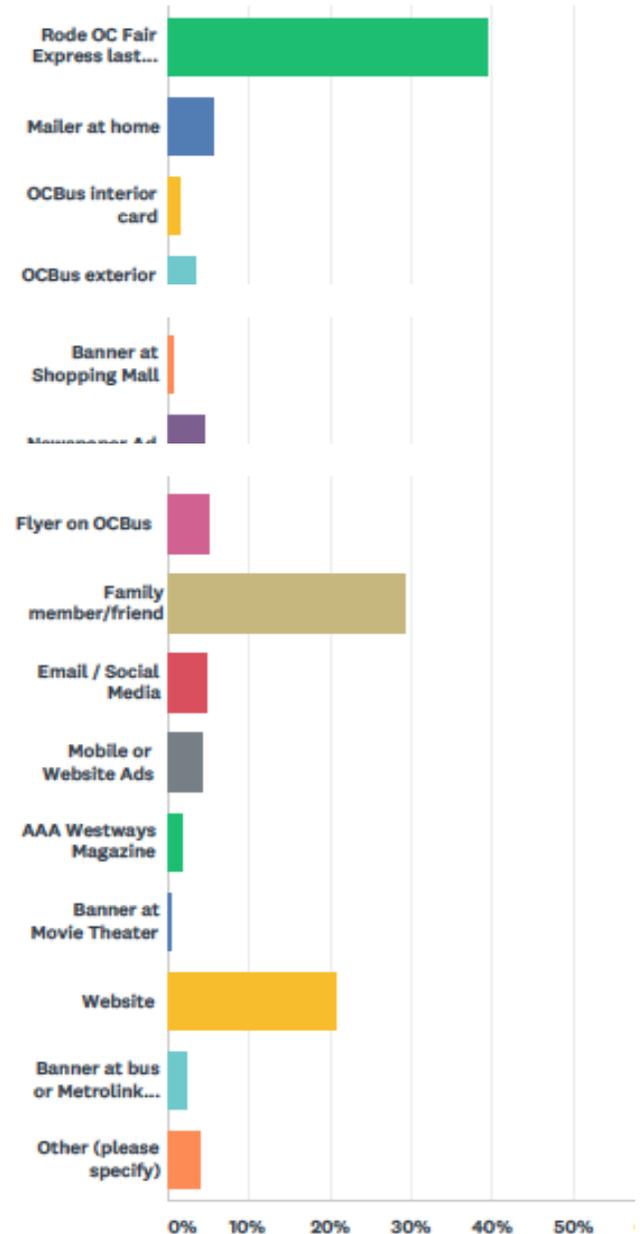
Program Overview *continued*

Survey results:

- 40 percent were new OC Bus riders
- 40 percent are repeat OC Fair Express riders; increase of 7% from last year
- 97 percent of riders were satisfied or very satisfied with the service
- 20 percent used OC Bus Mobile for payment
- Awareness of OC Fair Express service came from:
 - 30 percent – word of mouth
 - 20 percent – OC Fair website
 - 4.5 percent – newspaper ads
 - 4.3 percent – digital ads
 - 5 percent – social media
 - 4 percent – on board bus flyer
 - 5.0 percent – bus exterior/interior ads

Digital Media results:

- Achieved 70,813 website sessions, with 67% (47,525) new users/sessions.
- Organic search (Google/Yahoo/Bing) accounted for 48% of sessions, direct search (ocfairexpress.com) and Facebook referred ads accounted for 17% each.
- Email campaign achieved a 23.57 percent open rate with a 2.11% CTR
- Facebook paid ads delivered 1,391,905 impressions, achieving a 1.13 percent CTR, industry average is .90 percent.



Campaign Tactics

Kick Off Event

LAGUNA NIGUEL KICK-OFF EVENT

**RIDE THE
OC FAIR
EXPRESS**





Join us July 14th!

FREE RIDES AND PRIZES

Free round trip bus ride for first 100 riders

\$4

All riders
Receive a
COUPON
for OC Fair
admission

Saturday July 14, 2018

**Laguna Niguel/Mission Viejo
Metrolink Station**
28200 Forbes Rd, Laguna Niguel

Event starts at 9:30 a.m.
1st bus leaves at 10:30 a.m.





OCFAIREXPRESS.COM

New Location

LAGUNA NIGUEL
LAGUNA NIGUEL/MISSION VIEJO
METROLINK STATION
28200 Forbes Rd., Laguna Niguel
Route 691 bus boards at Dock 1
(El autobús de la ruta 691 aborda en el estacion 1)





Service every 40 minutes
Servicio cada 40 minutos

SATURDAY & SUNDAY LAGUNA/MISSION VIEJO	FIRST TRIP LAGUNA NIGUEL	LAST TRIP MISSION VIEJO
Northbound to OC Fair	10:30 am	1:30 pm
Southbound to San Juan Capistrano	11:30 am	12:30 am

BUY BEFORE YOU BOARD








Non-stop service from Laguna Niguel
Heading to the OC Fair this summer? Ride direct to the gate on OC Fair Express from the Laguna Niguel/Mission Viejo Metrolink Station. It's the easy way to skip traffic and parking headaches and focus on having fun... for just \$2 each way!

OC Fair Express runs every Saturday and Sunday during the OC Fair (July 14-August 12) from 10:30 a.m. to midnight. See schedules below for times from our location in Laguna Niguel.

For other locations and times visit ocfairexpress.com.

NOTE: San Juan Capistrano location has moved to Laguna Niguel.

Save on admission
Step aboard and we'll hand you a coupon for **\$4 OC Fair admission**. You'll avoid the parking costs and save \$10 on admission.

July 14th kick-off event
Join us between 9:30 to 10:30 am as we kick-off the return of the OC Fair Express. **First 100 riders will get a free round trip pass for the OC Fair Express plus an exclusive OC Fair tote bag, free carnival ride tickets and more!**

Save Time with OC Bus Mobile App
Make life even easier with our free OC Bus Mobile app. You'll find everything you need to ride to the OC Fair in one convenient app. Buy and redeem passes, get schedules, plan your trip, and much more.



OC Bus

Jul 9, 2018

Join the OC Fair Express Kick-off Event Saturday, July 14 at the Laguna Niguel / Mission Viejo Metrolink Station. FREE round trip bus ride for the first 100 riders, OC Fair gear & more! Event begins at 9:30am. First bus departs for the OC Fair at 10:30am. Learn more at ocfairexpress.com.

KICK-OFF EVENT





Campaign Tactics *Continued*

Bus Book Ad

June 10, 2018
BUS BOOK \$1
EFFECTIVE THROUGH OCTOBER 13, 2018
EFFECTIVO HASTA EL 13 DE OCTUBRE 2018

OCBUS
OCBus.com

SUMMER FREEDOM!
See back for savings on Youth Summer Pass!

RIDE TO THE OC FAIR!
See back for savings on OC Fair Express

CHANGE HIGHLIGHTS
Cambios Principales

Schedule Adjustments/Ajustes de Horario
1, 25, 38, 53, 54, 55, 57, 66, 70, 71, 82, 89, 90, 543 and 721.

Route Adjustments/Ajustes de Ruta 1

PAYING MADE EASY! f ocbus @octabusupdates

Direct Mail (9 city specific targeted versions)

CATCH US FROM ORANGE!

RIDE THE OC FAIR EXPRESS

SATURDAYS & SUNDAYS
\$2 EACH WAY
\$4 ADMISSION

OCBUS **OC FAIR**

OCFAIREXPRESS.COM

ORANGE
THE VILLAGE AT ORANGE
1000 E. Village Way, Orange

Ruta 642 bus boards at corner of Main and Canal, behind Sears
El autobús de la ruta 642 aborda en la esquina de Main y Canal, detrás de Sears

Non-stop service from Orange
Heading to the OC Fair this summer? Ride direct to the gate on OC Fair Express from The Village at Orange. It's the easy way to skip traffic and parking headaches and focus on having fun... for just \$2 each way!

OC Fair Express runs every Saturday and Sunday during the OC Fair (July 14-August 12) from 10:30 a.m. to midnight. See schedules below for times from our location in Orange. For other locations and times visit ocfairexpress.com.

Save on admission
Step aboard and we'll hand you a coupon for \$4 OC Fair admission. You'll avoid the parking costs and save \$10 on admission.

Save Time with OC Bus Mobile App
Make life even easier with our free OC Bus Mobile app. You'll find everything you need to ride to the OC Fair in one convenient app. Buy and redeem passes, get schedules, plan your trip, and much more.

BUY BEFORE YOU BOARD

OC BUS MOBILE

OCBUS **OC FAIR**

Print Ads

Westways
THE MAGAZINE FOR AUTO CLUB MEMBERS

Hotels California
The Southland's trendiest places to stay

RIDE THE OC FAIR EXPRESS
SATURDAYS & SUNDAYS
\$2 EACH WAY
\$4 ADMISSION

Is your car safe to drive? DriveSmart: buying in Europe Day Trip: Carpinteria QuickEscape: San Diego

OCFAIREXPRESS.COM

VIAJA EN EL OC FAIR EXPRESS

SÁBADOS Y DOMINGOS \$2 CADA VIAJE \$4 PARA ENTRAR

Ahorre tiempo con el App Móvil OC Bus
Haga la vida más fácil con nuestra aplicación móvil de OC Bus. Usted encontrará todo lo necesario para viajar a la OC Fair en una sola aplicación conveniente. Comprar y redimir los pases, conseguir horarios, planificar su viaje y mucho más.

COMPRA TU PASE ANTES DE ABORDAR

OCBUS **OC FAIR**

OCFAIREXPRESS.COM

RIDE THE OC FAIR EXPRESS

SATURDAYS & SUNDAYS \$2 EACH WAY \$4 ADMISSION

Summer is here! It's time for the OC Fair and OC Fair Express. Enjoy direct bus services to the OC Fair Saturdays and Sundays from July 14-August 12. Buses stop within walking distance from the gate, with all riders receiving a coupon for \$4 admission into the OC Fair.

Laguna Hills Transportation Center
24282 Calle de los Caballeros

OCBUS **OC FAIR**

Campaign Tactics *Continued*

Bus Exterior Ads



Bus Interior Ads



Campaign Tactics *Continued*

Transit Center Signage (15 targeted displays at 8 bus and Metrolink station locations)



Metrolink Banners (all stations on IEOC & Orange lines)



Pole Banners (Targeted messages at 9 departing locations)



Campaign Tactics *Continued*

Mall Banner and Movie Theater Targeted Ads (3 locations each)



Campaign Tactics *Continued*

Facebook/Instagram (series of targeted ads around 9 locations)

Website and Blogs

OCTA shared a video. Published by Jacqueline Hernandez [?] · July 25 at 9:21 AM ·

Ride the OC Fair Express!

RIDE THE OC FAIR EXPRESS
SATURDAYS & SUNDAYS
\$2 EACH WAY
\$4 ADMISSION

OC BUS

2,369 Views

OC Bus Published by Jacqueline Hernandez [?] · July 23 at 3:43 PM ·

The OC Fair Express is back! Only \$2 each way Saturdays and Sundays. Plus \$4 fair admission (\$10 savings). Catch it near you at 9 OC locations. Learn more at ocfairexpress.com.

191 people reached

Boost Unavailable

4 Likes, 8 Shares

OCTA shared a post. Published by Spinner Pro2 [?] · 18 hrs ·

OC Fair August 4 at 9:05 AM ·

Pro tip: OCTA's OC Fair Express Bus is a great time & money saver! It's available Saturdays & Sundays. It picks you up from 9 different OC locations and drops...

596 people reached

Boost Unavailable

13 Likes, 1 Comment

Most Relevant

Elizabeth Parides I lov taking the OC bus to the Orange Co Fair each year. It's very affordable and has air conditioning.

OC Bus Sponsored ·

Save \$10 on admission to the OC Fair! Only \$2 each way or free with your valid bus pass. Ride direct to the gate with no driving hassles or parking expense. See you on the OC Fair Express!

RIDE THE OC FAIR EXPRESS
SATURDAYS & SUNDAYS
\$2 EACH WAY
\$4 ADMISSION

OC BUS

OCFAIREXPRESS.COM

Ride the OC Fair Express \$2 each way. Plus \$4 fair admission.

Learn More

Instagram

rideocbus Sponsored

CATCH US AT ANAHEIM CANYON METROLINK STATION

OC BUS

Learn More

614 views

rideocbus Catch it near you at the Anaheim Canyon Metrolink Station, 1039 N. Pacificcenter Drive, Anaheim. Use the easy mobile app.

hppystrwbrrygrl

Family Review Guide with OCTA. July 25 at 11:10 AM · Paid ·

Have you been to the OC Fair yet? OCTA has super affordable transportation to and from the fair using the OC Fair Express bus! Can you imagine no parking stress?? They also have inexpensive youth fares. A youth summer pass is only \$20 and is valid for unlimited rides for 30 consecutive days now through Aug. 31. (ages 6-18). I have also listed some free Admission/Discounts To The 2018 OC Fair. #OCTA #OCFAirexpressbus #youthsummerpass AD

FAMILYREVIEWGUIDE.COM

Affordable Transportation to The OC Fair + Youth Fares - Family Review Guide

Do you have a partnership with this Page? If you DON'T have a partnership with Family Review Guide, you can remove your Page's tag from this post.

Approve Page Remove Tag

14 Likes, 0 Comments, 0 Shares

OC BUS DETAIL LOCATIONS MOBILE TIPS

RIDE THE OC FAIR EXPRESS

The OC Fair Express takes thousands of cars off the road each year. Transporting thousands directly to the Fair since 2012. In 2018, nearly 80,000 people took the non-stop bus service to the OC Fair during the fair season. The service is funded in part by a grant from the Mobile Source Air Pollution Reduction Review Committee. This committee provides subsidies to cover transportation alternatives.

The OC Fair Express bus service has been transporting passengers directly to the OC Fair every year since 2012. The service is funded in part by a grant from the Mobile Source Air Pollution Reduction Review Committee. This committee provides subsidies to cover transportation alternatives.

Four of the OC Fair Express pickup locations connected directly from Metrolink passenger rail stations. Riders using their valid Metrolink one-Arrive Pacific Full-Service passes from connecting trains to ride the OC Fair.

Riders also saved money. Regular bus fare was \$4 round trip and riders received a coupon for \$4 admission to the OC Fair - a savings of up to \$20 off the regular entrance price. Bus riders also saved on the regular \$20 cost to park a car.

Look for the OC Fair Express again when the fair returns next July.

Choose from 9 locations

Fullerton Anaheim (ASTIC) Anaheim Canyon Huntington Beach Irvine Laguna Hills Laguna Niguel/Mission Viejo Orange Santa Ana

Location-by-location information

THE SCOOP ON EVERYTHING OLD TOWNE ORANGE

Get the local scoop. See just what's happening in Old Towne Orange. (It's beyond!)

HOME ABOUT KELLY EVENTS BLOG OUR SPONSORS BECOME A SPONSOR CONTACT US

THE OC FAIR EXPRESS IS HERE TO HELP!

OUR AFFILIATES

Got Chores? Neighboring™ Connect with a local, background-checked College Student who can help.

THE LOVING STITCH Turn your t-shirts into memorials! Need a unique gift to create your greatest gift ever? Get your custom quilt made just in time for the big day.

RECENT INSTAGRAM

DEAROLDTOWNSORANGE

RIDE THE OC FAIR EXPRESS