



OC Flex Orange County

A first- and last-mile solution for a car-dependent suburban area.

PARTNER

Orange County Transportation Authority (OCTA)

LOCATION

Orange County, CA

LAUNCH

October 2018

CHALLENGE

Support fixed-route transit in a region known for its dependence on the private car

USE CASE

Commuter connection to Metrolink and Amtrak trains



Overview

In September 2018, Via partnered with the Orange County Transportation Authority (OCTA), and major private transportation operator, Keolis, to design and launch a microtransit service called OC Flex. OCTA sought a solution that would provide a missing first- and last-mile connection to existing fixed route transit, and reduce the number of single occupancy vehicles on the road. Launched in October 2018, OC Flex operates in two service zones: a 6.4 square mile zone in Huntington Beach/Westminster and a 6.1 square mile zone in Aliso Viejo/Laguna Niguel/Mission Viejo. OC Flex runs seven days a week, and residents can take unlimited rides for \$4.50 per day if paying through the rider app, or \$5 per day if paying cash onboard.

2.1x

RIDERSHIP GROWTH SINCE FIRST FULL MONTH OF SERVICE

37%

OF RIDERS HAVE USED OC FLEX TO CONNECT TO FIXED ROUTE

OCTA turned to Via for a best-in-class solution after initiating microtransit services with a different platform. Via's expertise and operational experience, along with its advanced technology platform provided not only a custom branded smartphone app, but also flexibility in configuring algorithms and delivering custom reporting and strategic advice which has proven extremely valuable.

“So cool that OCTA offers an on demand transit service. Love the app and hope to see more zones coming soon.”

– OC Flex Rider

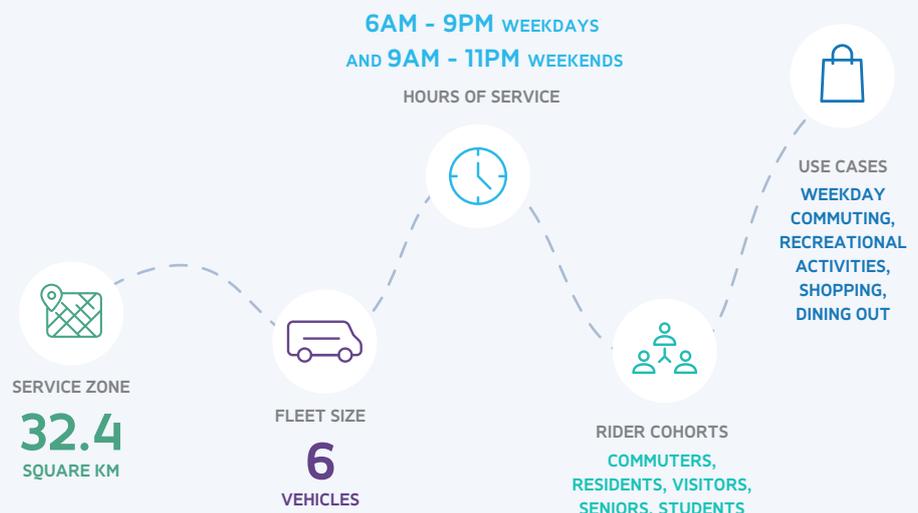
“This is a great example of OCTA entirely rethinking what public transit means and delivering options that better meet the needs of an individual community.”

– Lisa Bartlett,
OCTA Chairman

Solution

Via launched OC Flex in October 2018 with eight custom-branded, wheelchair accessible Ford vans. Via built a customized “OC Flex” app for the service, which is available for free download on the iOS and Android app stores. Riders are also able to book over the phone.

To ensure that OC Flex complements OCTA’s existing fixed-route infrastructure, Via developed a customized multimodal ticketing functionality, “OC Flex Pass,” that enables riders to seamlessly transfer between OC Flex and the Authority’s legacy bus routes. Moreover, customers connecting with Amtrak and Metrolink trains can transfer for free using either OC Flex or the bus.



Results

OC Flex has produced compelling results in its first nine months of service. Over 4,000 riders have created an OC Flex account, and weekly ridership has exceeded expectations, growing by over 22 percent month-over-month since launch. More than a third of riders have used the service to connect to fixed route transit.

These results have encouraged the Authority and the local community, both of which are enthusiastic about the service’s traction and future potential. Because of the initial success of the program, OCTA is planning to renew the service for another year and contemplating future growth opportunities.