

# What's Next for Transit Training in Your Community?



**CalACT Spring Conference 2023**  
**April 19, 2023**  
**Presenter: Martin Browne**



# Billboard

TOP 100 **1983**



## ICE BREAKER

40 Years ago!  
Who can guess all 5?

### Song Title

- Come on Eileen...
- Every Breath You Take...
- Straight from the Heart...
- Hungry Like the Wolf...
- Little Red Corvette...

### Artist / Group

Dexys Midnight Runners

The Police

Bryan Adams

Duran Duran

Prince

# OCTA BACKGROUND



Orange County Transportation Authority (OCTA) is responsible for funding and implementing transit and capital projects: \$1.65 billion budget FY22/23

OC Bus: \$677 million budget in FY22/23

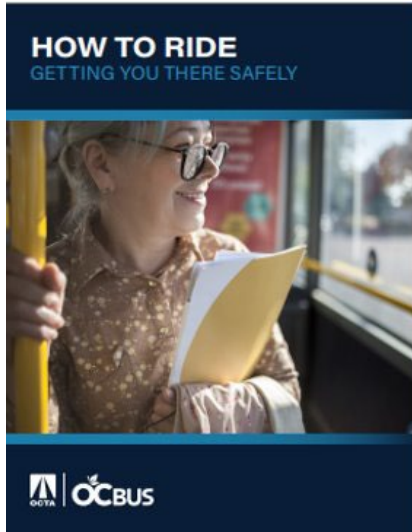
OC Bus: 25.6 million boardings in FY21/22

Orange County: 3.2m residents in 34 cities

Orange County: 789 square miles



# OCTA TRANSIT TRAINING CONTRACT



- New Contract: August 1, 2022, thru July 31, 2025
- Multiple Language Interpretation - New
  - Spanish, Mandarin, Korean, Vietnamese
- Annual Goals: Workshops
  - 24 English Language Workshops
  - 12 Multiple Language Workshops
- Annual Goals: Individual Trainings
  - 100 English Language Trainees
  - 24 Multiple Language Trainees



# TRANSIT TRAINING MARKETING AND OUTREACH EXAMPLES



National Aging and Disability  
Transportation Center, 2021 Trends Report

## Ideas to Market Your Transportation Service:

Agency website

Social media (e.g., Facebook, Twitter)

Setting up a booth at community fairs

Direct marketing (e.g., sending  
information via snail mail)

Print media (e.g., newsletters,  
newspaper)

Broadcast media (e.g., radio or TV ads)

- **OCTA**
  - Senior Center Classes
  - Regional Center Staff Meetings
  - OC Colleges with Wrapped Buses
  - Coordination with Affordable Housing Units
- **King County Metro, WA**
  - Transit Trainees' Testimonials
- **RTC, Southern NV**
  - Training Success Stories - Virtual Flip Book
- **Alliance of Disability Advocates, NC**
  - Short "How to" Transit Training Videos

<https://www.nadtc.org/wp-content/uploads/2021-Trends-Report-Final-1.pdf>

<https://kingcounty.gov/depts/transportation/metro/travel-options/accessible/programs/accessible-bus/transit-instruction.aspx>

<https://www.rtcnv.com/ways-to-travel/mobility-training-success-stories/>

<https://adanc.org/resources/travel-training/>

# TRANSIT TRAINING MARKETING AND OUTREACH EXAMPLES



## Tet Festival 2023



## Black History Month & Transit Equity Day



# OCTA MULTI-MODAL TRAINING

## Multi-Modal Training



# PEER REVIEWS

Students in Abilities  
Centre's Pathways  
Program &  
Durham Regional Transit



## Mobility Centers

- Monterey Salinas Transit (MST)
- RTC, South County, Nevada
- METRO BUS, St. Cloud, MN



Mobility Center, Nevada



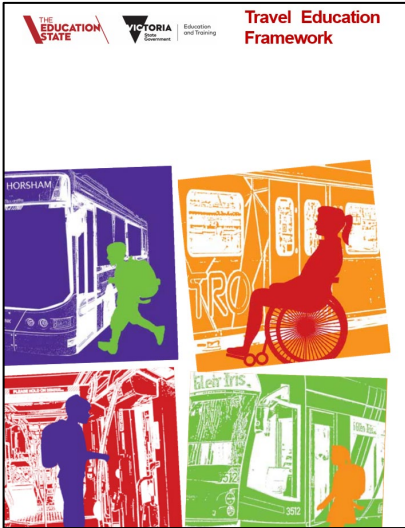
METRO BUS, MN

## Collaboration

- **Durham Regional Transit, Canada**
  - 12-Week Transit Awareness Class
- **Ind. with Disabilities Edu. Act (IDEA)**
  - School/Student/Parent/Transit Agency/IEPs
- **International Rescue Committee**
  - Training Refugees: GRTC, VA and UTA, UT

## Travel Education for Students with Disabilities

### Victoria State Government – Australia



- Travel Education Framework (TEF) Program across the State’s School System
- Toolkit for Schools to Use
- School/Student/Parent Collaboration
- Transit Training Provided to Students, K-12, by Teachers
- Classroom Activities, School Trips, and One-on-One Training
- Progression Depends on Each Student’s Own Rate of Development
- Students with the Appropriate Physical, Cognitive and Emotional Capacity will Progress to Advanced Travel Training to Become an Independent Traveler

<https://www.education.vic.gov.au/Documents/school/teachers/teachingresources/diversity/TravelEducationFrameworkFinal.docx>

- **Volunteers**

- Navigator Program: Monterey Salinas Transit
- Transit Ambassadors: SolTrans, Solano County
- On the Move Riders Program: LA Metro



- **Food Deserts - Access to Healthy Food: North Tulsa, OK**

- Indian Nations Council of Governments (INCOG) Area Agency on Aging
  - National Aging and Disability Transportation Center Grant
- Public Engagement: Surveys, Focus Groups, Public Workshops, Transit Training

[https://www.youtube.com/watch?v=REz9\\_iS4ck](https://www.youtube.com/watch?v=REz9_iS4ck)

## Cross-Jurisdictional Transfers and Collaboration

- Changing Operators
- Using Different Vehicles Types
- Coordinated Transfer Points
- Schedule Preparation
- Paying Multiple Fares
- Visitor Status
- Safety Awareness
- Training Video

## OCTA and LA METRO

- Same Transit Training Contractor


## Toronto Transit Commission (TTC)

- Family of Services Transfer Points

No-Show Board installed at each transfer location



Form 93/Jun. 2020



### Wheel-Trans

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Customer: \_\_\_\_\_

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### We Missed You

If you still require a ride for today,  
please contact the Wheel-Trans  
Priority Line at 416-393-4311  
immediately.

Arrival Time	Address and Location
Date	
Vehicle	Time of No-Show

# CONTRACTING OR IN-HOUSE?



**Contractor  
vs.  
Employee**

- **Goals of Transit Training**
  - Save Public Transit Agencies Money
  - Serve Community with Transit Options
  - Greater Confidence and Independence for Rider
- **Cost-Benefit Modelling**
  - Budget
  - Staffing Availability
  - Time, Talents, Training, Qualifications
  - Industry-wide Experience/Knowledge
  - Economies of Scale
  - Customer Satisfaction

# DATA TRACKING ON FIXED ROUTE



- Group Workshops
  - 2x Free 1-Day Passes: Unique Pass #
- Individual Transit Trainings
  - 1x Free 30-Day Pass: Unique Pass #
- On-Line Survey and Passes
  - 2x Free 1-Day Virtual Passes Added to Rider's OC Bus app
- **Trips Tracked by: Pass #, Day, Time, Route**

# 6-MONTHS DATA ANALYSIS: AUG 2022-JAN 2023



## 14 Group Workshops

- 200 individuals trained
- 35 OC ACCESS riders:
  - 50 trips on OC Bus, post training
  - OC ACCESS Cost Savings = \$4,000 approx

## Individual & Small Group Transit Trainings

- 58 individuals trained
- 38 OC ACCESS riders:
  - 323 trips on OC Bus, post training
  - OC ACCESS Cost Savings = \$26,000 approx



# THANK YOU!!



**Martin Browne**  
Community Transportation Coordinator  
Specialized Transit Services  
[mbrowne@octa.net](mailto:mbrowne@octa.net)  
(714) 560-5431

<https://octa.net/Bus/How-to-Ride/Transit-Training/Overview/>