

Orange County Transportation Authority

Final Report Angels Express Service

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

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 for OCTA's Angels Express Service. OCTA also acknowledges the valuable support and partnership provided by the Southern California Regional Rail Authority (Metrolink), the Los Angeles County Metropolitan Transportation Authority (LA Metro), the Riverside County Transportation Commission (RCTC), the Los Angeles Angels of Anaheim (Angels), as well as the support of the City of Anaheim, in ensuring the success of the service.



This report is submitted in fulfillment of AB 2766 and contract MS18004, Angels Express Service by OCTA under the sponsorship of the MSRC. The 2017 season operated from March 30 to September 29, and the 2018 season consisted of service to games from April 2 to September 28.

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 and Work Performed

The Metrolink Angels Express is a convenient alternative transportation option, comprised of regular and special rail service, for fans traveling to and from Angels home baseball games at Angel Stadium. By removing cars from surrounding roads, the service helps reduce automobile vehicle miles traveled and emissions within the South Coast Air Basin. The two-year MSRC grant award was designed to support special Angels Express service to weeknight home games starting at 7:07pm during the 2017 and 2018 Angels baseball seasons.

The 2017 service operated from March 30 to September 29, and included two pre-season games. A total of 53 games were served in 2017, including 15 Friday games. In 2018, 49 games were served, including 14 Friday games. On each day of service, Metrolink operated a special return trip from Anaheim to Los Angeles, via the Orange County (OC) Line. Additionally, for those Fridays served, Metrolink operated a special round trip between Perris Valley and Orange, with a transfer to Anaheim, via a train route combining the 91/Perris Valley (91/PV) and the Inland Empire-Orange County (IEOC) lines. Regular service was available for passengers traveling from Los Angeles to Anaheim, and between Oceanside and Anaheim, via the OC Line.

Angels Express Service Routes and Stations

The map below illustrates the 2017 and 2018 Angels Express service.



On game nights, passengers accessed the Anaheim Station via the southbound train from LA Union Station, Norwalk/Santa Fe Springs, Buena Park, or Fullerton, or via the northbound train from Laguna Niguel/Mission Viejo, Irvine, Tustin, Santa Ana, or Orange.

On Friday game nights, passengers had the option to take the train from Perris-South, Perris Downtown, Moreno Valley-March Field, Hunter Park-UCR, Riverside Downtown, Riverside-La Sierra, North Main Corona, West Corona, or Anaheim Canyon, and transfer at Orange to the Anaheim Station.

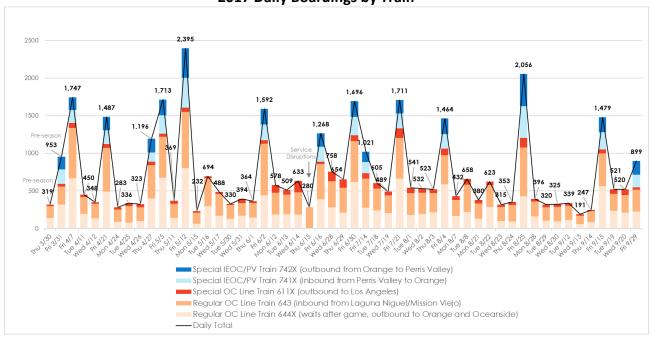
Return trains departed the Anaheim Station 30 minutes after the last inning, and could be held as late as 11:00 p.m., in the event that the game ran late. Return trips allowed passengers to disembark at any station along the departing route. The southbound OC Line train continued past Laguna Niguel/Mission Viejo, and made stops in San Juan Capistrano, San Clemente, and Oceanside. The table below lists the stations served by the 2017-2018 Angels Express.

OC Line (Northbound to Anaheim)	OC Line (Southbound to Anaheim)	Combined 91/PV and IEOC Line (Westbound to Anaheim)
• Oceanside ¹	LA Union Station	Perris-South
 San Clemente¹ 	 Norwalk/Santa Fe Springs 	 Perris-Downtown
 San Juan Capistrano¹ 	Buena Park	Moreno Valley-March Field
Laguna Niguel/Mission Viejo	 Fullerton 	 Hunter Park-UCR
Irvine	 Anaheim 	 Riverside/Downtown
Tustin		 Riverside/La Sierra
Santa Ana		North Main Corona
Orange		 West Corona
Anaheim		 Anaheim Canyon
1		• Orange ²
Station stop only on southbound trip Transfer to OC Line		• Anaheim

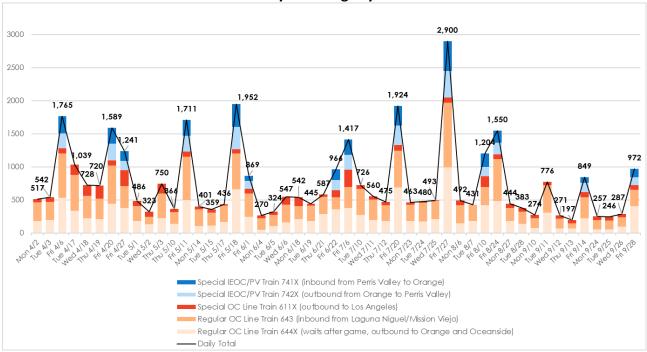
Service Performance

The Angels Express service proved successful with 39,331 total boardings for 53 games (83 one-way trips) served in 2017, and 37,546 total boardings for 49 games (77 one-way trips) served in 2018. The charts below show total daily boardings on Angels Express trains for each game served during each season.

2017 Daily Boardings by Train







In 2017, ridership for the first 50 regular games (37,160 boardings) was 13.1 percent below ridership for the 50 games served in 2016 (42,738 boardings). Ridership for 49 games served during the 2018 season totaled 37,546 boardings, and compared to the first 49 regular games of the 2017 season (36,640 boardings), ridership in 2018 increased by 2.5 percent.

In 2017, 19,971 special round trip Metrolink Angels Express tickets were sold, just 0.2 percent less than those sold in 2016. In 2018, ticket sales topped 20,554 tickets, representing a 2.9 percent increase from 2017. In 2017 and 2018, the top three origin stations, in descending order of tickets sold, were Laguna Niguel/Mission Viejo, LA Union Station, and Irvine stations. The Laguna Niguel/Mission Viejo Station was the origin point for 26 percent of tickets sold in 2017 and 24 percent of tickets sold in 2018. Compared to each prior year, total ticket revenue increased by 0.7 percent in 2017, and by 5.1 percent in 2018.



The table below shows average daily Metrolink Angels Express boardings by train.

		Average Daily Boardings	
Train	Route Description	2017	2018
643	Laguna Niguel/Mission Viejo to Anaheim (includes 91/PV/IEOC transfers at Orange)	310	308
644X	Anaheim to Oceanside (includes 91/PV/IEOC transfers at Orange)	255	258
741X	Perris Valley to Orange	221	218
742X	Orange to Perris Valley	216	212
611X	Anaheim to LA Union Station	54	77

The following chart shows average daily boardings by weekday (Monday – Thursday) and Friday.

2,500 2,129 2,000 1,749 1,617 1,535 1.508 1,494 1,500 1.206 1,000 676 630 517 421 541 529 495 458 475 500 2011 2012 2015 2013 2014 2016 2017 2018 ■ Monday-Thursday Average Friday Average

Average Daily Boardings by Day (2011-2018)

The Angels Express service experienced one service disruption in 2017 and two in 2018. In each case, the train returning to LA Union Station after the game was cancelled or replaced by a Tier 2 locomotive. In all three occasions, alternative transportation was sought for passengers. Excluding the instances noted above, Angels Express trains were on time during both seasons, with all trains arriving at the stadium in time for games at 7:07 p.m. As indicated in the service description, departure trains after the game were held in the instance of extra innings, and therefore were on time.

Grant Award

The MSRC awarded OCTA \$503,272 to operate Metrolink Angels Express service for two years, 2017 and 2018. As part of the grant program, an in-kind local match contribution of \$503,272 is required, which OCTA provided in the form of staff time, marketing costs, fare and admission discounts, and fare revenues.

Tier 2 and Tier 4 Locomotives

The grant required use of either Tier 2 or Tier 4 locomotives during the 2017 season, and Tier 4 locomotives during the 2018 season. The newest Tier 4 locomotives were unavailable for 2017 service, though the 2017 Angels Express season remained in compliance using Tier 2 locomotives to operate 82 of 83 special trains that season. In 2018, Metrolink used Tier 4 locomotives for 75 of the 77 special trains in service.

Emissions Benefits

<MSRC assistance is requested to calculate the air quality benefits of the service based on the service and ridership information provided>

Outreach

To maximize ridership, OCTA partnered with Metrolink, the Angels, LA Metro and RCTC to promote the service.

Promotional efforts included a discounted \$7.00 regular roundtrip fare, \$6.00 for senior/disabled riders, and \$4.00 for youth (ages 6 to 18), with children under 5 free. The 'Kids Ride Free'



promotion took place in July and August, allowing children up to age 18 free rides on Angels Express trains. In 2017, service to 18 games qualified for the 'Kids Ride Free' promotion, and 15 games were served during the promotional period in 2018.

As detailed in the list below, the Angels Express campaign included promotion via newspapers, radio, web, online media

banners, a bus and train wrap, Metrolink stations, and Angel Stadium. Special events, photo contests, and sweepstakes supported by OCTA, Metrolink and the Angels, kept participants engaged throughout both seasons.

2017 Multimedia Efforts

Outdoor

- Angel Stadium Big A LED sign
- Bus interior cards (English and Spanish)
- Bus exterior: one full bus wrap
- Metrolink train wrap
- Metrolink station banners
- Metrolink station kiosk posters
- Angel Stadium concourse posters
- Angel Stadium concourse TV ads
- In-game LED commercials

Print

- Angels Magazine/Program ad
- Print-at-home Angel ticket ads
- Angels envelope ads

Radio

- Angels English radio 15 seconds in-game
- Angels Spanish radio 15 seconds in-game

Collateral

- Promotional flyers distributed on Metrolink and OC Bus
- Metrolink Matters article

Online

- Online ads: Facebook, Angels.com, Google, YouTube
- OCTA web: feature page, banners
- Metrolink and RCTC Web: banner ad
- Email blast to OCTA databases
- Email blast to Angels season seat holders
- Promotional video
- Facebook posts
- Twitter posts
- Facebook posts for MLB to post on behalf of Angels Express
- OCTA Today blog article

Partnership

Angels partnership: includes 5K & FanFest, micro website with 50% off game ticket offer

Press Release

• Press release announcements

Grassroots Outreach

• Flyers to cities, libraries, community centers, universities/colleges, employers, outreach, Angel Stadium, Little Leagues, etc.

In 2017, OCTA's Angels Express website had over 38,000 website sessions, and nearly 27,000 of those were new users. Approximately 16 percent of the 123,000 e-mails delivered to promote Angels Express were opened. Facebook and Google displays generated about 2.2 million web impressions, and nearly 25,000 ad clicks.

2018 Multimedia Efforts

Outdoor

- Angel Stadium Big A LED Sign
- Bus interior cards (English and Spanish)
- Bus exterior: two full bus wraps
- Metrolink train wrap
- Metrolink station banners
- Metrolink station kiosk posters

- Angel Stadium concourse posters
- Angel Stadium concourse TV ads
- In-game LED commercials

Print

- Angels Magazine/Program ad
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Angels partnership: includes micro website with 50% off game ticket offer

Press Release

• Press release announcements

Grassroots Outreach

 Flyers to cities, libraries, community centers, universities/colleges, employers, outreach, Angel Stadium, Little Leagues, etc.

In 2018 OCTA's Angels Express website had more than 52,000 website sessions, and 37,000 of those were new users. Approximately 18 percent of the 147,000 e-mails delivered to promote Angels Express were opened. Facebook and Google displays generated 5.5 million web impressions, and over 33,000 ad clicks.

Examples of the marketing and outreach materials of the campaign are available in the attachments to this report. Higher resolution images can be made available upon request.

Summary and Conclusions



The partnership created by the MSRC, the Angels, Metrolink, LA Metro, RCTC and OCTA, has led to the development of a successful event transit service. Thousands of Angels fans rode Metrolink Angels Express trains during the 2017 and 2018 baseball seasons, which indicates that the service effectively furthers the goals of the MSRC Major Event Center Transportation Program.

The service has proven successful in providing new and experienced riders with an efficient and affordable alternative to driving to Angels baseball games. As Metrolink Angels Express service awareness and participation continues to grow, communities will reap the benefits of reduced traffic congestion, which in turn yields air quality benefits by avoiding the harmful emissions associated with stop and go driving and queuing.

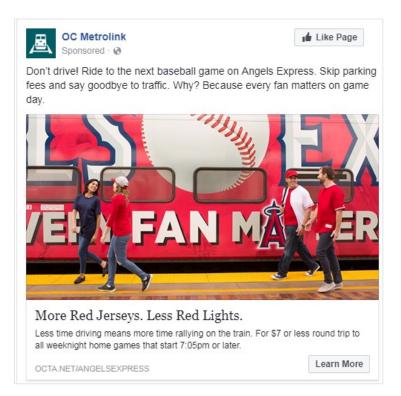
Building on the success of the 2017 and 2018 baseball seasons, continuity of the program with a focus on operating Tier 4 locomotives will provide the greatest benefit to all participating parties.

Attachments

- A. Sample Social Media Posts
- B. Sample E-mails
- C. Sample Web Page Content
- D. Sample Blog Posts
- E. Sample Magazine Clippings
- F. Sample Station Banners
- G. Sample Bus Wraps
- H. Sample Photos

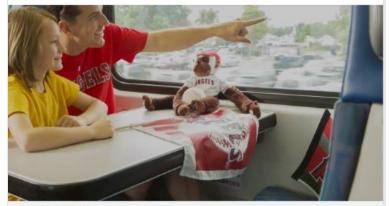
Attachment A Sample Social Media Posts





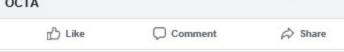


Kids ride free in August! Catch games on Aug. 6, 7, and 10 next week.



BLOG.OCTA.NET

Summer Special: Free Rides for Kids on the Angels Express | OCTA





Share a picture for a chance to win an Angels Express ticket! It's easy. Tag your train pix #rallyonthetrain and share. Let's see those fan faces!



OCTA.NET

Angels Express Photo Contest

Share your pictures from your ride or at the game with #rallyonthetrain.

Like

Comment Comment

A Share

Attachment B Sample E-mail





Take your kids to the ballgame!

During July and August, kids 18 and under ride free on the Angels Express to all Angels weekday home games that start at 7:07 pm!

Enjoy this great deal for families and kid-friendly organizations. See you at the game!

Visit our webpage for more deals

Drop by and discover how to win Angels Express swag and free train tickets. We've also got select Angels game tickets at 50 percent off.

LEARN MORE

Attachment C Sample Web Page Content

ANGELS EXPRESSOVERVIEW

BUYING TICKETS

TRAIN TIMES

GETTING TO THE GAME

GAME SCHEDULE

VIDEO









Party on the Fan Train!

For \$7 or less, take Angels Express to weeknight home games that start at 7:07. Avoid traffic and parking hassles by taking the Metrolink train that drops you off only a few steps from Angel Stadium at the Anaheim-ARTIC station.



KIDS RIDE FREE IN JULY AND AUGUST!

Kids Ride FREE during July and August!

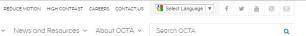


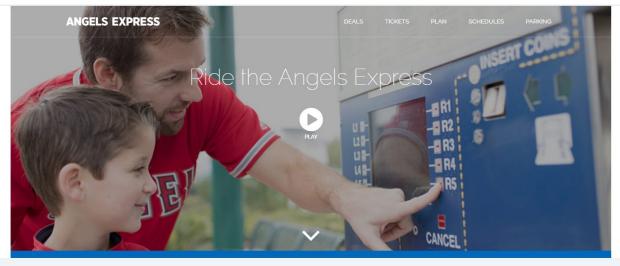
50% OFF GAME TICKETS

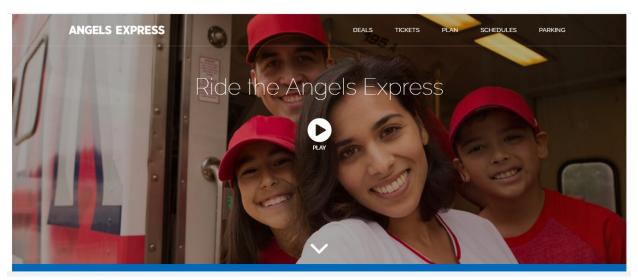
Ride the Angels Express to the game and get 50% off select game tickets!



Getting Around v Projects and Programs v News and Resources v About OCTA v







ANGELS EXPRESS

DEALS

TICKETS

PLAN

SCHEDULES

PARKING

Party on the Fan Train!

Leave the driving to the Angels Express and start the party as soon as you board. Score a stress-free ride to and from all baseball weeknight home games that start at 7:07 p.m. Avoid traffic and parking hassles by taking the special Metrolink train that drops you off only a few steps from Angel Stadium at the Anaheim-ARTIC station.

Visit this page often for exciting news about fun events, free rides, and great giveaways.



50% OFF GAME TICKETS

Ride the Angels Express to the game and get 50% off select game tickets!

LEARN MORE



KIDS RIDE FREE IN JULY AND AUGUST!

During July and August, kids 18 and under ride free to Angels weekday home games.

LEARN MORE



POST PICS & WIN ANGELS EXPRESS GEAR

Tag your trip pic #rallyonthetrain and share your pic here for a chance to win Angels Express gear.

LEARN MORE



WEEKLY TRAIN TICKET GIVEAWAY

Someone's got to win, why not you? Fill out our survey for a chance to win two Angels Express tickets.

ENTER TO WIN

ANGELS EXPRESS

DEALS

TICKETS

PLAN

SCHEDULES

PARKING

Tickets.

The best seven bucks you'll spend on gameday.





Buy your ticker on gameday ar a Metrolink ticket vending machine by selecting 'Angels Express' on the home screen. Arrive at least 15 minutes before the train departure time to avoid warching happy baseball fans leave without you.





Buy your Metrolink Angels Express ficker through the Metrolink App. Download the free app roday through the Google Play or Apple App store and you'll be on your way. This might be the easiest ficker-buying experience you've ever had.

DOWNLOAD NOW

ANGELS EXPRESS

DEALS

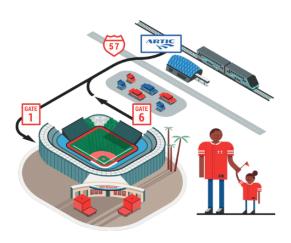
TICKETS

PLAN

SCHEDULES

PARKING

Make your game plan



First walk of the game

The Angels Express takes you directly to ARTIC, Anaheim's Metrolink-and-more station. It's a short, easy walk across the parking lot to the stadium.

1

Slide into the Station

Welcome to the Anaheim-ARTIC Metrolink station.

2

Cross the Platform

Exit the platform via stairs or ramp and head to the stadium.

3

Walk to the stadium

Follow your fellow fans to the Stadium.

Angels Express Schedules



Perris to Anaheim via Orange - Westbound	741	643
Perris - South	4:15 p.m.	
Perris Downtown	4:22 p.m.	
Moreno Valley – March Field	4:35 p.m.	
Hunter Park – UCR	4:46 p.m.	
Riverside-Downtown	5:01 p.m.	
Riverside-La Sierra	5:11 p.m.	
North Main Corona	5:19 p.m.	
West Corona	5:25 p.m.	
Anaheim Canyon	5:45 p.m.	
Orange (TRANSFER to train 643)	6:10 p.m.	6:22 p.m
Anaheim, Arrive at Angel Stadium		6:27 p.m

BACK HOME

- North to L.A. Union Station, Take Angels Express train #611X. Train departs 30 minutes after the game.
 South to Oceanside, Take Angels Express train #644. Train departs 30 minutes after the game.
 To Perris, Take train #644 South to Orange Station and TRANSFER to 91/PV/IEOC Line train #742 to Perris.



ANGELS EXPRESS

DEALS

TICKETS

PLAN

SCHEDULES

PARKING

Parking and Connections

Orange County

Riverside County

Los Angeles County

Orange County Stations

Save your popcorn money with free parking at Buena Park, Fullerton, Anaheim, Orange, Santa Ana, Tustin, Irvine, Laguna Niguel/Mission Viejo and Oceanside stations. Paid parking is available at San Juan Capistrano and San Clemente stations. Just drive to the station, leave your car and ride the Angels Express to the game. To learn about the number of parking spaces and amenities available at your nearest station, please

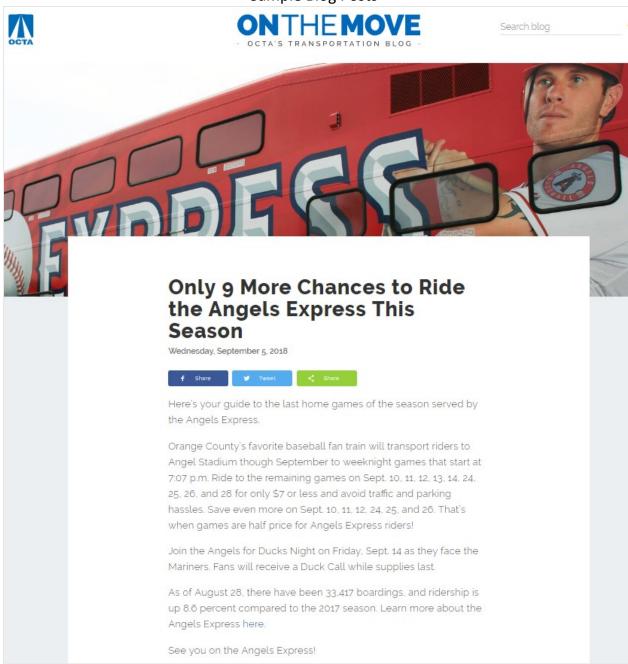
Connections To Metrolink Stations

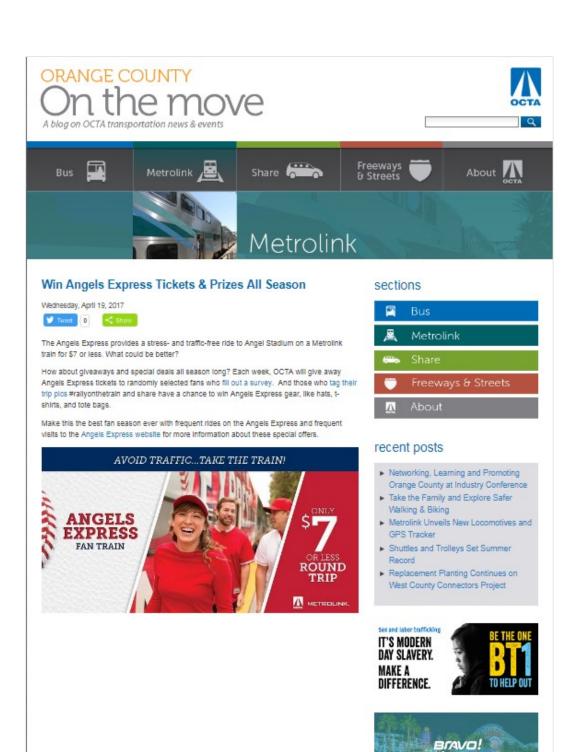
OCTA bus routes 29, 43, 54, 59, 70, 83, 90 and 143 provide service to some of the Metrolink stations in Orange County.



Funded by Mobile Source Air Pollution Reduction Review Committee (MSRC)

Attachment D Sample Blog Posts





ORANGE COUNTY

























Metrolink

Lifelong Baseball Fan Loves the Angels Express

Wednesday, May 17, 2017







During baseball season, OCTA asks riders on the Angels Express to share pictures of their adventures traveling to and from Angel Stadium on the convenient Metrolink train. We received a great shot of Diane Jackson from her daughter, Penni Ebina, taken in April when mother and daughter were on their way from Perris to the Angels season opener.

Diane is 73 and a lifelong baseball fan. According to Penni, the Angels have been her favorite team since 1969. Diane moved to California in mid-1966, so it took her awhile to change her allegiance from the Minnesota Twins. This summer, Diane will complete her bucket list of attending a baseball game at every major league team's stadium when she visits Toronto, Cleveland, Cincinnati, and Phoenix.

Diane hates driving on freeways but loves taking the Angels Express because it's easy and she doesn't have to sit in traffic. She'll be on the train on June 2 to see the Angels take on her former favorite team, the Minnesota Twins.

The Angels Express takes fans to and from all baseball weeknight home games that start at 7:07 p.m. On Friday nights, service is offered from Perris through Riverside to Anaheim. The price is only \$7 roundtrip for adults, and the train drops you off only a few steps from Angel Stadium at the Anahelm-ARTIC station. For the trip home, trains depart 30 minutes after the end of the game, but no later than 11:30 p.m.

Angel Express fans who share photos at #rallyonthetrain can win exclusive Angels Express gear such as hats, t-shirts and totes. Visit here to learn more about the train and special offers.



sections





Metrolink







recent posts

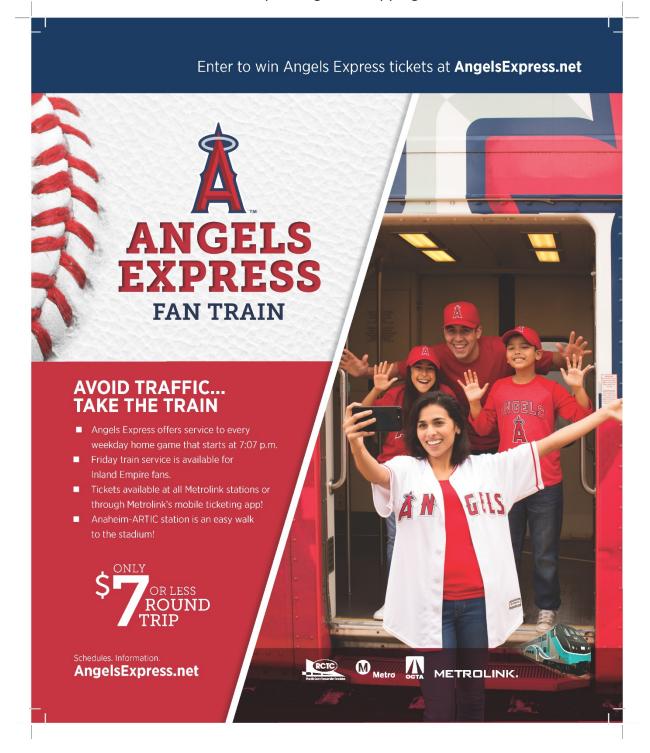
- Networking, Learning and Promoting Orange County at Industry Conference
- Take the Family and Explore Safer Walking & Biking
- ▶ Metrolink Unveils New Locomotives and GPS Tracker
- ▶ Shuttles and Trolleys Set Summer Record
- ▶ Replacement Planting Continues on West County Connectors Project

Sex and labor trafficking IT'S MODERN DAY SLAVERY. MAKE A DIFFERENCE.

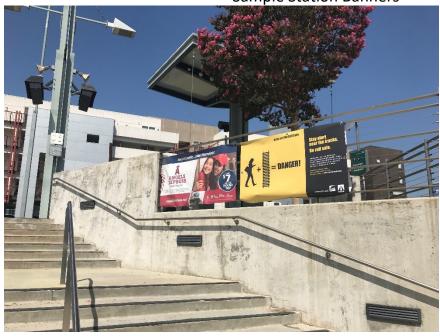


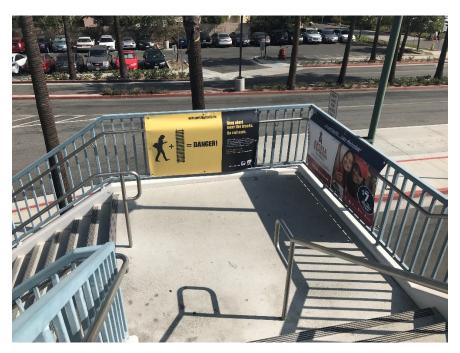


Attachment E Sample Magazine Clipping



Attachment F
Sample Station Banners





Attachment G Sample Bus Wraps



Attachment H Sample Photos

