

Attitudinal & Awareness Survey Results

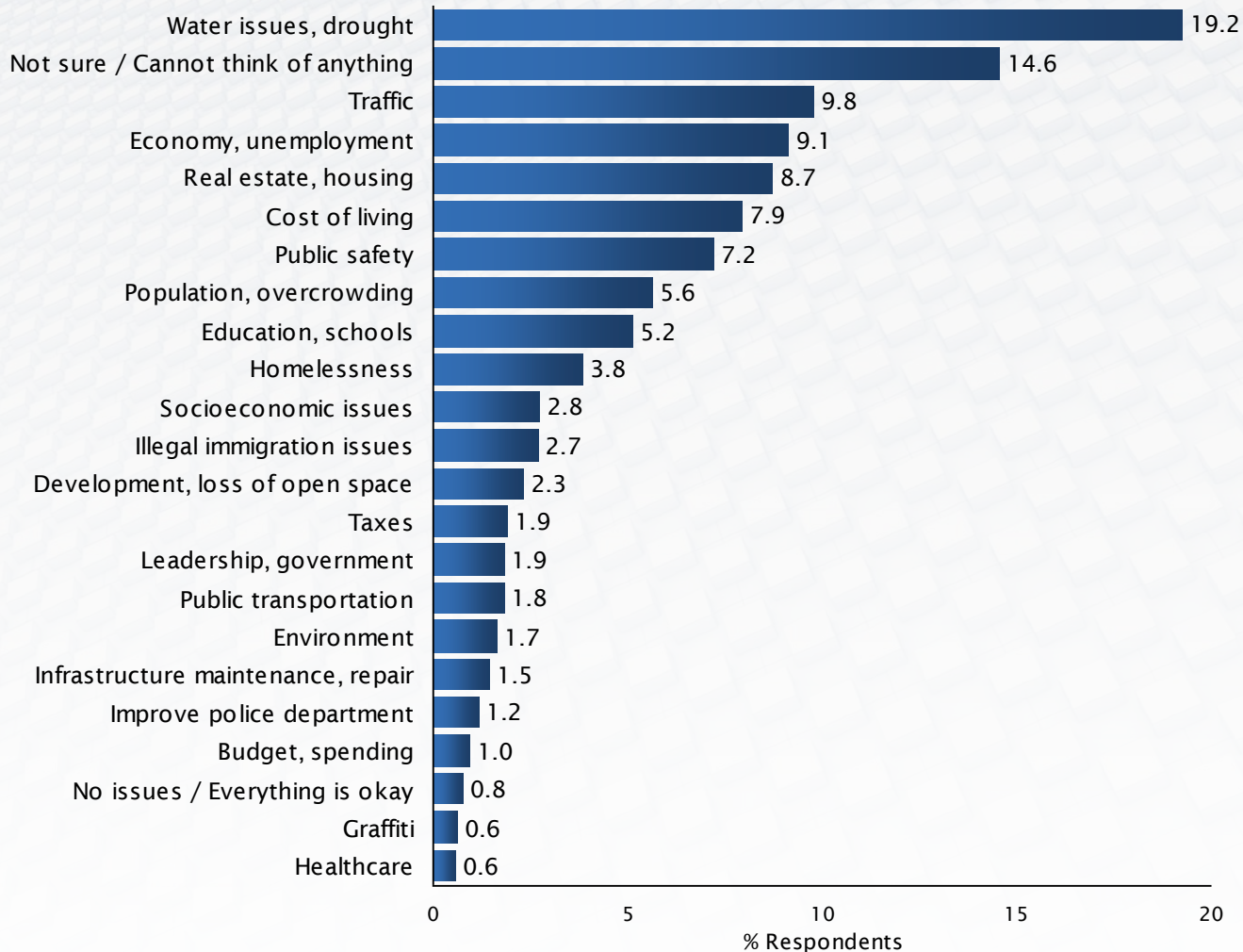
Purpose of Study

- Measure awareness & perceptions of OCTA
- Identify residents' opinions of Orange County's transportation system
- Gauge public awareness of Measure M and support for key components of Measure M investment plan
- Profile resident use of the transportation system, communications preferences, and relevant demographics/background information

Methodology of Study

- Telephone Survey
 - 2,000 adult Orange County residents
 - Random land line & mobile phones
 - English, Spanish & Vietnamese
 - 20-minutes
 - Online option
- Conducted June 3rd to July 14, 2015
- Overall margin of error: $\pm 2.19\%$

Most Important Issues



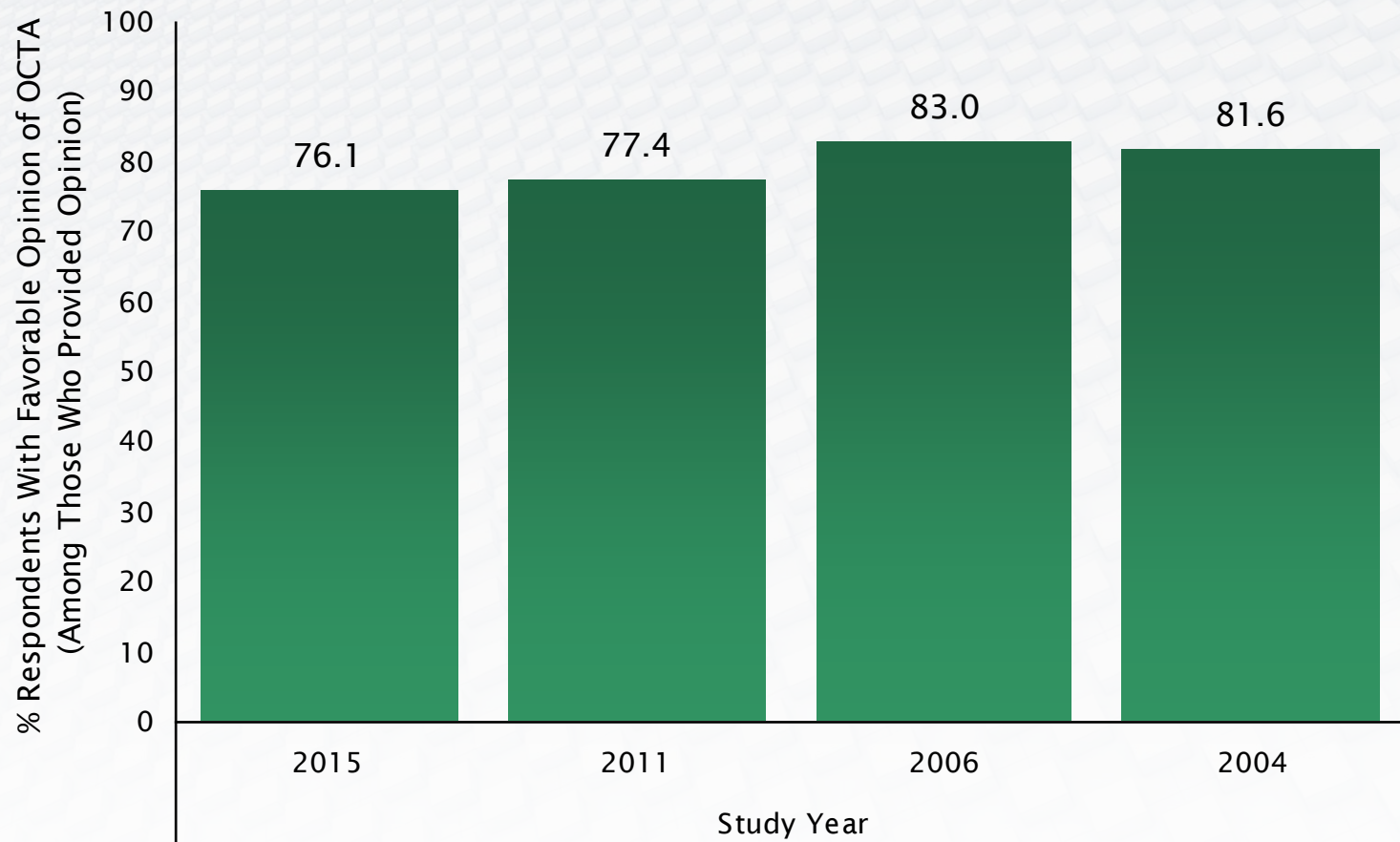
Comparison of Issues

Study Year	
2015	2011
Water issues, drought	Economy, unemployment
Not sure / Cannot think of anything	Not sure / Cannot think of anything
Traffic	Education, schools
Economy, unemployment	Traffic
Real estate, housing	Public safety
Cost of living	Budget, spending
Public safety	Real estate, housing
Population, overcrowding	Transportation infrastructure
Education, schools	Population, overcrowding
Homelessness	Cost of living

Awareness of OCTA

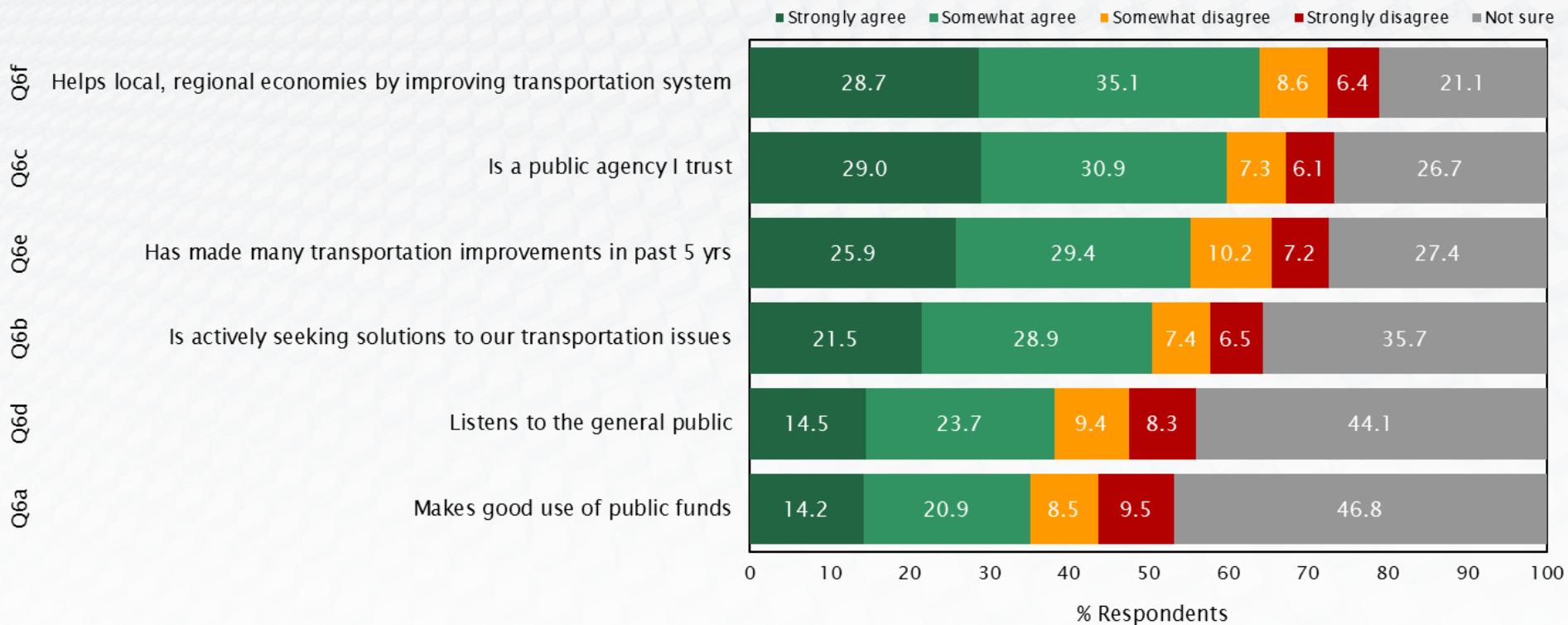


Overall Opinion of OCTA

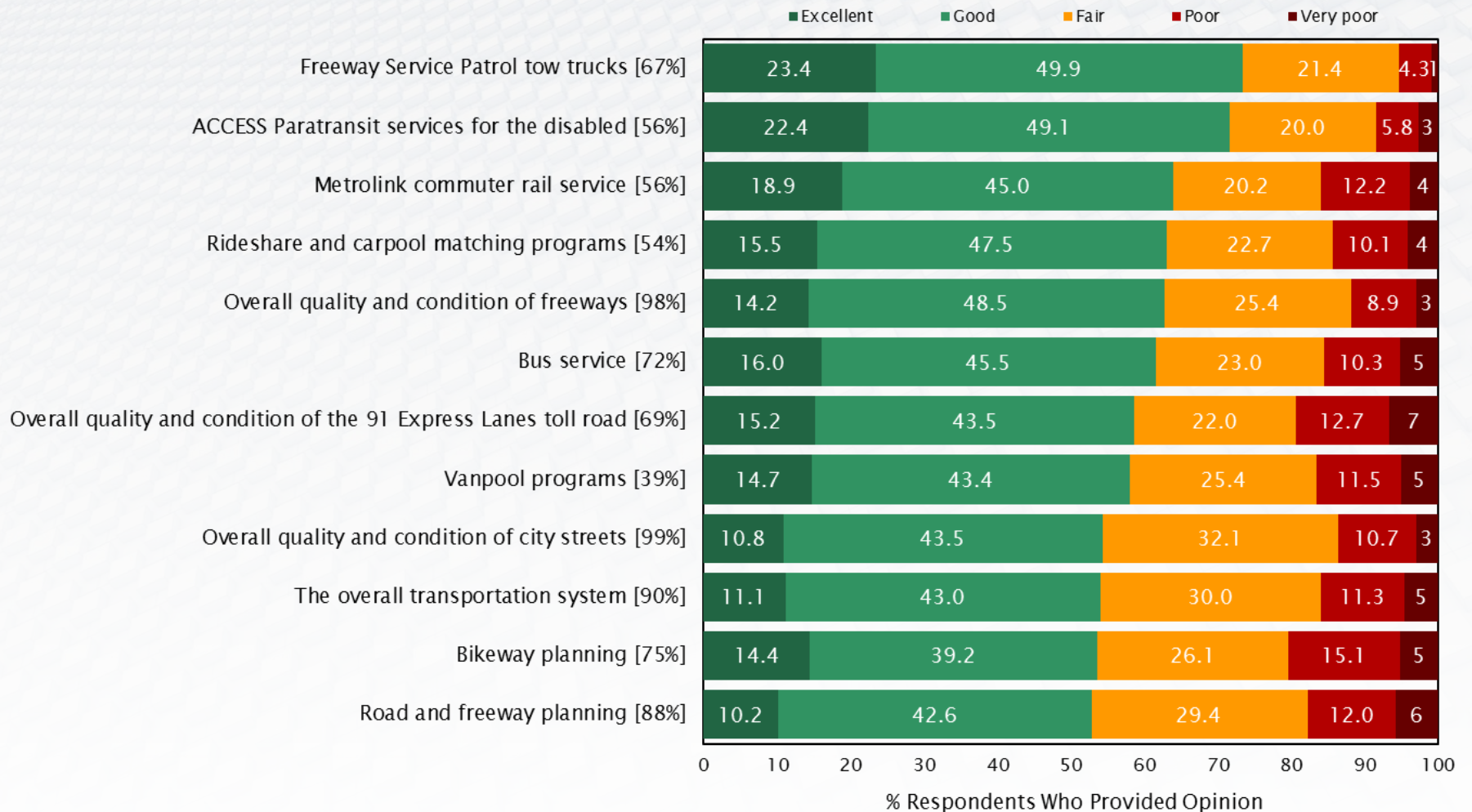


† Statistically significant difference ($p < 0.05$) between the 2011 and 2015 studies.

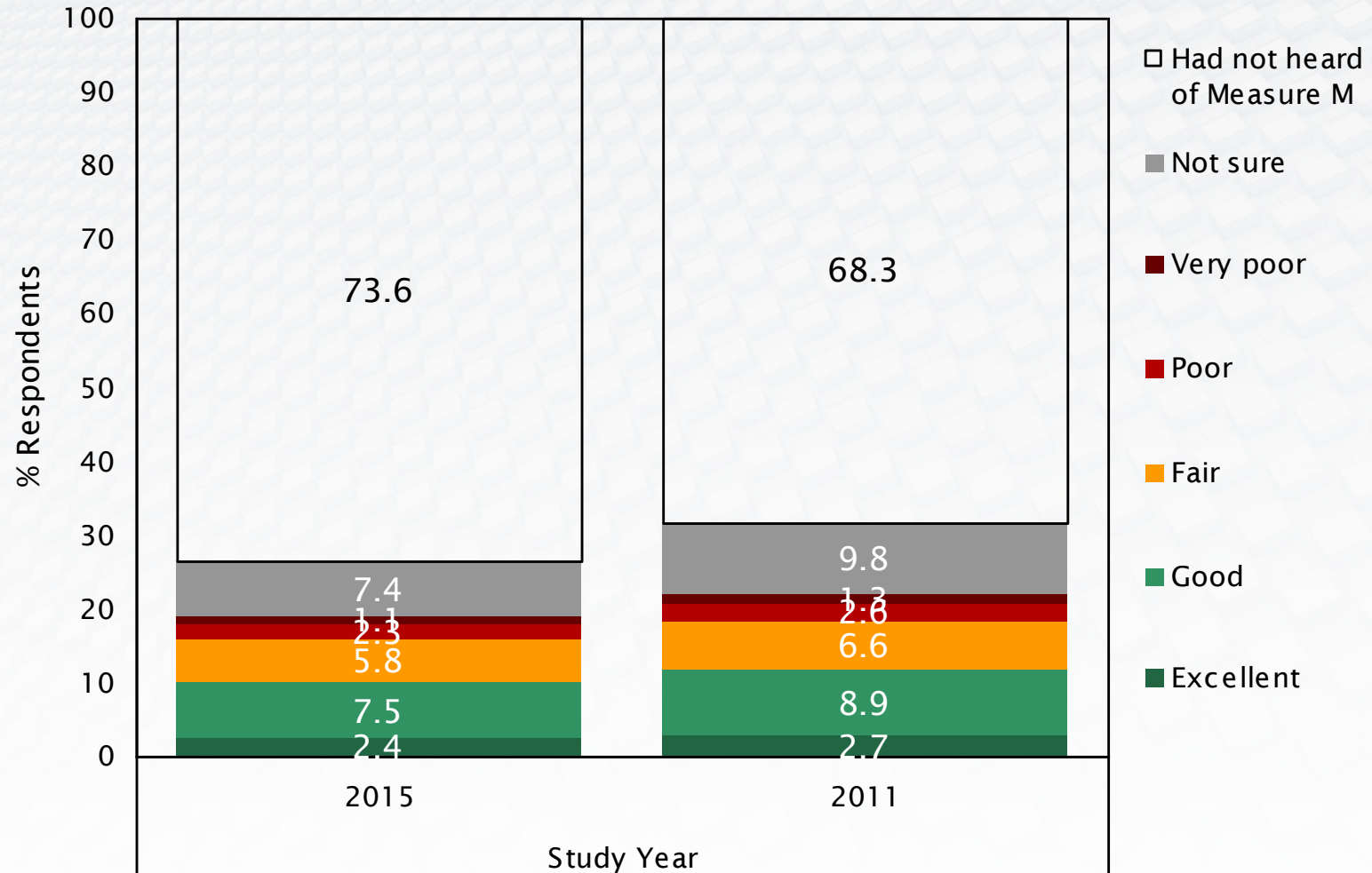
Statements about OCTA



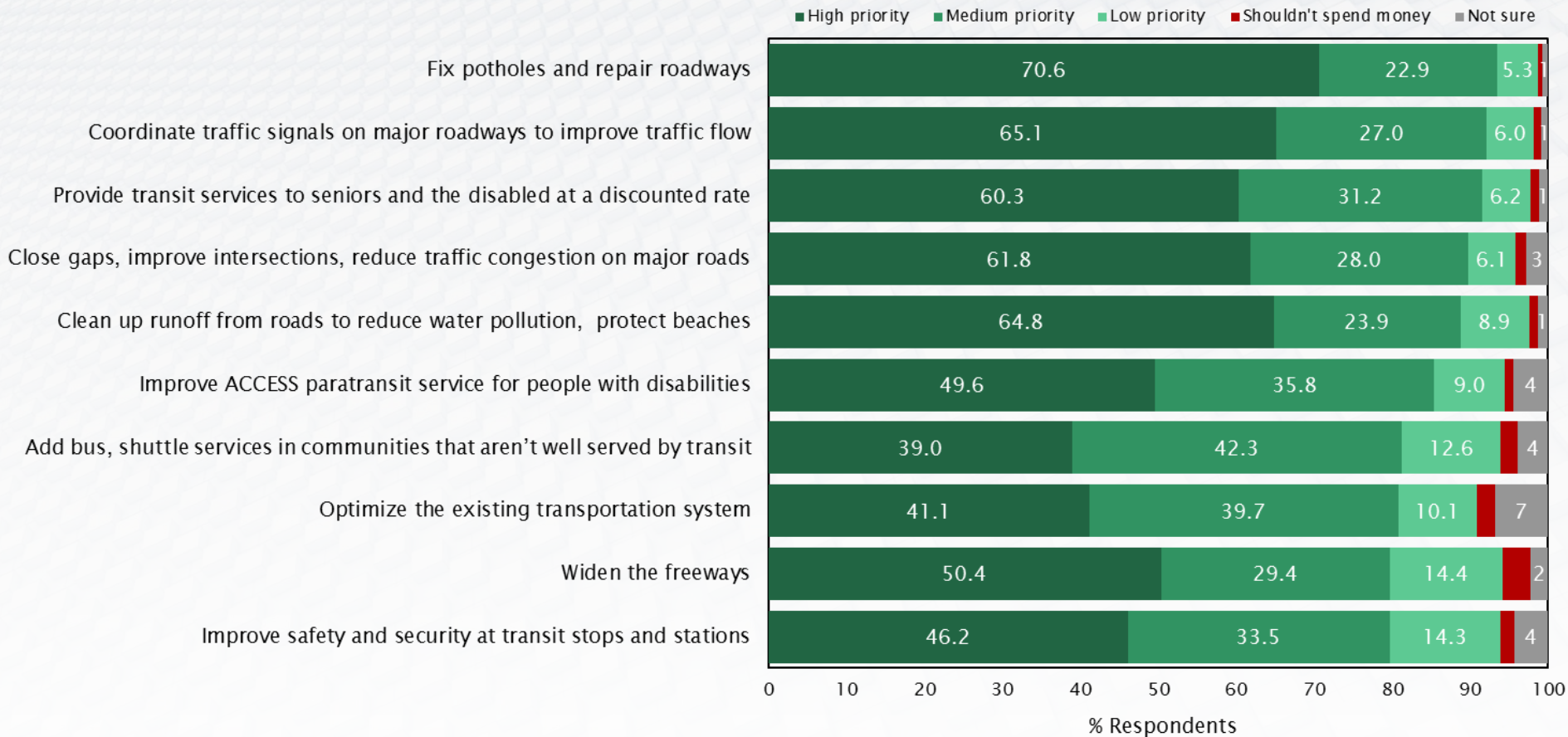
Rating of Transportation System



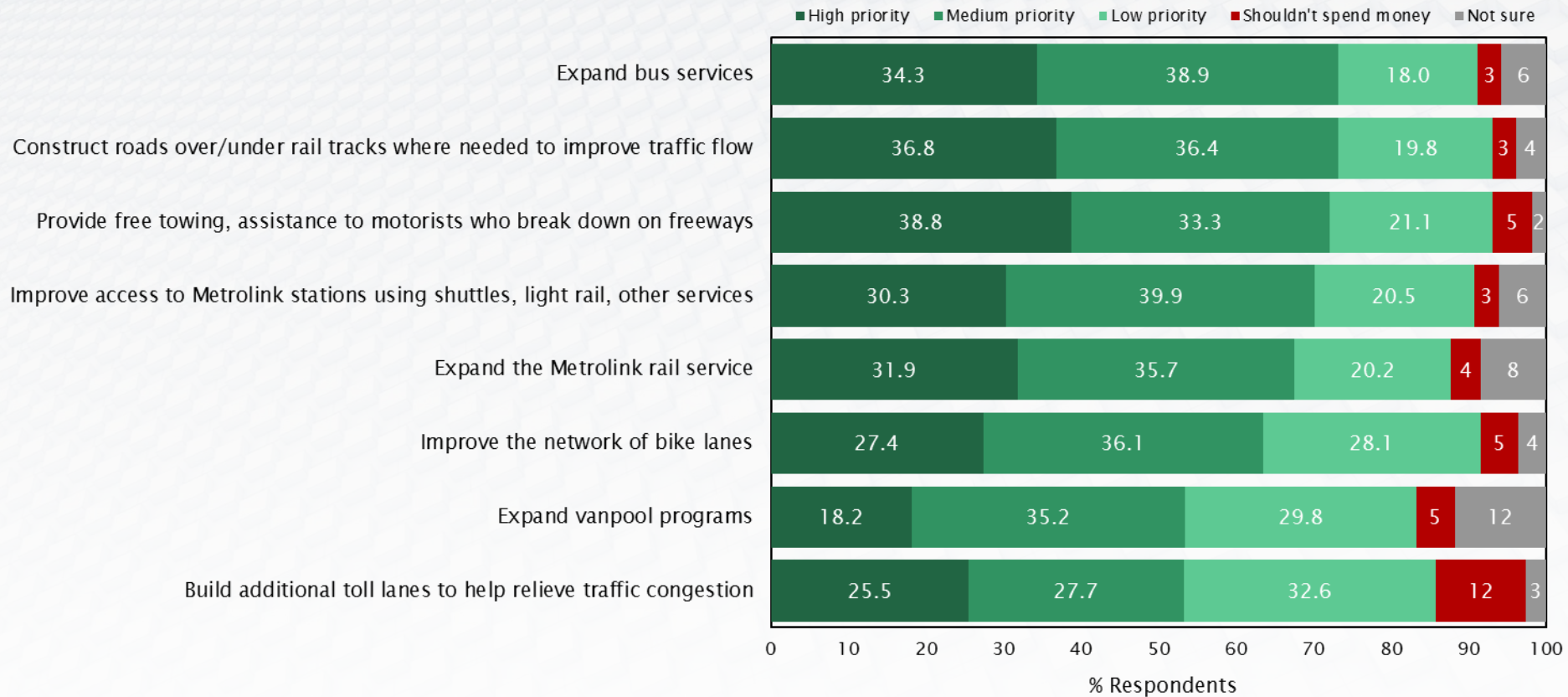
Measure M Awareness & Delivery



Transportation Priorities – 1st Tier



Transportation Priorities – 2nd Tier



Key Findings

Public Perceptions of OCTA

- Awareness of OCTA remains high, but more than 1/3 have no opinion of agency
- Among those with an opinion, favorable opinions outnumber unfavorable 3 to 1
- OCTA receives high marks for impact on economy, trust, and making transportation improvements

Key Findings

Measure M

- Strong public support for all components of Measure M investment plan
- Top priorities
 - Street repairs/fixing potholes
 - Coordinating signals to improve circulation
 - Discounted transit services for seniors & disabled
 - Closing gaps and improving intersections to improve circulation
 - Cleaning-up runoff to protect water/beaches
- Awareness of Measure M brand is low