#### **Attitudinal & Awareness Survey Results**



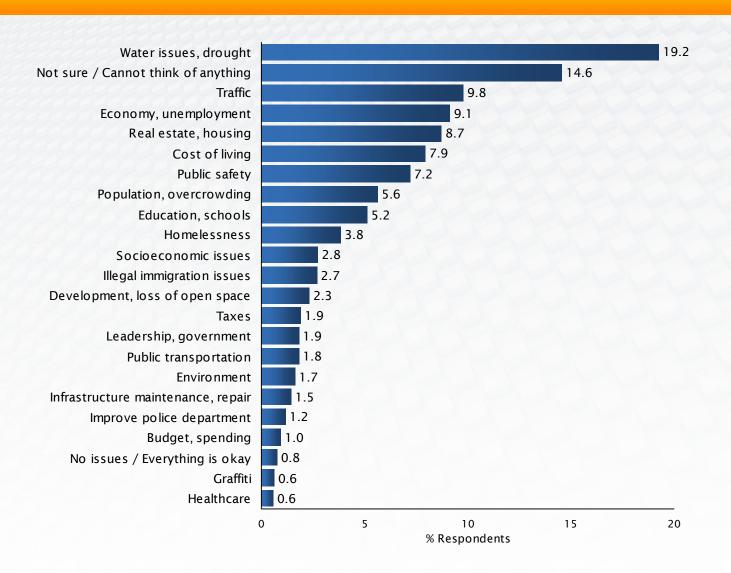
#### Purpose of Study

- 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 3<sup>rd</sup> to July 14, 2015
- Overall margin of error: ± 2.19%

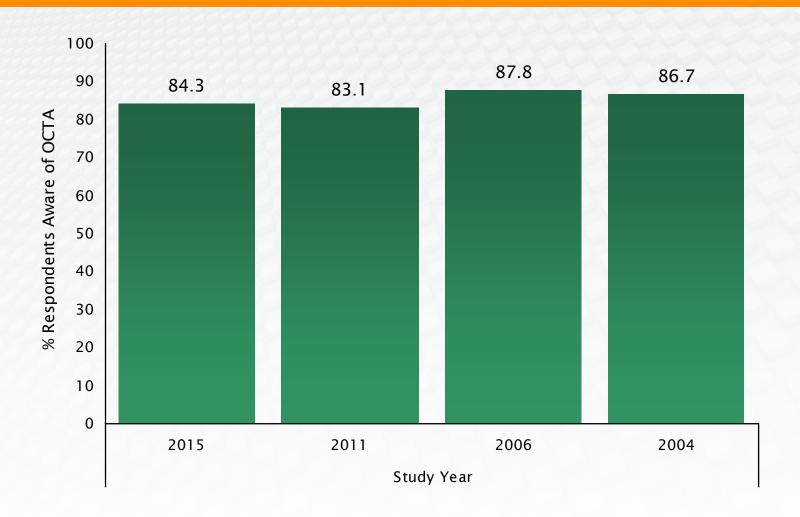
#### Most Important Issues



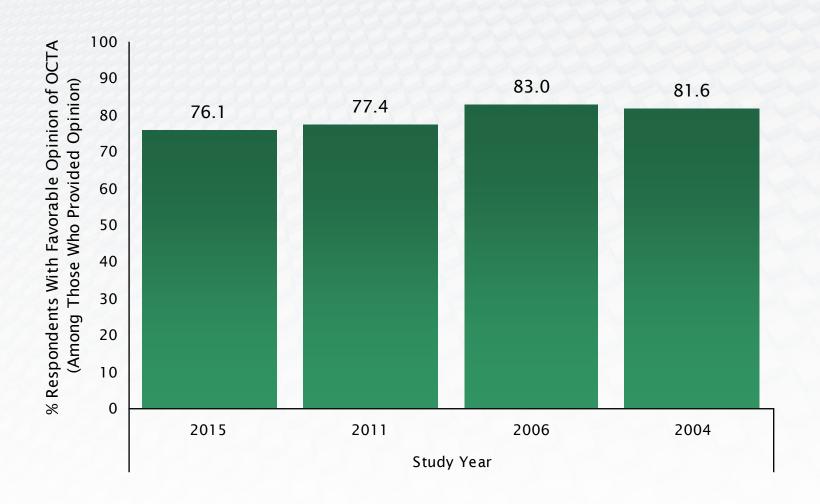
# Comparison of Issues

Study Year	
2015	2011
Water issues, drought	Economy, une mploy ment
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

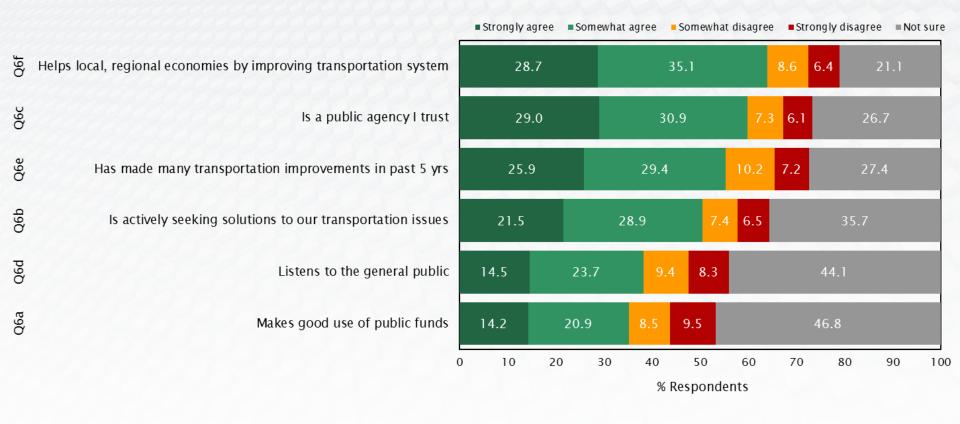


#### Overall Opinion of OCTA

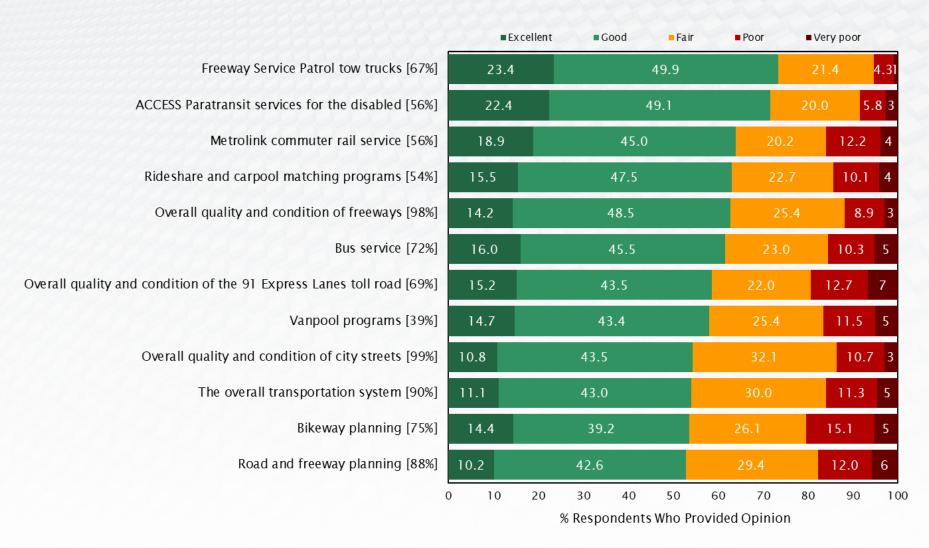


<sup>†</sup> Statistically significant difference (p < 0.05) between the 2011 and 2015 studies.

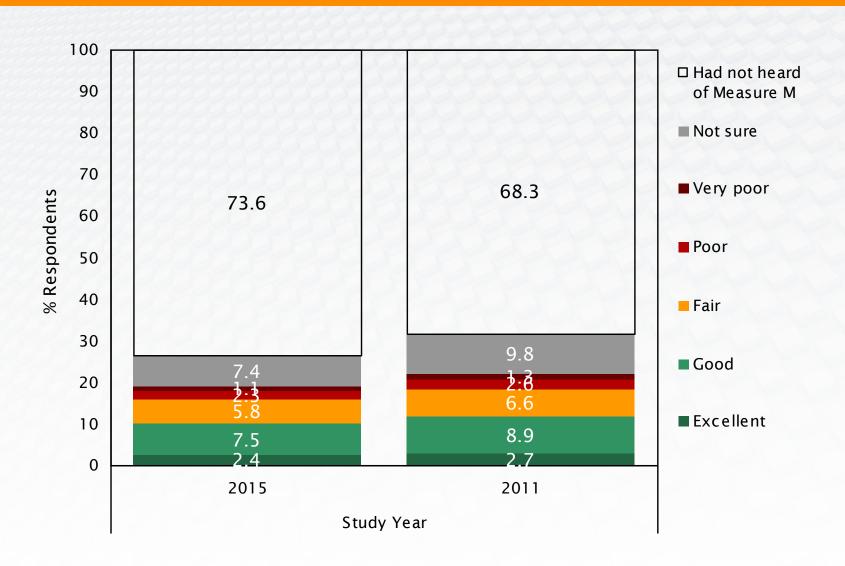
#### Statements about OCTA



#### Rating of Transportation System



## Measure M Awareness & Delivery

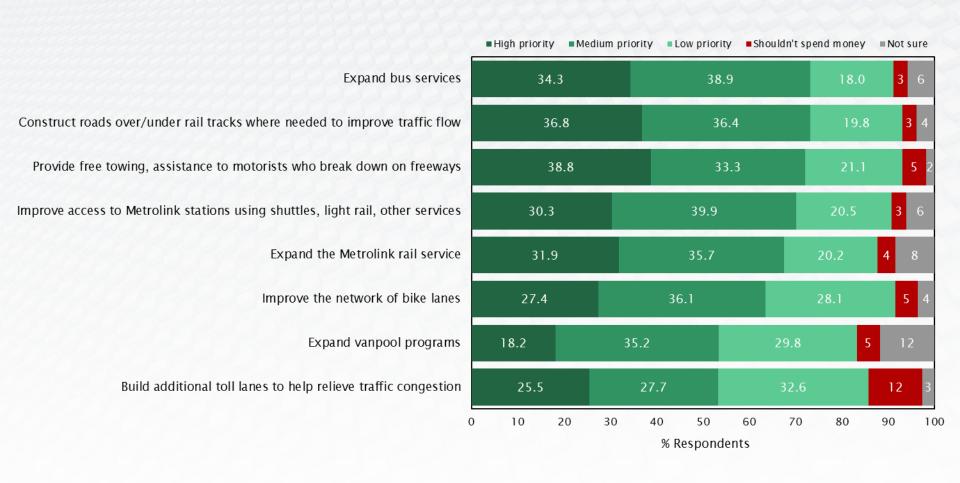


#### Transportation Priorities – 1<sup>st</sup> Tier

■Shouldn't spend money ■ Medium priority ■ Low priority Fix potholes and repair roadways 70.6 22.9 Coordinate traffic signals on major roadways to improve traffic flow 27.0 65.1 Provide transit services to seniors and the disabled at a discounted rate 31.2 60.3 Close gaps, improve intersections, reduce traffic congestion on major roads 61.8 28.0 Clean up runoff from roads to reduce water pollution, protect beaches 64.8 23.9 Improve ACCESS paratransit service for people with disabilities 49.6 35.8 Add bus, shuttle services in communities that aren't well served by transit 39.0 42.3 Optimize the existing transportation system 41.1 39.7 10.1 Widen the freeways 50.4 29.4 Improve safety and security at transit stops and stations 46.2 33.5 14.3 0 10 30 40 50 20 60 70 80 90 100

% Respondents

## Transportation Priorities – 2<sup>nd</sup> 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