

## **APPENDIX B**

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### Public Engagement Report



# APPENDIX B: PUBLIC ENGAGEMENT REPORT

The OC Transit Vision reflects extensive public input collected throughout 2016 and 2017 using a combination of in-person and online engagement techniques:

- **Stakeholder Engagement.** The project team led four focus group discussions and conducted interviews with nearly 20 groups and individuals representing a broad cross-section of the Orange County community.
- **Interactive Surveys.** The project team conducted four interactive online surveys to solicit feedback regarding the existing transit system and proposed OC Transit Vision recommendations.
- **Citizens Advisory Committee, Elected Officials, and Planning Directors Meetings.** The project team met quarterly with the OCTA Citizens Advisory Committee and participated in two meetings with county elected officials and planning directors.



Across these various engagements and from the thousands of people who shared their feedback, a number of priorities emerged. People expressed support for the following improvements to transit in Orange County:



**Faster and more frequent transit** that is time-competitive with driving, such as rapid transit or express bus serving trips over long distances, across the county.



**Longer hours of operation,** and more frequent service during off-peak periods, including mid-day on weekdays, evenings, and weekends.



**High-capacity or rapid transit modes** (rail or bus rapid transit) serving the busiest corridors.



**Easier connections** to, from, and between transit routes, including improvements to walking and biking access as well as park-and-rides.



**More seasonal and special event services**, similar to the existing Newport Trolley, OC Fair Express, and Angels Express.

The following sections briefly describe the findings from each of the major public touchpoints, focusing specifically on those that connect to the recommendations included in the OC Transit Vision. Appendix B provides detailed summaries of each interactive survey.

## STAKEHOLDER ENGAGEMENT

Initial stakeholder engagement provided opportunities for direct connections with individuals and groups who could offer a range of feedback about their goals for the OC Transit Vision. The project team posed open-ended questions to gather insight on what works and what could be improved to get more people using transit in Orange County.

### Stakeholder Interviews

The project team interviewed representatives from the following communities and organizations in the first four months of the project:

- Automobile Club of Southern California
- California Department of Transportation District 12
- Calvary Chapel Costa Mesa
- County of Orange
- Irvine Company
- John Wayne Airport
- Mariners Church
- OCTA Bus Customer Roundtable
- OCTA Diverse Community Leaders
- OCTA Committees, including: Citizens Advisory Committee, Special Needs Advisory Committee, and Technical Advisory Committee
- Orange County Visitors Association
- Rancho Mission Viejo
- South Coast Metro Alliance
- Spectrumotion, Irvine
- The Disneyland Resort
- Transportation advocate and former OCTA Board Member Sarah Catz

Each group was asked to describe its vision for the future of Orange County transit. Interviews generally followed a script of about 15 questions geared to the interviewee's background and expertise. Transit-related questions focused on identifying barriers, priorities, and opportunities, as well as what is already working well.

Interviewees shared a wide range of ideas, issues, and insights. Recurring themes included the following:

- Demographic change is driving changing travel needs. As baby boomers reach retirement age, there will be a greater need for transportation tailored to seniors. At the same time, millennials are pushing changes, including an increase in creative office space and greater demand for evening travel.
- A number of popular non-commute travel markets in Orange County are poorly served by transit, including evening, weekend, and special-event service.
- High-capacity transit modes may be appropriate for Orange County, including both rail and higher-quality bus service (bus-only lanes and express buses with park-and-ride lots).

- Improving connectivity will be key to the future success of transit in Orange County, including both first-/last-mile feeder connections and connections between longer distance destinations, such as inland and coastal areas and North and South County.
- Transportation network companies such as Uber and Lyft could play an important role in improving first-/last-mile connectivity. They could also supplement transit by providing alternative service to lower-demand areas.
- Similarly, autonomous vehicle technology could benefit transit by reducing transit operating costs.



Stakeholder discussion with Caltrans staff

## Focus Groups

Four focus groups were conducted and it was found that transit is viewed as an essential element of the future transportation system in Orange County. However, it must be affordable, efficient, accessible, convenient, and reliable.

Additional findings relevant to the OC Transit Vision included the following:

- Transit improvements are the top priority for investment in the transportation system.
- Increasing service in areas of high demand is more important than greater coverage to all areas.
- Orange County needs improved regional connections, including connections to the Los Angeles Metro Rail system and LAX Airport.
- The existing transit system in Orange County is good relative to those in other areas, including Los Angeles County.

## INTERACTIVE SURVEYS

Over the span of one year, the team conducted multiple interactive online surveys to solicit feedback regarding the existing transit system and proposed recommendations. Over 3,000 responses were collected through these surveys, providing valuable feedback to the team. Figure B-1 provides an overview of the different surveys responses received. The following sections summarize the key findings from each survey.

Figure B-1 Interactive Surveys Overview

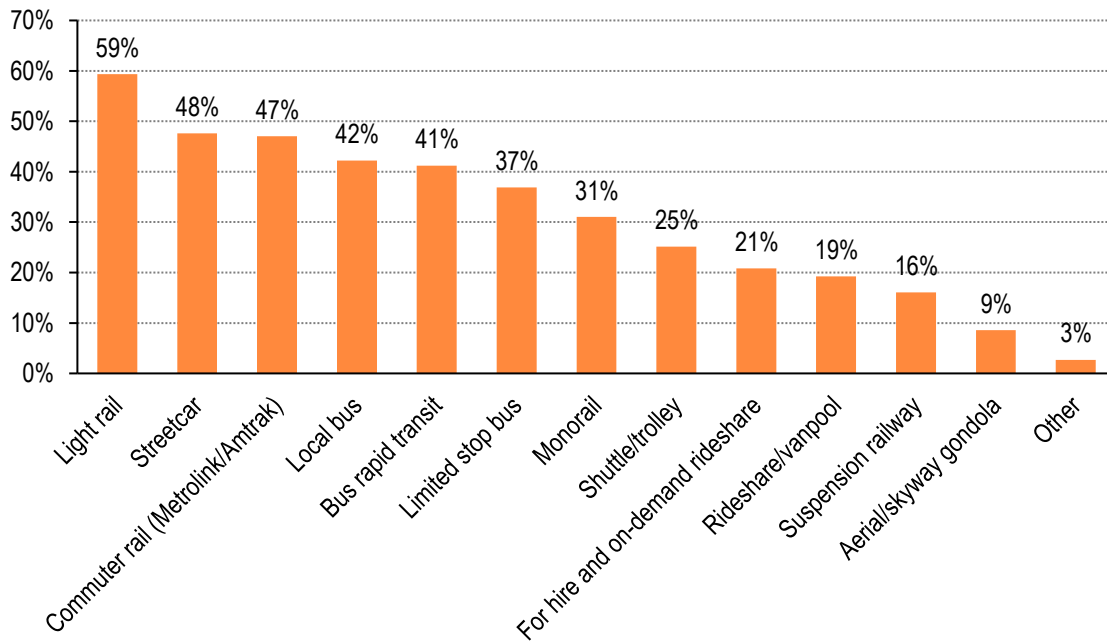
Survey	Description	Surveying Period	Respondents
Transit Master Plan Vision Survey	<ul style="list-style-type: none"> <li>Gathered high-level feedback at the beginning of the project</li> <li>Asked users to select their ideal transit system in order to achieve their transit vision for OC</li> </ul>	2016-1/2017	191
Build Your Own System Survey	<ul style="list-style-type: none"> <li>Gathered community feedback on transit-related priorities</li> <li>Conducted midway through the project, following release of the State of OC Transit and prior to development of project recommendations</li> <li>Asked users to prioritize among various options for improving transit service, access, and amenities and for making capital investments.</li> </ul>	3/31-6/23/2017	1,694
Poll Everywhere v1 Survey	<ul style="list-style-type: none"> <li>Solicited feedback on transit improvements at four workshops</li> </ul>	5/2017-6/2017	198
Transit Opportunities Corridor (TOC) Survey	<ul style="list-style-type: none"> <li>Conducted later in the project to solicit input on how to prioritize potential corridors for major transit capital investments</li> </ul>	8/28-9/30/2017	13
Poll Everywhere v2 Survey	<ul style="list-style-type: none"> <li>Solicited feedback on transit improvements and emerging transportation technologies at five workshops</li> </ul>	9/2017-10/2017	220
OC Transit Vision Recommendations Survey	<ul style="list-style-type: none"> <li>Conducted toward the end of the project to gather feedback on potential OC Transit Vision recommendations</li> <li>Identified corridor priorities and preferences for transit amenities</li> </ul>	11/16/2017-1/21/2018	989

## Transit Master Plan Vision Survey

The Transit Master Plan Vision Survey was conducted early in the project and closed in January 2017. Its purpose was to introduce the project and gather feedback on the types of transit investments respondents would like to see included in the OC Transit Vision. A total of 191 respondents completed the survey, with the following results:

- Nearly all (94 percent) of respondents believed that Orange County needs more transit options.
- Light rail, streetcar, and commuter rail were the top three transit modes that respondents most desired and believed would help achieve the OC Transit Vision (Figure B-2).
- When asked which areas of the county would benefit most from new or improved transit options, the most common responses were Disneyland, John Wayne Airport, the Anaheim resort area, Downtown Anaheim, and along the I-405 and I-5 corridors.

Figure B-2 Preferred Transit Modes



## Build Your Own System Survey

This Build Your Own System survey ([octransitvision.com](http://octransitvision.com)) and accompanying follow-up survey was open online from March 31 to June 23, 2017. A total of 1,694 respondents completed the Build Your Own System survey, and 1,370 respondents completed the follow-up survey.

Survey responses were solicited through a wide variety of media, including online and in-person tools, using project business cards, bus cards, and paper and iPad surveys. Online advertisement included email blasts, website postings, digital newsletters and blogs, and social media posts and ads (i.e., Facebook, Twitter, and Instagram). OCTA partnered with the following groups to help announce the survey: Orange County jurisdictions; transportation, business, and diverse community leaders; universities; 91 Express Lanes staff; John Wayne Airport; Metrolink; and the LOSSAN Rail Corridor Agency. OCTA also reached out to bus riders and vanpool and rideshare participants. In-person surveying took place at community events, fairs, and festivals; bus and train stops; and as part of other OCTA project outreach and marketing activities. The outreach team promoted the survey at seven project booths at community events and provided iPad kiosks for individuals to participate in the survey.

### Overview

The Build Your Own System survey was an online, interactive exercise that asks people to prioritize among various options for improving transit service, access, and amenities and for making capital investments. Respondents were given a hypothetical budget of \$100, and each improvement has a cost of \$5 to \$25 relative to actual costs for implementation. In addition to spending their \$100 budget, respondents can also attempt to maximize benefits in real time—including speed and reliability, the passenger experience, accessibility, and ridership impacts—based on the improvements selected. A screen capture of the introduction to the Build Your Own System survey is shown in Figure B-3 and a screenshot of select response choices for Information and Amenities improvements is shown in Figure B-4.

Upon completing the Build Your Own System survey, participants were directed to a follow-up survey that asked questions about their decision-making process when building their own system, their impressions of the interactive exercise, as well as their individual travel behavior and demographic characteristics.



Figure B-3 Build Your Own System Survey – Introduction

**HELP US BUILD THE FUTURE TRANSIT SYSTEM FOR ORANGE COUNTY**

How would you improve public transportation in Orange County?

Using this special planning tool, you can choose the type of improvements you would like to see for Orange County's transit system.

Questions? Contact Marissa Espino at [mespino@octa.net](mailto:mespino@octa.net) or 714-560-5607.

[Completar la encuesta en Español](#)

**HOW IT WORKS:**

- You have \$100 to spend on various transit system features that are important to you.
- Click the box next to the features you like most.
- Look at the Total Cost box to see how much you've spent.
- Look at the Benefits boxes to check out what you're building.
- You can change your choices as often as you'd like. When you're done, click "Submit" and take a moment to answer a few follow-up questions.

**BENEFIT CATEGORIES**

Benefits help to make transit better in areas like:

**Speed and Reliability:** Reduce delays  
**Passenger Experience:** Make transit more comfortable and convenient  
**Accessibility:** Enhance connections between transit and other modes of travel  
**Grow Ridership:** Create a system that people will use more

**YOUR BENEFITS**      **YOUR COSTS**

Speed and Reliability   Passenger Experience   Accessibility   Grow Ridership   Total Cost (Max \$100)

Figure B-4 Build Your Own System Survey – Select Improvements

**INFORMATION AND AMENITIES**

**Real-Time Information at Bus Stops**  
 Electronic signs at stops and smartphone apps let riders know when buses are coming in real-time.

**More Shelters, Seating, and Lighting at Bus Stops**  
 More amenities for passengers at busier stops.

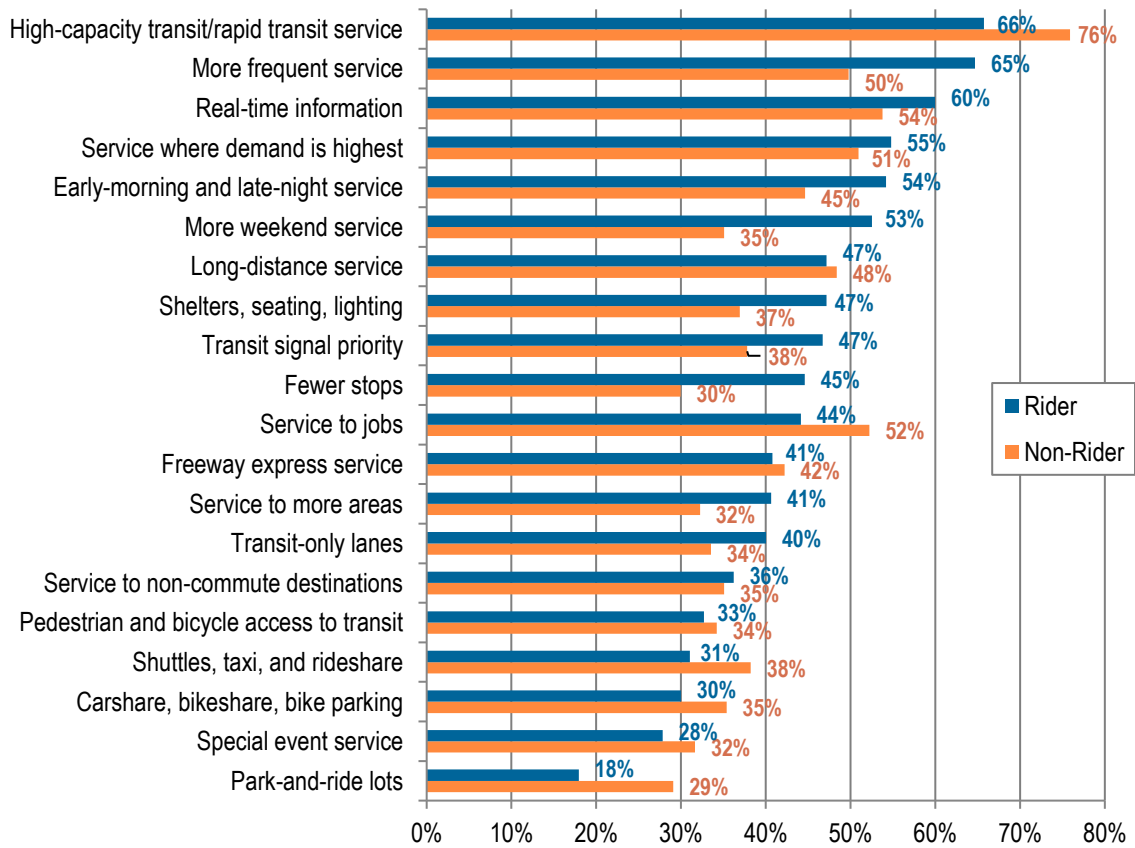
Improvement	Speed and Reliability	Passenger Experience	Accessibility	Grow Ridership	Cost
Real-Time Information at Bus Stops	4 bars	4 bars	4 bars	4 bars	\$10
More Shelters, Seating, and Lighting at Bus Stops	1 bar	4 bars	4 bars	4 bars	\$10

[Reset](#)      [Submit](#)

**Initial Survey Results**

Figure B-5 shows percentages of respondents selecting each improvement, with responses separated based on whether the individual self-identified as someone who does or does not ride transit. The improvement most frequently selected by both existing riders (66%) and non-riders (76%) was “High-Capacity Transit/Rapid Transit Services.” This was the most popular despite being the most expensive improvement available at \$25, or one-quarter of the total budget for each respondent. The second and third most popular improvements for riders were service and amenities enhancements: “More Frequent Service” (65%) and “Real-Time Information at Bus Stops” (60%). The second and third most popular improvements for non-riders were “Real-Time Information at Bus Stops” (54%) and “Service to Jobs” (52%). The lowest priority improvement for both riders and non-riders was “Park-and-Ride Lots” (18% and 29%, respectively).

Figure B-5 Preferred Transit Improvement



To begin exploring how far a budget of \$100 would stretch in implementing the top priorities, costs were totaled for the highest-priority options until the budget was expended. The top nine priorities identified by current OCTA riders could be implemented within the survey budget: high-capacity transit/rapid transit service, more frequent service, real-time information, service where demand is highest, early morning and late night service, more weekend service, long-distance service, shelters, seating, and lighting, and transit signal priority.

The top nine priorities identified by non-riders could also be implemented within the survey budget: high-capacity transit/rapid transit service, real-time information, service to jobs, service where demand is highest, more frequent service, long-distance service, early morning and late night service, freeway express service, and transit signal priority.

### Follow-up Survey Results

Results from the follow-up survey are described below, focusing on decision-making and impressions of the exercise, individual travel behavior, and demographic characteristics.

#### Build Your Own System Survey Decision-Making and Impressions

A desire to “make transit more available” ranked as the top consideration in the decision-making process for one-third (33%) of respondents (Figure B-6). “Making it easier for more people to use the bus” was the primary decision factor for a quarter (23%) of respondents. Less important factors in people’s decision-making processes were “expanding transit access to jobs” and “improving air quality.” “Making it easier to access transit on foot or by bike” and “making it more comfortable to wait for and ride the bus” were identified as least important in decision-making.

The majority of respondents (60%) felt that the budget provided in the exercise was adequate (Figure B-7). Another 22% indicated they needed more money, while 18% felt they had too much budget for the improvements they wanted to make.

Figure B-6 Importance of Decision-Making Criteria

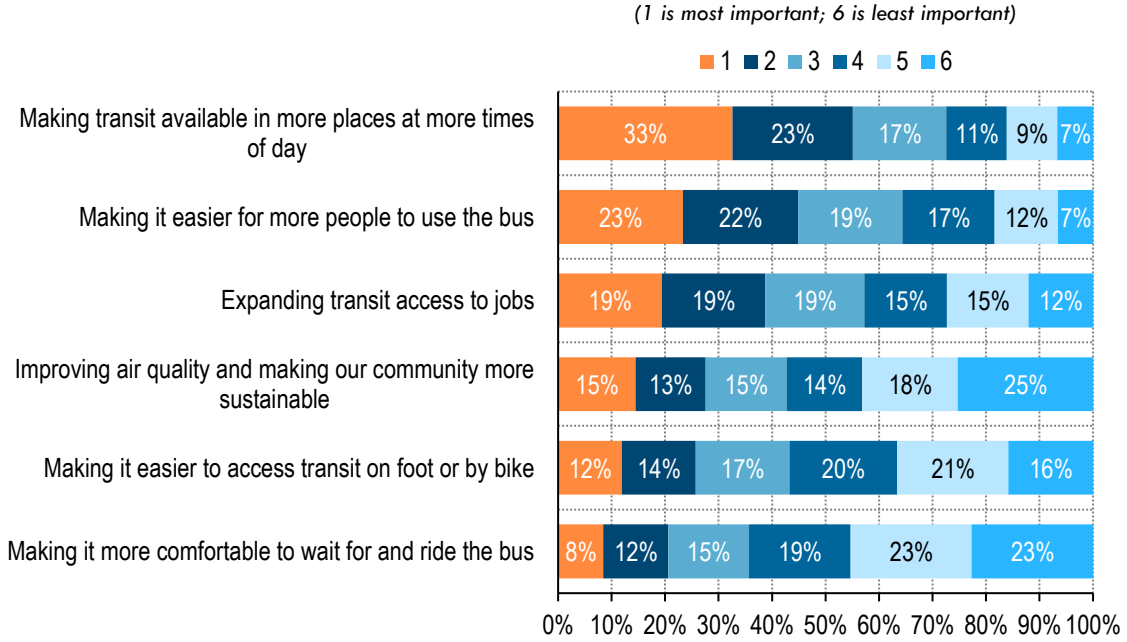
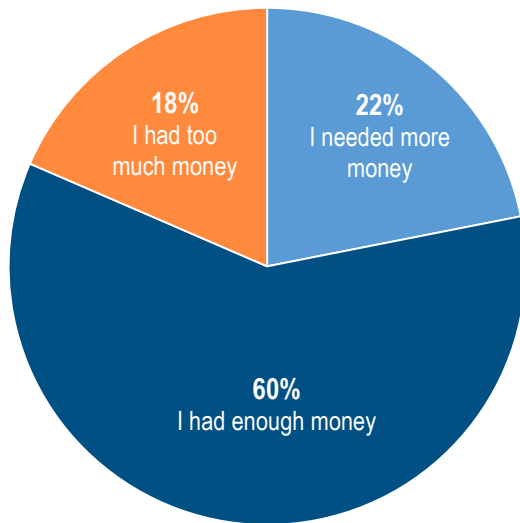


Figure B-7 Feelings about Budget Size (\$100)



### Travel Behavior and Opinions

Participants were asked about their current travel choices, including their primary mode of transportation and the frequency at which they ride an OCTA bus. The majority of survey respondents (62%) reported that driving alone was their primary mode of transportation (Figure B-8). Transit was the next most common mode (19%), followed by carpool (10%), and walking and bicycling (4% and 3%, respectively).

Participants were also asked how often they ride any type of OCTA transit service. Approximately half of the respondents (52%) have never used OCTA transit services. One quarter of respondents ride less than once per month, and 13% ride four to seven days per week (Figure B-9).

Figure B-8 Primary Transportation Mode

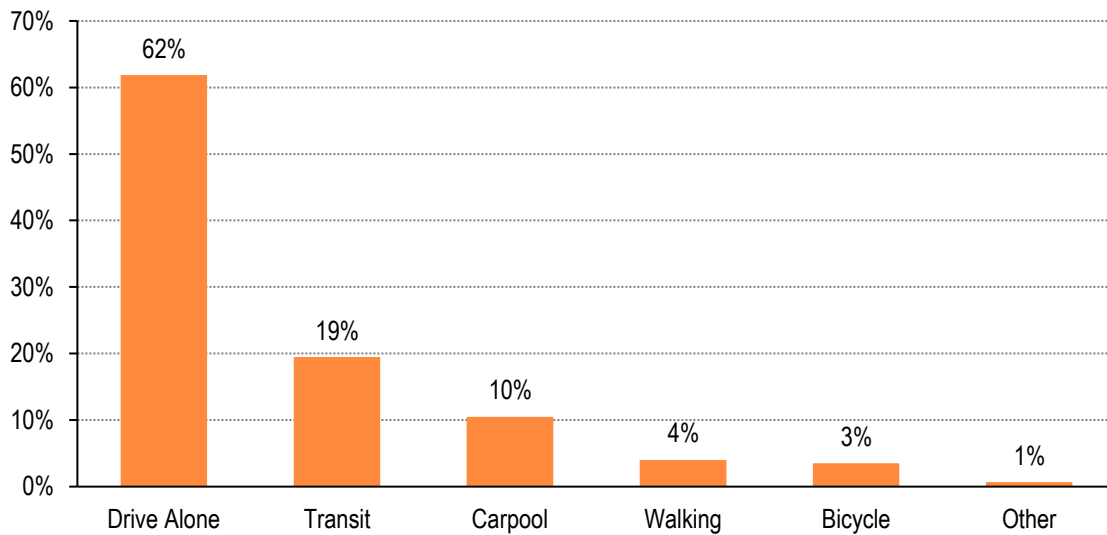
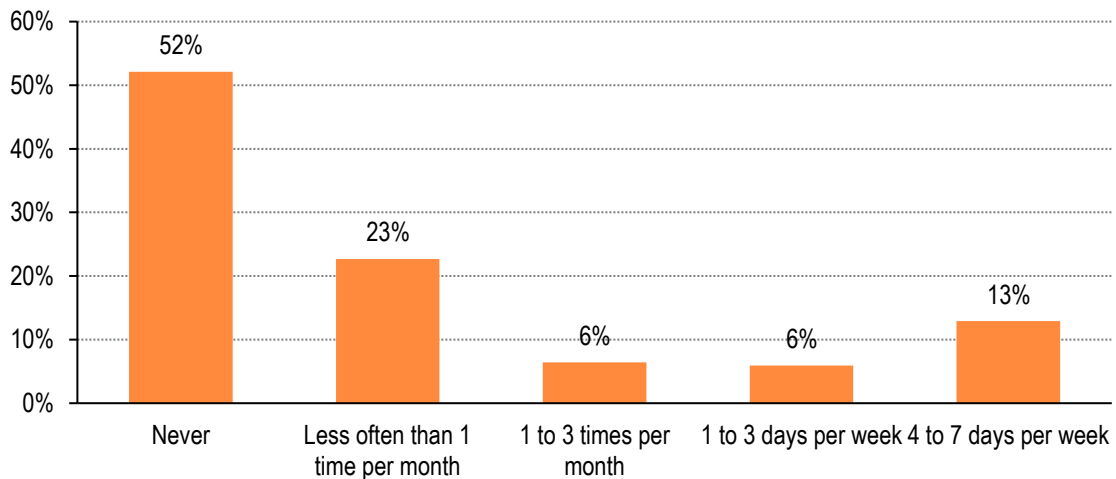


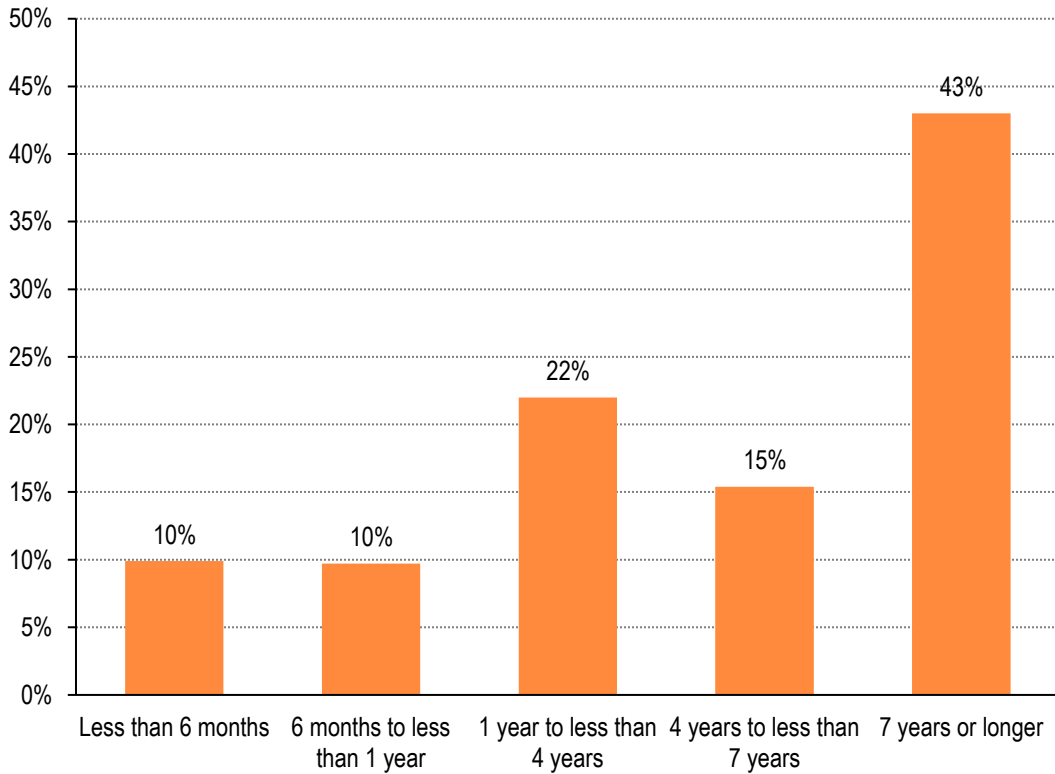
Figure B-9 Frequency of OCTA Use



OCTA Riders

Respondents who currently use, or have previously used, an OCTA bus service were asked how long they have used the system. Most (43%) are experienced customers and reported using OCTA for over seven years (Figure B-10). Nearly a quarter of respondents (22%) reported using OCTA for one to four years, and 15% have used OCTA from four to seven years. These responses suggest that OCTA riders tend to be long-time customers.

Figure B-10 Length of Time Riding OCTA (OCTA Riders)



The respondents who currently use OCTA services were also asked why they ride the bus. The most common reason (37%) that frequent OCTA riders report using the bus is because they save money (Figure B-11). Of survey respondents that cited reasons other saving money, avoiding traffic congestion and protecting the environment were the next most common reasons for riding OCTA services.

Lastly, riders were asked what type of trips they make using OCTA services. Work trips are the most common trip purposes (56%), followed by recreation/social visit/entertainment and personal business/errands (Figure B-12). Using transit for one's everyday commute can be an indicator of transit dependency, which supports the trend of longer-term use.

Figure B-11 Reasons for Using OCTA (OCTA Riders)

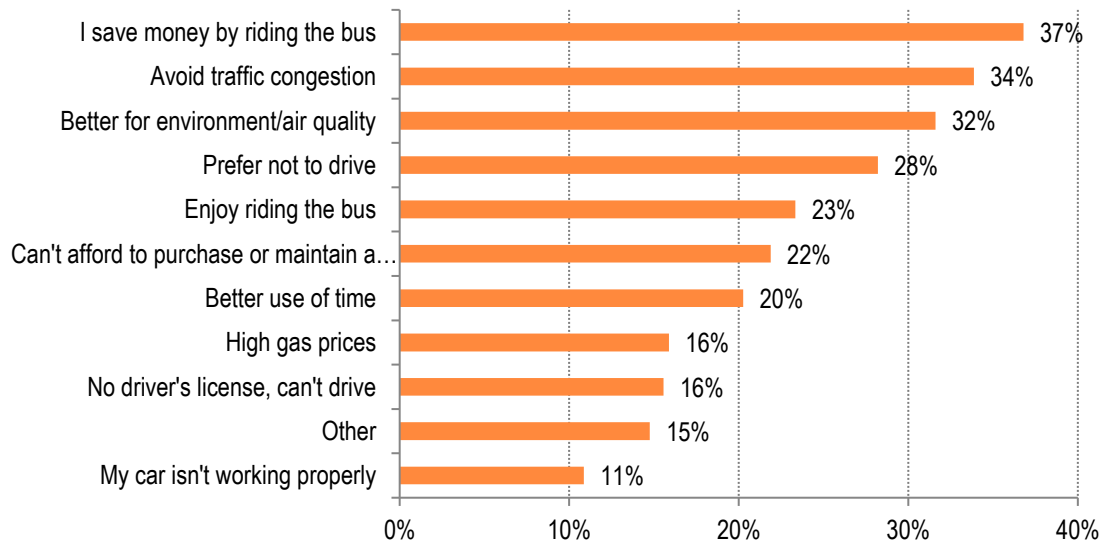
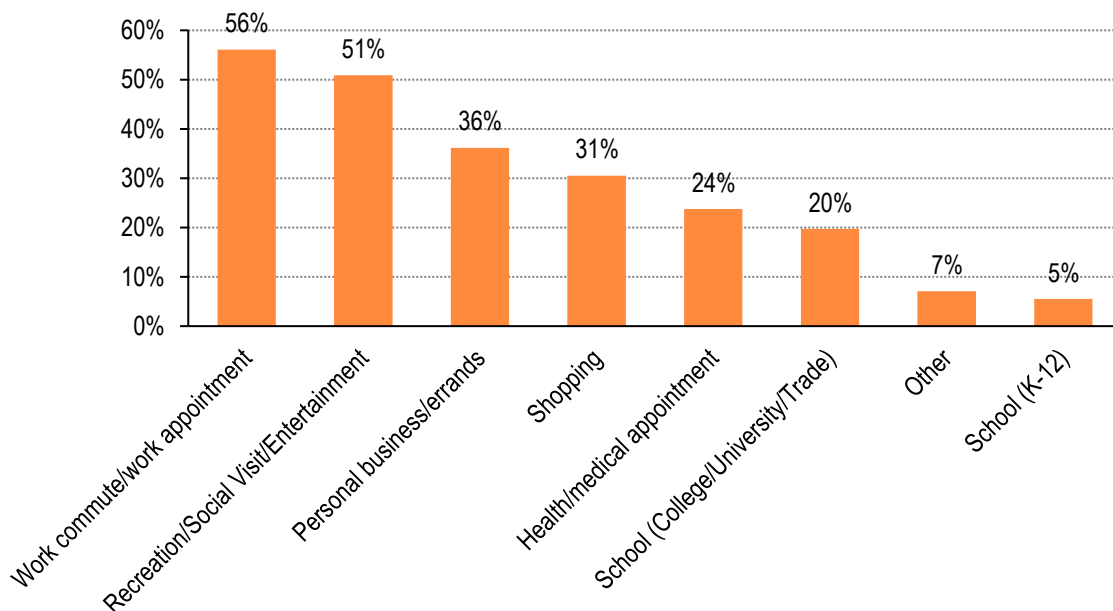


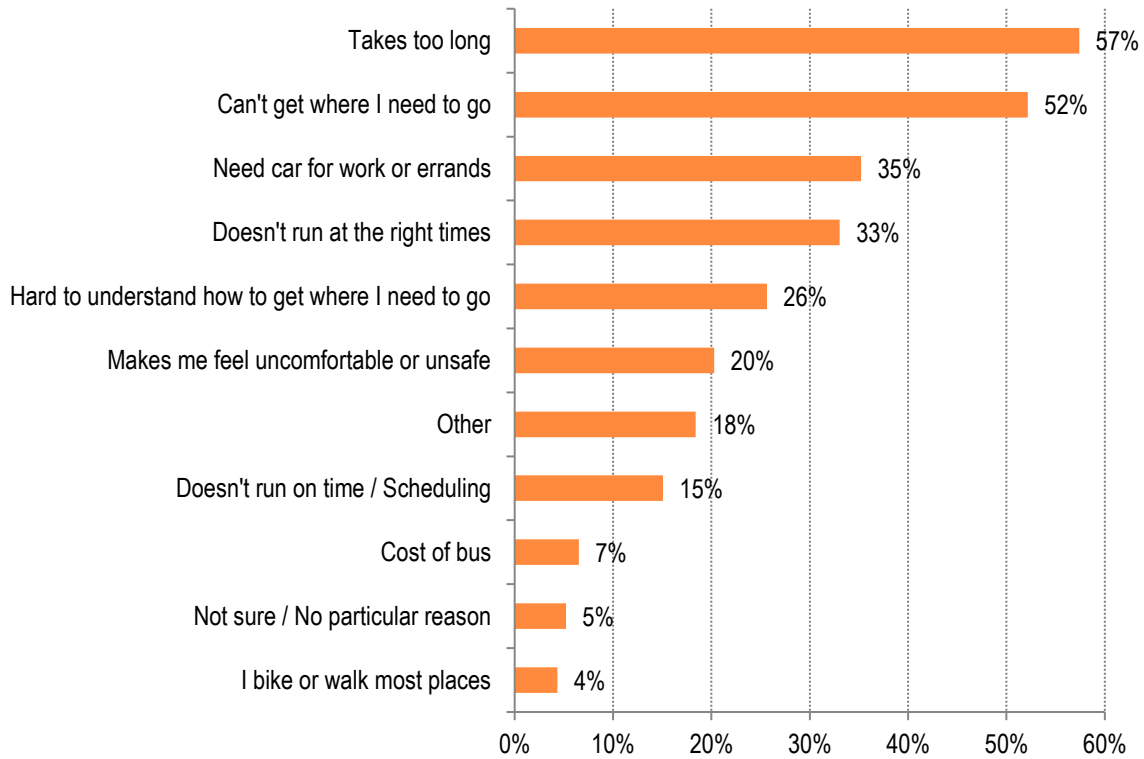
Figure B-12 Purpose of Trips Made Using OCTA (OCTA Riders)



Reasons for Not Riding OCTA

All respondents were asked why they do not ride OCTA transit services more often. Figure B-13 shows that the most frequently cited reason is because the bus takes too long (57%). This sentiment likely contributed to the priority placed on “High-Capacity/Rapid Transit” in the Build Your Own System survey, an improvement selected by more than half of the respondents. The second most popular reason cited for not using OCTA services is that the bus does not take respondents where they need to go. Many respondents identified the need for a car to get to a job or run errands and inconvenient schedules as other reasons for not riding OCTA.

Figure B-13 Reasons for Not Riding OCTA

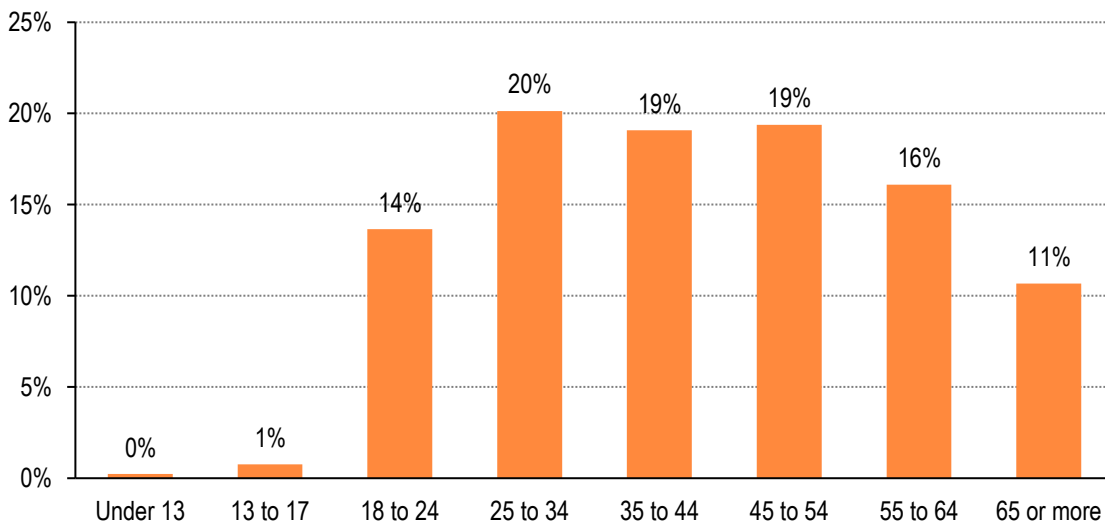


**Respondent Demographics**

At the conclusion of the follow-up survey, respondents were asked demographic questions that were used to inform analysis about the priorities for different demographic groups. Respondent demographics were also compared to Orange County resident demographics<sup>1</sup> to note any discrepancies between the two:

- **Age:** People between the ages of 25 and 34, 35 and 44, and 45 and 54 each represented 20% of survey respondents. As shown in Figure B-14, the lowest percentage of participants was under 18 years of age (1%). In Orange County, 14% of residents fall into each of the aforementioned age groups, and 26% are under age 19.
- **Household Size:** The most common household size among respondents was two people (29%). Respondents from households of three and four people were evenly distributed, with 19% to 20% in each household size category. Very few respondents indicated that they live in a household of seven or more (Figure B-15). This distribution in household size is reflective of Orange County demographics: 31% of households are two-person, and 17% are three-person. On average, there are approximately three people per household in Orange County.
- **Annual Income:** About one-third (34%) of respondents reported an annual household income of at least \$100,000, while 13% of respondents have annual household incomes below \$30,000 (Figure B-16). The median income in Orange County today is \$76,509, with 38% of households earning less than \$100,000 (38%) and 23% earning below \$35,000.
- **Racial/Ethnic Background:** Respondents were asked to describe their racial/ethnic background or backgrounds (Figure B-17), and the majority of respondents identify as Caucasian/White (57%) or Hispanic/Latino (17%). Respondents that identified as Asian constituted 10% of respondents. In Orange County, fewer residents are Caucasian/White (42%) than the survey respondents, and more are Hispanic/Latino (34%) or Asian (19%).

Figure B-14 Respondent Age



<sup>1</sup> 2011-2015 American Community Survey Five-Year Estimates



Figure B-15 Respondent Household Size

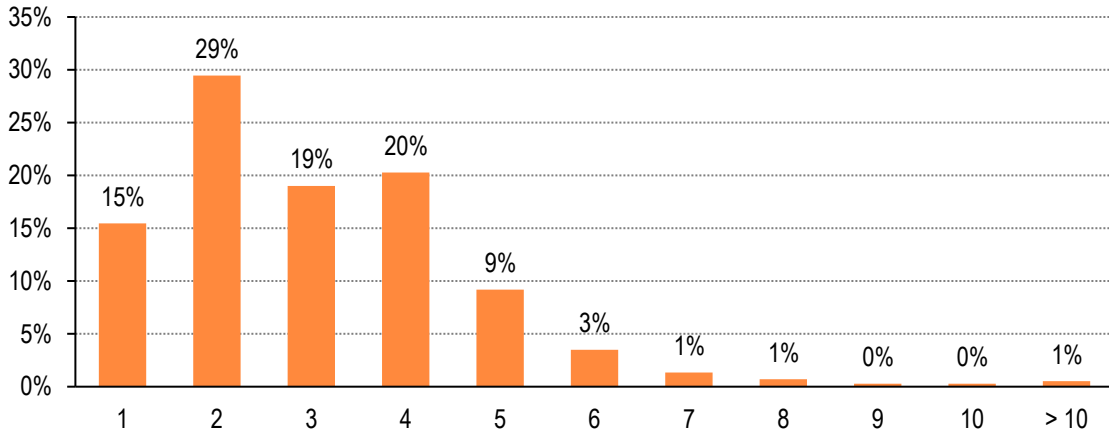


Figure B-16 Respondent Annual Household Income

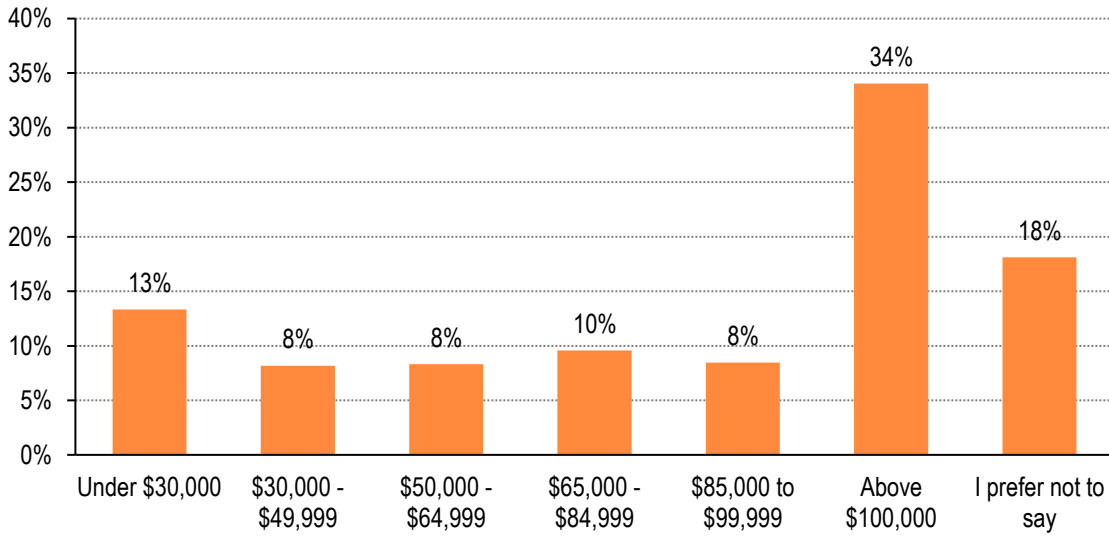
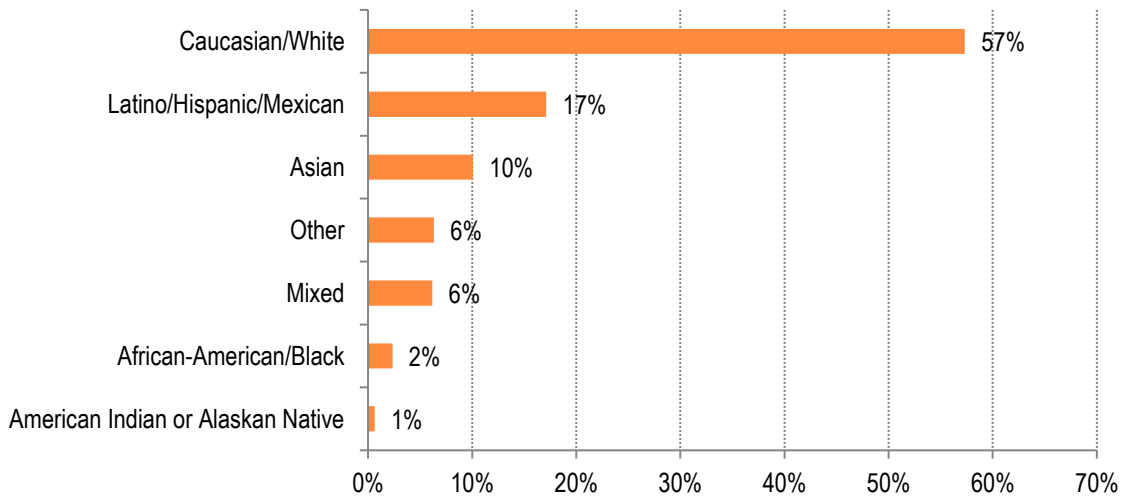


Figure B-17 Respondent Race/Ethnicity



### Open Comments

Respondents also had the opportunity to provide comments and suggestions regarding OCTA and transit service in Orange County. A total of 547 respondents provided feedback, the majority of whom expressed a desire for high-capacity transit/rapid transit service, specifically rail, BRT, and Metrolink expansion. Many respondents also expressed interest in more frequent transit service. These preferences reflect the priorities placed on “High-Capacity/Rapid Transit” and “More Frequent Service” in the Build Your Own System survey, improvements selected by more than half of the respondents. Respondents also indicated interest in more service to points of interests such as nearby colleges, airports, and beaches.

## Poll Everywhere v1

In May 2017, the project team created and launched a real-time survey using the Poll Everywhere software. The purpose of the survey was to solicit feedback on transit improvements and priorities at the following workshops:

1. Elected Officials Workshop
2. Teen Council
3. OCTA All Hands Part 1
4. OCTA All Hands Part 2

Overall, 198 responses were collected to gauge respondent’s priorities for transit service improvements, transit capital improvements, and transit service priority areas of focus. The top priorities for each category were the following, with the percent of respondents selecting that improvement shown in parentheses:

- Transit service improvement (see Figure B-18): more frequent service (37 percent)
- Transit capital improvements (Figure B-19): high capacity transit service (29 percent)
- Transit service priority area of focus (Figure B-20): high-demand areas (56 percent)

Figure B-18 Transit Service Improvement Priorities

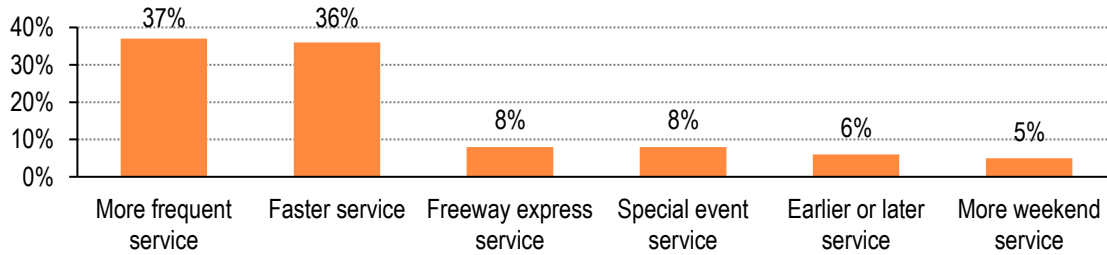


Figure B-19 Transit Capital Improvement Priorities

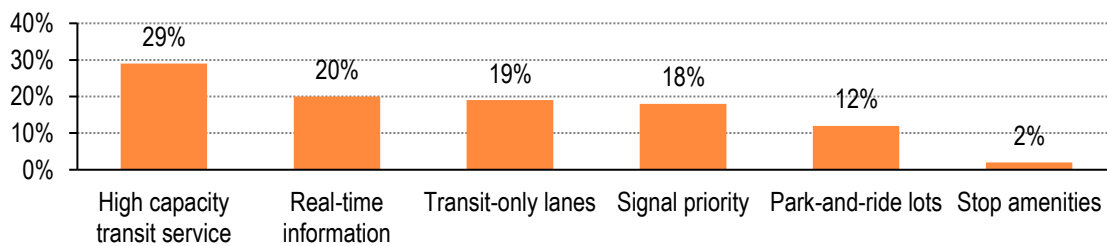
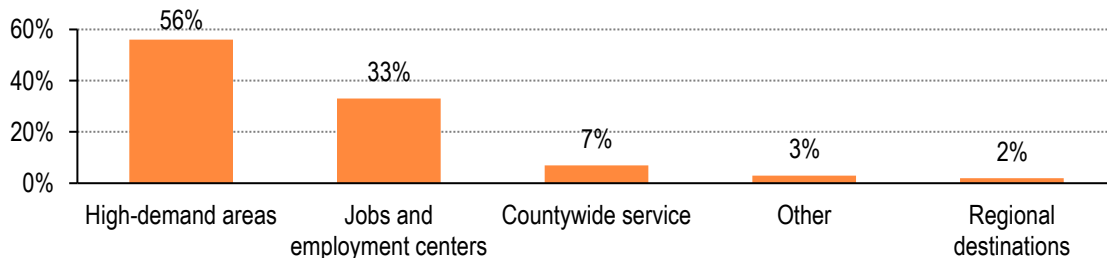


Figure B-20 Transit Service Priority Areas of Focus



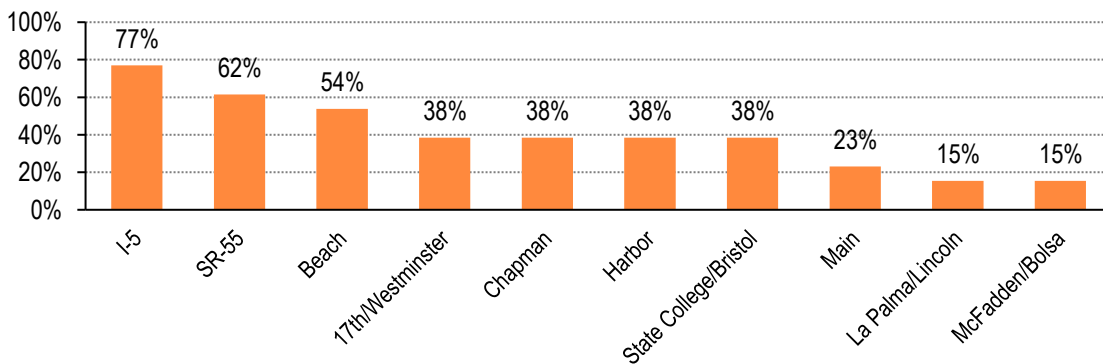
## Transit Opportunity Corridors Survey

The Transit Opportunity Corridors Survey was a two-question survey advertised through email blasts and open online from August 28 to September 30, 2017. The purpose of the Transit Opportunity Corridors Survey was to gather input on how to prioritize potential corridors for major transit capital investments. A total of 13 respondents completed the Transit Opportunity Corridors Survey.

### Survey Results

Respondents were presented a map of 10 potential corridors for major transit capital projects and asked to select up to 5 corridors they believed to be of highest priority. As shown in Figure B-21, the majority of respondents (77%) favored the I-5 transit corridor. The SR-55 and Beach corridors were the second and third most favored, respectively. There was equal support (38%) for the 17<sup>th</sup>/Westminster, Chapman, Harbor, and State College/Bristol corridors. Lastly, the La Palma/Lincoln and McFadden/Bolsa corridors received the least amount of support, only two respondents (15%) prioritized each of those corridors.

Figure B-21 High Priority Transit Opportunity Corridors



### Open Comments

Respondents also had the opportunity to suggest additional corridors that OCTA should consider for major investment. A total of six respondents provided feedback. As shown in Figure B-22, there was no consensus among suggestions.

Figure B-22 Open Comments

#	Comment
1	No you listed the most needed
2	PCH, especially during the upcoming 405 Fwy construction.
3	It does not look like SR-55 corridor connects to SR-91. I think that will be an unfortunate mistake. Connecting to inland empire should be a key priority.
4	Anything connecting Cerritos to Orange County other than the number 30 bus.
5	Any transit connections between JWA and Disneyland. Any transit connections getting to UCI, one of OC's largest employers.
6	Don't know OC well enough to speak to that. I live in LA County and would use the bus on weekends if I could get my beach gear to Newport Beach or any of the South County beaches.

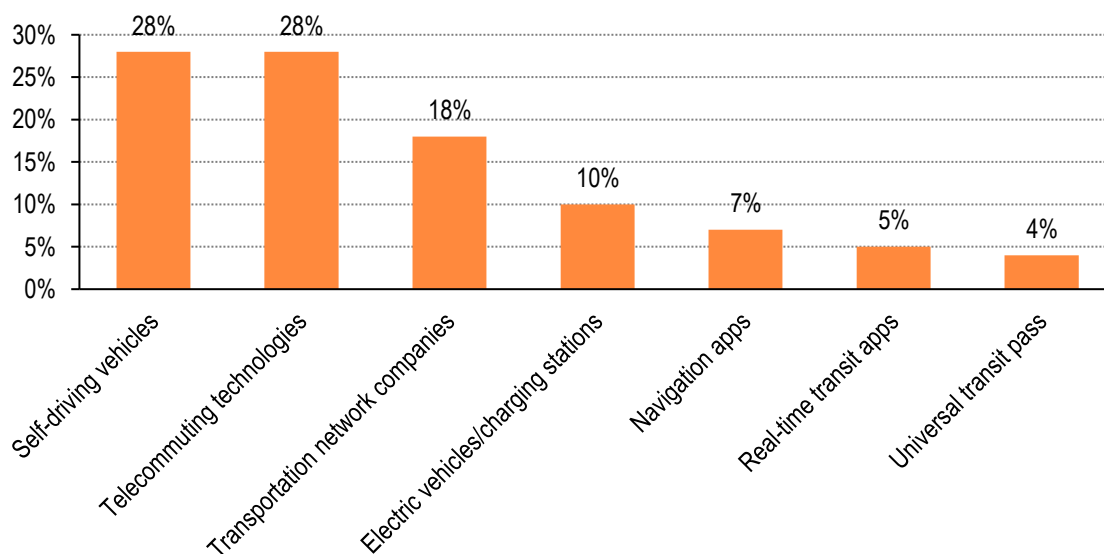
## Poll Everywhere v2

The second Poll Everywhere Survey was conducted from September to October of 2017. The purpose of the survey was to solicit feedback on emerging technologies and their impact on transportation at the following five workshops:

- SNAC
- Teen Council
- Planning Directors Forum
- Diverse Leaders Meeting
- Elected Officials Workshop

Overall, 220 responses were collected. When asked what emerging technologies and innovations had the biggest impact on transportation, the two most commonly selected responses were self-driving vehicles and telecommuting technologies (see Figure B-23).

Figure B-23 Emerging Technologies and Innovations with Biggest Potential Transportation Impacts



Respondents were also asked what strategies could help relieve congestion the most on local streets, freeways, and in Orange County. The top priorities for each category were the following, with the percent of respondents selecting that improvement shown in parentheses:

- Local streets (see Figure B-24): synchronize traffic signals (29 percent)
- Freeways (see Figure B-25): fix freeway bottlenecks (29 percent)
- Orange County (see Figure B-26): create on-demand shared ride service (20 percent)

Figure B-24 Strategies to Relieve Congestion on Local Streets

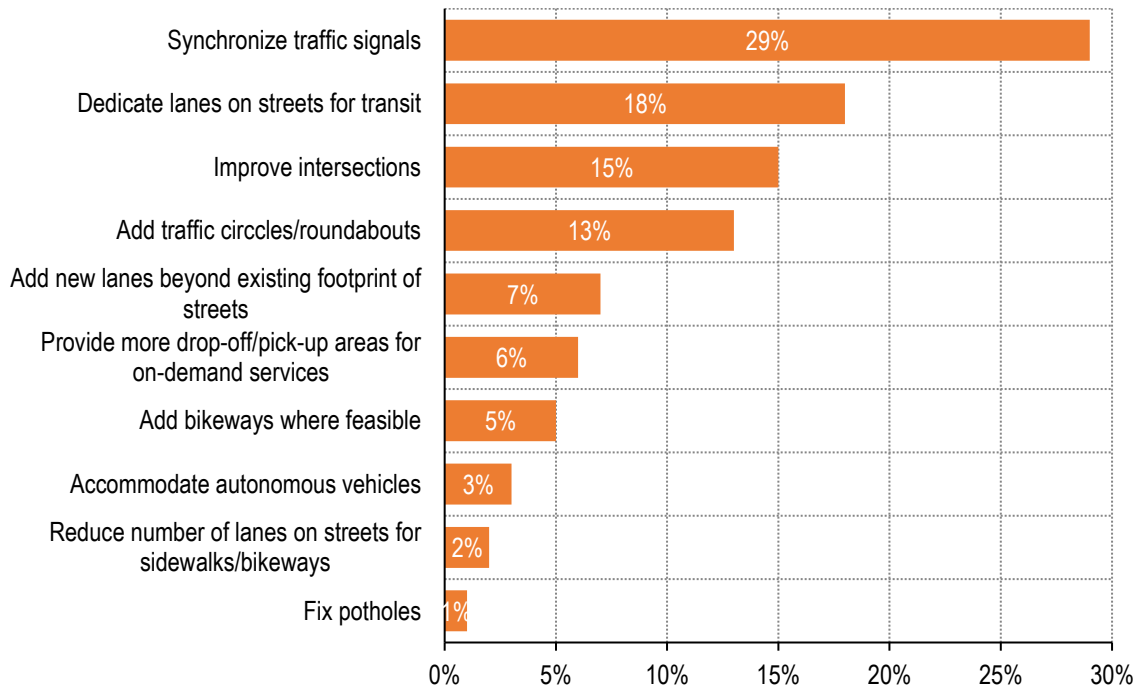


Figure B-25 Strategies to Relieve Congestion on Freeways

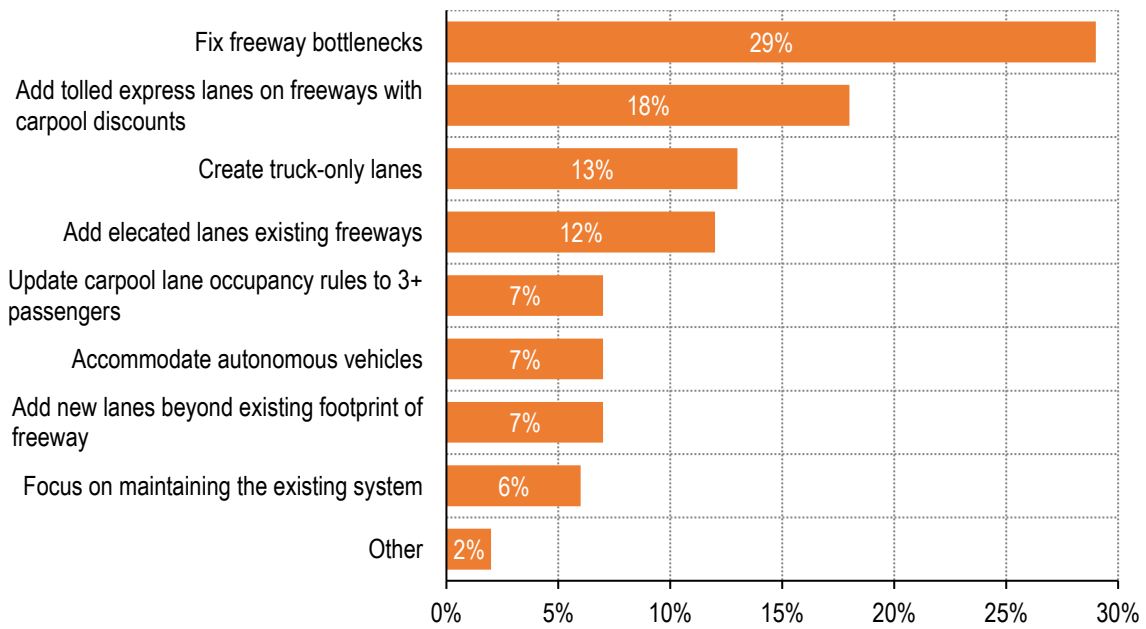
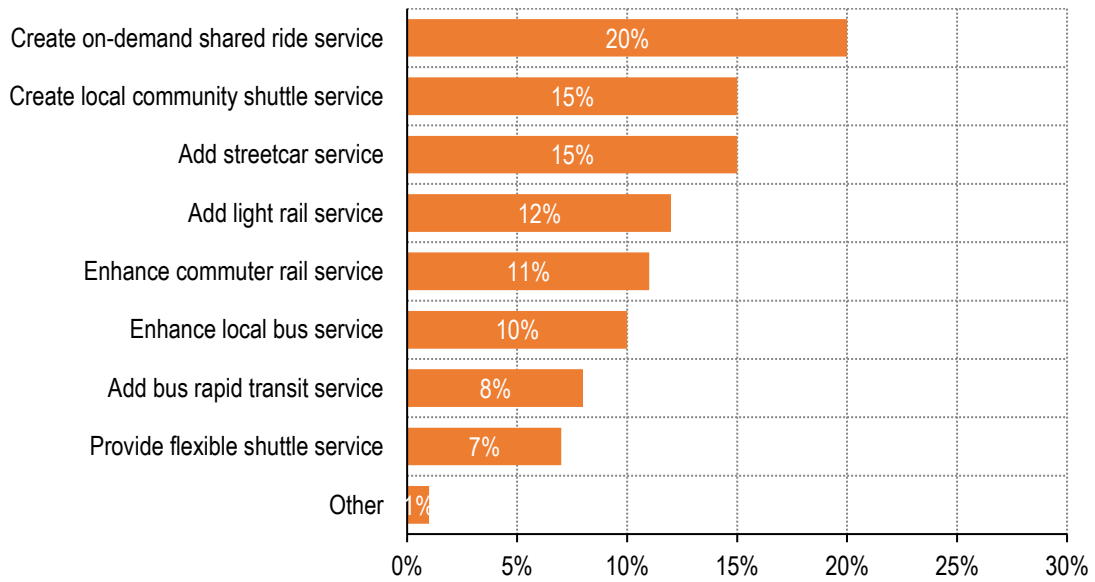
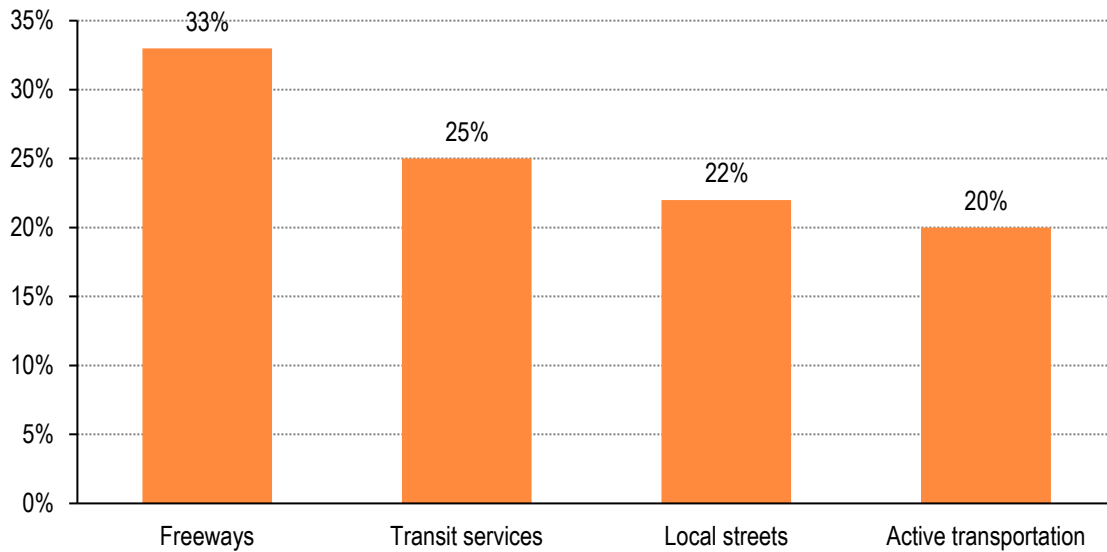


Figure B-26 Strategies to Relieve Congestion in Orange County



Lastly, workshop participants were asked which transportation improvements were their highest priority. As shown in Figure B-27, one-third of respondents prioritized freeways, and a quarter prioritized transit services.

Figure B-27 Transportation Improvement Priorities



## OC Transit Vision Recommendations Survey

The OC Transit Vision Recommendations Survey was conducted from November 17, 2017 to January 21, 2018 to collect feedback on draft recommendations of the OC Transit Vision.

Based on a survey template developed by the interactive survey company MetroQuest, the survey included five pages or screens. The first Welcome screen provided a brief introduction to the OC Transit Vision (Figure B-28). The remaining four screens contained questions related to final Transit Opportunity Corridor recommendations, options for other types of transit service improvements, potential enhancements to access, connections, and policies, and respondent demographics. Nearly 1,000 respondents answered at least one of the survey questions. Survey responses were solicited through online and in-person tools. In-person surveying with iPads took place at community events and bus and train stops.



Figure B-28 OC Transit Vision Recommendations Survey – Welcome





## Survey Results

The following section summarizes survey responses by screen: Corridor Projects, Transit Options, Strategies, and Wrap Up. In order to distinguish preferences among different user groups, results were analyzed separately for transit riders and non-riders. For purposes of this analysis, “transit riders” consists of respondents who indicated that they used transit at least 12 times per year, or once per month. A number of survey respondents selected “decline to state,” and are not included in either category.

### Corridor Projects

The second screen showed an interactive map of 11 potential high capacity or rapid transit lines based on the Transit Opportunity Corridors (TOCs) identified through the OC Transit Vision analysis of potential transit demand. Participants were asked to select up to five lines that they would prioritize for high capacity or rapid transit investment (Figure B-29).

Figure B-29 OC Transit Vision Recommendations Survey – Corridor Projects

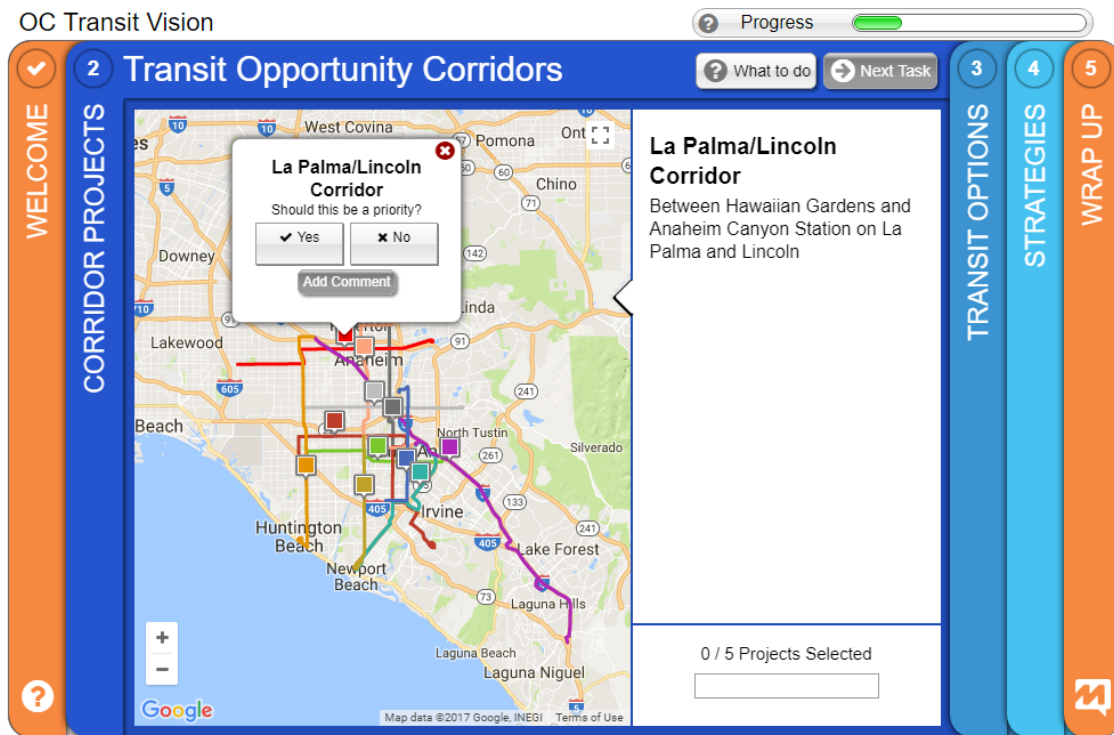
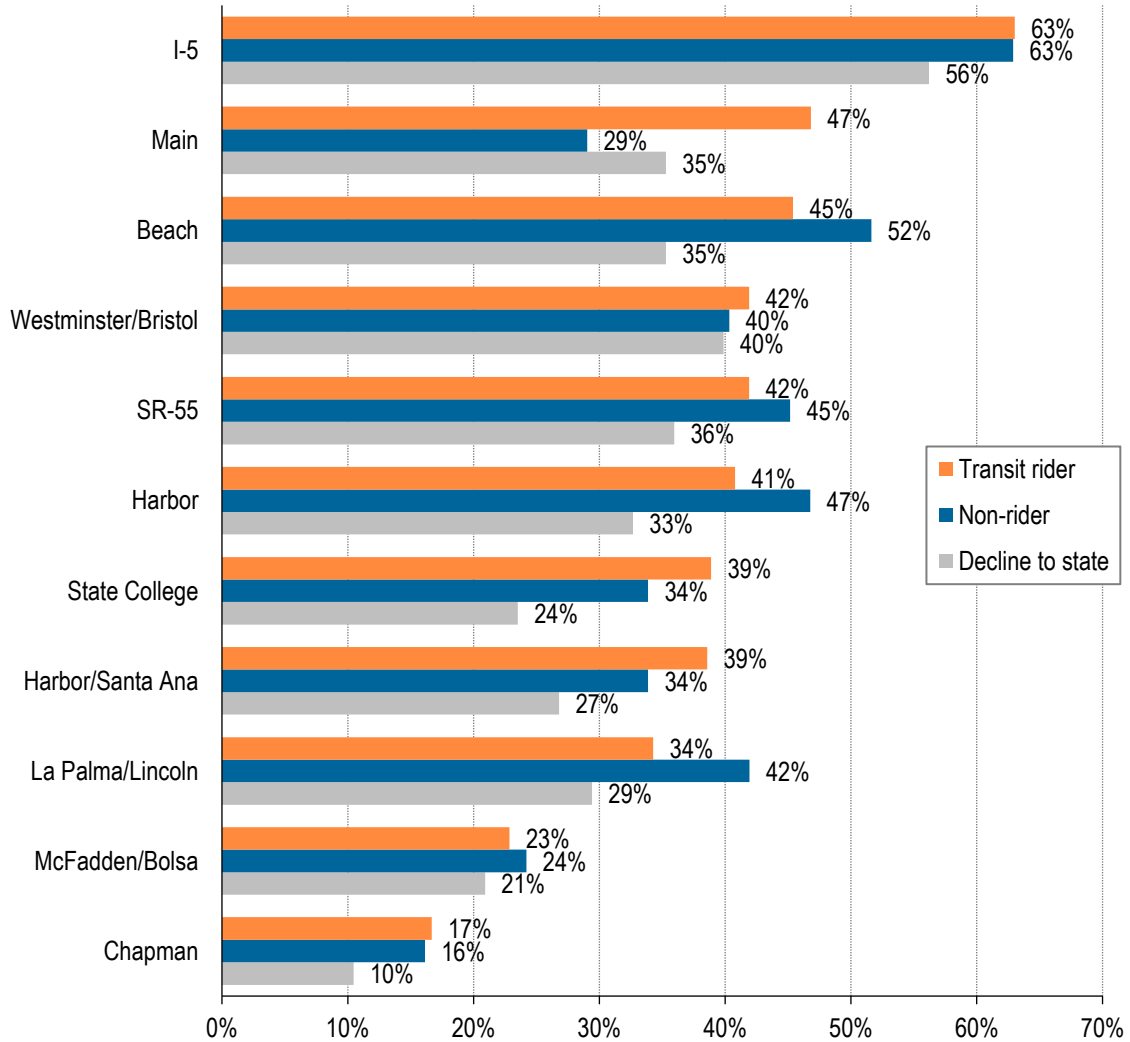


Figure B-30 shows the percent of respondents who voted “yes” for each corridor. The following five corridors were identified as a top priority by transit riders: I-5, Main, Beach, SR-55, and Westminster/Bristol. Non-riders prioritized I-5, Beach, Harbor, SR-55, and La Palma/Lincoln. There was limited support for the McFadden/Bolsa and Chapman corridors.

Figure B-30 Percent of Respondents Voting “Yes” by Transit Corridor



## Transit Options

The third screen asked respondents to choose and rank up to five (out of seven) of the following transit investment priorities in order, with “1” representing most important and “5” representing least (Figure B-31):

- Seasonal shuttles
- Vanpools
- Special event service
- More bus service
- Shared on-demand service
- More Metrolink service
- More express service

Figure B-31 OC Transit Vision Recommendations Survey – Transit Options

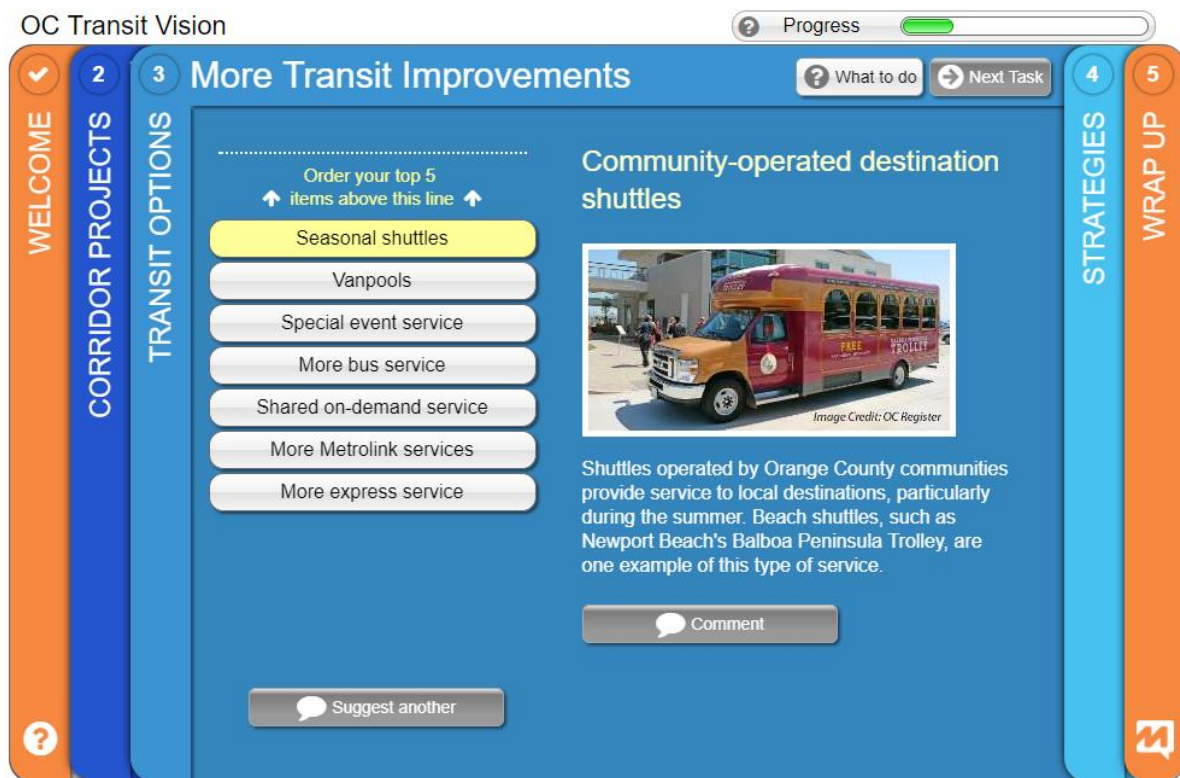


Figure B-32 through Figure B-34 show the overall ranking of priorities by transit user type (transit riders, non-riders, and those who declined to state). More Metrolink service was most commonly selected as a top priority (“1”) across all user groups, with 40 percent of respondents to the question choosing this option.

The following five improvements were identified as a top priority by the greatest numbers of transit riders: more Metrolink service, more bus service, more express service, special event service, and shared on-demand service. Non-riders prioritized more Metrolink service, more bus service, vanpools, special event service, and shared on-demand service.

Figure B-32 Ranking of Transit Investment Priorities for Transit Riders

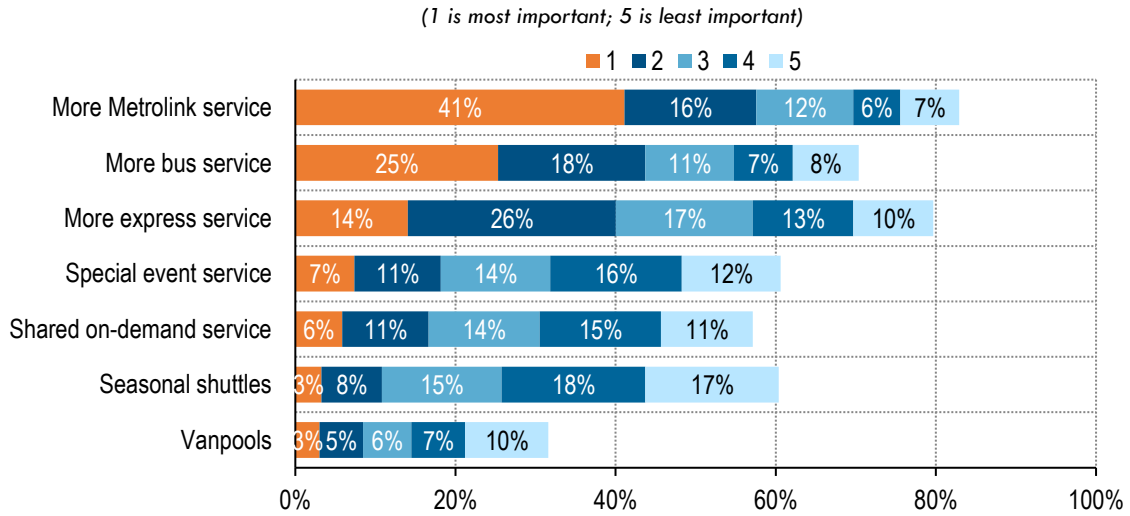


Figure B-33 Ranking of Transit Investment Priorities for Non-Riders

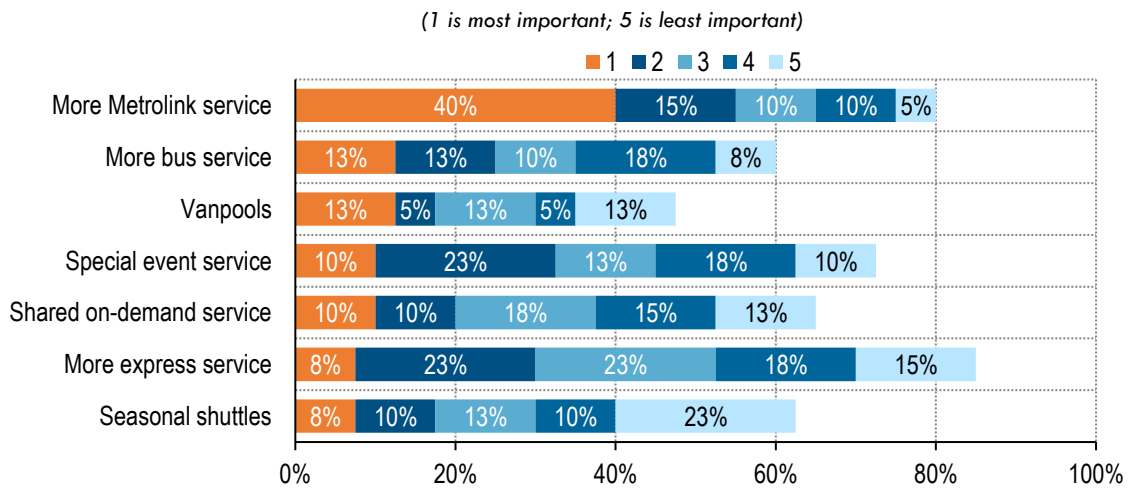
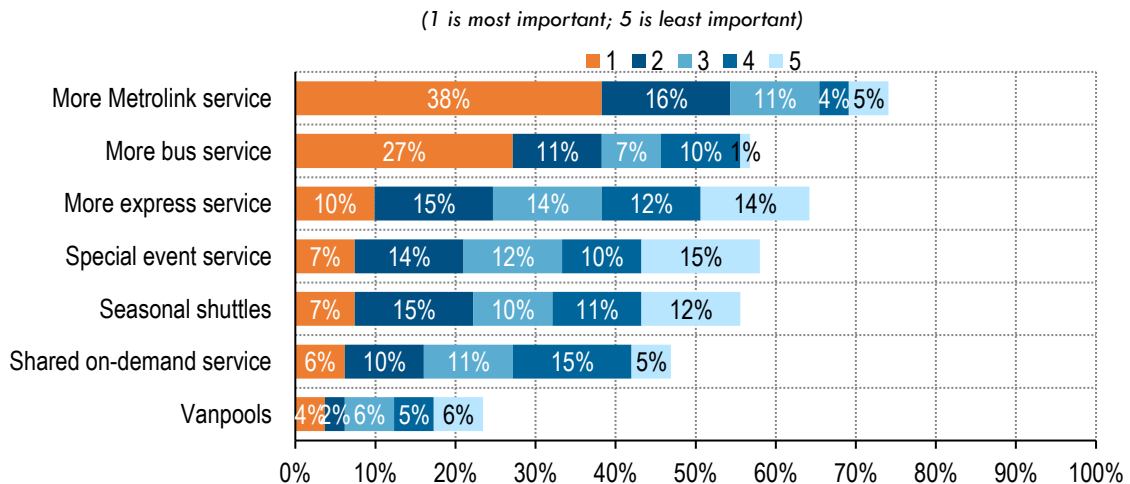


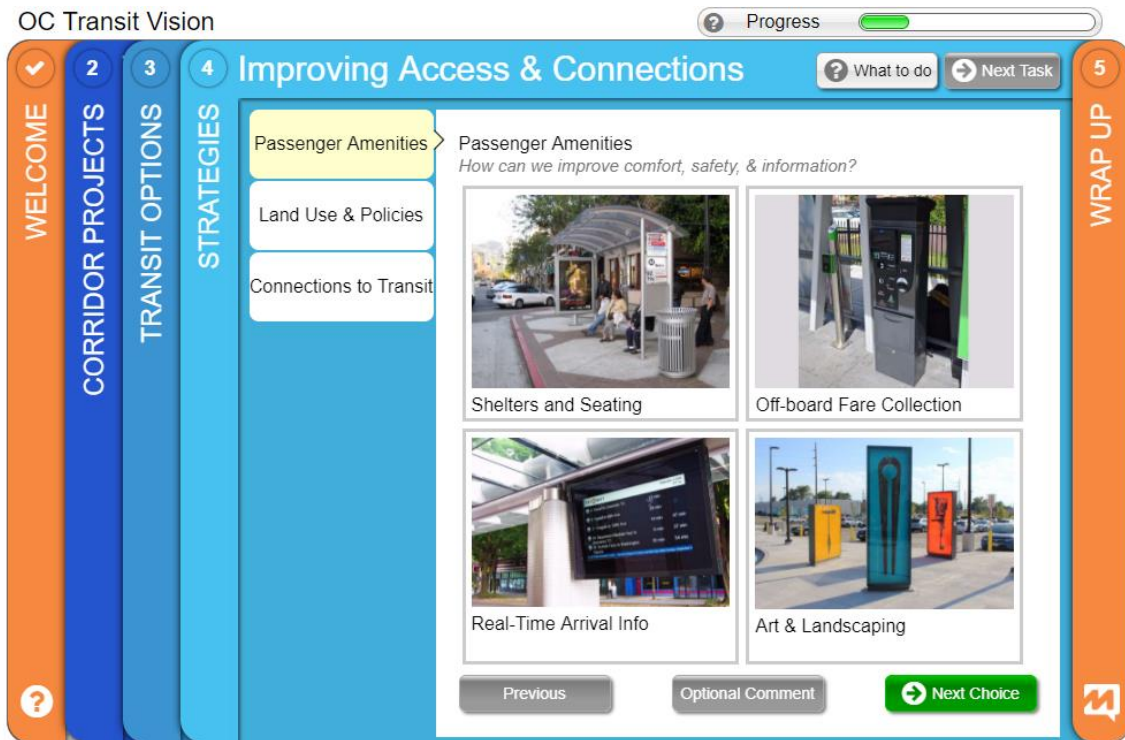
Figure B-34 Ranking of Transit Investment Priorities for “Decline to State”



## Strategies

The fourth screen asked respondents to choose their preferred strategies for improving access and connections to transit. Strategies were grouped into three categories: passenger amenities, land use and polices, and connections to transit (see Figure B-35).

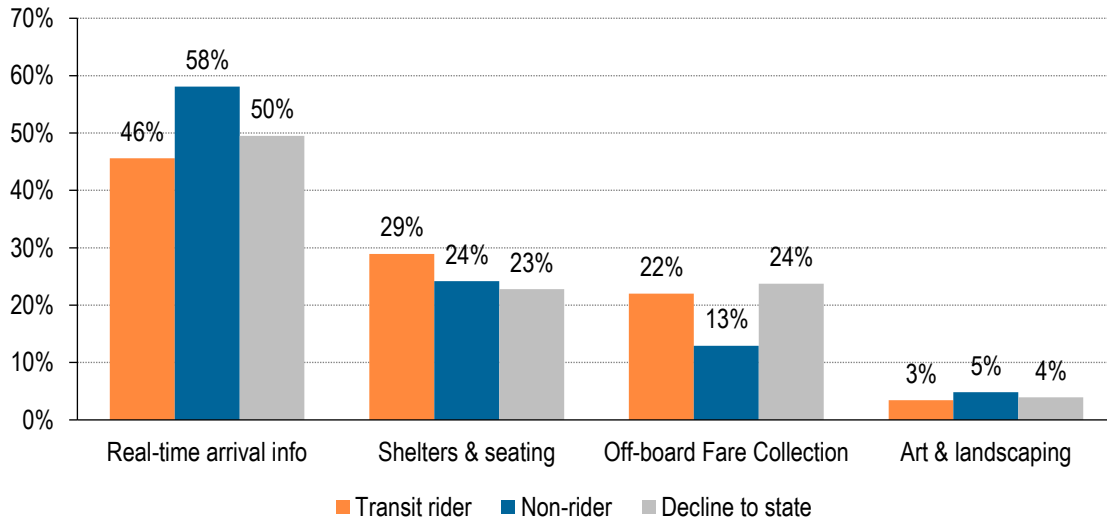
Figure B-35 OC Transit Vision Recommendations Survey – Strategies



**Passenger Amenities**

As shown in Figure B-36, regardless of transit usage, real-time arrival information was the most desired passenger amenity for survey respondents. A slightly higher proportion of non-riders than riders prioritized real-time arrival information (58 percent vs. 46 percent). Art and landscaping received the least support across all three user groups (transit riders, non-riders, and decline to state).

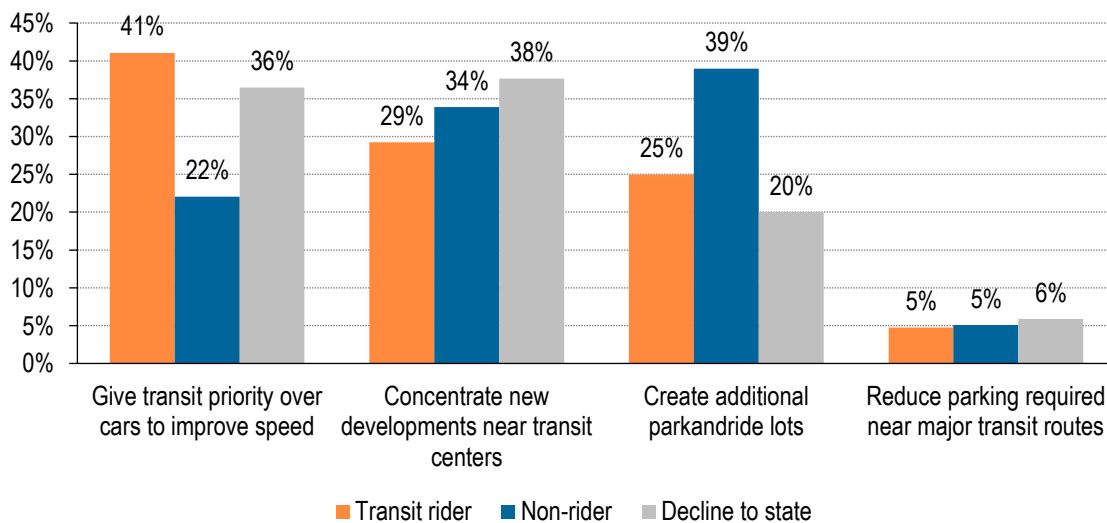
Figure B-36 Passenger Amenities Preference by Transit Use



**Land Use & Policies**

Figure B-37 shows that transit riders, more so than non-riders and “decline to state” respondents, favored giving transit priority over cars to improve speed and reliability. Non-riders, on the other hand, preferred creating additional park-and-ride lots. Nearly one-third of all respondents prioritized transit-oriented development. Reducing parking requirements for development near major transit routes was the least preferred land use and policy strategy.

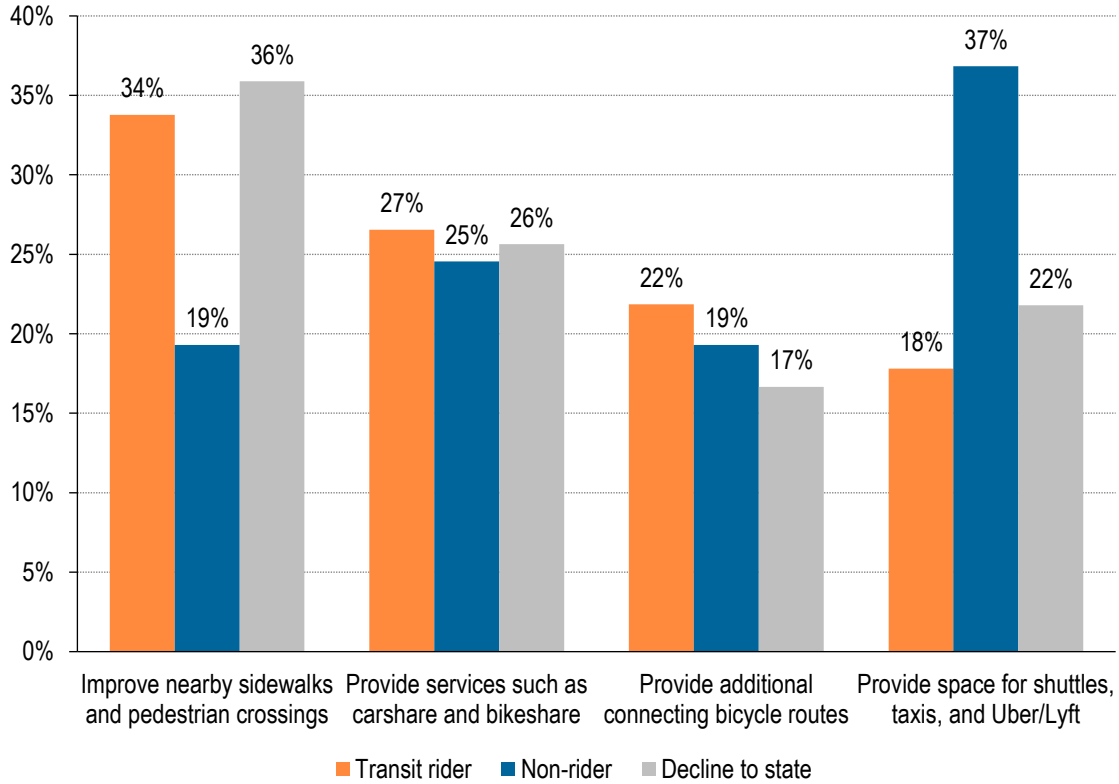
Figure B-37 Land Use & Policies Preference by Transit Use



**Connections to Transit**

Regarding improving connections to transit, over one-third of transit riders and respondents who did not indicate transit use prioritized improving nearby sidewalks and pedestrian crossings (see Figure B-38). The second most preferred strategy for transit riders was carshare and bikeshare (27 percent), which indicates an interest in first/last-mile connections. Providing space for shuttles, taxis, and Uber and Lyft was the most preferred strategy among non-riders, but the least preferred by riders (37 percent vs. 18 percent).

Figure B-38 Connections to Transit Preference by Transit Use



## Wrap Up

The last screen included demographic questions asking about respondents' transit use, age, gender, and ZIP code (see Figure B-39). Characteristics of respondents included the following:

- **Transit Use:** The majority of respondents were transit users; only 9 percent have never ridden a bus or train. Forty-three percent of respondents use transit at least 12 times per week, indicating that transit is their primary mode of transportation (see Figure B-40).
- **Age:** The majority of respondents were between the ages of 20 and 65. Age 51 to 65 was the most common age group, making up 32 percent of respondents (see Figure B-41).
- **Gender:** There was an equal representation of males and females, with each accounting for 49 percent of respondents. Remaining respondents did not answer this question.
- **Zip:** Figure B-42 shows the top 12 ZIP codes where respondents live. The most common ZIP codes are associated with Costa Mesa, Santa Ana, and Anaheim.

Figure B-39 Transit Vision Recommendations Survey – Wrap Up

OC Transit Vision

Progress

What to do

WELCOME 2 CORRIDOR PROJECTS 3 TRANSIT OPTIONS 4 STRATEGIES 5 WRAP UP

### Stay Involved

**Final Questions (Optional)**

What is your age?  
Select...

What is your gender?  
Select...

How often do you ride the bus or train?  
Select...

What is your home zip code? (Required)  
Type...

Stay up to date by entering your email:  
Type...

Submit Final Questions Skip

**Thank You**

We appreciate your feedback on these draft recommendations to improve transit service, access, and connections in Orange County.

For more information, please visit our [website](#).

OCTA  
OC  
Transit  
VISION



Figure B-40 Transit Use of Respondents

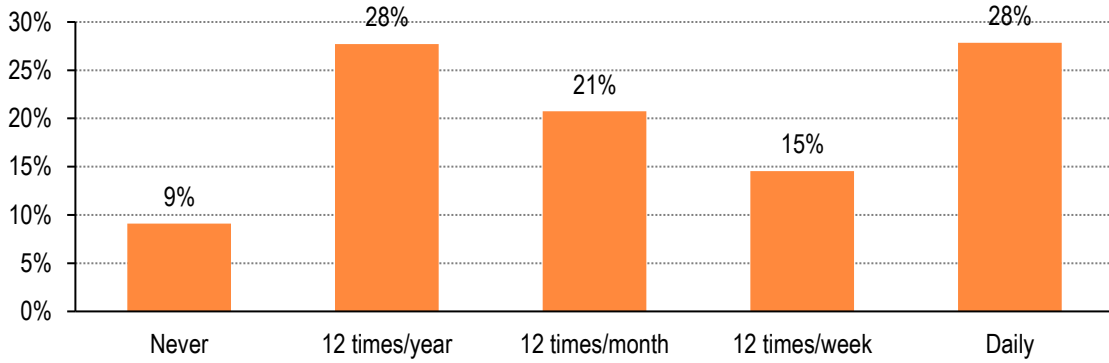


Figure B-41 Age of Respondents

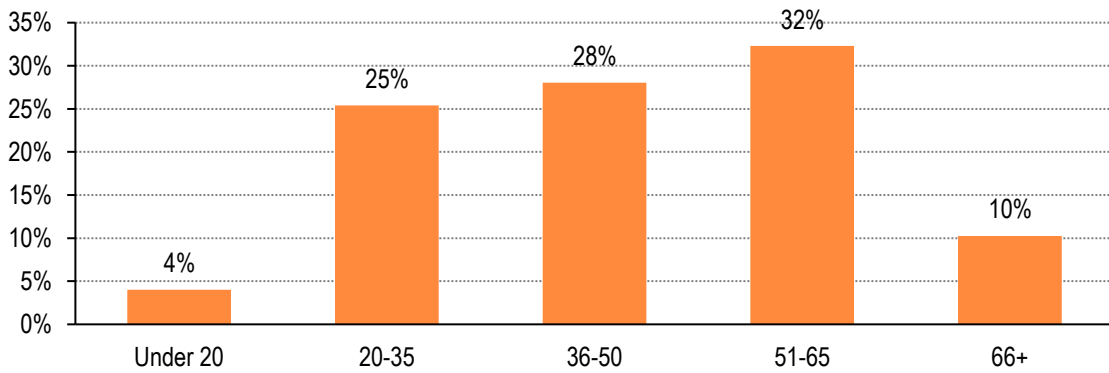


Figure B-42 Top ZIP Codes of Respondents

Zip Code	Associated City(s)	Count	Percent
92627	Costa Mesa, Santa Ana Heights	22	3%
92673	San Clemente, San Juan Capistrano	21	3%
92626	Costa Mesa	19	2%
92701	Santa Ana	19	2%
92630	Lake Forest	18	2%
92707	Santa Ana, Costa Mesa	18	2%
92832	Fullerton, Anaheim	18	2%
92706	Santa Ana, Orange	17	2%
92805	Anaheim	16	2%
92648	Huntington Beach	15	2%
92780	Tustin	15	2%
92804	Anaheim, Stanton	15	2%

## CITIZENS ADVISORY COMMITTEE, ELECTED OFFICIALS, AND PLANNING DIRECTORS MEETINGS

Throughout the development of the OC Transit Vision, the project team met quarterly with the OCTA Citizens Advisory Committee and twice with Orange County elected officials and planning directors. These meetings provided the opportunity to gather feedback at key milestones, including input on preliminary recommendations.

The Citizens Advisory Committee provided input on the following topics:

- Framing the OC Transit Vision, with a focus on strengths and opportunities for transit in Orange County (October 2016)
- *State of OC Transit* report, including feedback on the transit propensity analysis and key findings (January 2017)
- The OCTA Transit Investment Framework, with an exercise to identify priorities tied to the Build Your Own System survey (April 2017)
- Transit Opportunity Corridors, including the screening of segments and stops (July 2017)
- Preliminary OC Transit Vision recommendations, focusing on the results of the corridor evaluation and other service improvement opportunities (October 2017)



Citizens Advisory Committee meeting

Orange County elected officials and planning directors were engaged to provide input on the OC Transit Vision as well as the update to OCTA’s Long-Range Transportation Plan. Like the Citizens Advisory Committee, the feedback from these groups was tied to key milestones and helped to shape the final recommendations. The first meetings were held in May 2017, to present key findings from the *State of OC Transit* and to introduce the Transit Investment Framework, and in September 2017 to share preliminary recommendations for the Transit Opportunity Corridors and other service enhancements.

At both the May and September meetings, the “Poll Anywhere” tool was used to solicit feedback on elements of the OC Transit Vision. Appendix B contains full results of these polls, and

Figure B-43 shows the elected officials’ responses to a question asking, “What improvements to transit service are most important?” Much like the feedback received through the surveys described in the previous section, more frequent service and faster service were the most popular answers. This information helped to shape recommendations around improving service on current OC Bus routes and advancing studies on promising Transit Opportunity Corridors.

Figure B-43 Elected Officials Workshop Feedback on Priority Transit Improvements

