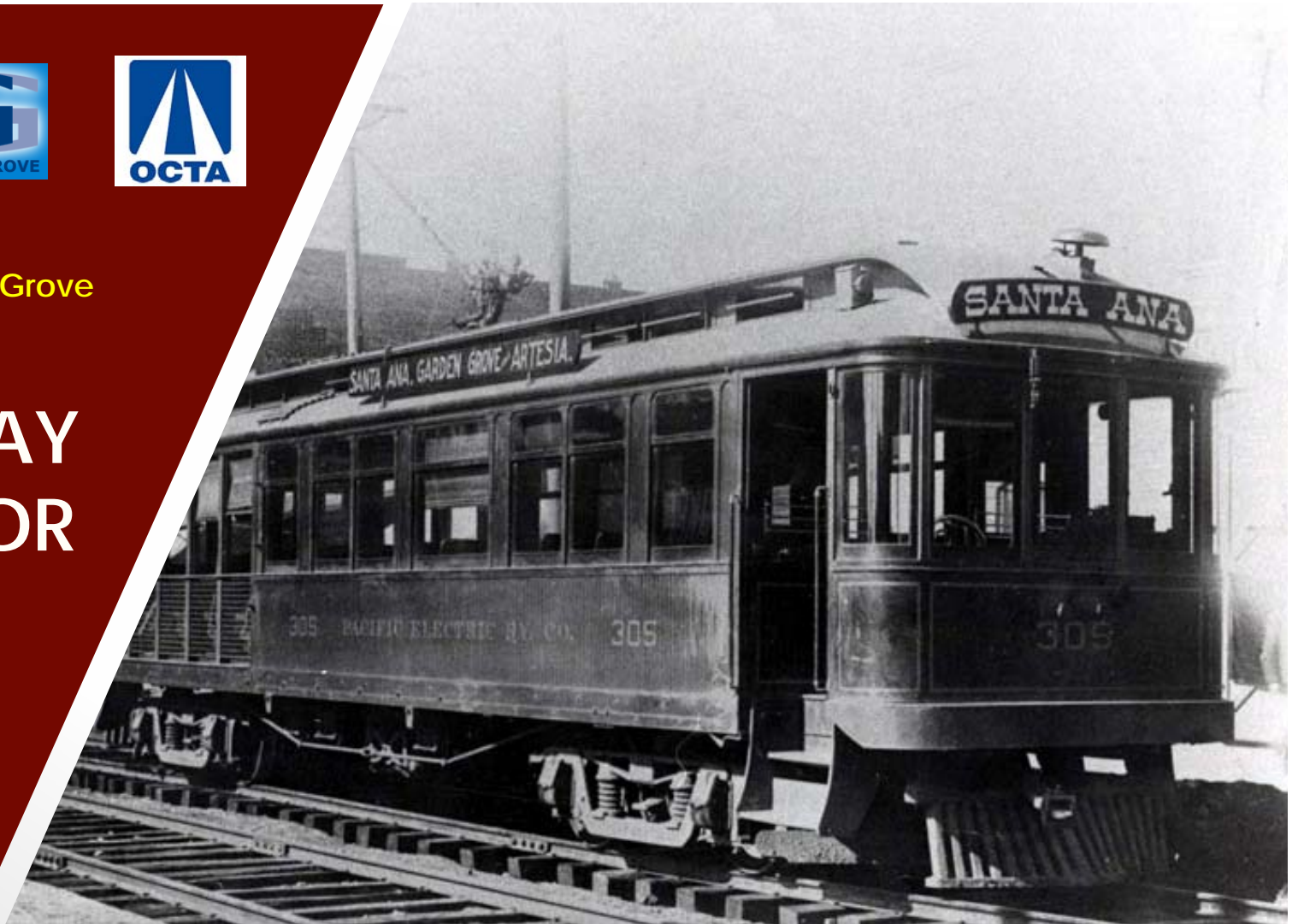
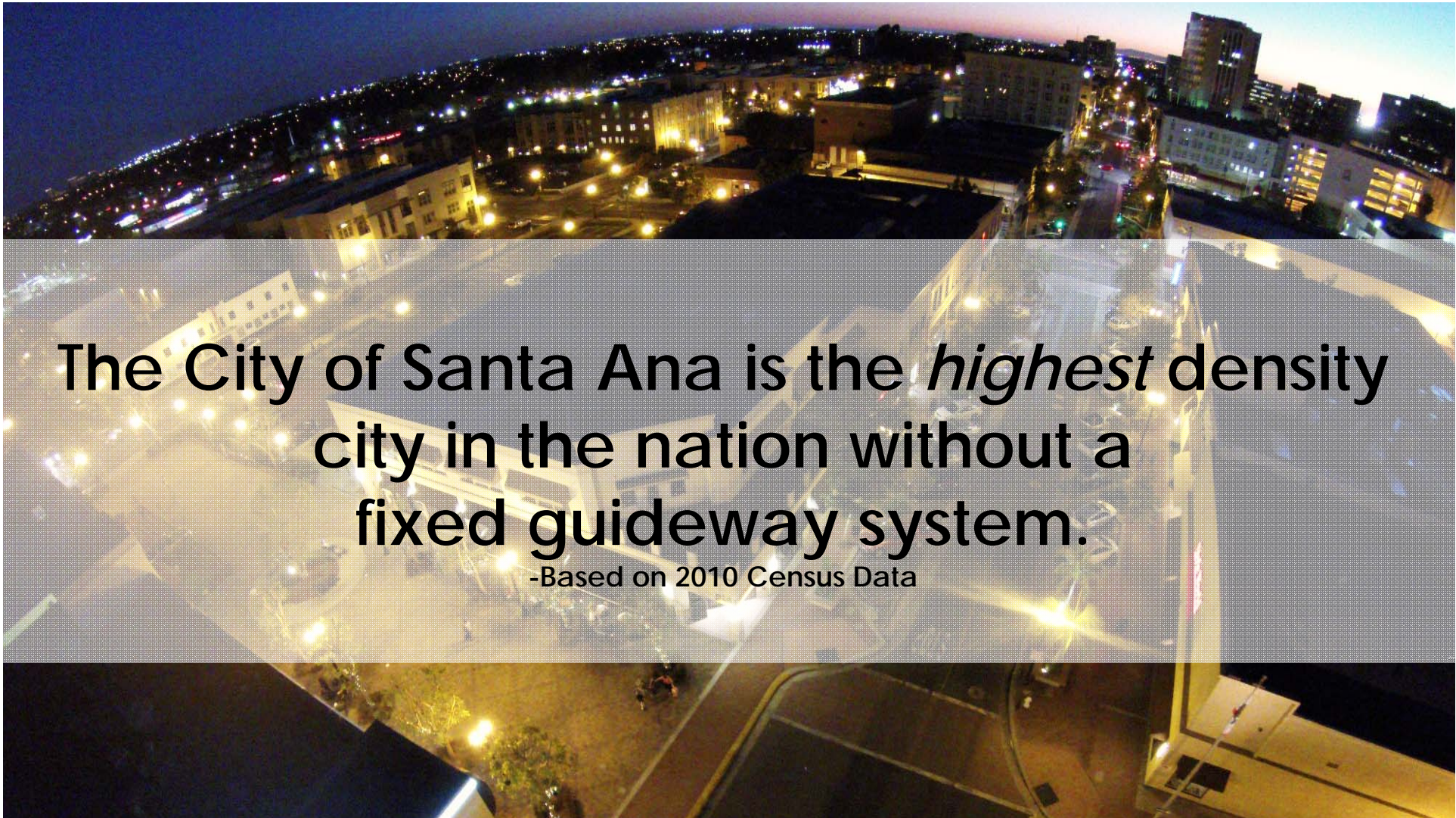




Santa Ana-Garden Grove

# FIXED GUIDEWAY CORRIDOR





The City of Santa Ana is the *highest* density city in the nation without a fixed guideway system.

-Based on 2010 Census Data

## THE FIXED GUIDEWAY CORRIDOR WILL:



- Relieve congestion
- Connect Santa Ana to the Region
- Create enhanced access and opportunity for all
- Stimulate economic development



# STRATEGIC PLAN ALIGNMENT

## **Goal 6: Community Facilities & Infrastructure**

**Objective 1:** Establish & maintain a Community Investment Plan for all City assets

## **Goal 3: Economic Development**

**Objective 2, Strategy C:** Support business development and job growth along transit corridors through the completion of critical transit plans/projects

## **Goal 3: Economic Development**

**Objective 4:** Continue to pursue objectives that shape downtown Santa Ana into a thriving, culturally diverse, shopping, dining and entertainment destination

# PROCESS

- 2006 - Measure M- Local sales tax for transportation
- 2007 - Go Local Feasibility Study
- 2009 - Began Alternatives Analysis/  
Environmental Review of Impacts
- 2012 - Alternatives identified for further study  
(Streetcar 1, Streetcar 2, Transportation  
System Management)





## STUDY AREA INCLUDED A PUBLIC PROCESS

- Santa Ana Council Transportation Committee provided guidance on the Transit Vision (Throughout 2007: May, July, Aug., Sept. and Nov.)
- Study Session at City Council Meeting (Oct. 2007)
- Garden Grove City Council approved partnership with City (Jan. 2008)
- Santa Ana City Council approved "Go Local Project Concept Step 1 Final Report" (March 2008)
- OCTA Board approved the "Go Local Step 1 Screening Results and Step 2 Recommendations" (May 2008)



# STUDY AREA

## FINALIZED IN JANUARY 2010



**Boundary:** 17<sup>th</sup> Street/Westminster Ave. (North); 1<sup>st</sup> Street (South); Grand Avenue (East); and Harbor Blvd. (West)

**Length:** 4.1 Miles



## STUDY AREA SELECTION BASED ON:

- Regional access between Santa Ana Regional Transportation Center & employment/activity centers of downtown
- Enhanced connectivity between neighborhoods, businesses and major destinations (Ex. Garden Grove Regional Transit Connection, Civic Center & Downtown Commercial)
- Opportunities to connect with regional transportation system including OCTA's Bus Rapid Transit program & planned Metrolink service expansions
- Future development & redevelopment opportunities





# PUBLIC PROCESS

## LOCALLY PREFERRED ALTERNATIVE

### ○Phase 1: Preliminary Definition of Alternatives

- Began with Six Alternatives (3 Streetcar, 3 Bus Options) and narrowed down to Three Alternatives
- Stakeholder Meeting (Jan. 2010)
- Preliminary Definition of Alternative (Feb. 2010)

### ○Phase 2: Initial Screening

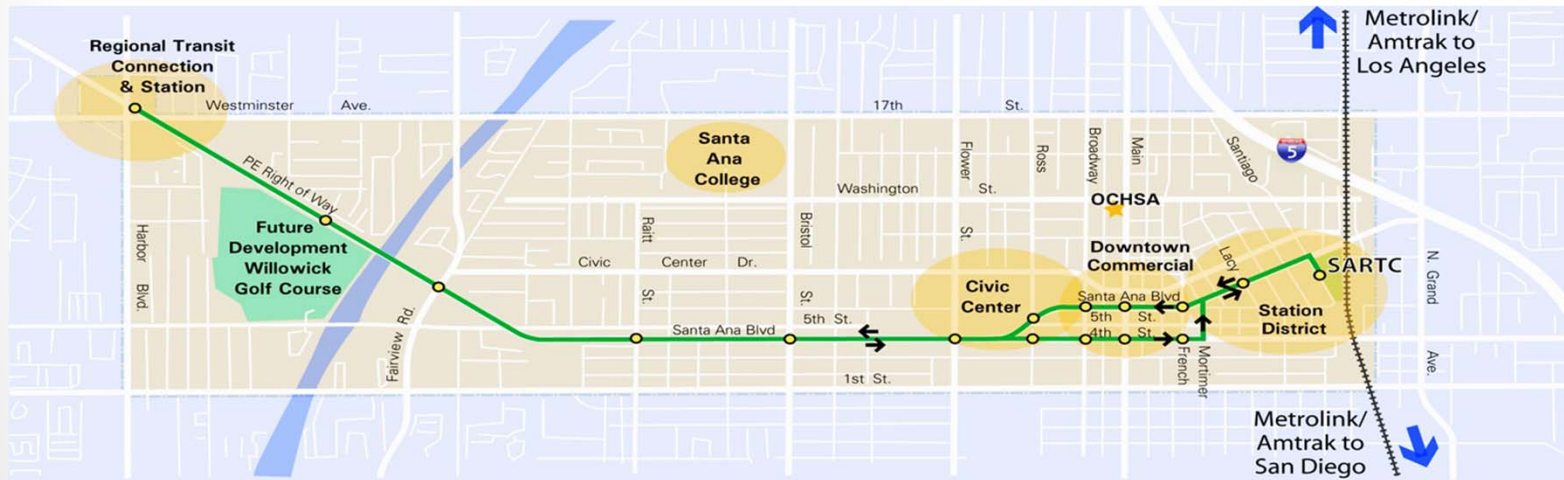
- 4 Scoping Meetings (June 2010)
- Stakeholder Meeting (June 2010)

### ○Phase 3: Evaluation and Draft Environmental Impact Report

- Alternatives Analysis & EA/DEIR (May- July 2014)
- Public Meetings (June 2014)

### ○Phase 4: Locally Preferred Alternative (Today's Action)

# STREETCAR ALTERNATIVE 1



## BENEFITS

- Serves greatest number of transit dependent households
- Highest daily ridership
- Lowest O & M costs
- Existing land use best supports transit

## CHALLENGES

- Some impacts to on-street parking on Fourth Street and Santa Ana Blvd.

# STREETCAR ALTERNATIVE 2



## BENEFITS

- Provides more proximate access to Civic Center destinations

## CHALLENGES

- Longer, more circuitous route
- Longer route means greater cost to build (approximately 7%)
- Greater right-of-way impact

# TSM- BUS RAPID TRANSIT



## BENEFITS

- Lower capital cost
- Does not require any additional right-of-way
- No adverse effect on the environment

## CHALLENGES

- Lowest daily ridership
- Less passenger carrying capacity
- Less efficient/convenient boarding
- Provides little economic development benefit



# PUBLIC REVIEW PROCESS

ENVIRONMENTAL ASSESSMENT/ DRAFT ENVIRONMENTAL IMPACT REPORT



## REQUIREMENTS BY FEDERAL TRANSIT ADMINISTRATION

- ✓ 1 Notice in Newspaper
- ✓ 45 day comment period  
(May 23 – July 7, 2014)
- ✓ 1 community meeting
- ✓ 500 ft. notice to surrounding residents (3,796 notices)

# ADDITIONAL OUTREACH



- 7 news articles written
- 3 community meetings
- Personalized mailings to stakeholders
  - Business owners
  - Neighborhood associations
  - Schools
  - Residents
- 3,796 Tri-lingual notices sent to residences
- Interpretation Services in 3 Languages
- Court Reporting Services at 3 meetings
- Created Project Website
- Printed Copies available at 7 Locations & online
- Notices posted at every Santa Ana Community Center



## ADDITIONAL OUTREACH

- Nixle Press Release and City Manager announced during a publicly televised City Council Meeting
- Information placed prominently on City's website, eliciting 100,000 views in the first 30 days of the 45 day review period
- Staff contacted key stakeholders, including those outside of the 500-foot envelope, such as Logan and French Park neighborhoods, and sent out as a community alert to over 2,000 neighborhood leaders
- Promoted on the City's social media channels several times throughout the 45 day review period
- Handouts distributed at neighborhood meetings throughout the 45 day review period
- Information was provided to the Santa Ana Unified School District Public Information Office and various staff



## PUBLIC COMMENTS

- Received comments from:
  - Public Meeting #1: Verbal comments from 6 individuals
  - Public Meeting #2: Verbal comments from 4 individuals
  - Public Meeting #3: Verbal comments from 24 individuals
  - 4 postcards from residents
  - Received emails/letters from 4 organizations and five community groups



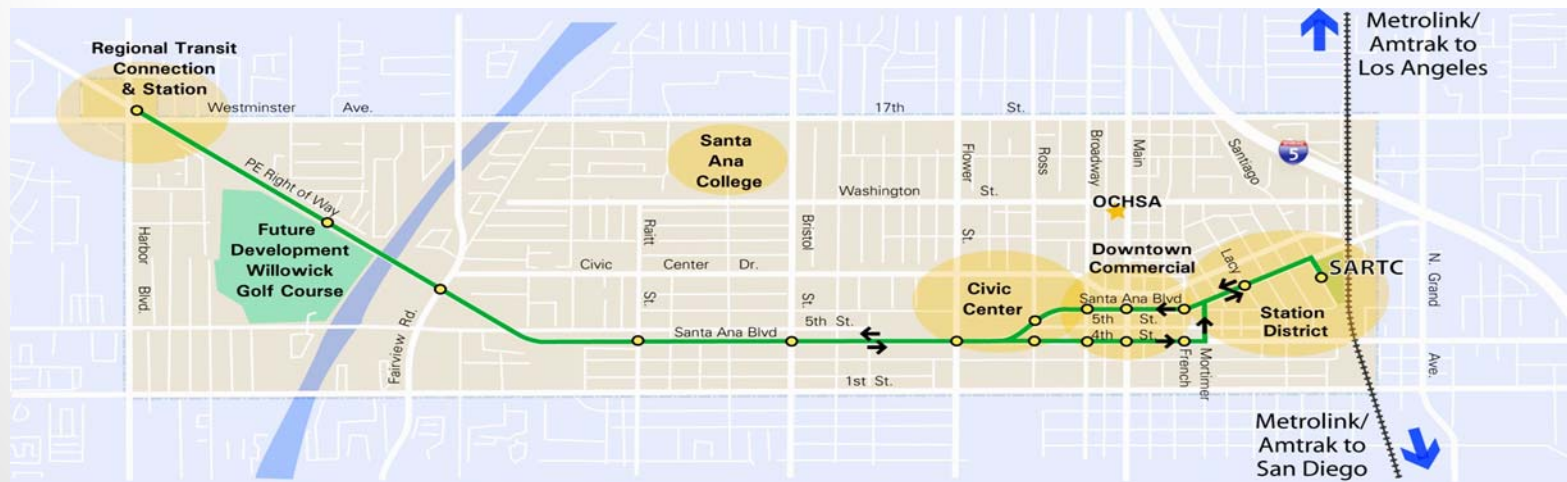
# STAFF & CONSULTANT RECOMMENDATION CRITERIA



- Community Input
- Environmental Review Results
- Technical Criteria:
  - Transit-dependent households served
  - Transit-supportiveness of land uses served
  - Economic development potential along route
  - Additional right-of-way required
  - Travel times to key destinations
  - Number of riders
  - Ease of construction
  - Cost (Capital and Operating)

# RECOMMENDED ROUTE

- Staff & Consultant, Cordoba Corporation, recommend Streetcar Alternative 1





## RECOMMENDED ROUTE STREETCAR ALTERNATIVE 1

- Strong community support for a streetcar system as opposed to a bus option
- Highest daily ridership
  - *Alternative 1 - 6,100*
  - *Alternative 2 - 4,700*
- Serves greatest number of transit dependent households
- Most transit supportive land uses

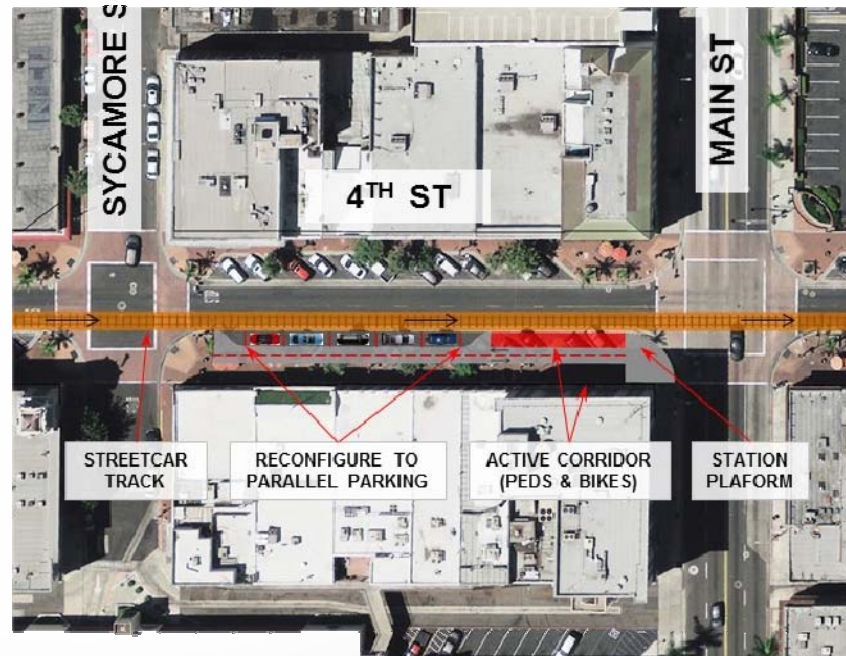
# RECOMMENDED ROUTE STREETCAR ALTERNATIVE 1

- Compared to Alternative 2:
  - Least right of way acquisition
  - Lower cost
  - Ease of Constructability
- Larger economic development potential

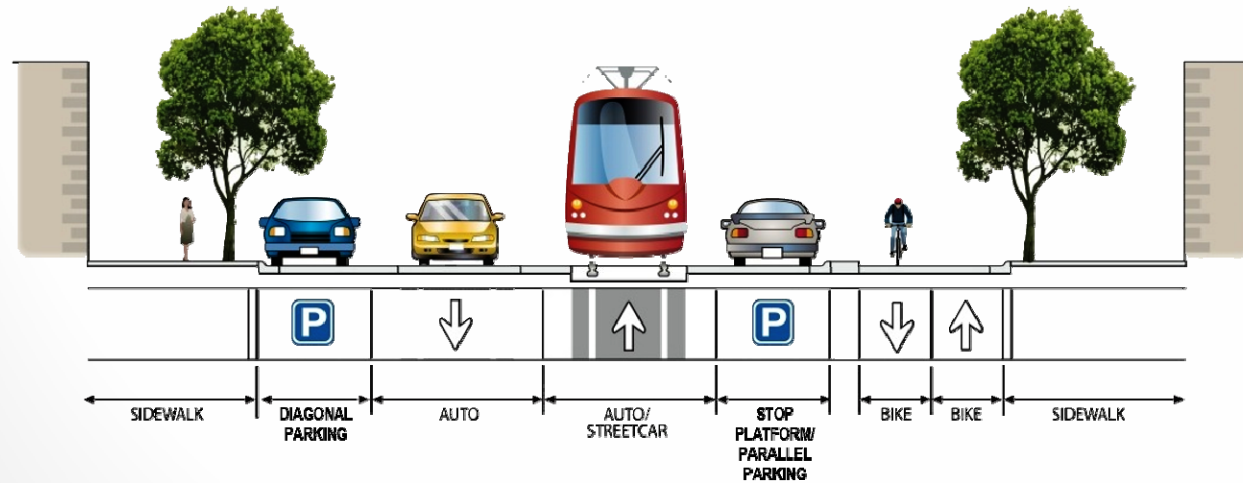


# PARKING & BICYCLE ACCESS RECOMMENDATION

- Parking on both sides of 4<sup>th</sup> Street
- Reconfigure to parallel parking on the south side
- Option to accommodate bicycle track
- Pedestrian amenities to encourage walking



# PARKING & BICYCLE ACCESS OPTION



- Implementing streetcar on 4<sup>th</sup> Street opens up the opportunity to incorporate bicycles on 4<sup>th</sup> Street that **would not** be possible without streetcar – bicycles and diagonal parking are not compatible.

# ADVANTAGES TO 4<sup>TH</sup> STREET ALIGNMENT



- Active corridor supports high-capacity transit
- Increased visual exposure and access for 4<sup>th</sup> Street Businesses
- In the heart of Downtown
- Widen sidewalk on south side to foster pedestrian/street level activities
- Fewer utilities than 5<sup>th</sup> St. This reduces construction complexity, cost, and duration
- Predictability – Streetcar delivers new customers every 10 minutes during peak hours and 15 minutes during off peak

# STREETCAR CONSTRUCTION

**DOES NOT REQUIRE DEMOLITION OR RECONSTRUCTION OF THE ENTIRE ROADWAY**



- Minimal impact for any business
- Construction is faster than other projects
- Perform construction in 2-3 block segments
  - 2-3 months per segment
- Work schedule flexibility (day, night, weekend flexibility, etc.)
- Maintain pedestrian access
- Parking concessions limited to extent possible





## ROLE OF SANTA ANA & MOU WITH OCTA

- OCTA to become Lead Agency
- Santa Ana will have a 10% Operating Cost financial commitment
  - MOU concludes with the Alternatives Analysis & EA/EIR
  - Once EIR is completed, OCTA staff & City staff would recommend transfer of project delivery responsibilities to OCTA. OCTA has expertise in:
    - Financial Support
    - Design
    - Construction
    - Operation



# OCTA STAFF RECOMMENDATIONS

**OCTA EXECUTIVE COMMITTEE APPROVED ON AUGUST 4, 2014**

- OCTA to serve as the lead agency for project development, implementation, operations and maintenance.
- OCTA to negotiate and define roles and responsibilities of Cities for project development through construction of project
- Pursue federal New Starts funding for project and submit a letter to the FTA requesting entrance into project development, the first phase of the New Starts Program.
- Approve the use of Measure M2 Project S revenues to fund operations and maintenance of future projects.
- Prepare a RFP for project management consultant services for the project and return to Board for approval



# ENVIRONMENTAL IMPACT REPORT

## Next steps for the EA/EIR Certification:

- Compile public comments for use in recommending LPA and finalizing EA/Final EIR
- Prepare responses to public comments from 45 day review period & to FTA for review/approval (Sept. 2014)
- Incorporate responses into EA/Final EIR
- City Council Certifies EIR under CEQA (Oct. 2014)
- Receive Finding of No Significant Impact (FONSI) from FTA
  - This is the approval of the EA portion under NEPA and marks the conclusion of the environmental phase (Oct. 2014)



# NEXT STEPS



August 5,  
2014

City Council  
Nominates  
LPA



August 11,  
2014

OCTA considers  
Implementation  
Plan & Financing  
Plan



Sept. 22,  
2014

OCTA  
acknowledges  
Alternatives  
Analysis &  
Environmental  
Impact Review



Fall  
2014

City Council  
Certification of  
EIR

THANK  
YOU

