
**ORANGE COUNTY TRANSPORTATION AUTHORITY
FOCUS GROUP RESULTS**

**KEY FINDINGS OF FOCUS GROUP RESEARCH
CONDUCTED AMONG ORANGE COUNTY RESIDENTS**



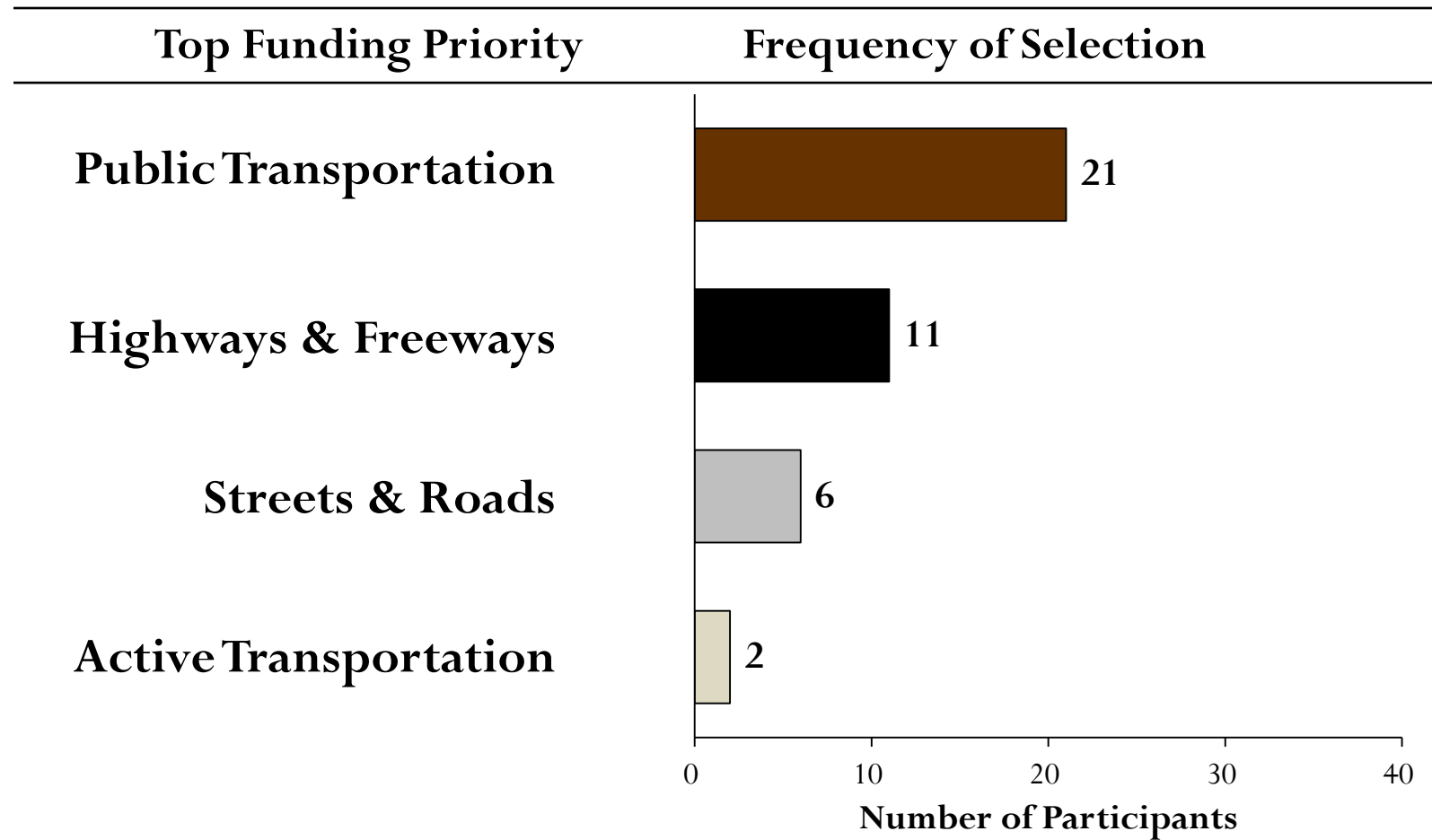
RESEARCH METHODOLOGY

- Four focus groups conducted August 18th and August 23rd
- Each focus group included 10 participants
- Groups were geographically and demographically balanced

TRANSPORTATION EMERGED AS AN IMPORTANT CONSIDERATION FOR THE FUTURE



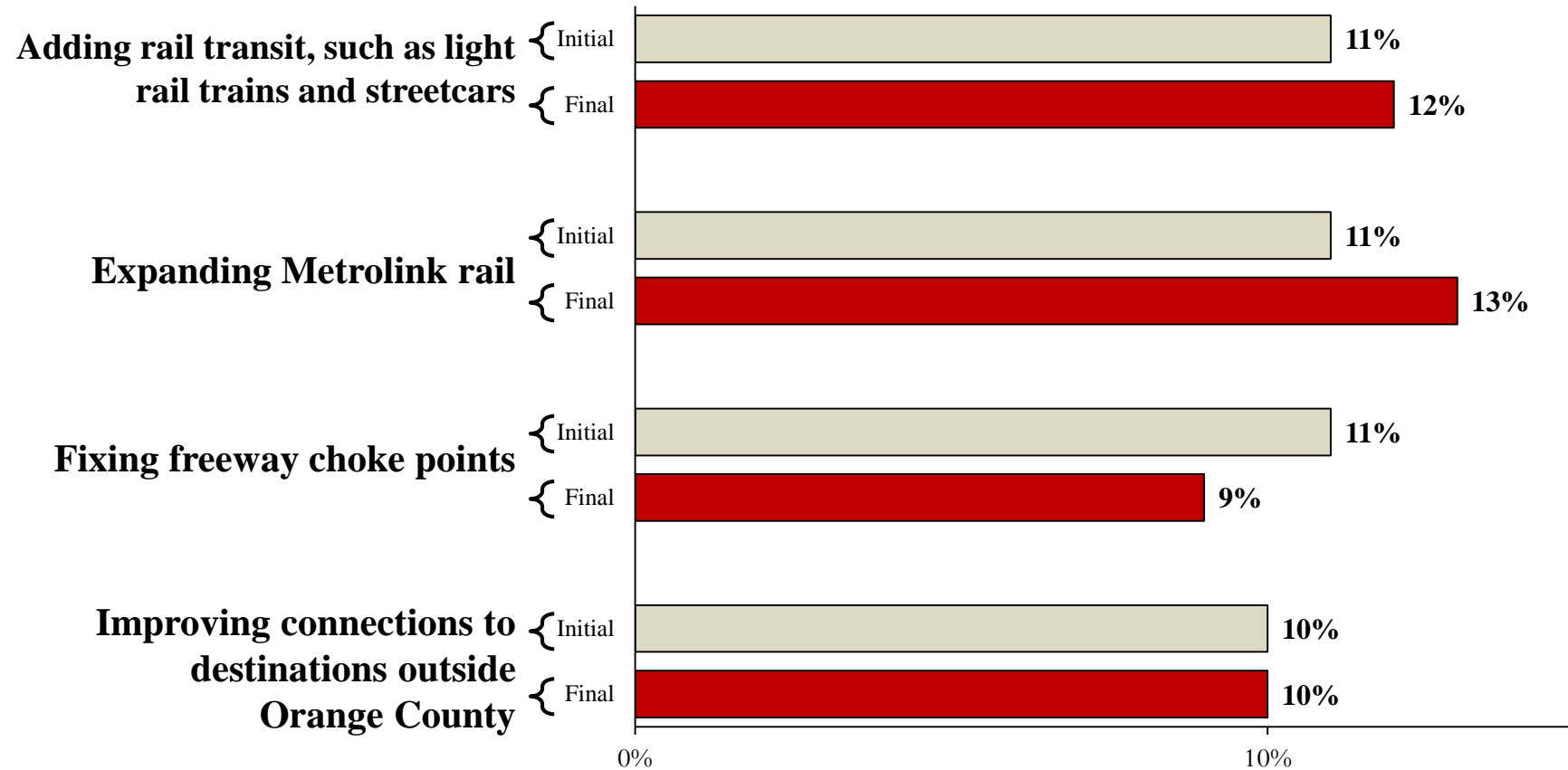
TOP TRANSPORTATION FUNDING PRIORITIES



ASSESSMENTS OF THE CURRENT SYSTEM

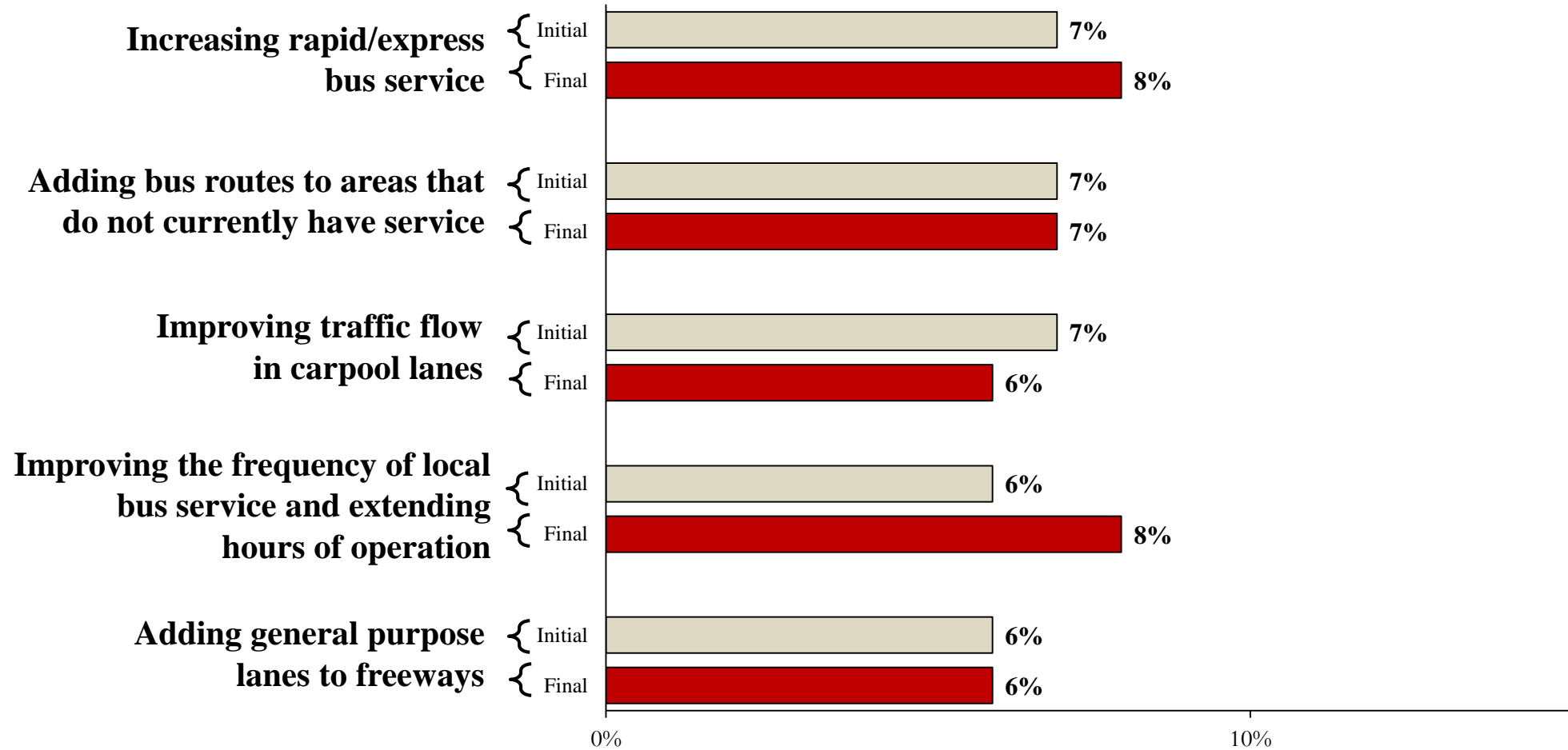
- Participants generally felt that the transportation system overall works well
- Concerns included:
 - Traffic congestion
 - Convenience, reliability, and cost of public transportation
 - Affordability of express lanes/toll roads

LONG-TERM PLANNING PRIORITIES*



* Ranked by initial funding allocation.

LONG-TERM PLANNING PRIORITIES (CONTINUED) *



* Ranked by initial funding allocation.

PARTICIPANTS' MOST IMPORTANT CONSIDERATIONS FOR FUTURE TRANSPORTATION PLANNING

Consideration	Number of Participants
Keep the affordability of public transportation in mind	10
Consider population growth, development trends, and transit utilization	9
Invest in a well-integrated rail and bus system	8
Control project costs	6
Make projects environmentally friendly	5
Ensure that public transportation is safe	4
Expand connections to destinations outside Orange County	3
Address traffic congestion	3
Miscellaneous other considerations	4

COMMUNICATION PREFERENCES

Source	No. of Participants
Social media	30
Radio ads	23
T.V. ads	23
Video ads available on the web, in general, or through social media	21
Email	17
Information or advertisements in newspapers (online)	14

CONCLUSIONS

- Overall, participants expressed positive views of the existing system
- A majority envisioned a future that was less “auto-centric”
- There was a preference for transit that would facilitate broad connectivity between regions and improved localized options
- Fixing freeway “choke-points” was also a priority
- Participants valued being informed about projects funded by local sales tax revenue

FOR MORE INFORMATION, CONTACT:

Shakari Byerly

Shakari@evitarus.com

www.evitarus.com

