



Orange County Transportation Authority . 550 South Main Street . P.O. Box 14184 . Orange, California 92863-1584 . 714-560-OCTA (6282)

Meeting of May 23, 2011

Board Welcomes New Member Lorri Galloway



Anaheim Councilwoman Lorri Galloway was sworn-in as the newest board member. Galloway replaces Anaheim Mayor Tom Tait.

The councilwoman was involved in the creation and 2006 opening of the Anaheim Family Justice Center, serving as a social service center for the city.

Galloway, who has served on the Anaheim City Council since 2004, is the founder and executive director of the Eli Home for Abused Children that was established in 1983.

Positive Train Control Gets Additional Funding

Under the board's direction, OCTA is entering into an agreement with Metrolink to implement a Positive Train Control system, which uses advanced technology to prevent train collisions, unsafe speeds and other dangerous situations.

Last year, OCTA was awarded \$4.1 million in federal funds for the anti-collision project which is estimated to cost \$201 million.

Federal law requires the Positive Train Control system to be operable with Burlington Northern Santa Fe Railway, Union Pacific Railroad, Amtrak's West Coast Intercity Service, as well as North County Transit District's Coaster service.

The system must be implemented by Dec. 31, 2015, but Metrolink is aiming for a completion date of late 2012.

OCTA Meets Third Quarter Communications Goals

The External Affairs Division, made up of marketing, customer relations, media relations and community relations, provided the board with a third-quarter communications performance review for fiscal year 2010-11.



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OCTA's website traffic, social media outreach programs, Text4Next usage, vanpool program usage and bus book sales saw positive growth as compared to the same time last year.

Details of key findings include:

- Website traffic increased by 6 percent and averaged 1.6 million monthly hits
- An 80 percent increase in Facebook fans, a 56 percent growth in Twitter followers and a monthly average of 2,100 YouTube video views, equaling a 48 percent boost
- Text4Next system, which provides customers with the next three scheduled bus times for a particular route, saw a 15 percent monthly increase. In March, 21,548 utilized the texting program compared to 7,565 users in March 2010.
- Vanpool operations have increased by 32 vans since last year, an 8 percent rise

In addition, calls to the customer information center decreased by 6 percent, reducing the cost of each call by 26 percent.

Also, customer satisfaction and awareness surveys are planned for fiscal year 2011-12 and will be incorporated in future performance measures.

Board Honors Employees Of The Month

Vice Chair Paul Glaab presented resolutions of appreciation to the two employees of the month for May.



Coach operator of the month Ed Reynafarje, stationed at the Garden Grove bus base, has achieved 30 years of safe driving. He has maintained an excellent attendance record and has a history of positive customer feedback.



Administrative employee of the month Sarah Strader, a senior contract administrator, has helped secure more than \$3.5 million in savings for critical transportation projects within the last 12 months.