



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

Meeting of October 22, 2012

Locally Preferred Alternative Selected For I-405 Improvement Project



The board selected Alternative 1 for the Interstate 405 Improvement Project, choosing to add one general-purpose lane in each direction on the freeway between Euclid Street and I-605. The project to date, has taken nearly 10 years of planning with significant input from local and regional stakeholders.

At the meeting, the board voted on all three alternatives and Alternative 1 passed with a 12-4 vote.

The implementation of Alternative 1 will help to reduce congestion and increase mobility while minimizing environmental impacts and right-of-way acquisitions.

The \$1.3 billion project will be funded through Measure M2, the half-cent sales tax for transportation improvements.

OCTA's selection of the locally preferred alternative will be forwarded to Caltrans for final review and approval.

Board Considers Implementation of Increased Fare Adjustment

Approximately 30 members of the public addressed the board during a public hearing to consider implementing a bus fare increase. The 25 percent increase is being proposed in order to address rising costs and service levels.

Nearly half of the \$267 million bus operations budget is funded by the state. In order to remain eligible for those dollars, OCTA is required to maintain a 20 percent farebox recovery ratio. This means OCTA must collect from passengers a minimum of 20 cents for every dollar spent on operating the service. If bus fares aren't increased, OCTA is in jeopardy of falling below this mark.



If the increase is approved, it is scheduled to go into effect in February. Based on results from the 2005 and 2009 adjustments, the 25 percent increase would provide \$6.4 million in additional fare revenue.

The board is scheduled to vote on the increase at the Nov. 26 board meeting.

Board Receives Results From Metrolink Customer Satisfaction Survey



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In order to encourage ridership, expand marketing outreach and generate customer feedback OCTA conducted two marketing research surveys.



The Metrolink Customer Satisfaction Survey assessed existing Metrolink riders that use services in Orange County. This survey was carried out onboard and was intended to measure overall satisfaction and identify possible service improvements. The Metrolink Market Study was given online and over the phone and studied non-users who are residents of Orange County. This study measured awareness and identified perceived barriers to riding Metrolink.

The Metrolink Customer Satisfaction Survey was conducted to gather information on how existing customers use and perceive the service. OCTA will use the feedback given to improve Metrolink service in hopes of attracting new riders. In addition customer satisfaction, trip purposes, travel characteristics, demographics, and awareness levels were also assessed.

Some of the survey findings include:

- 70 percent of customers found taking the Metrolink more relaxing and less stressful than driving
- 46 percent felt it was a better value and costs less than driving
- 58 percent reported if trains were regularly available their destination of choice would be San Diego

The primary goal of the Metrolink Market Study was to profile the potential market among Orange County residents that have not experienced riding Metrolink. This study will help OCTA to better understand the travel patterns of residents, their awareness and perceptions of Metrolink and the various factors that shape their interest in riding Metrolink.

Both the Metrolink Customer Satisfaction Survey and Metrolink Market Study provided valuable feedback that will allow OCTA to improve service, operations and communication in order to encourage ridership and increase interest in riding the Metrolink in Orange County.

Board Honors Employees of the Month



Joseph Perry was named coach operator of the month after achieving 14 years of safe driving. Perry has demonstrated a high level of integrity and has performed his duties in a safe, courteous and reliable manner. He is an easy going and friendly guy who is well respected by his supervisors, peers and passengers.



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Gary Hahn was named maintenance employee of the month for his innovative contributions, service and commitment. Hahn is a dependable and positive worker that is able to tackle any maintenance problem that may arise. Hahn's dedication to his duties, desire to excel and great attitude make him an exceptional employee.



Judith Van Houten was named administrative employee of the month for her high level of professionalism and integrity in her position as a payroll specialist. Her thorough understanding of the collective bargaining agreements and the Family and Medical Leave Act has made her an invaluable resource for many employees. Van Houten is a team player that is determined to ensure each staff member is paid accurately and on time.