

Appendix I:
Online Survey - 2017



Copy of What transit alternative are you?

Introduction

OCTA is exploring opportunities to improve mobility in and around Harbor Boulevard in the *Central Harbor Boulevard Transit Corridor Study*. In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. We need your feedback to help OCTA narrow down the best alternatives for transit in and around Harbor Boulevard!

If you would like to know which option best matches your ideas for improving service in the Harbor Boulevard area, please take this quick 2-minute survey.





Copy of What transit alternative are you?

* Would you like to see improvements to transit on and around Harbor Boulevard?

Yes

No



* What type of transit vehicle/service do you prefer? (Choose one.)

ENHANCED BUS



- Shares lanes with other cars
- Receives priority at traffic signals and uses bypass lanes at certain intersections
- Includes state-of-the-art stops with ticket machines and allows riders to board from front or rear doors
- Carries around 70 people
- Project Cost: \$

BUS RAPID TRANSIT (BRT)



- Includes all Enhanced Bus features, but travels on a dedicated bus-only lane
- Carries around 120 people in a longer, 60-foot bus
- May include bike racks on-board bus
- Project Cost: \$\$

STREETCAR



- Shares lanes with cars but travels on its own track embedded in the road and powered by overhead wires
- Receives priority at traffic signals and uses bypass lanes at certain intersections
- Includes modern stops with ticket machines and allows riders to board from front or rear doors
- Carries up to 150 people (3x as much as regular buses)
- Project Cost: \$\$\$

RAPID STREETCAR



- Includes all Streetcar features, but uses a dedicated streetcar-only lane
- Faster than a regular streetcar or bus
- Project Cost: \$\$\$\$

STREETCAR-ENHANCED BUS HYBRID





Copy of What transit alternative are you?

* Based on your selection of an **Enhanced Bus** system in the previous question, please look at the following

THREE route options:

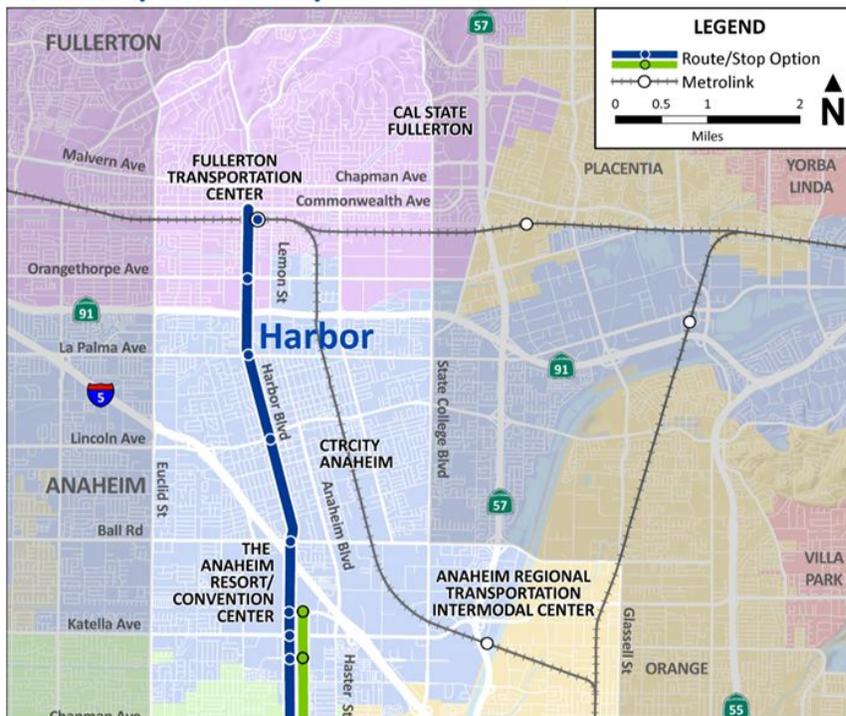
- Along Harbor Blvd. (blue line on map)

- Along Harbor Blvd., Anaheim Blvd. and Lemon St. (gold line on map) OR

- Along Harbor Blvd., Katella Ave., Anaheim Blvd. and Lemon St. (solid orange line on map)

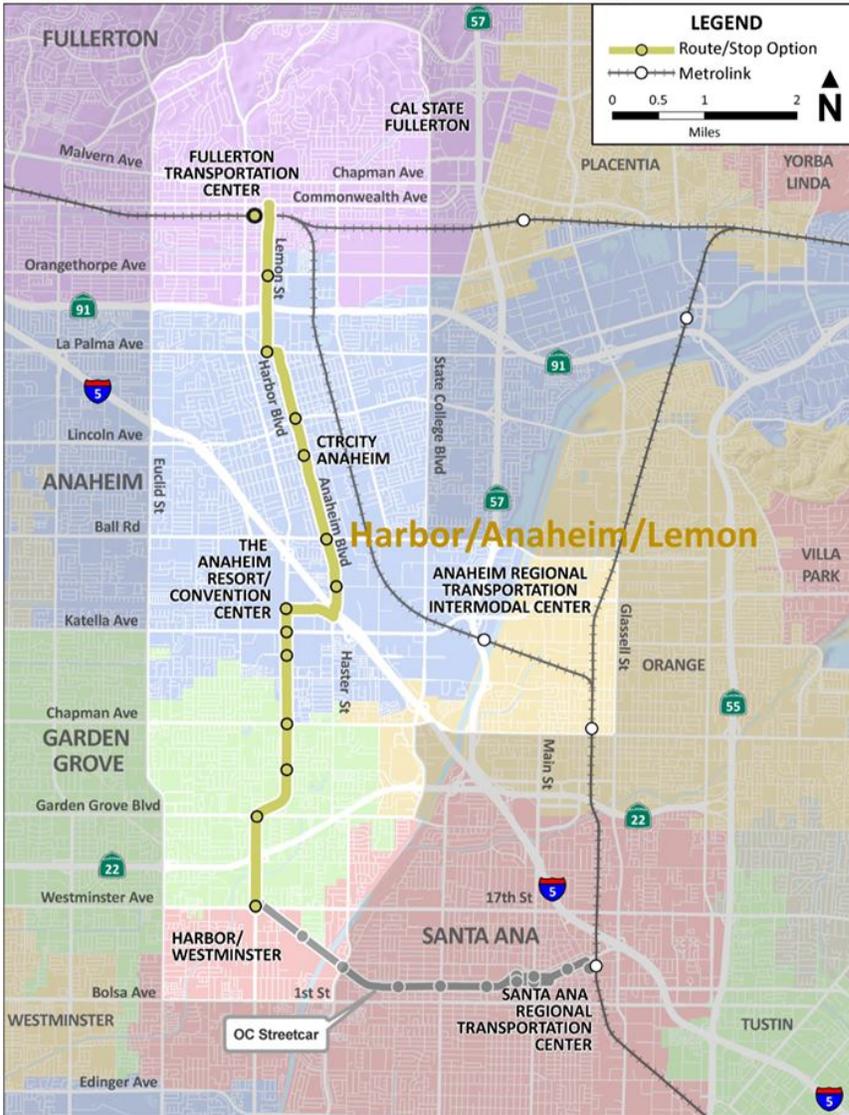
Which route option do you prefer? (Choose one.)

Harbor (BLUE LINE)

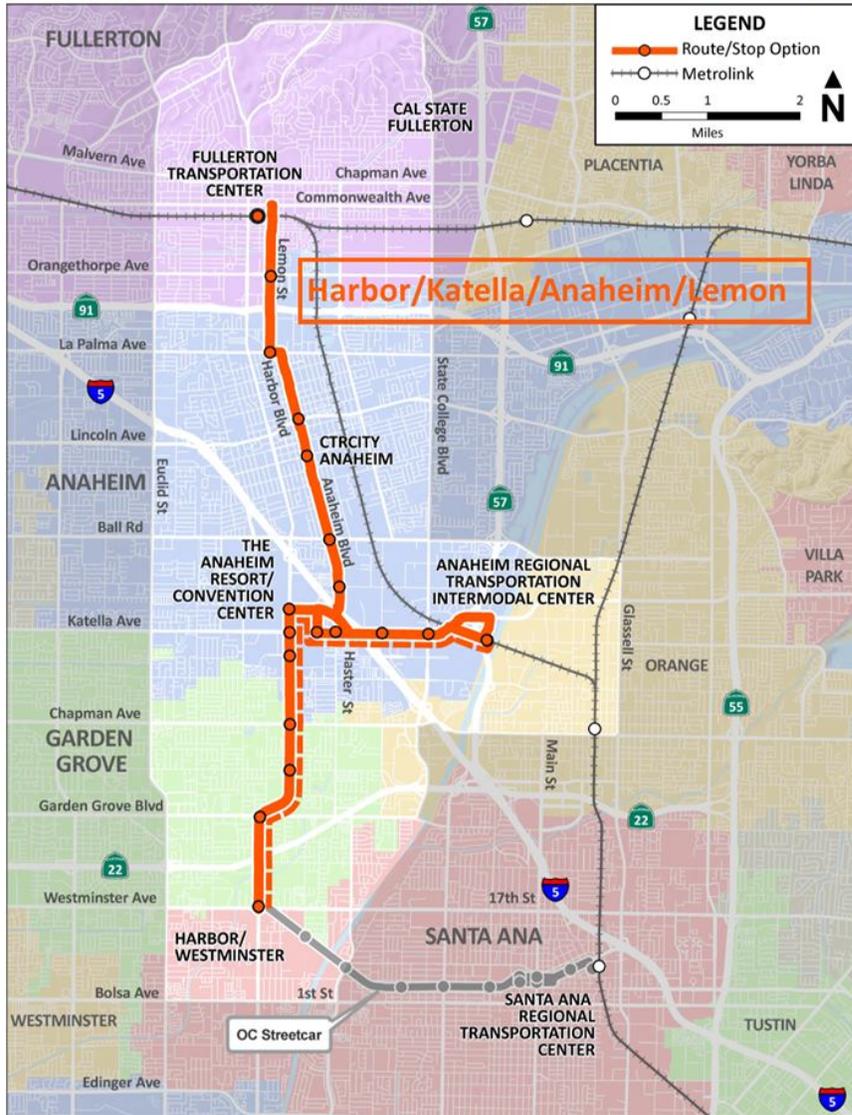




Harbor/Anaheim/Lemon (GOLD LINE)



Harbor/Katella/Anaheim/Lemon (SOLID ORANGE LINE)





Copy of What transit alternative are you?

* Based on your selection of a **Bus Rapid Transit (BRT)** system in the previous question, please look at the TWO following route options:

- Along Harbor Blvd. (blue line on map) OR

- Along Harbor Blvd., Anaheim Blvd. and Lemon St. (gold line on map)

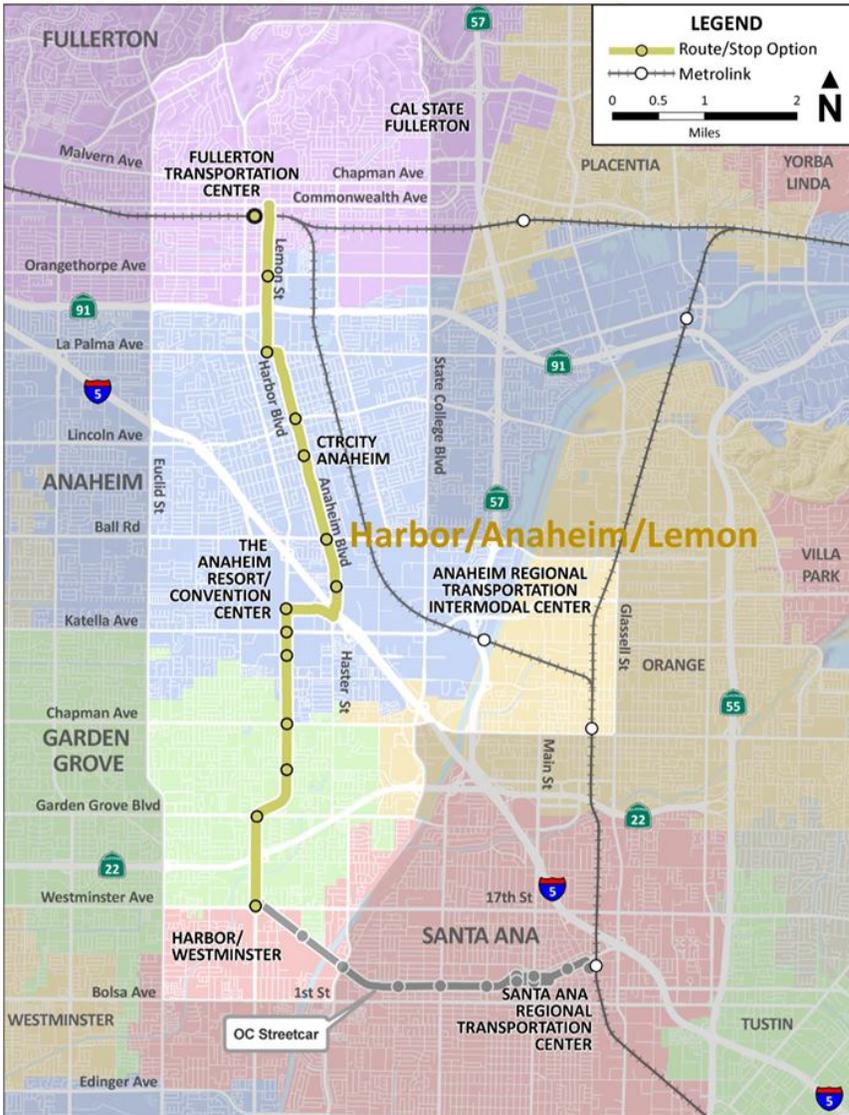
Which route option do you prefer? (Choose one.)

Harbor (BLUE LINE)





Harbor/Anaheim/Lemon (GOLD LINE)





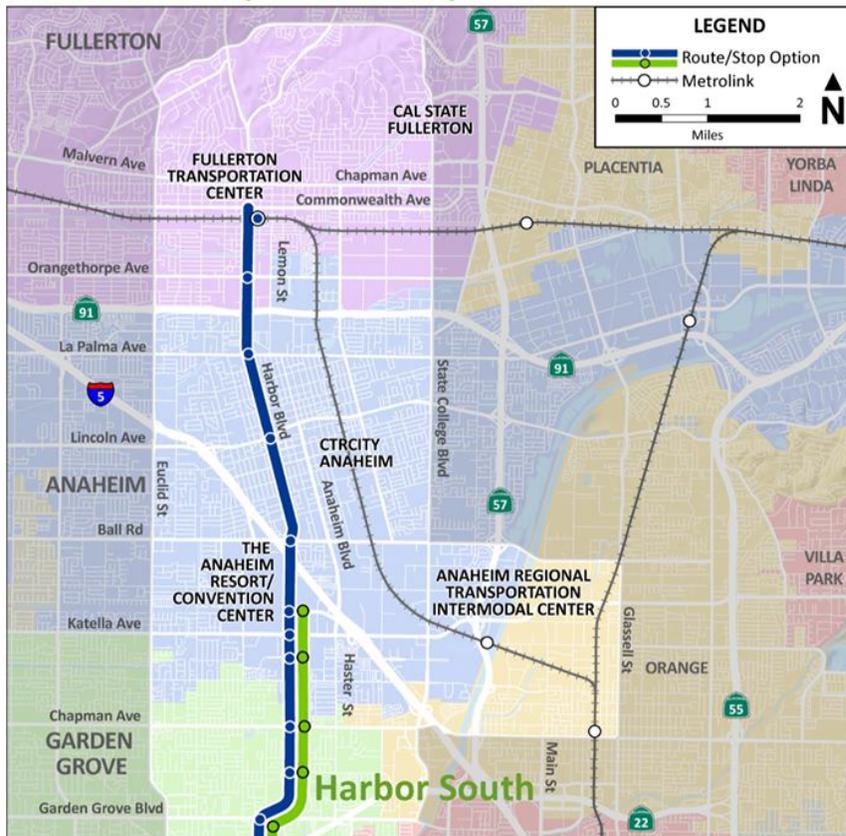
Copy of What transit alternative are you?

* Based on your selection of a **Streetcar** system in the previous question, please look at the following FOUR route options:

- Along Harbor Blvd., but only from Westminster Ave. to the Anaheim Resort area, called "Harbor South" (green line on map),
- Along Harbor Blvd., from Westminster Ave. to Commonwealth Ave. (blue line on map),
- Along Harbor Blvd., Anaheim Blvd. and Lemon St. (gold line on map) OR
- Along Harbor Blvd. and Katella Ave. (dotted orange line on map)

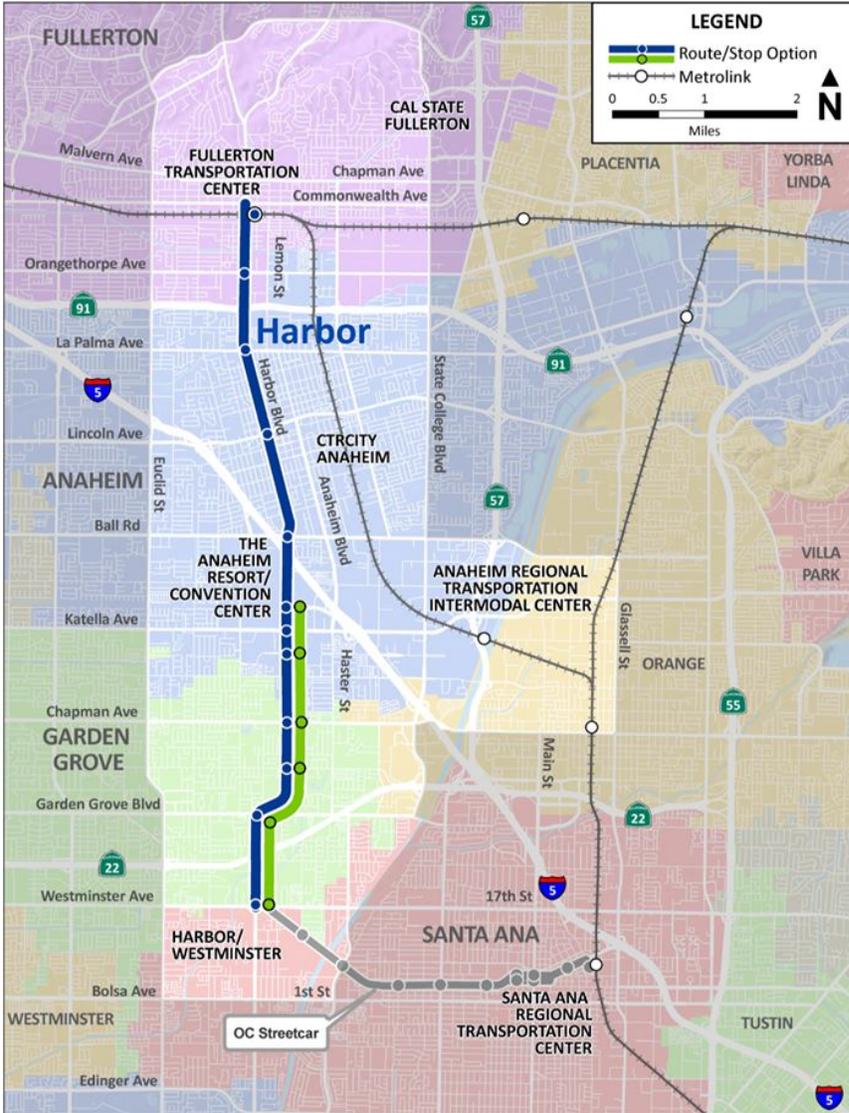
Which route option do you prefer? (Choose one.)

Harbor South (GREEN LINE)

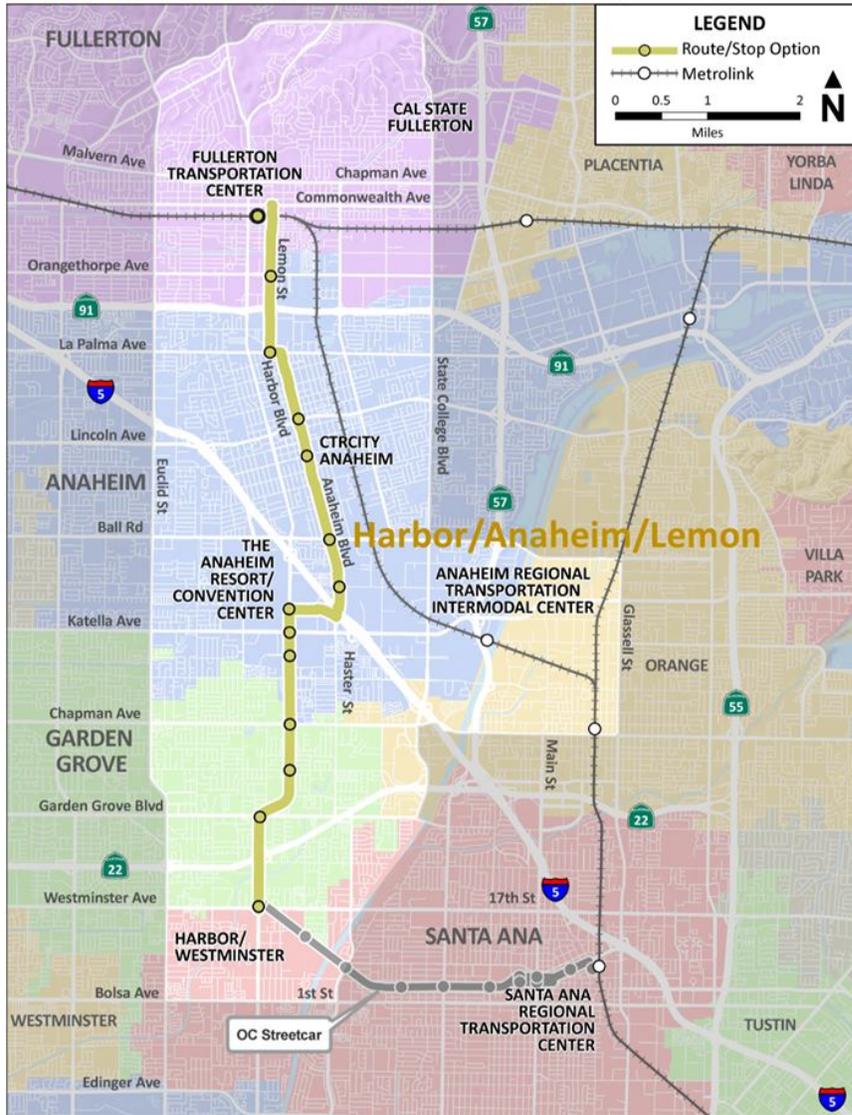




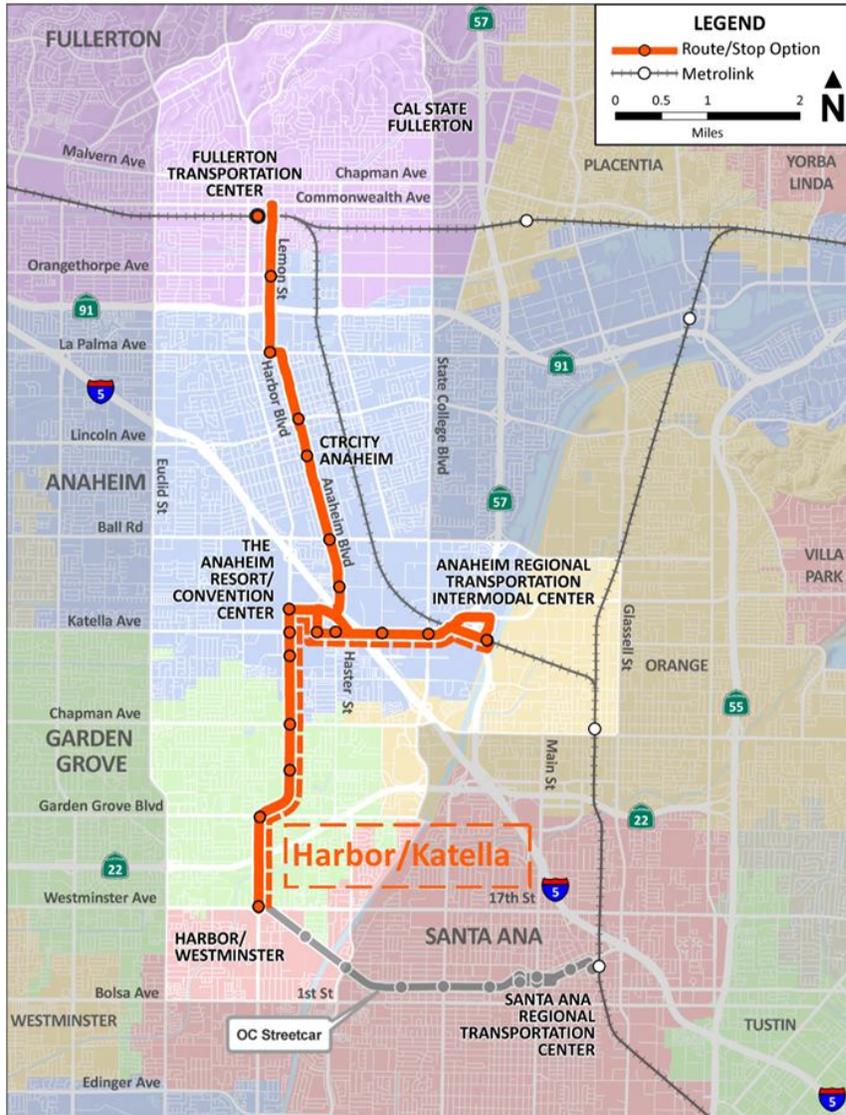
Harbor (BLUE LINE)



Harbor/Anaheim/Lemon (GOLD LINE)



Harbor/Katella (DOTTED ORANGE LINE)





Copy of What transit alternative are you?

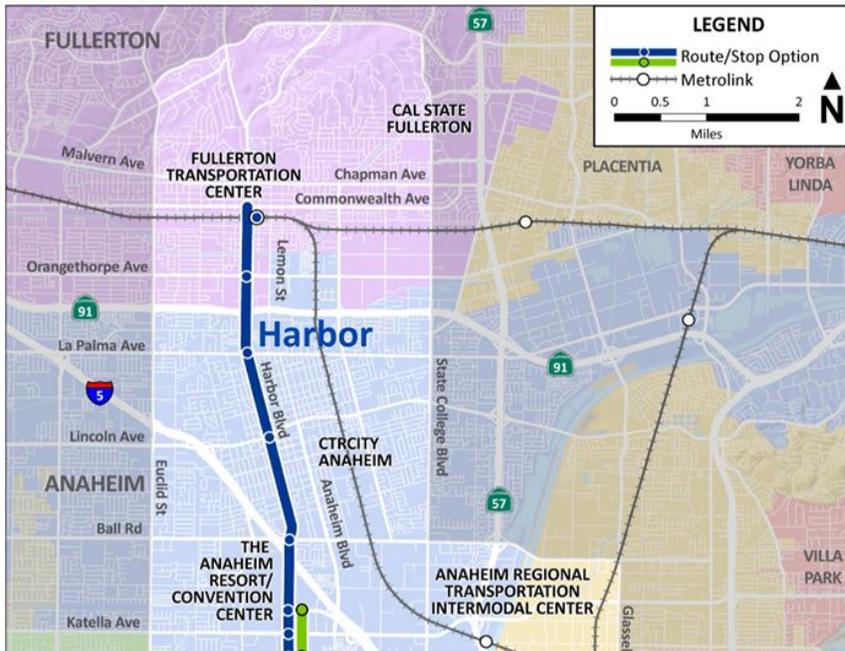
* Based on your selection of a **Rapid Streetcar** system in the previous question, please look at the TWO following route options:

- Along Harbor Blvd. (blue line on map) OR

- Along Harbor Blvd., Anaheim Blvd. and Lemon St. (gold line on map)

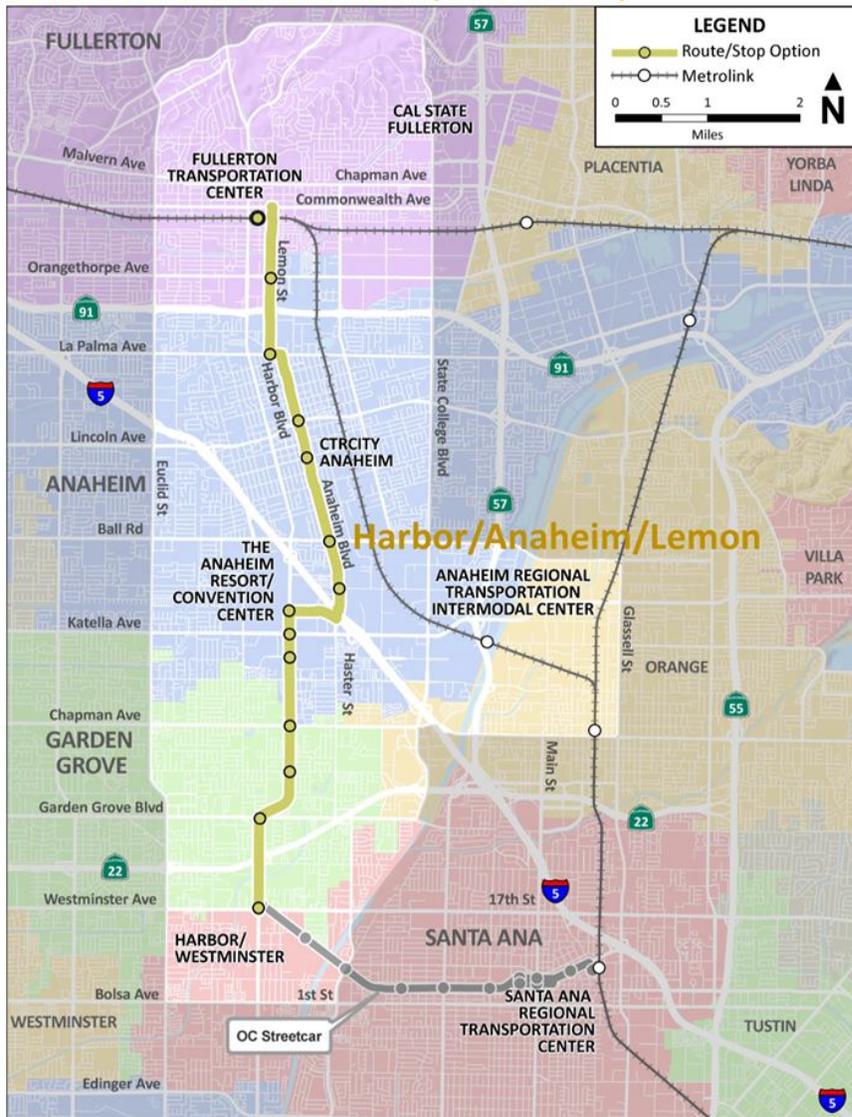
Which route option do you prefer? (Choose one.)

Harbor (BLUE LINE)





Harbor/Anaheim/Lemon (GOLD LINE)



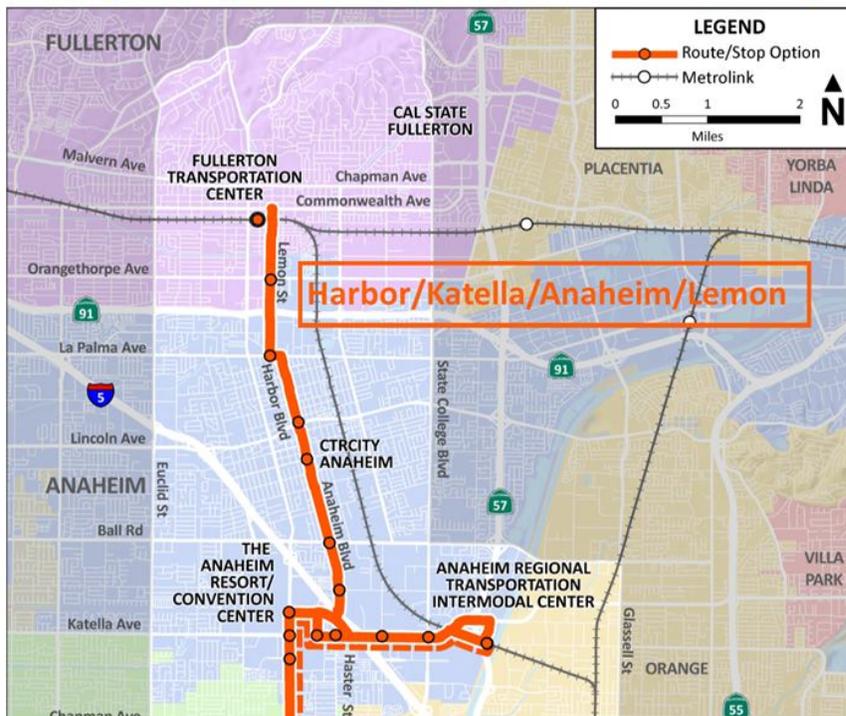


Copy of What transit alternative are you?

* Based on your selection of a **Streetcar-Enhanced Bus Hybrid** system in the previous question, please look at the following route option: **Along Harbor Blvd., Katella Ave., Anaheim Blvd. and Lemon St.** (solid orange line on map).

If you would like to see the following route option implemented, please select it and move on to the next question. If you would like to see additional options, please revisit the previous question.

Harbor/Katella/Anaheim/Lemon (SOLID ORANGE LINE)







Copy of What transit alternative are you?



No-Build Option

Since you do not want to see improvements made to transit on or around Harbor Boulevard, you are the No-Build Option. This option would not add to or improve the current transit options on or around Harbor Boulevard.

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.

Additional Comments?

* **Want to sign up for email alerts?**

Yes

No



H-1: Harbor Short Streetcar

You are the Harbor Short Streetcar (H-1) option! This streetcar option would connect to the [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, and continue up Harbor Boulevard to the Anaheim Resort area (refer to the **GREEN route** on the map, called **Harbor South**).

The streetcar will share a lane with other cars but travel on a track embedded in the road. It is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

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Additional Comments?

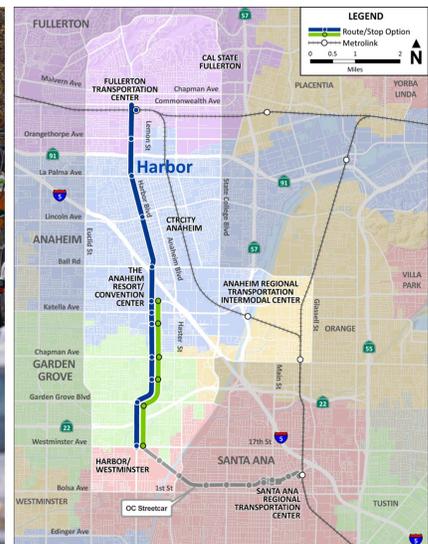


H-2: Harbor Long Streetcar

You are the Harbor Long Streetcar (H-2) option! This streetcar option would connect to the [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, and continue up Harbor Boulevard, traveling through Garden Grove, Anaheim and Fullerton, terminating at the Fullerton Transportation Center (refer to the [BLUE route](#) on the map, referred to as [Harbor](#)).

The streetcar will share a lane with other cars but travel on a track embedded in the road. It is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

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Additional Comments?



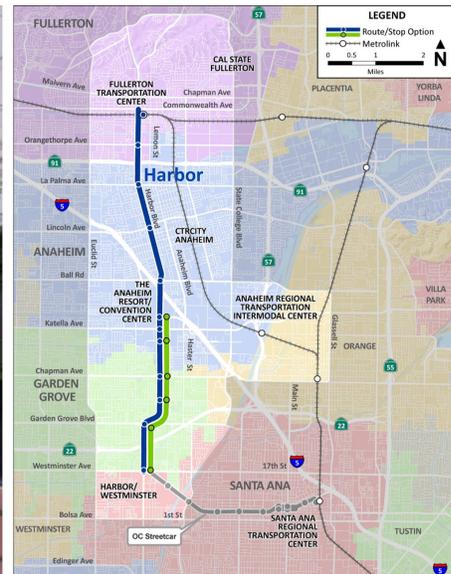
Copy of What transit alternative are you?

H-3: Harbor Rapid Streetcar

You are the Harbor Rapid Streetcar (H-3) option! This rapid streetcar option would connect to the [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, and continue up Harbor Boulevard, traveling through Garden Grove, Anaheim and Fullerton, terminating at the Fullerton Transportation Center (refer to the [BLUE route](#) on the map, referred to as **Harbor**).

The rapid streetcar will be faster than a regular streetcar or bus because it will use a dedicated streetcar-only lane for approximately 50% of the alignment (sharing a lane with other cars for the rest). It will travel on a track embedded in the road, is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

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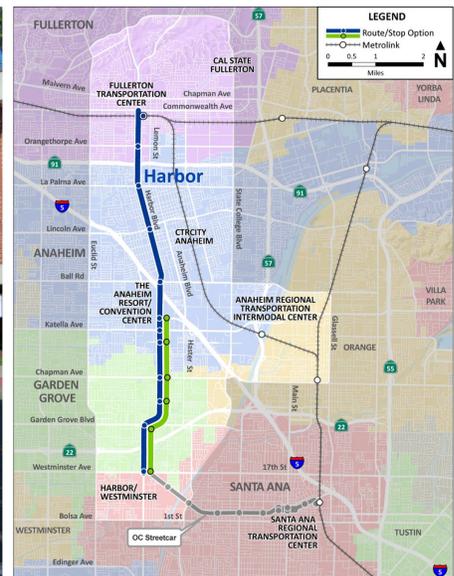


H-4: Harbor Enhanced Bus

You are the Harbor Enhanced Bus (H-4) option! This enhanced bus option would link to the new [OC Streetcar](#) transit center at Harbor Boulevard and Westminster Avenue in Garden Grove, and continue up Harbor Boulevard, traveling through Garden Grove, Anaheim and Fullerton, terminating at the Fullerton Transportation Center (refer to the [BLUE route](#) on the map, referred to as [Harbor](#)).

The enhanced bus will share a lane with other cars and build upon the current Bravo! Limited Stop service model. It will receive priority at traffic signals and use bypass lanes at certain intersections. The modern stops will include ticket machines and allow riders to board the enhanced bus from front or rear doors. The enhanced bus can carry around 70 people.

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.



Additional Comments?

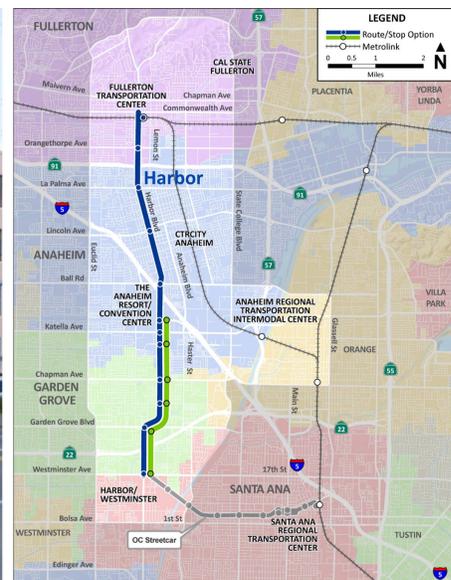


H-5: Harbor Bus Rapid Transit

You are the Harbor Bus Rapid Transit (H-5) option! This bus rapid transit option would link to the new [OC Streetcar](#) transit center at Harbor Boulevard and Westminster Avenue in Garden Grove, and continue up Harbor Boulevard, traveling through Garden Grove, Anaheim and Fullerton, terminating at the Fullerton Transportation Center (refer to the **BLUE route** on the map, referred to as **Harbor**).

The bus rapid transit option will enhance the current Bravo! Limited Stop service model by traveling on a dedicated bus-only lane for approximately 50% of the alignment (sharing a lane with other cars for the rest). It will receive priority at traffic signals and use bypass lanes at certain intersections. The modern stops will include ticket machines and allow riders to board the bus rapid transit vehicle from front or rear doors. The bus rapid transit vehicle carries around 120 people in a longer, 60-foot bus, and may include bike racks on-board the bus.

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L-1:Anaheim/Lemon Streetcar

You are the Anaheim/Lemon Streetcar (L-1) option! This streetcar option would connect to the [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, continue up Harbor Boulevard, and cross through the Anaheim Resort area to continue up Anaheim Boulevard/Lemon Street to the Fullerton Transportation Center, (refer to the **GOLD route** on the map, called **Harbor/Anaheim/Lemon**).

The streetcar will share a lane with other cars but travel on a track embedded in the road. It is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

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Additional Comments?



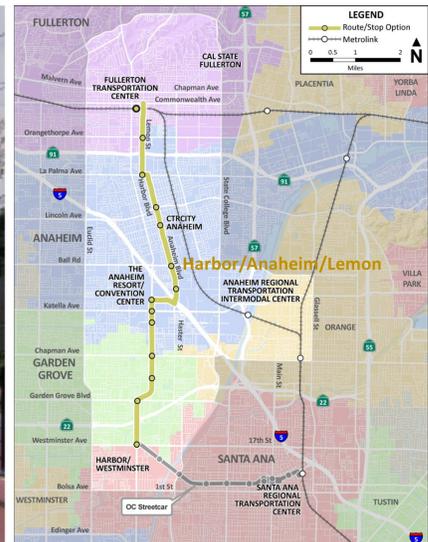
Copy of What transit alternative are you?

L-2: Anaheim/Lemon Rapid Streetcar

You are the Anaheim/Lemon Rapid Streetcar (L-2) option! This rapid streetcar option would connect to the [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, continue up Harbor Boulevard, and cross through the Anaheim Resort area to continue up Anaheim Boulevard/Lemon Street to the Fullerton Transportation Center, (refer to the **GOLD route** on the map, called **Harbor/Anaheim/Lemon**).

The rapid streetcar will be faster than a regular streetcar or bus because it will use a dedicated streetcar-only lane for approximately 50% of the alignment (sharing a lane with other cars for the rest). It will travel on a track embedded in the road, is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.



Additional Comments?



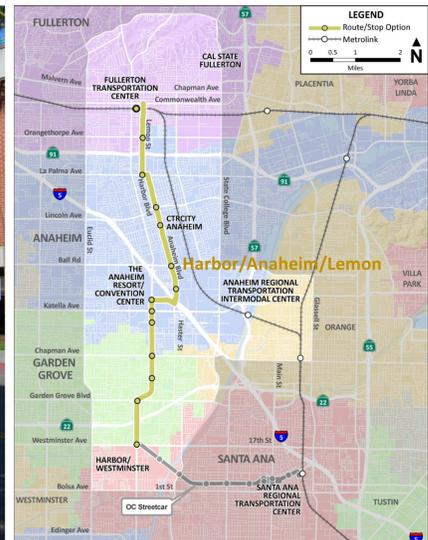
Copy of What transit alternative are you?

L-3: Anaheim/Lemon Enhanced Bus

You are the Anaheim/Lemon Enhanced Bus (L-3) option! This enhanced bus option would link to the new [OC Streetcar](#) transit center at Harbor Boulevard and Westminster Avenue in Garden Grove, continue up Harbor Boulevard, and cross through the Anaheim Resort area to continue up Anaheim Boulevard/Lemon Street to the Fullerton Transportation Center, (refer to the **GOLD route** on the map, called **Harbor/Anaheim/Lemon**).

The enhanced bus will share a lane with other cars and build upon the current Bravo! Limited Stop service model. It will receive priority at traffic signals and use bypass lanes at certain intersections. The modern stops will include ticket machines and allow riders to board the enhanced bus from front or rear doors. The enhanced bus can carry around 70 people.

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.



Additional Comments?



L-4: Anaheim/Lemon Bus Rapid Transit

You are the Anaheim/Lemon Bus Rapid Transit (L-4) option! This bus rapid transit option would link to the new [OC Streetcar](#) transit center at Harbor Boulevard and Westminster Avenue in Garden Grove, continue up Harbor Boulevard, and cross through the Anaheim Resort area to continue up Anaheim Boulevard/Lemon Street to the Fullerton Transportation Center, (refer to the **GOLD route** on the map, called **Harbor/Anaheim/Lemon**).

The bus rapid transit option will enhance the current Bravo! Limited Stop service model by traveling on a dedicated bus-only lane for approximately 50% of the alignment (sharing a lane with other cars for the rest). It will receive priority at traffic signals and use bypass lanes at certain intersections. The modern stops will include ticket machines and allow riders to board the bus rapid transit vehicle from front or rear doors. The bus rapid transit vehicle carries around 120 people in a longer, 60-foot bus, and may include bike racks on-board the bus.

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.

Additional Comments?

* **Want to sign up for email alerts?**

Yes

No

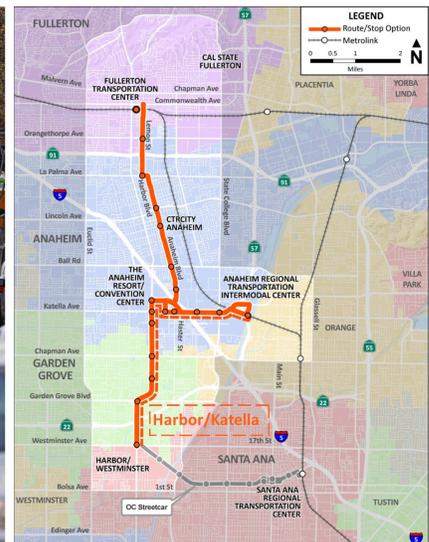


K-1: Katella Streetcar

You are the Katella Streetcar (K-1) option! This streetcar option would connect to the [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, continue up Harbor Boulevard to the Anaheim Resort area, and head east on Katella Avenue connecting to the Anaheim Regional Transportation Intermodal Center (refer to the **DOTTED ORANGE route** on the map, called **Harbor/Katella**).

The streetcar will share a lane with other cars but travel on a track embedded in the road. It is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.



Additional Comments?



K-2: Katella + Anaheim/Lemon Enhanced Bus

You are the Katella + Anaheim/Lemon Enhanced Bus (K-2) option! This enhanced bus option would link to the new [OC Streetcar](#) transit center at Harbor Boulevard and Westminster Avenue in Garden Grove, continue up Harbor Boulevard, and cross through the Anaheim Resort area to continue to the Anaheim Regional Transportation Intermodal Center via Katella Avenue AND up Anaheim Boulevard/Lemon Street to the Fullerton Transportation Center (refer to the **SOLID ORANGE route** on the map, called **Harbor/Katella/Anaheim/Lemon**).

The enhanced bus will share a lane with other cars and build upon the current Bravo! Limited Stop service model. It will receive priority at traffic signals and use bypass lanes at certain intersections. The modern stops will include ticket machines and allow riders to board the enhanced bus from front or rear doors. The enhanced bus can carry around 70 people.

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.

Additional Comments?

* **Want to sign up for email alerts?**

Yes

No



K-3: Katella + Anaheim/Lemon Streetcar-Enhanced Bus Hybrid

You are the Katella + Anaheim/Lemon Streetcar-Enhanced Bus Hybrid (K-3) option! This streetcar and enhanced bus hybrid option would connect to the new [OC Streetcar](#) at Harbor Boulevard and Westminster Avenue in Garden Grove, continuing the streetcar up Harbor Boulevard to the Anaheim Resort area. From the Anaheim Resort area, enhanced bus would be implemented along Katella Avenue to the Anaheim Regional Transportation Intermodal Center AND up Anaheim Boulevard/Lemon Street to the Fullerton Transportation Center. (Refer to the **SOLID ORANGE route** on the map, called **Harbor/Katella/Anaheim/Lemon**).

The streetcar will share a lane with other cars but travel on a track embedded in the road. It is powered by electricity via overhead wires and will receive priority at traffic signals at certain locations. The modern stops will include ticket machines and allow riders to board the streetcar from front or rear doors. Streetcars carry up to 150 people (3x as much as regular buses).

The enhanced bus will share a lane with other cars and build upon the current Bravo! Limited Stop service model. It will receive priority at traffic signals and use bypass lanes at certain intersections. The modern stops will include ticket machines and allow riders to board the enhanced bus from front or rear doors. The enhanced bus can carry around 70 people.

In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. To learn more about these options, please visit octa.net/HarborGetInvolved.

Additional Comments?

* **Want to sign up for alerts?**

Yes

No



Copy of What transit alternative are you?

* **Email Address:**



Central Harbor Blvd. Transit Corridor Study Questionnaire

Introduction

OCTA is exploring opportunities to improve mobility in and around Harbor Boulevard in the *Central Harbor Boulevard Transit Corridor Study*. In partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, OCTA has identified 12 different options to improve transit service in the area. We need your feedback to help OCTA narrow down the best alternatives for transit in and around Harbor Boulevard!

In this questionnaire you will provide feedback on how each option should be evaluated, what features are important, and how each vehicle and route should be ranked. This questionnaire will take you approximately 15 minutes to complete.*

*If you would prefer to take the quick 2-minute survey, please [CLICK HERE](#).





* 1.

Would you like to see improvements to transit service on and around the Harbor Blvd. corridor?

Yes

No

* 2.

What characteristics of transit are most important to you?

(Please choose your top three choices.)

Frequency of service

Cost to build/implement

Hours of operation

Ability to drive to a station and park my car

Overall travel time

Real-time arrival and departure information

Stop locations

Safety

Cost to ride

Nothing

Other (please specify)



OCTA will be using criteria to evaluate each alternative. Community input will also be integrated.

Please let us know how important each criteria category is to you. Remember not everything can be considered "high importance."

(Use the following scale: 1=low importance; 5=medium importance; 10=high importance)

* 3.

Transit and Roadway Performance: How long does it take to get to my destination? Is the bus or streetcar usually on time? Does it encourage more people to ride?

1 (low) 5 (medium) 10 (high)

* 4.

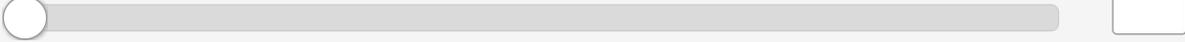
Land Use: Does the new bus or streetcar complement nearby development? Does it help the local economy and support jobs? Is it environmentally friendly?

1 (low) 5 (medium) 10 (high)

* 5.

Connectivity: Does the bus or streetcar take me to major destinations such as Downtown Fullerton, Disneyland, Downtown Anaheim, Garden Grove, or Santa Ana? Can I reach my destination without having to make more than one transfer? Can I walk or ride my bike to/from a station?

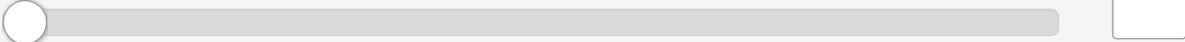
1 (low) 5 (medium) 10 (high)



* 6.

Corridor Constraints: Does the project affect our roads and traffic? Does the project make our streets safer? Does it complement my neighborhood?

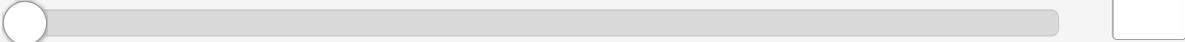
1 (low) 5 (medium) 10 (high)



* 7.

Mode Choices/User Experience: Does the project encourage more people to ride transit and drive less? Does it benefit people without cars? Are stops/stations safe and attractive?

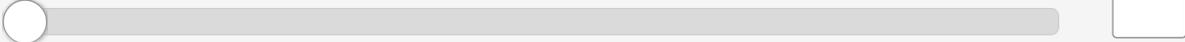
1 (low) 5 (medium) 10 (high)



* 8.

Cost-Effectiveness: Is the project a good use of local public funds? Does the project do a good job of balancing costs and benefits? Are there other sources of funding available?

1 (low) 5 (medium) 10 (high)





* 9.

There are four kinds of transit vehicles/services being evaluated as part of this study. **Please rank the following** beginning with 1 as your most preferred transit vehicle/service.

ENHANCED BUS



- Shares lanes with other cars
- Receives priority at traffic signals and bypass lanes at certain intersections
- Includes state-of-the-art stops with ticket machines and allows riders to board from front or rear doors
- Carries around 70 people
- Project Cost: \$

BUS RAPID TRANSIT (BRT)



- Includes all Enhanced Bus features, but on a dedicated bus-only lane
- Carries around 120 people in a longer, 60-foot bus
- May include bike racks on-board bus
- Project Cost: \$\$

STREETCAR



- Shares lanes with cars but travels on its own embedded in the road and powered by overhead wires
- Receives priority at traffic signals and uses bus lanes at certain intersections
- Includes modern stops with ticket machines allows riders to board from front or rear door
- Carries up to 150 people (3x as much as regular bus)
- Project Cost: \$\$\$

RAPID STREETCAR



- Includes all Streetcar features, but uses dedicated streetcar-only lane
- Faster than a regular streetcar or bus
- Project Cost: \$\$\$\$

STREETCAR-ENHANCED BUS HYBRID





* 10.

Please look at the route options on the map. Then, **rank the following (1-5), beginning with 1 as your most preferred option.**





Harbor/Anaheim/Lemon **(GOLD ROUTE)**



Harbor/Katella **(ORANGE ROUTE)**



Harbor/Katella/Anaheim/Lemon **(ORANGE ROUTE + GOLD ROUTE)**



* 11.



Please complete the following statement: I _____ on or near Harbor Boulevard.

* 12.



How often do you take transit in the area?

- Daily
- Weekly
- Monthly
- Never but I would consider using transit if the system was improved
- I would never take transit
- Other (please specify)

* 13.

When traveling in the area, what are the major activities you participate in?

Recreational Activities

Education

Dining

Working

Tourist Activities

Shopping

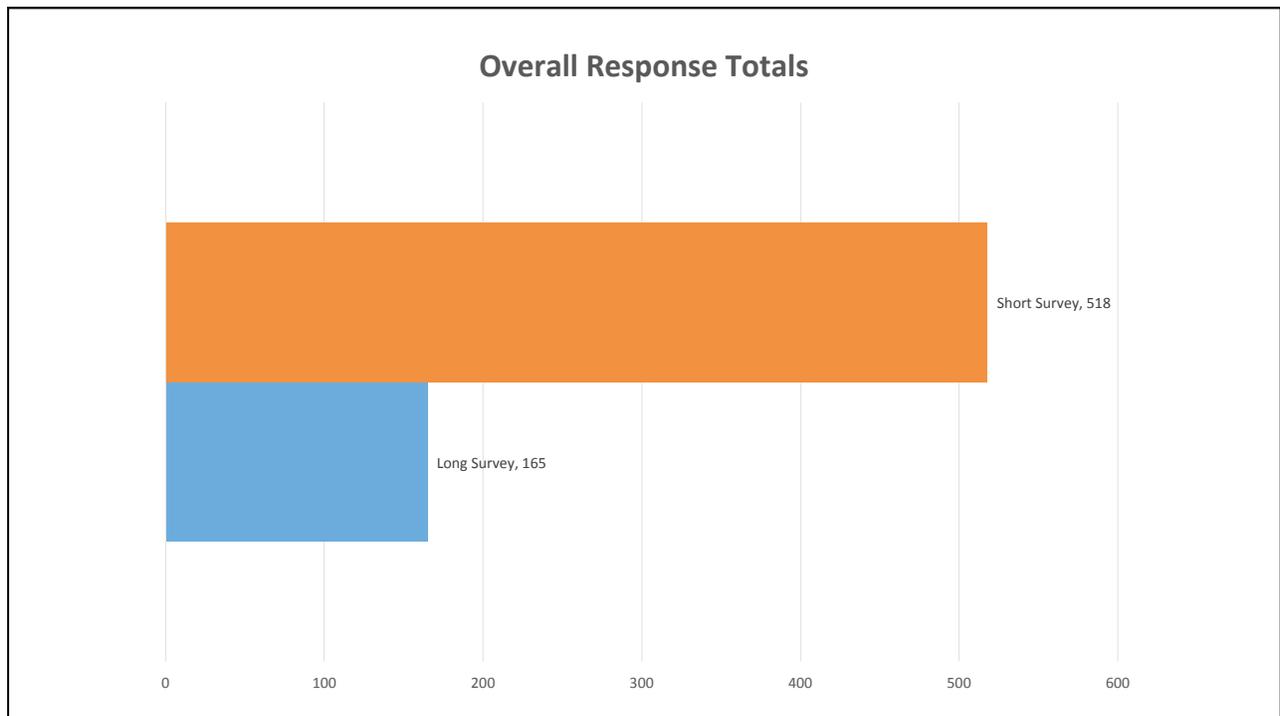
Other (please specify)

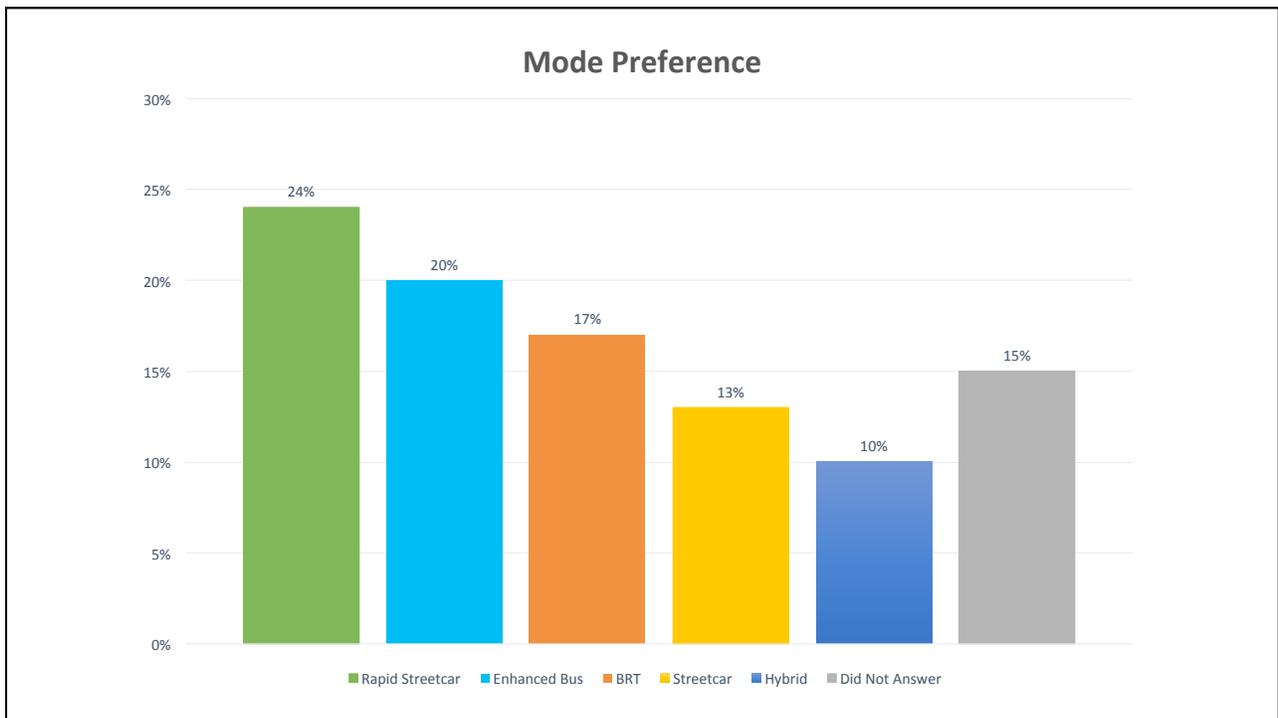
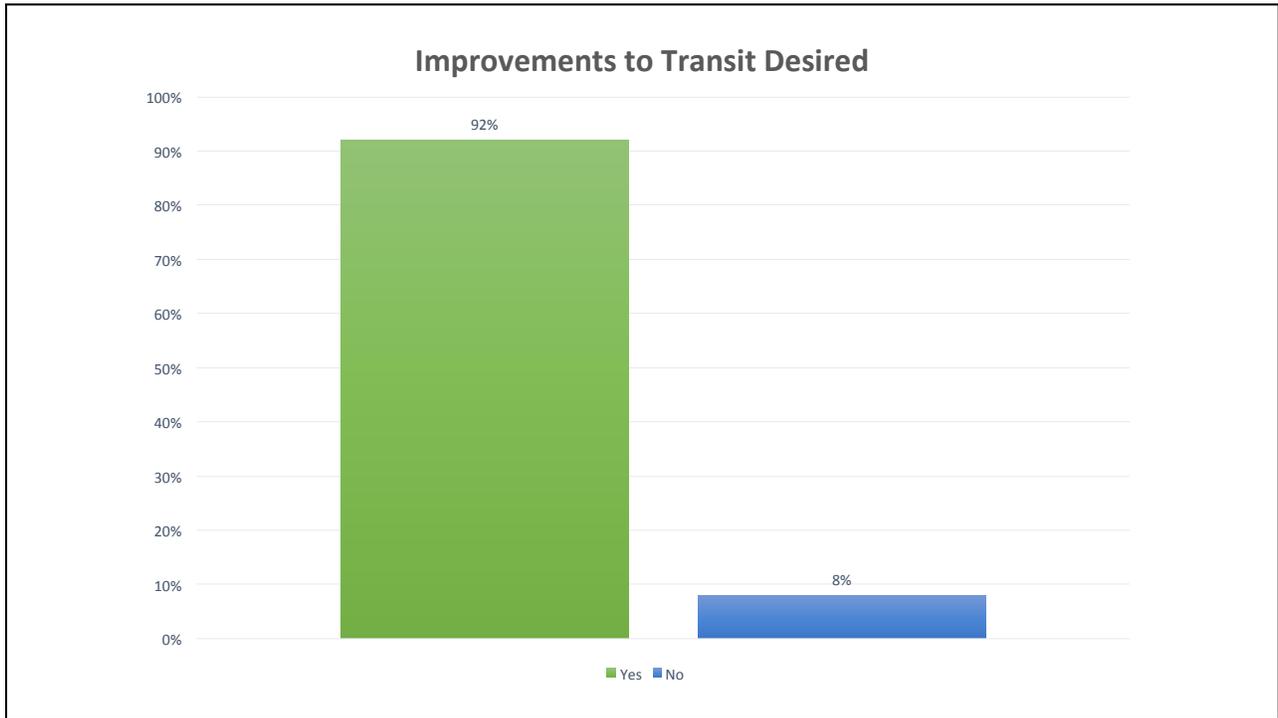


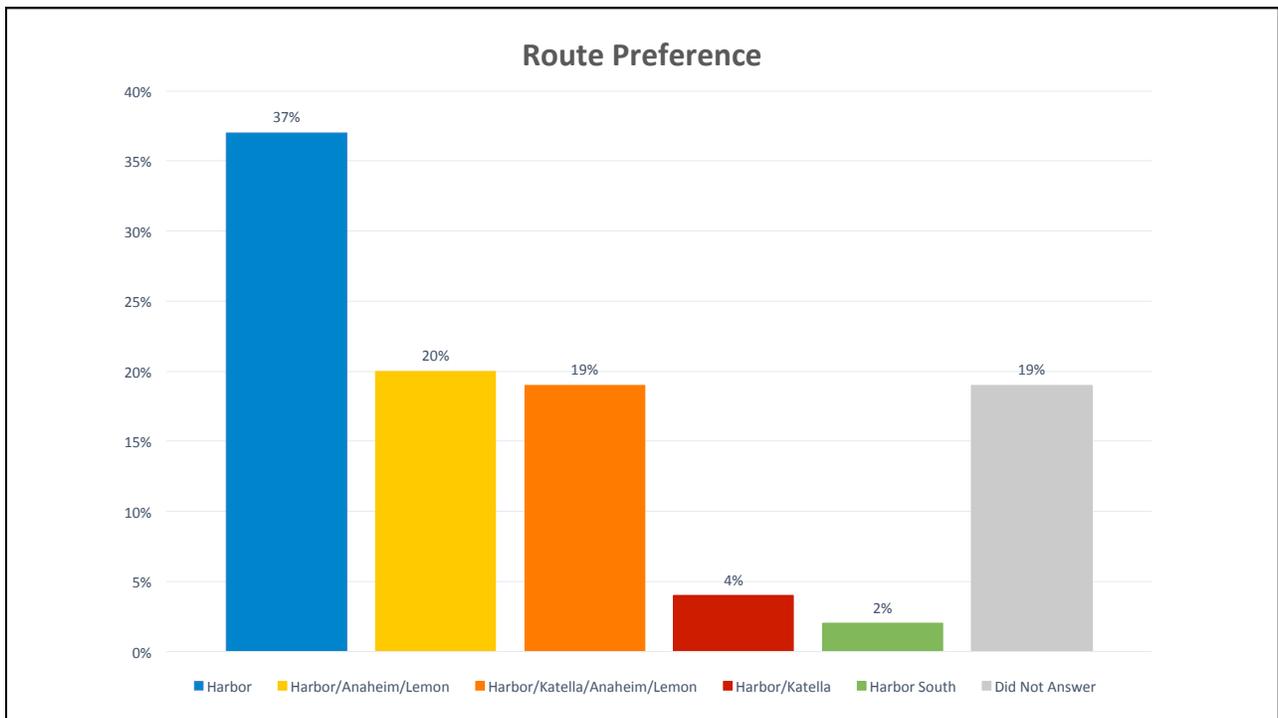
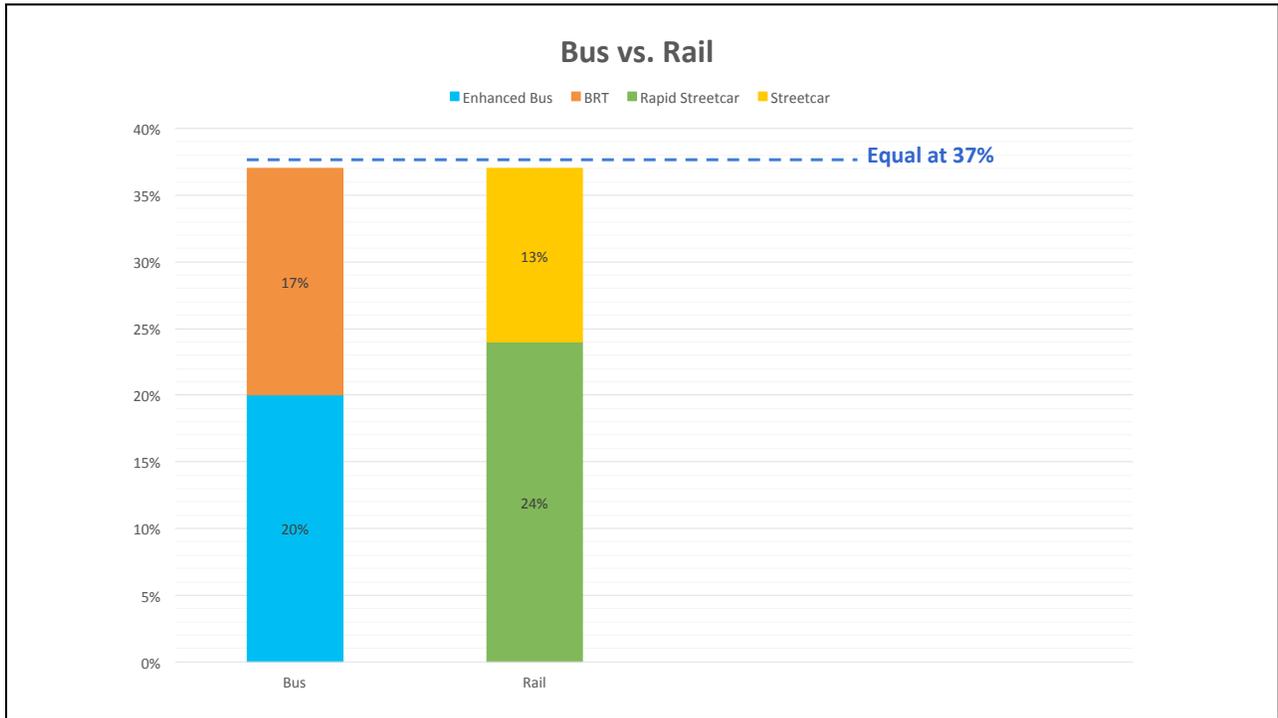
14. Additional Comments:

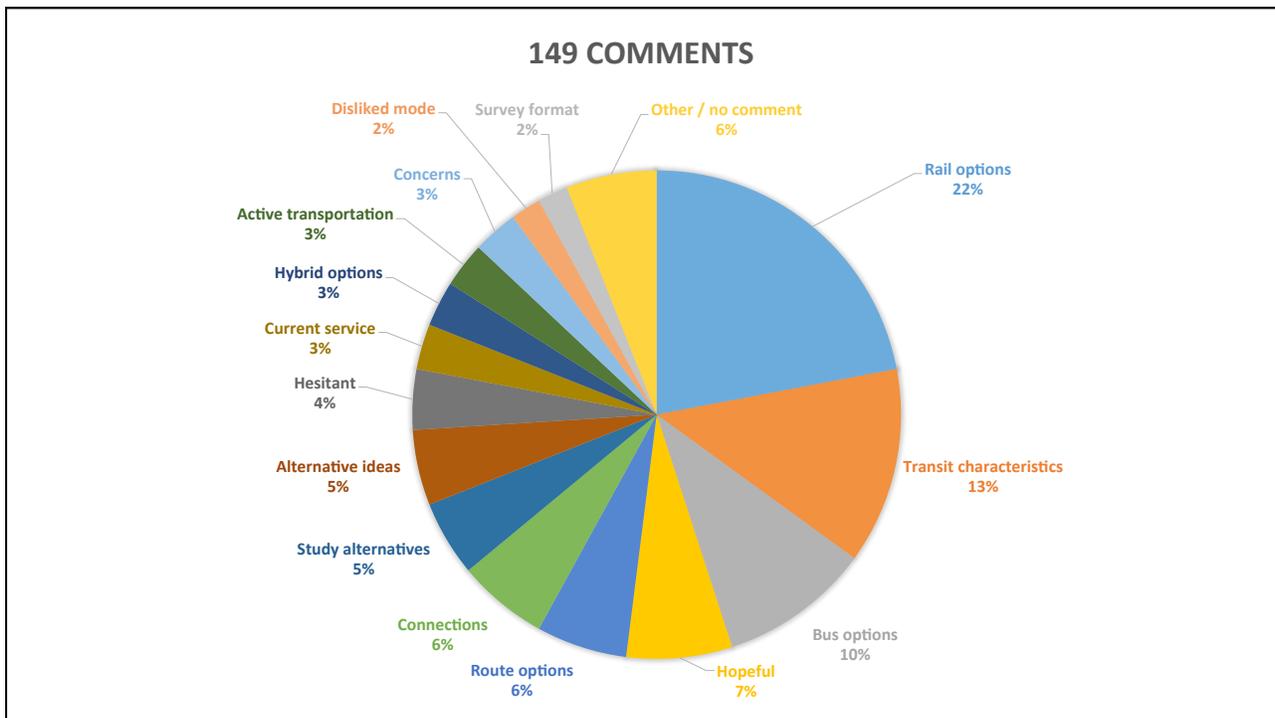
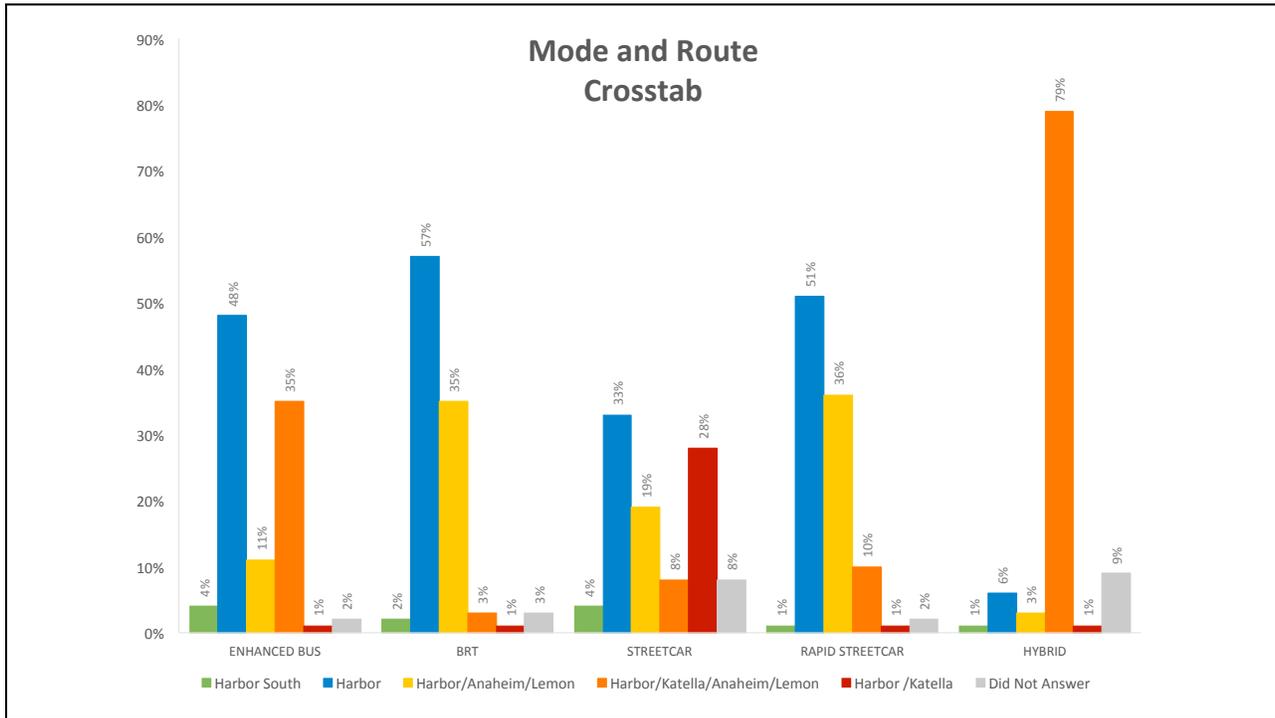
15. If you would like to receive email updates on the Study, please enter your email address here:

Long & Short Survey Results Combined









I drive down harbor every day and I hate it! This (rapid streetcar) would be a win-win for me.

Need to ensure the road is safe for cyclists whatever alignment or option is selected.

I ride the bus to work and sometimes I get there late, I need this (enhanced bus) to get me to work on time.

This is a much needed improvement. The key is connecting with other forms of travel, like the train stations and the OC Streetcar.

I would love to see a streetcar from Downtown Fullerton. It could really bridge a gap between Fullerton and down south towards Westminster.

I look forward to a faster option (BRT) for travelling along this corridor compared to what exists now. I sometimes take the Bravo bus and it's not much faster than the regular bus, even with fewer stops, because of the traffic...

I've ridden BRT and light rail in LA a lot and this may be a good step toward upgrading OC's system. Also, this route (Harbor) is the most direct.

Anaheim blvd needs some major rehaul. We need stop signs and or street lights, too many speeder and racers.

This Rapid Streetcar and Harbor route combination will quickly and painlessly allow for easier commutes between the affected cities and will promote less driving for those that utilize that route via car...

I don't care about speed as much as having a higher frequency, consistently arriving bus.

This is an innovative idea to combine the modes. You get the best of both worlds. The route is more comprehensive too.

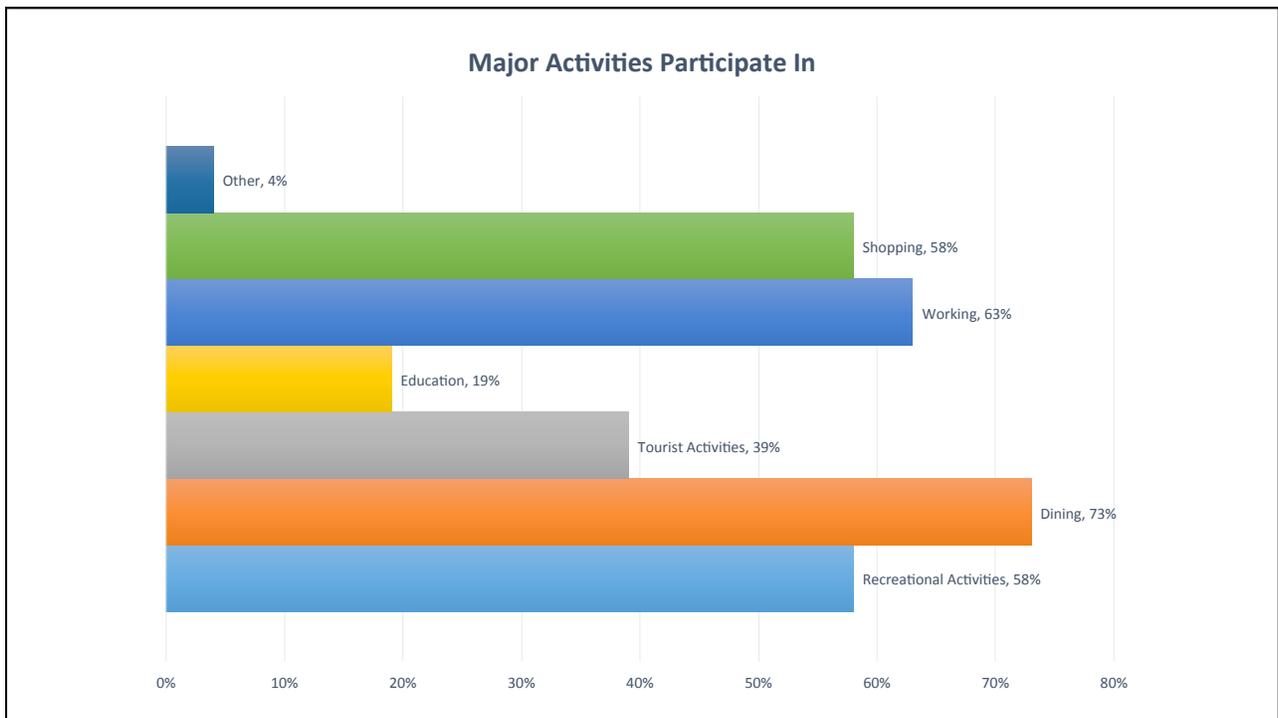
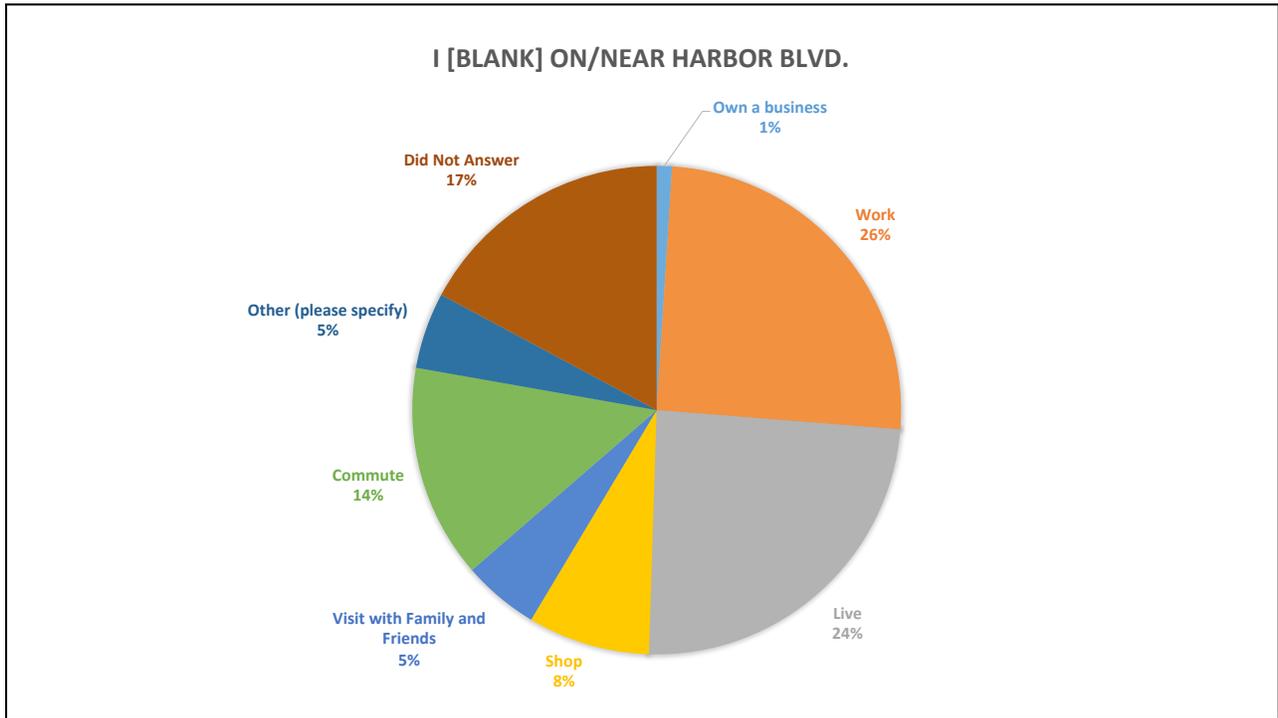
good luck

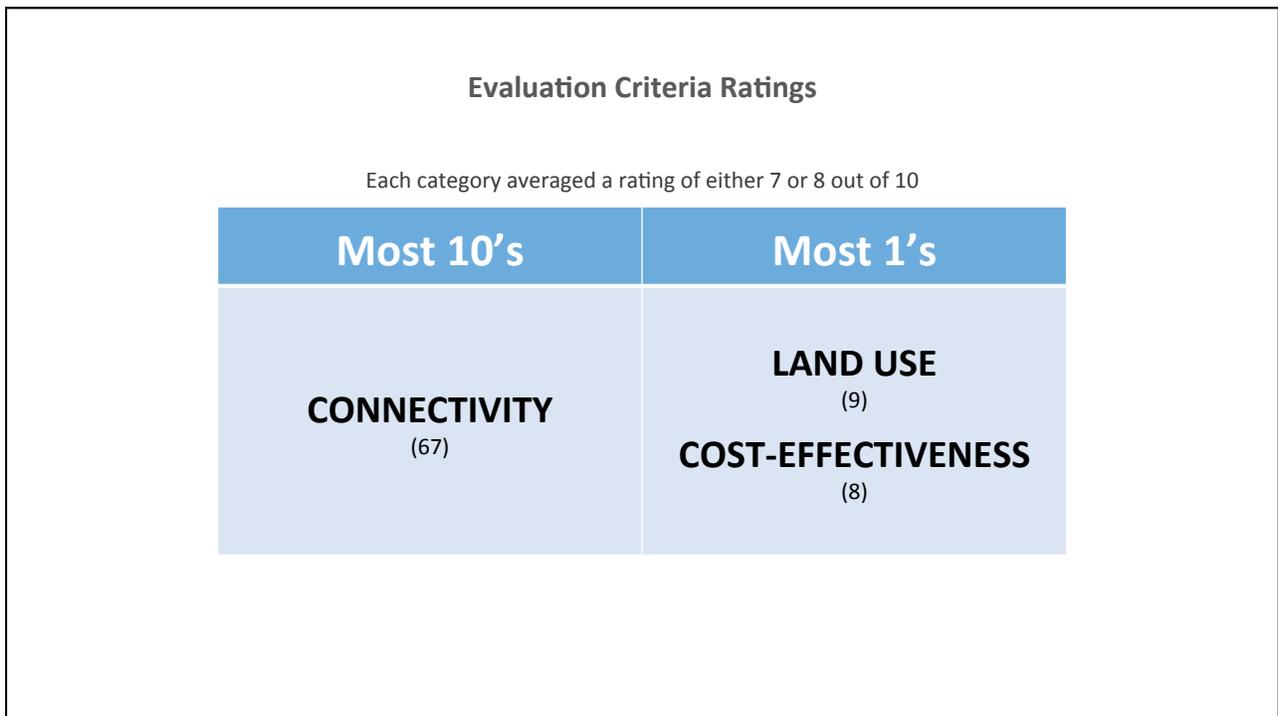
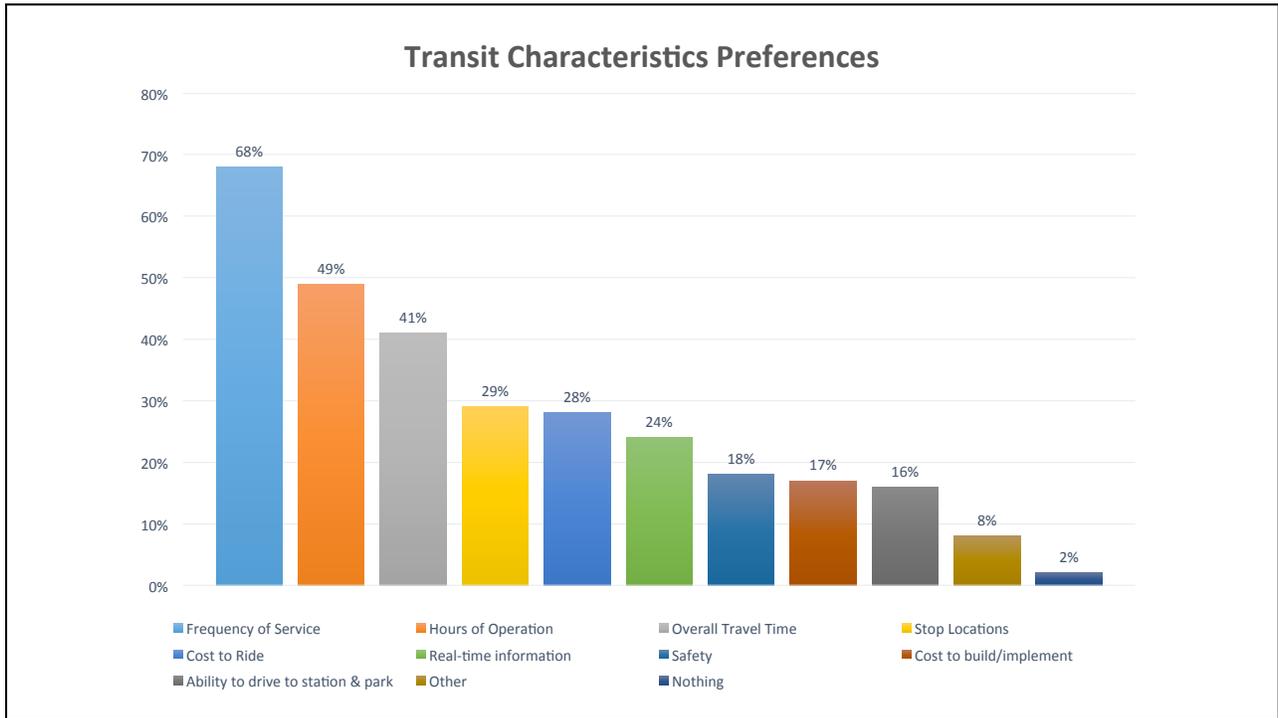
its a toss up between Harbor and Anaheim Blvd. I think both would be beneficial to the area. Anaheim blvd plan would connect the cities to the packing house and hopefully bring some order to the street racing on Anaheim Blvd...

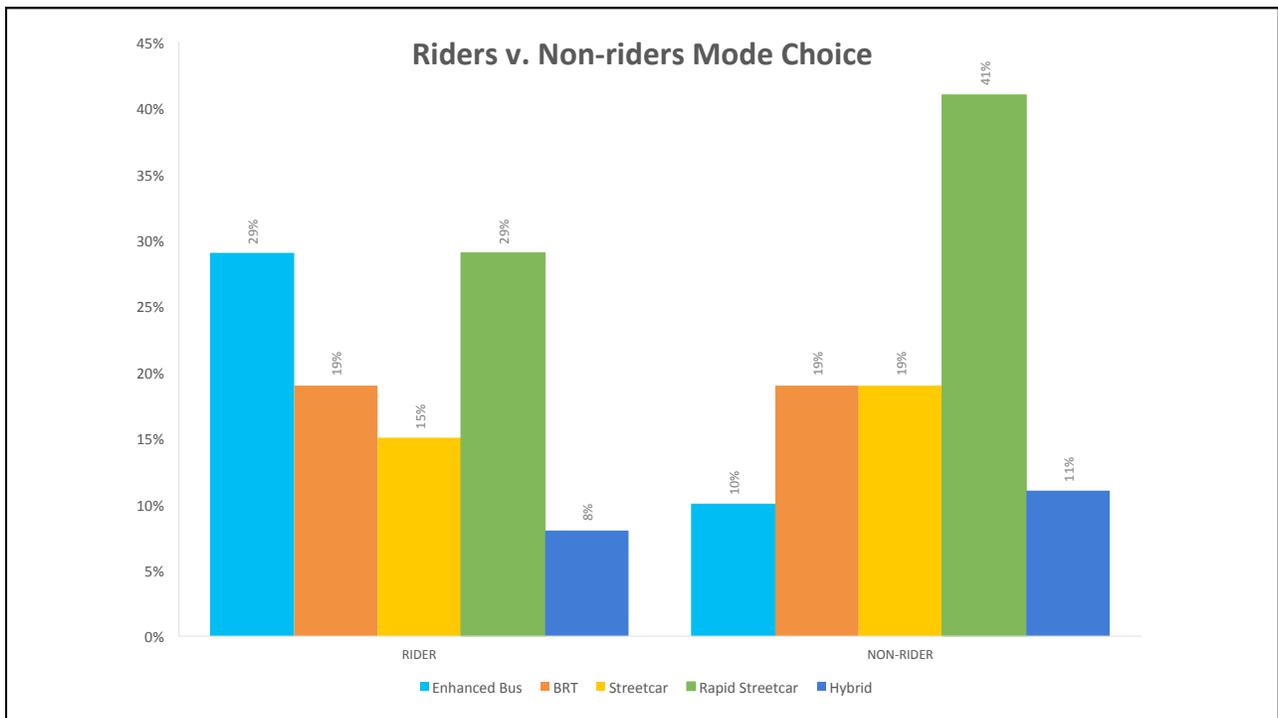
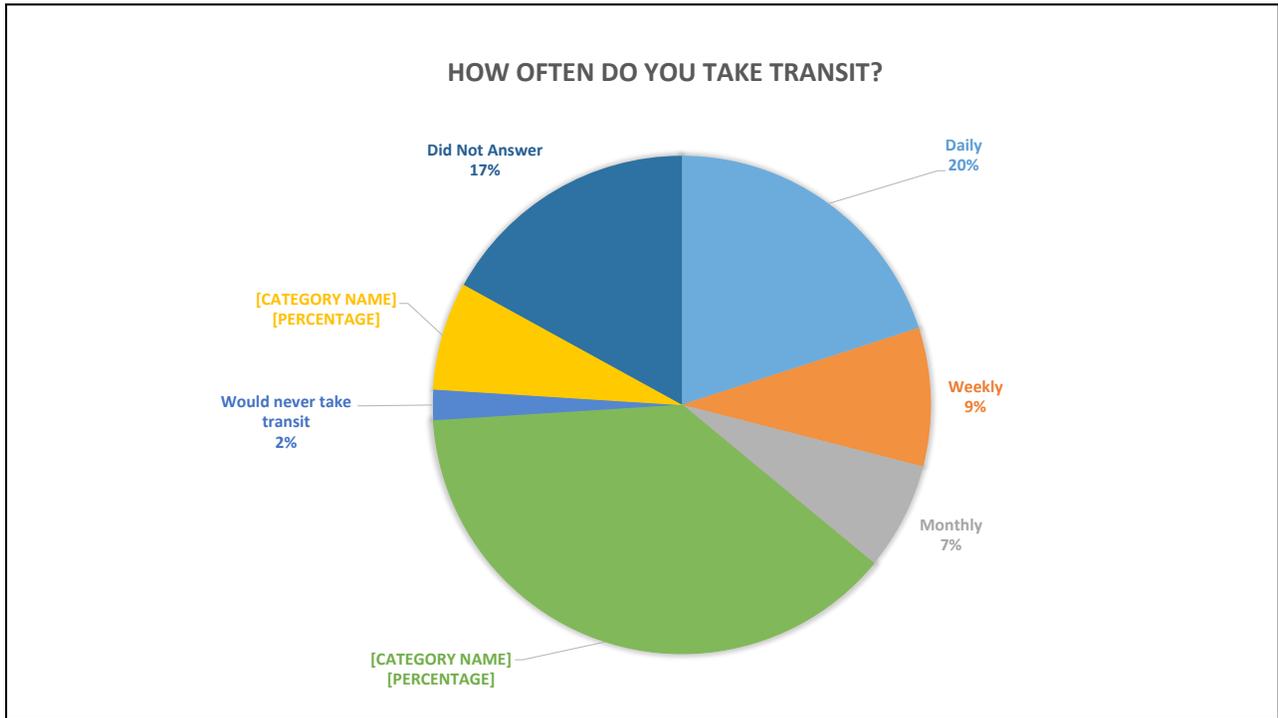
The cities in Orange county are blended and they need to be better connected by a system better than a bus that will show up once every 2 hours.

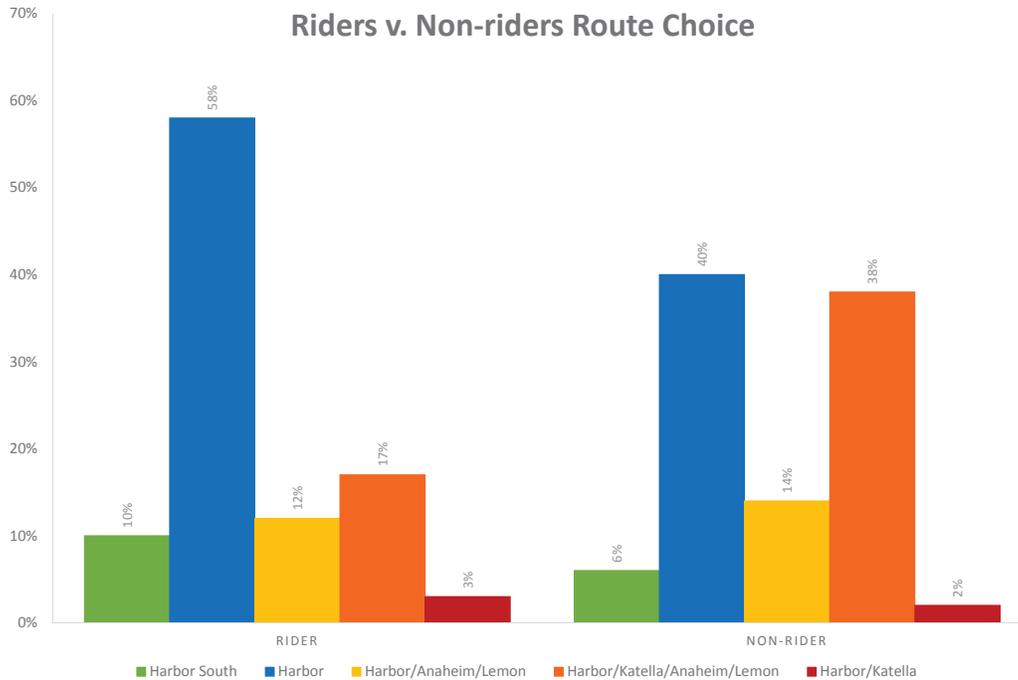
As a delivery driver who drives throughout Orange County on a daily basis, I would like to see some kind of improvement to traffic flow on Harbor Boulevard, especially during the morning and evening commutes. Although I do not use OC Bus Route 43 or 543, it would be nice to see an alternative that would get vehicles off the road and into Park & Ride lots.

Long Survey Results





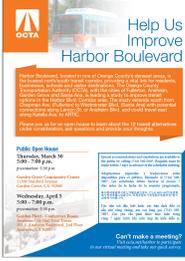




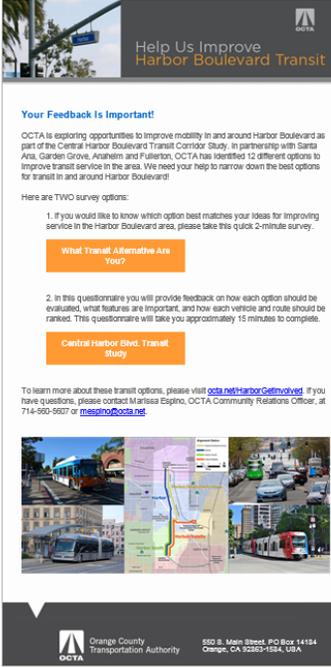
Survey Promotion

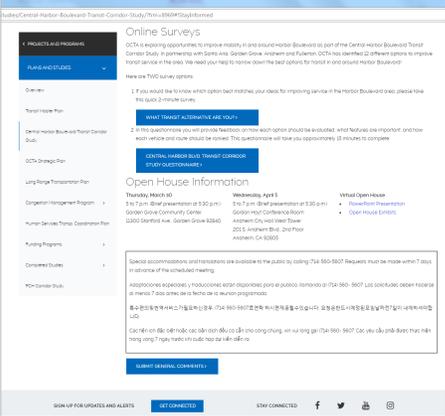
- Facebook ads - 8 ads and 11,935 people reached
- Bus flyers - 3,000 distributed
- Email to Vanpool/Rideshare employer contacts - 175 contacts
- On the Move article (2/18 and 3/21) - about 3,000 contacts
- Virtual open house (3/16 - 4/30) - 1,707 total hits to the page
- E-blasts (3/22 and 4/11) to Harbor database (past survey respondents, ARC contacts, and bus customers) - 4,800 contacts
- Open houses - Garden Grove (3/30) and Anaheim (4/5)
- On-board surveys (4/12 and 4/13)
- CAC meeting (4/18) and follow-up email
- Train station surveys (4/19)









Summary of Facebook Ads for OCTA

Set 1 - Promoting survey and open houses (March 27-April 5)

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Help OCTA narrow down the best alternatives for transit in and around Harbor Boulevard!



SHARE YOUR THOUGHTS

See future transit choices for Harbor Blvd. Open Houses are set for March 30 and April 5. Click "Learn More" to take our survey, visit octa.net/HARBORGETINVOLVED.

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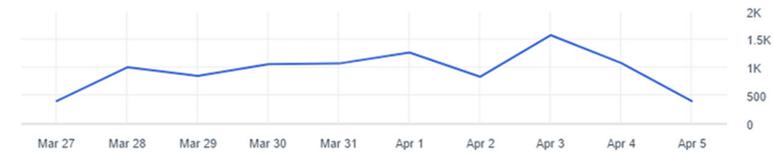
Performance

157
Results: Link Clicks

6,021
People Reached

\$75.00
Amount Spent

6,021 **Reach** 1.71 **Frequency** 10,299 Impressions \$12.46 Cost per 1,000 People Reached



Demographics

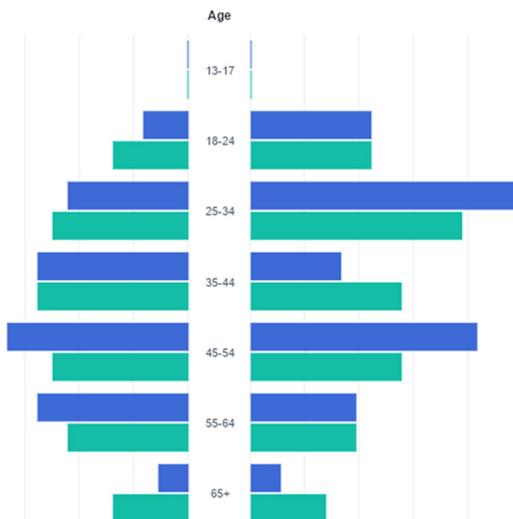
157 Results: Link Clicks 6,021 Reach

All Women

43% (68)

45% (2,729)

\$0.48
Cost per Result



All Men

56% (88)

54% (3,228)

\$0.47
Cost per Result

Set 2 - Promoting survey (April 12-20)

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Performance

166

Results: Link Clicks

5,914

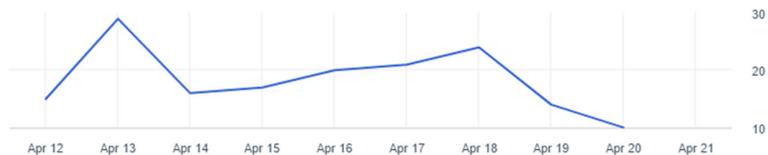
People Reached

\$73.20

Amount Spent

Custom

166 Results: Link Clicks \$0.44 Cost per Result 1.95% Result Rate



Demographics

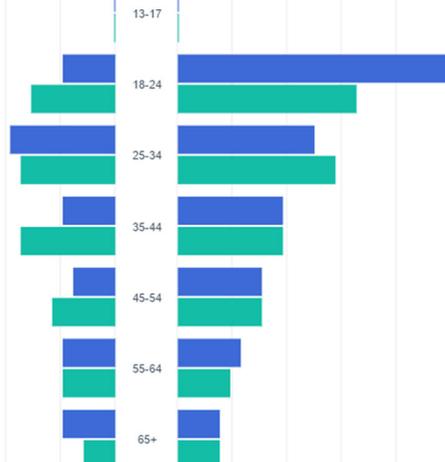
166 Results: Link Clicks 5,914 Reach

All Women

33% (55)
41% (2,398)

\$0.51
Cost per Result

Age



All Men

67% (111)
59% (3,470)

\$0.41
Cost per Result