
**OCTA 2016 TRANSPORTATION
FOCUS GROUPS**

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



OCTOBER 2016



RESEARCH METHODOLOGY

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

ASSESSMENTS OF THE CURRENT SYSTEM

- Participants generally felt that the system overall works well
- Less familiarity with OCTA's ride sharing and vanpool services
- At the same time, there were a number of concerns

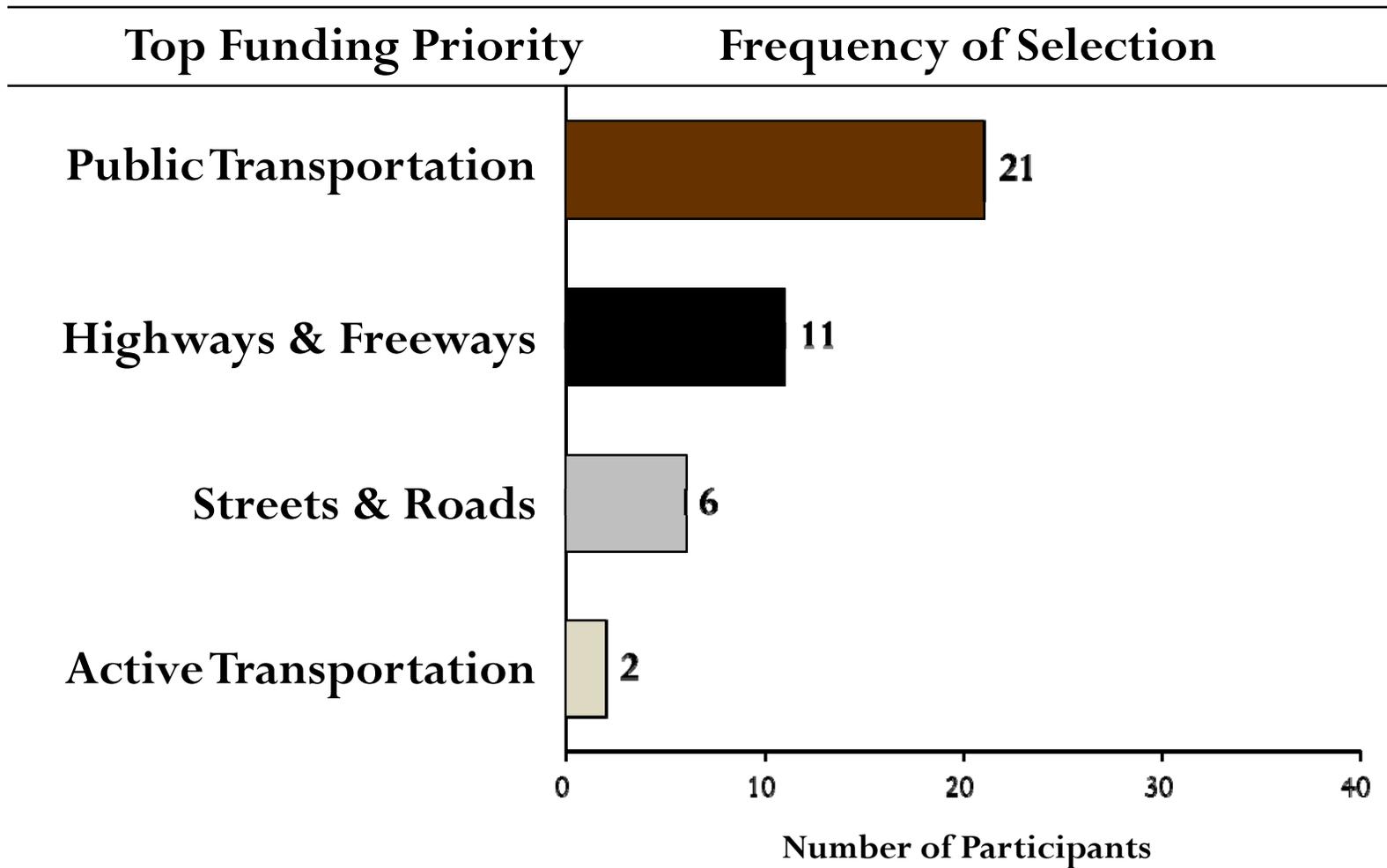
PARTICIPANT CONCERNS

- Public transportation accessibility, reliability
- Freeway “choke points”
- Congestion and “cheating” in carpool lanes
- Affordability of express lanes and toll roads
- Bike lane safety

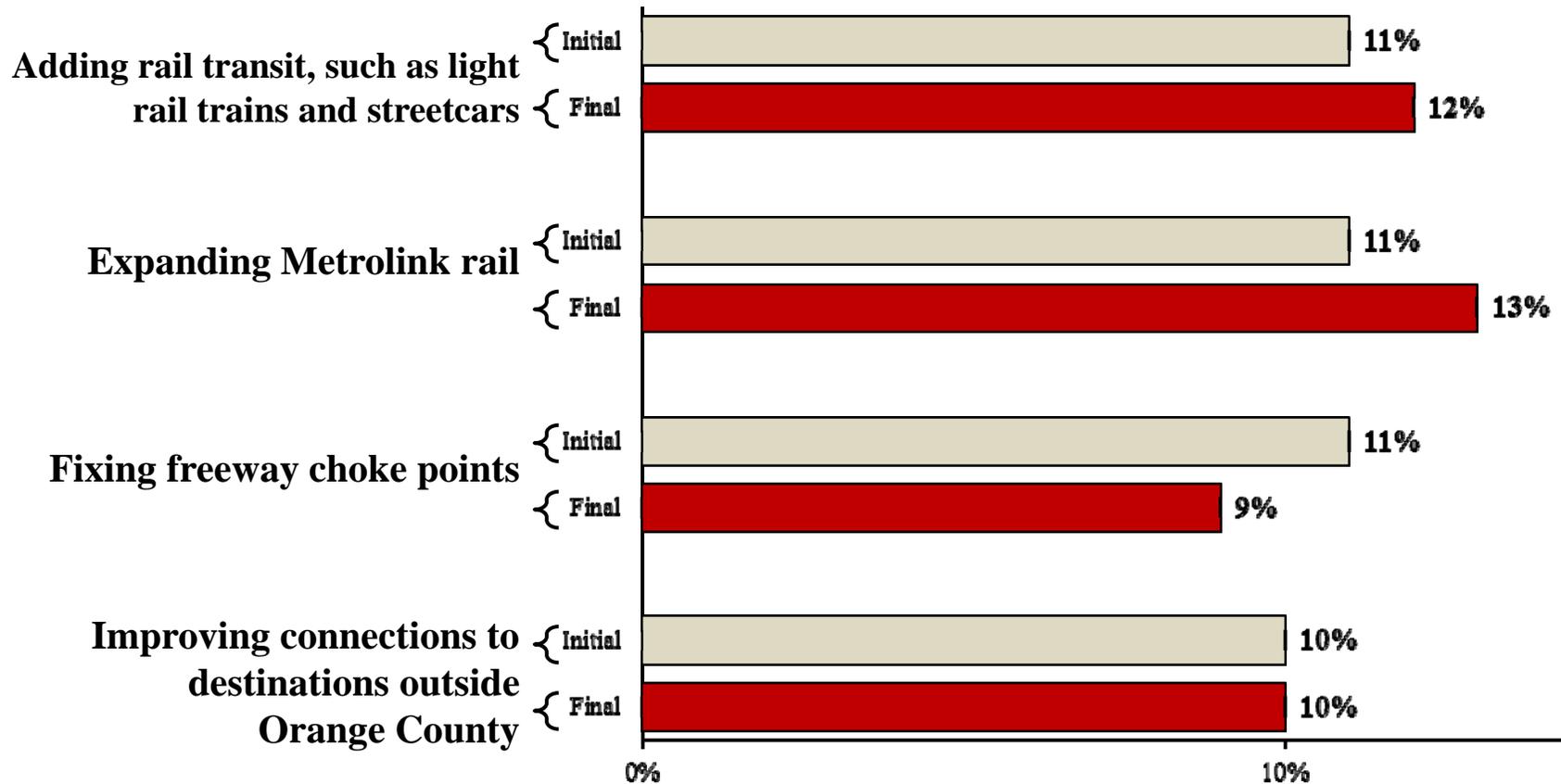
TRANSPORTATION EMERGED AS AN IMPORTANT CONSIDERATION FOR THE FUTURE



PUBLIC TRANSPORTATION CONSISTENTLY EMERGED AS A TOP PRIORITY



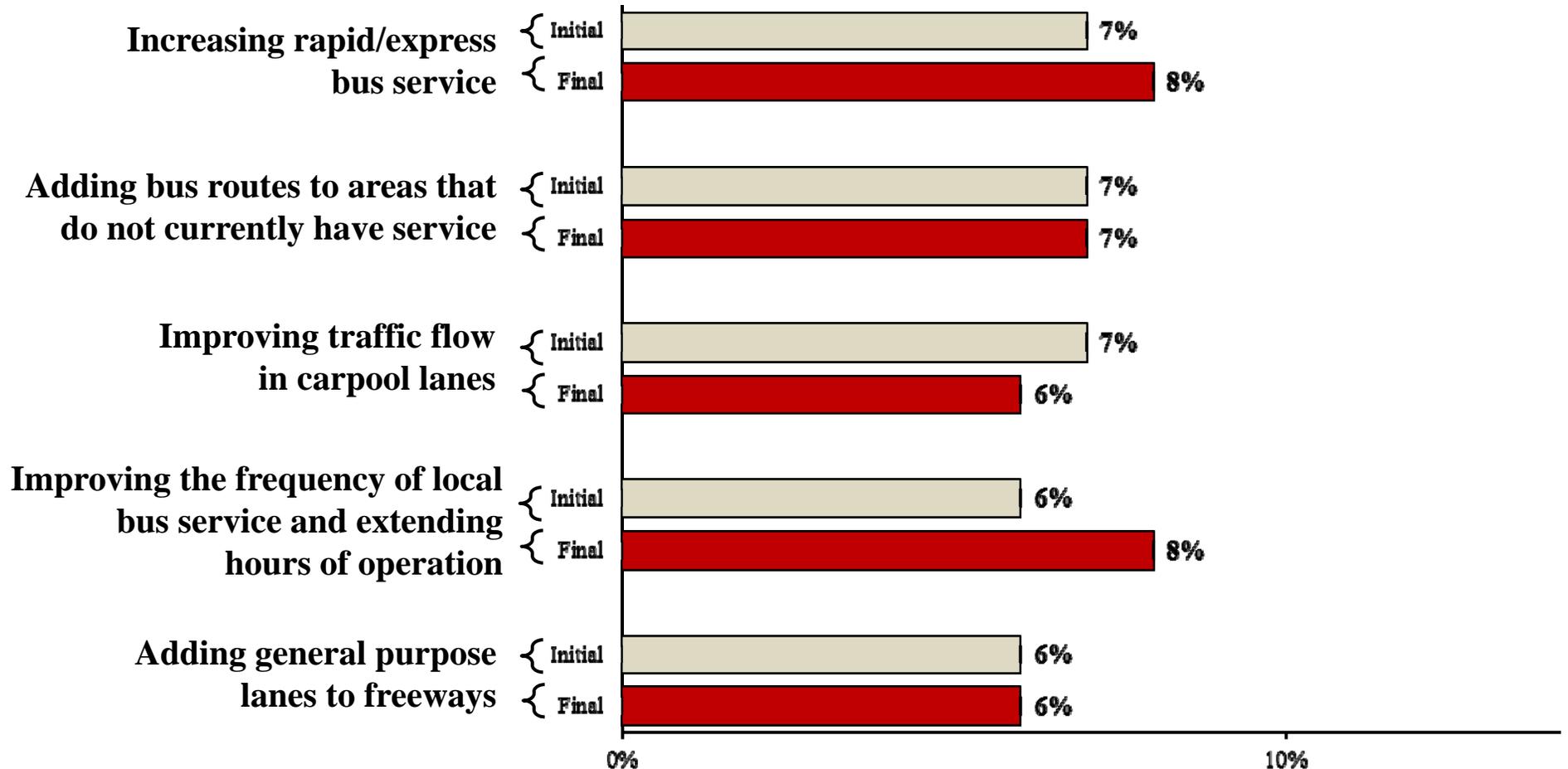
THIS INCLUDED A SPECIFIC PREFERENCE FOR LONG-TERM INVESTMENTS IN RAIL



* Ranked by initial funding allocation.



BUS SERVICE EMERGED AS A SECOND-TIER PRIORITY



* Ranked by initial funding allocation.



AGENCY BRANDING AND POSITIONING

- Participants preferred co-branded communications
- They valued seeing “their tax dollars at work”
- Highly positive reactions to communication materials
- Maps helped participants envision possibilities



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

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

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