

ATTITUDINAL & AWARENESS SURVEY

PREPARED FOR THE
ORANGE COUNTY TRANSPORTATION AUTHORITY



NOVEMBER 21, 2011



741 GARDEN VIEW COURT, SUITE 208
ENCINITAS CA 92024
760.632.9900 WWW.TN-RESEARCH.COM




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INTRODUCTION

The Orange County Transportation Authority (OCTA) is the county transportation commission responsible for planning, funding and delivering transportation improvements in Orange County—including freeway, street, and transit systems. As part of OCTA’s commitment to *enhancing customer satisfaction by understanding, connecting with, and serving our diverse communities and partners* as outlined in its Strategic Plan, the Authority periodically conducts a *Countywide Attitudinal & Awareness Research* survey to gather data on Orange County residents’ awareness, perceptions, and priorities with respect to OCTA as well as the projects, programs and services it provides. By collecting and analyzing current opinion data and comparing the results to prior related surveys where appropriate, this study provides OCTA with statistically reliable information that can be used to make sound, strategic decisions in a variety of areas—including establishing regional priorities, project and program development/evaluation, planning, and public communications.

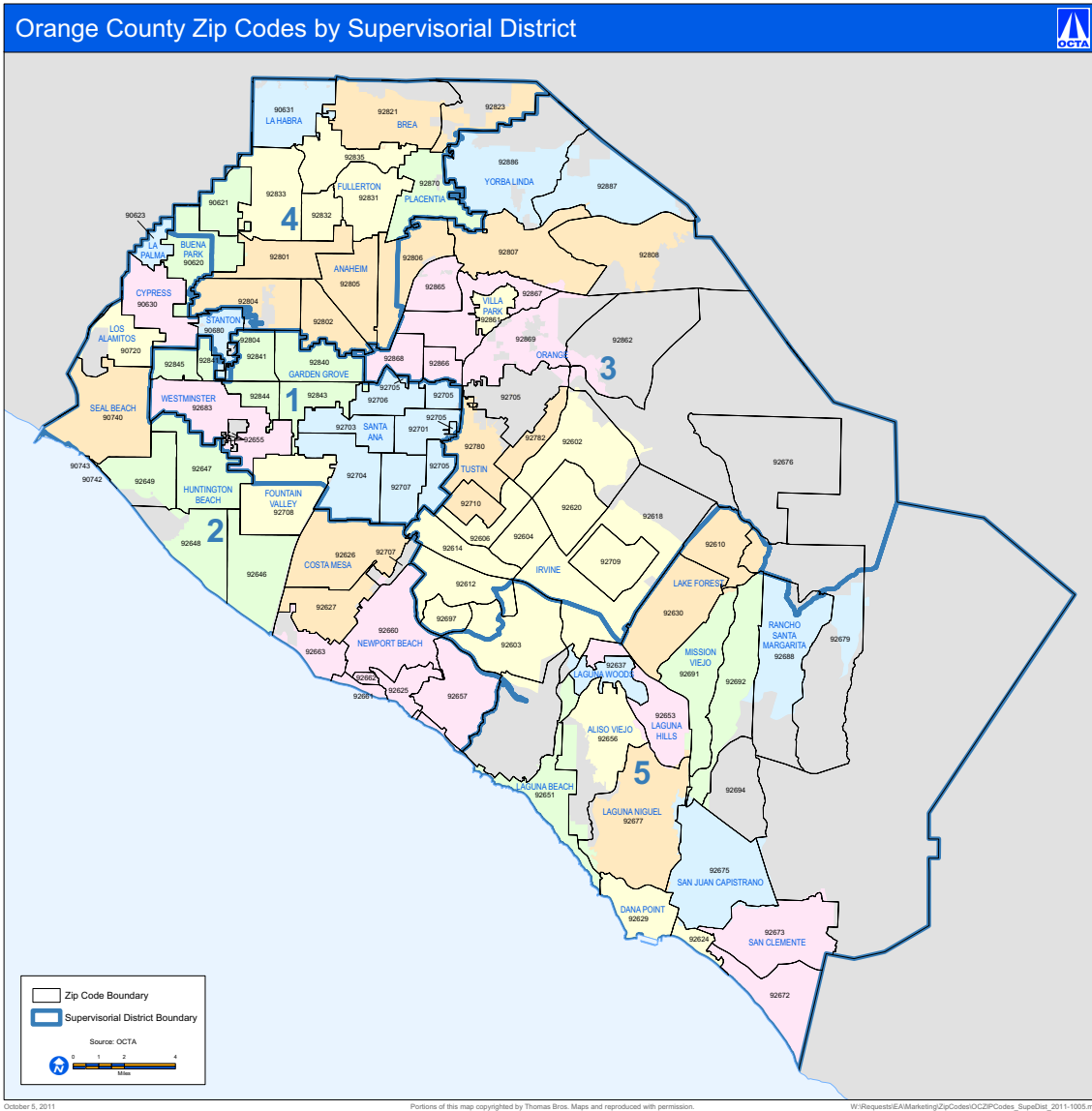
GOALS OF STUDY To assist in this effort, OCTA selected True North Research to design the research plan and conduct the study. Broadly defined, the survey was designed to:

- Establish a baseline against which to measure future performance.
- Identify residents’ perceptions about Orange County’s transportation system, issues and priorities.
- Assess awareness and opinions about OCTA and its projects, programs and services.
- Measure public perceptions about how effectively OCTA is delivering projects, programs and services.
- Profile resident use of the transportation system.
- Ascertain the best methods and channels by which to communicate with residents and specific subgroups.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 52). In brief, a total of 2010 randomly selected Orange County adult residents participated in the survey between October 8, 2011 and November 1, 2011. Telephone numbers were selected at random from land-line and mobile-phone exchanges that service Orange County. The survey was conducted using a mixed-method approach which allowed respondents the option to participate in the survey by telephone or online through a secure, password-protected, web-based application designed and hosted by True North Research. The telephone interviews averaged 20 minutes in length and were conducted in English, Spanish, and Vietnamese during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM).

To accommodate OCTA’s interest in obtaining reliable parameter estimates for the county as a whole, as well as within the five Supervisorial Districts identified in Figure 1 on the next page, the study employed a strategic oversample by Supervisorial District to balance the statistical margins of error associated with estimates at the District level. To adjust for the oversampling, the raw data were then weighted according to Census 2010 adult population estimates prior to analyses and presentation. The results presented in this report are the weighted results, which are representative at the countywide level, as well as within the five Supervisorial Districts.

FIGURE 1 MAP OF SUPERVISORIAL DISTRICTS AND ZIP CODES



ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 56), and a complete District set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

STATISTICAL SIGNIFICANCE Several of the figures and tables in this report present the results of questions asked in 2011 alongside the results found in prior OCTA surveys for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the study periods—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2011.

ACKNOWLEDGEMENTS True North thanks Alice Rogan, Ellen Burton and Ted Nguyen at OCTA, as well as Michelle Kirkhoff of MK Consulting, for contributing their valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of OCTA. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 600 survey research studies for public agencies, including more than 250 studies for California municipalities, special districts, and transportation planning agencies.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE & LOCAL ISSUES

- The overwhelming majority of respondents shared favorable opinions of the quality of life in Orange County, with 33% reporting it is excellent and 52% stating it is good. Approximately 12% of respondents indicated the quality of life in the County is fair, whereas just 2% used poor or very poor to describe quality of life in Orange County.
- When asked in an open-ended manner to name the most important issue facing Orange County today, the most frequently mentioned issue was the economy/unemployment (29%), followed by a response of not sure/cannot think of anything (25%). Other issues that were mentioned by at least 4% of respondents included education/schools (8%), traffic (6%), public safety (5%), government budgets/spending (5%), real estate/housing (4%), and transportation infrastructure (4%).

AWARENESS & OPINIONS OF OCTA

- The vast majority (83%) of respondents in 2011 affirmed that they had heard of OCTA prior to the interview.
- Approximately one-third (32%) of Orange County residents indicated that they do not have an opinion of OCTA, and an additional 13% preferred not to answer the question. Among the remaining respondents, however, opinions of OCTA were decidedly positive. Forty-two percent (42%) stated that they have a favorable opinion, whereas 12% offered an unfavorable opinion of OCTA.
- Overall, a majority of respondents agreed that *OCTA helps our local and regional economies function by improving our transportation system* (59%), *is a public agency I trust* (57%), and *has made many improvements to Orange County's transportation system in the past five years* (54%). Most of the remaining respondents did not have an opinion, rather than disagreeing with the statements.
- Although still positive, the levels of agreement were somewhat lower (due to the higher percentage of those with no opinion) that *OCTA is actively seeking solutions to our transportation issues* (47%), *listens to the general public* (37%), and *makes good use of public funds* (36%).

OCTA PROGRAMS & SERVICES

- When asked in an open-ended manner to list services provided by OCTA, by far the most commonly recalled service was bus service (61%), followed by managing the overall transportation system (11%), freeway improvements (10%), road and freeway planning (10%), Metrolink commuter rail service (9%), ACCESS paratransit service (8%), and the 91 Express Lanes toll road (6%).
- Among those with an opinion, Orange County residents assigned the highest quality ratings to ACCESS paratransit service (74% excellent or good), followed by Freeway Service Patrol tow trucks (70%), Metrolink commuter rail service (66%), the overall quality and condition of the 91 Express Lanes (64%), and the overall quality and condition of freeways (62%).

- Although still generally positive, residents' with an opinion provided lower quality ratings for the overall transportation system in Orange County (49% excellent or good), road and freeway planning (53%), and the overall quality and condition of city streets (54%).

TRANSPORTATION PRIORITIES

- When asked to rank a dozen potential transportation improvements, respondents assigned the highest priority to fixing potholes and repairing roadways (93% high or medium priority), followed by coordinating traffic signals (91%), optimizing the existing transportation system (84%), and widening freeways (83%).
- At the other end of the spectrum, fewer residents assigned a high or medium priority to building a direct connection between the 241 toll road and 91 Express Lanes (55%), expanding vanpool programs (59%), and improving the network of bike lanes (61%).

TRAVEL BEHAVIOR

- The majority (57%) of residents surveyed indicated that they *primarily* drive alone, whereas nearly one-third typically drive with one (16%) or two passengers (14%). Overall, 9% stated that they primarily travel by local bus and less than 4% primarily travel by alternative modes including biking, walking, Metrolink, or vanpooling.
- When asked about their use of several transit and toll road alternatives, residents reported the highest frequency of use for the 91 Express Lanes toll road (38% use; 5% weekly), followed by regular bus service (23% use; 1.5% weekly), Metrolink commuter rail (18% use; 1.5% weekly), express bus service (6% use; 0.9% weekly), and ACCESS paratransit service (5% use; 0.5% weekly).
- Two-thirds (68%) of respondents stated that—realistically—in the upcoming six months they expect to ride the regular bus at about the same frequency as they do now. Approximately 10% expected to increase the frequency with which they ride the regular bus during this period, whereas 11% expected to decrease the percentage and 11% were unsure.
- Two-thirds (68%) of respondents stated that—realistically—in the upcoming six months they expect to ride the express bus at about the same frequency as they do now. Approximately 5% expected to increase the frequency with which they ride the express bus during this period, whereas 13% expected to decrease the percentage and 14% were unsure.
- Two-thirds (68%) of respondents stated that—realistically—in the upcoming six months they expect to ride Metrolink at about the same frequency as they do now. Approximately 7% expected to increase the frequency with which they ride Metrolink during this period, whereas 14% expected to decrease the percentage and 11% were unsure.
- Approximately half (53% if live in Metrolink ZIP; 51% if do not live in Metrolink ZIP) of those who did not expect to increase their ridership of Metrolink offered no particular reason or obstacle for their behavior. Of the remaining respondents, 16% stated that Metrolink does not go to the areas they need to travel, 9% offered that they traveled little/had no need for Metrolink, and just under 10% stated that they prefer to drive a personal vehicle
- Overall, 54% of Orange County residents indicated that they commute to work at least three times per week, 13% do so for school, and 10% reported that they work or attend school at home. Approximately 21% stated that they do not commute to work or school at least three times per week, whereas 2% preferred to not answer the question.

COMMUNICATIONS

- Overall, 61% of respondents indicated they were satisfied with the OCTA's efforts to communicate with residents through E-newsletters, advertisements, the Internet, news media, and other means, with 20% indicating that they were *very* satisfied. The remaining respondents were either dissatisfied with the OCTA's communication efforts (18%) or unsure of their opinion (21%).
- Approximately 19% of residents stated that there was a particular topic or issue that they'd like to receive more information about from OCTA.
- When asked to describe their topic of interest, residents expressed the most interest in receiving construction updates (37%), followed by bus schedules/routes (13%), Metrolink schedules/routes (11%), information about route planning (9%), and more information about OCTA programs and services in general (7%).
- Approximately 29% of respondents recalled hearing, reading, or seeing *advertisements* for or from OCTA during the six month period prior to the interview.
- Newspapers and exterior bus signage were the two most frequently recalled sources for OCTA advertisements, being mentioned by 21% and 15% of respondents who recalled OCTA advertising, respectively. Other commonly mentioned sources included television (12%), bus shelters (11%), billboards (11%), and mail (9%).
- Overall, 20% of respondents recalled hearing, reading, or seeing *news stories* about OCTA in the six months prior to the interview.
- Approximately one-third (31%) of residents stated that they rely on the Internet for *most* of their information about Orange County news and events, followed closely by television (27%) and newspapers (26%). The remaining sources—radio and social media—were identified as primary information sources for news and events in Orange County by 7% and 6% of respondents, respectively.
- When asked to rate various channels in terms of how effective they would be for OCTA to communicate with residents, respondents indicated that radio advertisements were the most effective method (71%), followed by advertisements in local papers (68%), direct mail/newsletters (67%), electronic billboards (66%), and OCTA's website (61%). Social media like Twitter (29%) and Facebook (43%), automated phone calls (31%), and text messages (35%) were viewed as comparatively less effective channels.
- When asked if they had heard of Measure M—Orange County's half cent sales tax for transportation projects—prior to taking the survey, approximately one-third (32%) indicated that they had heard of the measure, whereas two-thirds (67%) had not heard of Measure M and 2% were unsure.
- Just under one-third (31%) of those who had heard of Measure M indicated that they nevertheless did not have an opinion of OCTA's performance in delivering Measure M projects and improvements. Among the remaining respondents with an opinion, 8% rated OCTA's performance in this respect as excellent and 28% good. An additional 21% rated OCTA's performance as fair, whereas 12% used poor or very poor to describe OCTA's performance in delivering Measure M projects and improvements.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to gather data on Orange County residents' awareness, perceptions, and priorities with respect to OCTA as well as the projects, programs and services it provides. By collecting and analyzing current opinion data and comparing the results to prior related surveys where appropriate, this study provides OCTA with statistically reliable information that can be used to enhance customer satisfaction, improve OCTA-resident engagement, and ultimately improve the way OCTA serves its diverse communities and partners.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

Are residents aware of OCTA and what are their impressions of the agency?

Special districts often operate in relative obscurity from the public's perspective. Although virtually all residents can identify their city and—to a lesser extent—their local school district, special districts are often not on the average resident's radar. Considering the above, the level of public awareness of the Orange County Transportation Authority is quite high. More than eight out of 10 respondents (83%) had heard of OCTA prior to participating in the survey, which is just slightly lower than the awareness levels recorded in 2006 (88%) leading up to the highly publicized renewal of OCTA's Measure M.

Awareness of OCTA does not necessarily translate into having an opinion of the Authority, however. Nearly half (45%) of residents indicated that they did not have an opinion of OCTA or preferred not to answer the question. Among those with an opinion of OCTA, however, their views were generally positive. Those with favorable opinions of OCTA (42%) outnumbered those with unfavorable opinions (12%) by more than 3.4 to 1.

Consistent with the above findings, a sizeable minority of residents (ranging from 25% to 45%) did not hold more nuanced opinions about OCTA on more specific performance issues such as making good use of public funds, being trustworthy, or delivering improvements to the transportation system. Once again, however, among those with an opinion favorable assessments outnumbered negative assessments. For example, the percentage who agreed with the statements *OCTA helps our local and regional economies function by improving our transportation system, is a public agency I trust, and has made many improvements to Orange County's transportation system in the past five years* was at least three times larger than the percentage who disagreed with the statements.

What are residents' opinions of OCTA-provided transportation programs and services?

In addition to measuring residents' perceptions of OCTA as an agency, the survey also profiled residents' opinions of various transportation services offered by OCTA. Although familiarity with certain targeted ser-

VICES was low (e.g, ACCESS paratransit and vanpool programs), residents generally provided positive quality assessments for each of the dozen services tested.

Among those with an opinion, Orange County residents assigned the highest quality ratings to ACCESS paratransit service (74% excellent or good), followed by Freeway Service Patrol tow trucks (70%), Metrolink commuter rail service (66%), the overall quality and condition of the 91 Express Lanes (64%), and the overall quality and condition of freeways (62%).

Although still generally positive, residents' with an opinion provided lower quality ratings for the overall transportation system in Orange County (49% excellent or good), road and freeway planning (53%), and the overall quality and condition of city streets (54%).

How do Orange County residents prioritize potential transportation improvements?

One of the primary functions of OCTA is to identify transportation-related projects and improvements that should be priorities for the region's future given funding limitations and other constraints. To assist OCTA in this effort, the survey asked residents to prioritize among a list of 12 potential improvements.

Among the potential improvements tested, respondents assigned the highest priority to fixing potholes and repairing roadways (93% high or medium priority), followed by coordinating traffic signals (91%), optimizing the existing transportation system (84%), and widening freeways (83%).

Second-tier priorities included constructing roads over or under rail crossings (77%), expanding bus services (77%), expanding Metrolink services (72%), improving ACCESS paratransit service (69%), and building additional toll lanes (63%).

Although still popular, fewer residents assigned a high or medium priority to building a direct connection between the 241 toll road and 91 Express Lanes (55%), expanding vanpool programs (59%), and improving the network of bike lanes (61%).

How are residents traveling in Orange County?

An individual's awareness and opinions of OCTA, as well as their opinions about transportation priorities and policies, can naturally be shaped by their typical mode of travel, whether they commute to work or school, and other aspects of their travel behavior. Accordingly, the survey included a series of questions designed to profile residents' travel behavior.

The most common way Orange County residents travel is by driving alone, which was mentioned as their primary mode choice by 57% of

those surveyed. An additional 29% typically carpool with one or more passengers, whereas 9% reported that they primarily use a local bus. All other options tested—including Metrolink, vanpool, biking and walking—collectively were mentioned as the primary means of travel by just 4% of Orange County residents.

Of course, travel patterns can (and do) vary by demographic characteristics. In general, the percentage of residents who primarily drive alone increased with age and household income, and was highest among Caucasians and Asians. By comparison, a primary reliance on public transit was highest among those under the age of 25, low-income residents, residents who live in Supervisorial Districts 3 and 4, and Latinos and African Americans.

Although the percentage of respondents who relied on transit as their *primary* method of travel was low, many Orange County residents do occasionally use transit when traveling in the region. In the six months prior to the interview, nearly one-quarter (23%) of residents had used a local bus, 18% had ridden Metrolink, 6% had boarded an express bus, and 4% had used ACCESS paratransit service. Those who currently use these services at least once per month were also the most likely to anticipate increasing their use of the services in the near future.

How satisfied are residents with OCTA's efforts to communicate with them?

Residents were generally satisfied with OCTA's efforts to communicate with them through E-newsletters, advertisements, the Internet, news media, and other means. Overall, 61% of respondents indicated that they were satisfied with OCTA's efforts in this respect, whereas 18% were dissatisfied and 21% were unsure.

Despite residents' general satisfaction with OCTA's communication efforts, the survey results also indicate that exposure to information about OCTA has been on the decline in recent years. When compared to 2006 (which was also the year with heavy publicity surrounding Measure M), recalled exposure to OCTA advertisements and news stories were both significantly lower (-15%). Although OCTA can not control the frequency (or content) of news stories carried by external media, increasing the penetration and utilization of OCTA-sponsored information sources can be a key strategy in improving OCTA-resident communication, community engagement, and will also help build public support for OCTA initiatives.

Fortunately, the survey does provide some guidance as to how OCTA can more effectively communicate with residents in the future. When asked to rate 11 different channels in terms of their effectiveness for OCTA to communicate with residents, respondents viewed radio advertisements, advertisements in local papers, newsletters/direct mail, and electronic billboards as the most effective.

Are residents aware of Measure M, and how do they rate OCTA's performance in delivering projects?

For more than 20 years, Orange County's half-cent transportation sales tax (Measure M) has delivered billions of dollars in projects designed to reduce traffic congestion, improve freeways, expand transit services, and maintain streets and roads. Originally approved by voters in 1990, Measure M was successfully renewed in 2006 for an additional 30 year term.

Despite the importance of Measure M to Orange County's transportation system, the strength of the local economy, and the quality of life in the region, few Orange County residents are aware of Measure M today. Even after providing a brief description of Measure M, less than one-third (32%) of those surveyed indicated that they had heard of Measure M prior to taking the survey. The percentage who had heard of Measure M was quite consistent across Supervisorial Districts, but was substantially lower among residents who had lived in the County less than 10 years and those who also did not have an opinion of OCTA. As expected, high frequency voters were more likely than their counterparts to report having heard of Measure M.

On the positive side, however, those who had heard of Measure M generally held positive opinions of OCTA's performance in delivering the transportation projects and improvements funded by the measure. Overall, 33% rated OCTA's performance in this respect as excellent and 52% good. An additional 12% rated OCTA's performance as fair, whereas just 2% used poor or very poor to describe OCTA's performance in delivering Measure M projects and improvements. Its worth noting, moreover, that those who had encountered OCTA advertisements or news stories were more likely than their counterparts to have a positive opinion of the Authority's delivery of Measure M projects, as were those who held a positive opinion of OCTA in general.

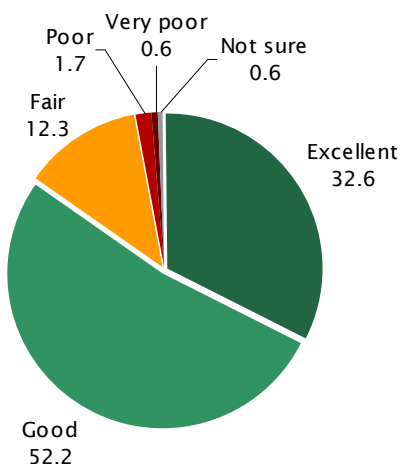
QUALITY OF LIFE & LOCAL ISSUES

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Orange County, as well as the most important issues facing Orange County today.

QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in the County using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2 below, the overwhelming majority of respondents shared favorable opinions of the quality of life in Orange County, with 33% reporting it is excellent and 52% stating it is good. Approximately 12% of respondents indicated the quality of life in the County is fair, whereas just 2% used poor or very poor to describe quality of life in Orange County.

Question 2 *How would you rate the overall quality of life in Orange County? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 2 QUALITY OF LIFE



For the interested reader, Figures 3-5 show how residents' perceptions of the quality of life in Orange County varied by key characteristics, including length of residence, age, and employment status. Although the general pattern is one of a consistently positive assessment of the quality of life in Orange County across resident subgroups, it is worth noting that household income appears to be a significant factor in shaping perceptions. The higher an individual's household income, the more likely they were to rate the quality of life in the County as excellent.

FIGURE 3 QUALITY OF LIFE BY YEARS IN ORANGE COUNTY & AGE

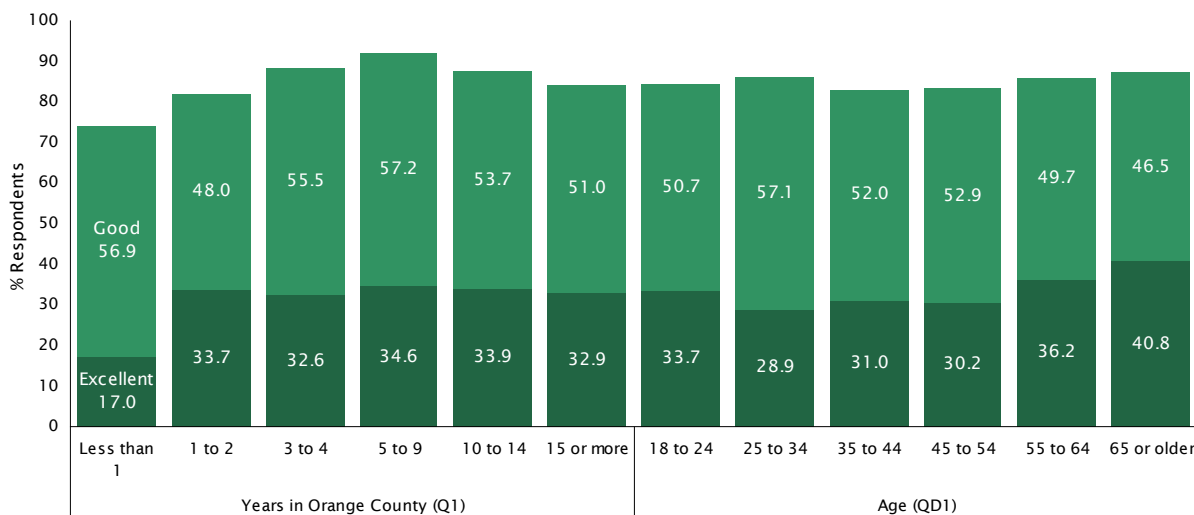


FIGURE 4 QUALITY OF LIFE EMPLOYMENT STATUS & ETHNICITY

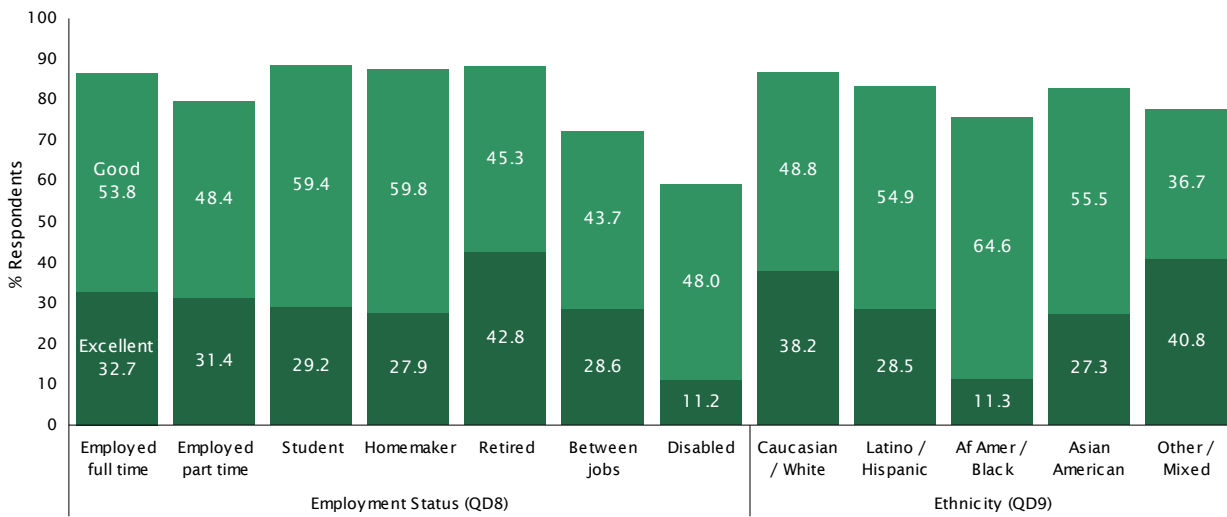
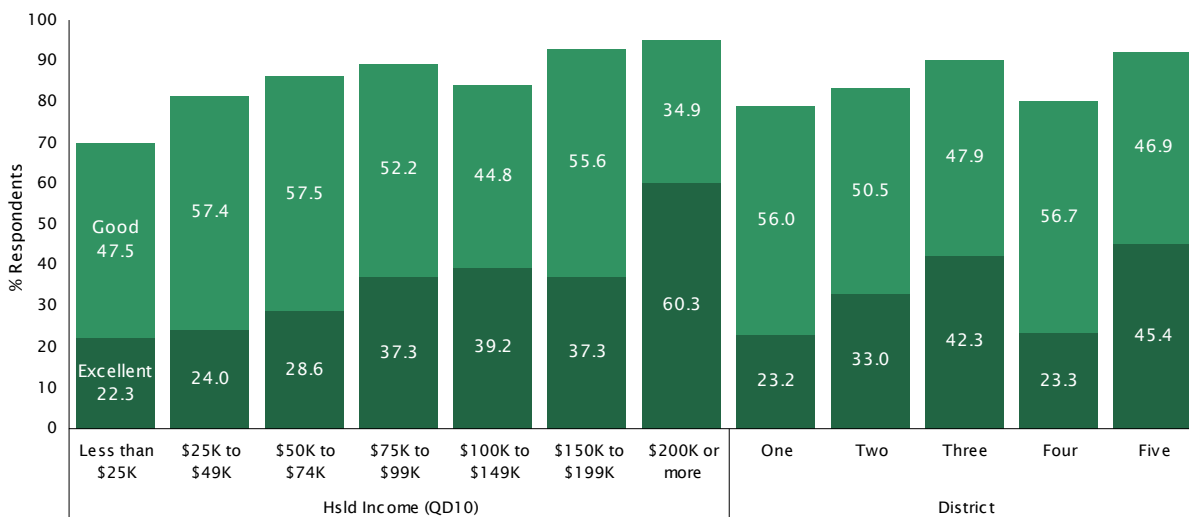


FIGURE 5 QUALITY OF LIFE BY HOUSEHOLD INCOME & DISTRICT



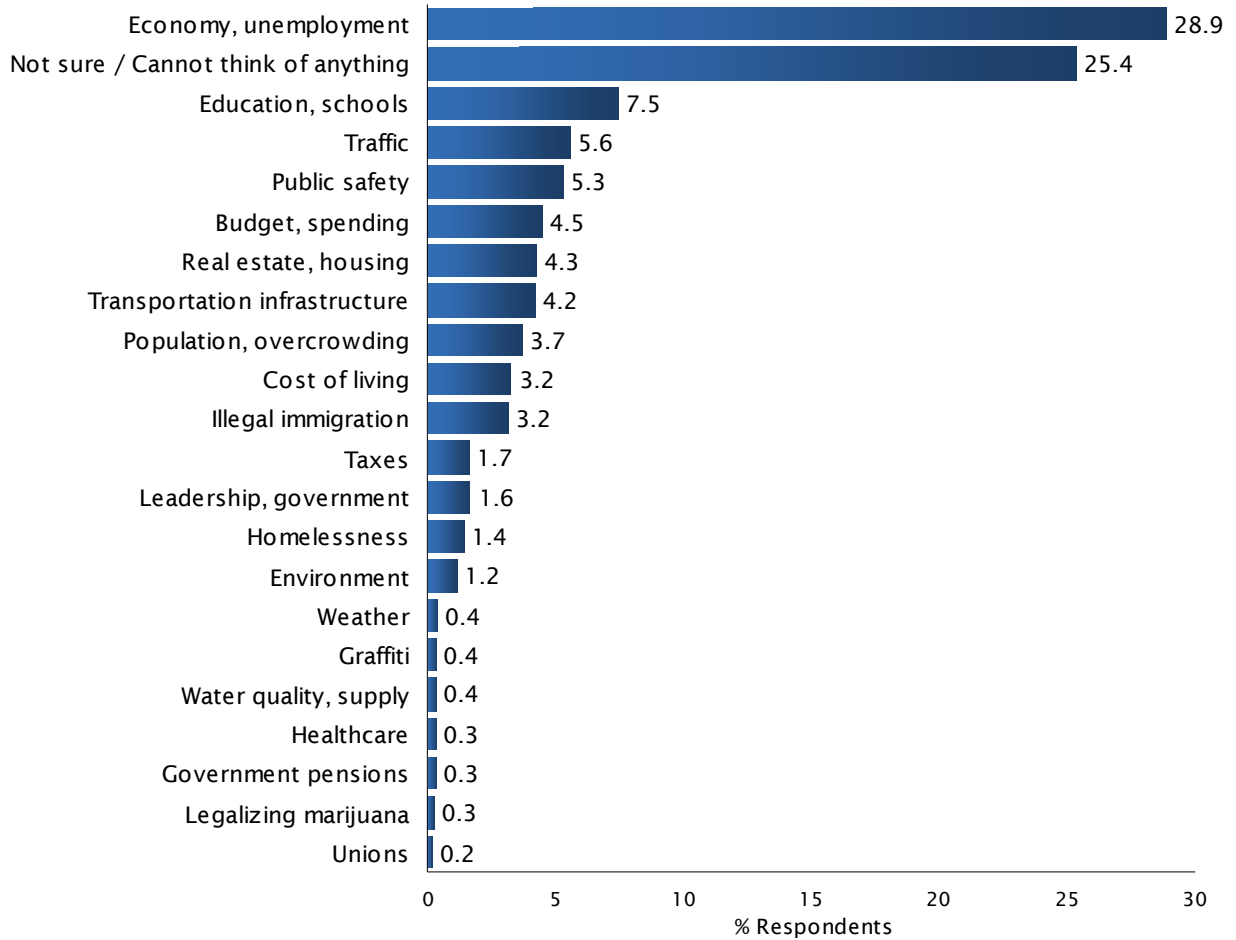
MOST IMPORTANT ISSUES

Respondents were next asked to identify the most important issue facing Orange County today. Question 3 was posed in an open-ended manner, which allowed respondents to mention any issue that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 6 on the next page. Categories that received less than 0.2% of responses are not shown.

By far the most frequently mentioned issue was the economy/unemployment (29%), followed by a response of not sure/cannot think of anything (25%). Other issues that were mentioned by at least 4% of respondents included education/schools (8%), traffic (6%), public safety (5%), government budgets/spending (5%), real estate/housing (4%), and transportation infrastructure (4%). Given the purpose of this study, it is instructive that traffic and transportation issues collectively accounted for approximately 10% of all responses.

Question 3 *Thinking about Orange County as a whole, what would you say is the most important issue facing Orange County today?*

FIGURE 6 MOST IMPORTANT ISSUE FACING ORANGE COUNTY



A W A R E N E S S & O P I N I O N S O F O C T A

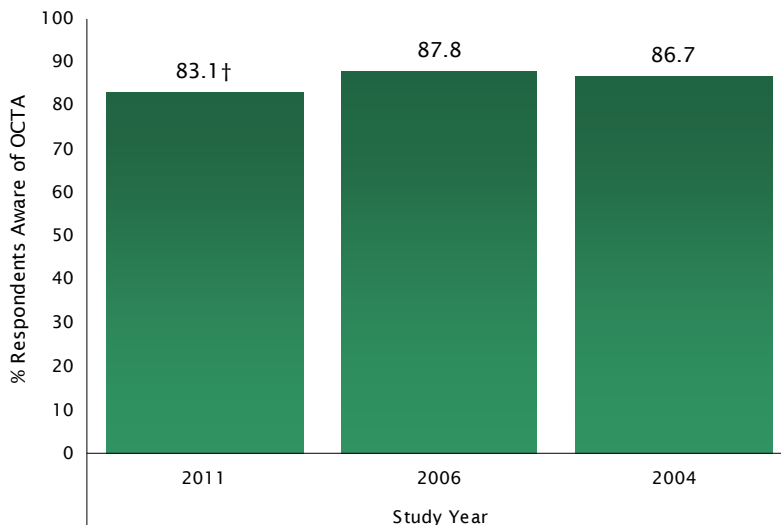
One of the goals of this study was to gauge public awareness and perceptions of the Orange County Transportation Authority. Put simply, are residents aware of OCTA? Do they have a favorable or unfavorable opinion of the Authority? And how do they view OCTA on issues of fiscal responsibility, trust, and performance in delivering transportation improvements to the region?

Accurately measuring awareness and attitudes about OCTA is a sensitive exercise, so these questions were strategically placed at the beginning of the survey so as to preclude potential measurement error associated with a position bias. In other words, because many of the questions in the survey addressed topics that could shape a respondents' attitudes about OCTA as an agency, these questions were purposely located early in the survey so as to avoid this potential source of bias.

AIDED AWARENESS The first question this series simply asked respondents whether—prior to taking the survey—they had heard of the Orange County Transportation Authority, also known as OCTA. As shown in Figure 7 below, the vast majority (83%) of respondents in 2011 affirmed that they had heard of OCTA prior to the interview. When compared to the results of prior surveys conducted in 2006 and 2004, there was a small but statistically significant decrease in the percentage of respondents who were aware of OCTA.

Question 4 *Prior to taking this survey, had you heard of the Orange County Transportation Authority, also known as OCTA?*

FIGURE 7 HEARD OF OCTA BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2011 and 2006 studies.

Figures 8-11 display how awareness of OCTA varied substantially across resident subgroups. When compared to their respective counterparts, those who have resided in the county 15 years or longer, residents aged 55 to 64, full-time employees, Caucasians, those whose households earn at least \$50,000 annually, and high frequency voters were the most likely to report being aware of OCTA prior to taking the survey.

FIGURE 8 HEARD OF OCTA BY YEARS IN ORANGE COUNTY & AGE

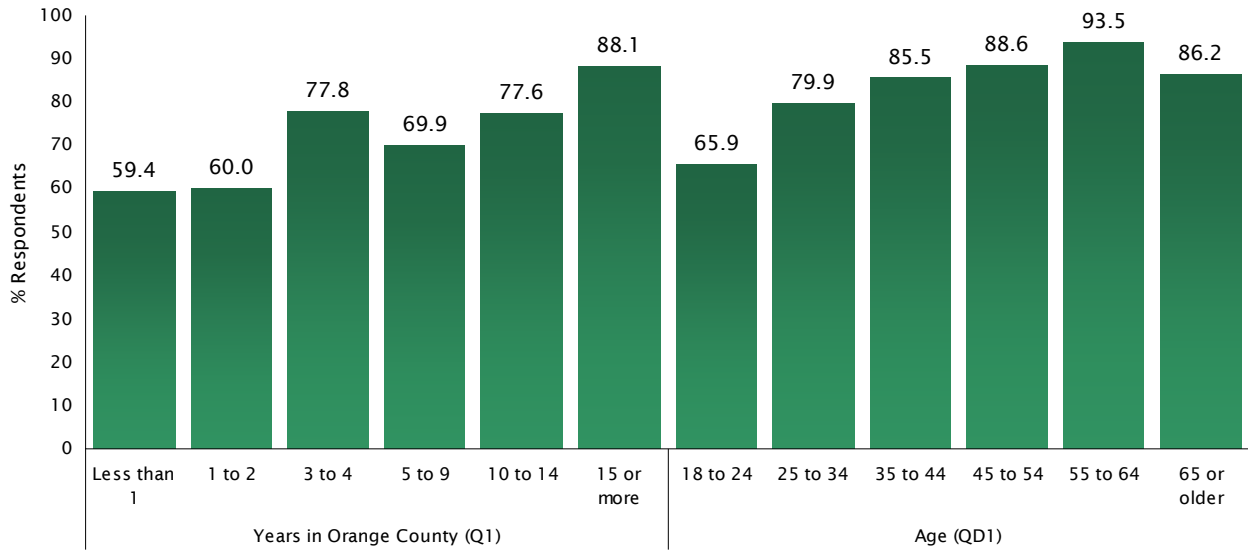


FIGURE 9 HEARD OF OCTA BY EMPLOYMENT STATUS & ETHNICITY

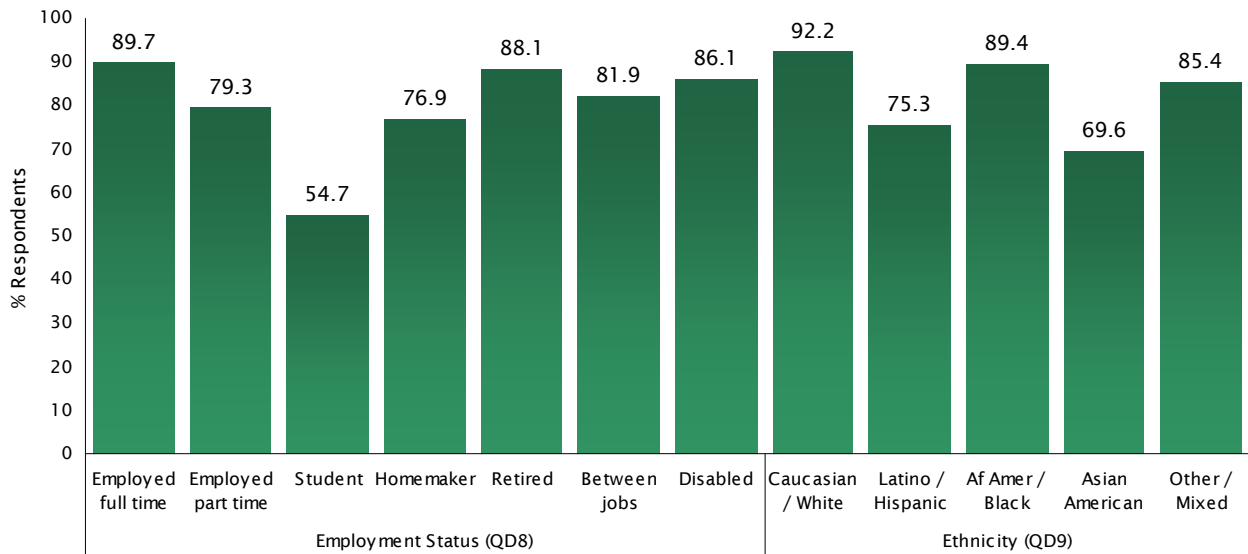


FIGURE 10 HEARD OF OCTA BY HOUSEHOLD INCOME & DISTRICT

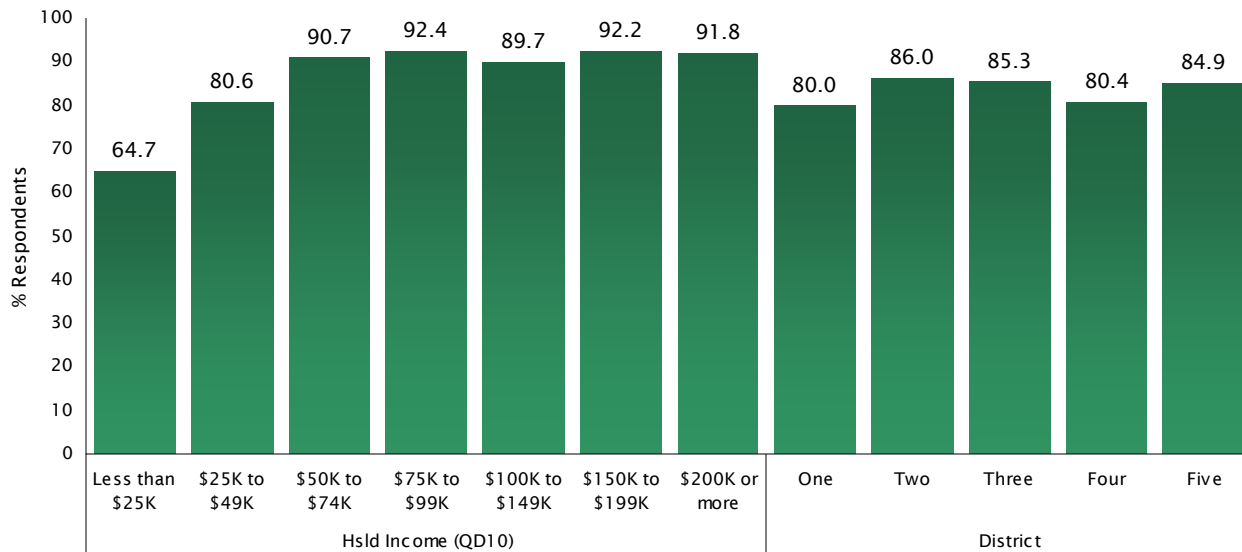
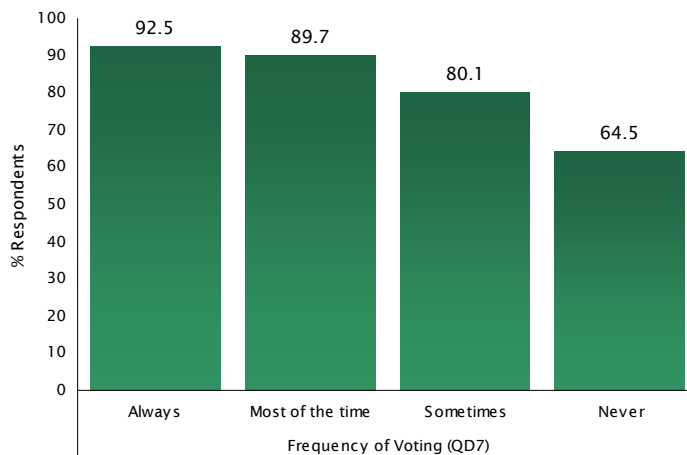


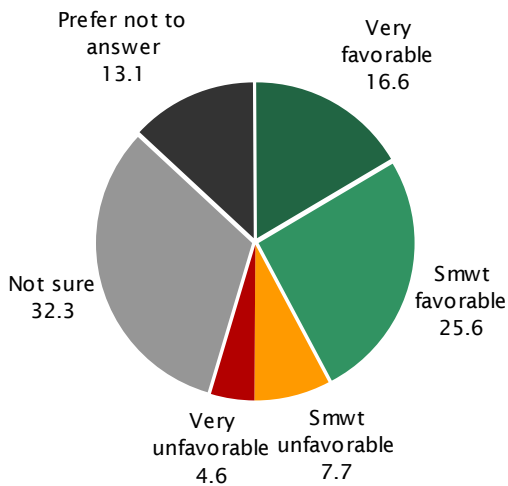
FIGURE 11 HEARD OF OCTA BY FREQUENCY OF VOTING



OPINION OF OCTA After clarifying for respondents that OCTA is the public agency responsible for planning, funding, managing and developing Orange County’s transportation system, Question 5 asked respondents whether they generally have a favorable or unfavorable opinion of OCTA—or if they have no opinion either way. Approximately one-third (32%) of respondents indicated that they do not have an opinion of OCTA, and an additional 13% preferred not to answer the question. Among the remaining respondents, however, opinions of OCTA were decidedly positive. Forty-two percent (42%) stated that they have a favorable opinion, whereas 12% offered an unfavorable opinion of OCTA.

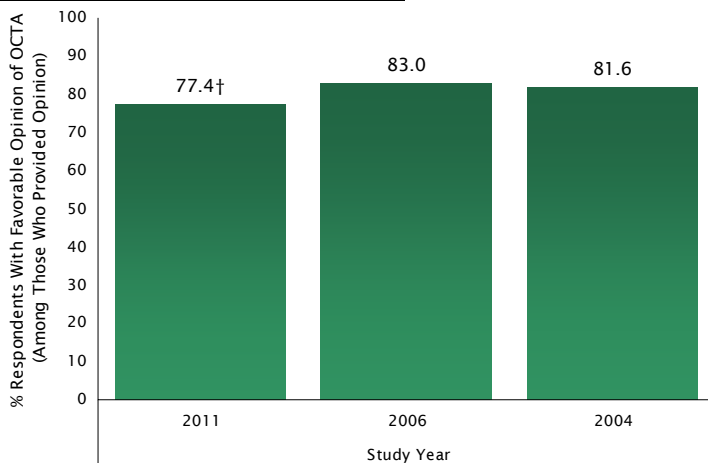
Question 5 To clarify, the Orange County Transportation Authority or OCTA is the public agency responsible for planning, funding, managing and developing Orange County's transportation system, including freeways, streets and roads, transit services and the 91 Express Lanes. In general, would you say you have a favorable or unfavorable opinion of the Orange County Transportation Authority, or do you have no opinion either way?

FIGURE 12 OPINION OF OCTA



The following figures recalculate the results of Question 5 to be among just those who held an opinion of OCTA, favorable or unfavorable. Figure 13 illustrates that although more than three-quarters (77%) of respondents with an opinion held favorable views of OCTA in 2011, the percentage was slightly (but significantly) higher in 2006 (83%) and 2004 (82%). Figures 14-18 display how opinions of OCTA in 2011 differed across a variety of resident subgroups. Although there was some variation in opinion (e.g., those who primarily travel by transit, biking or walking were more likely than their counterparts to hold a *very* favorable opinion of OCTA) the most striking pattern in these figures is the relative consistency of opinion. With the exception of infrequent voters, at least two-thirds of respondents with an opinion within each subgroup held a *favorable* opinion of OCTA.

FIGURE 13 FAVORABLE OPINION OF OCTA BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2011 and 2006 studies.

FIGURE 14 OPINION OF OCTA BY YEARS IN ORANGE COUNTY & PRIMARY MODE

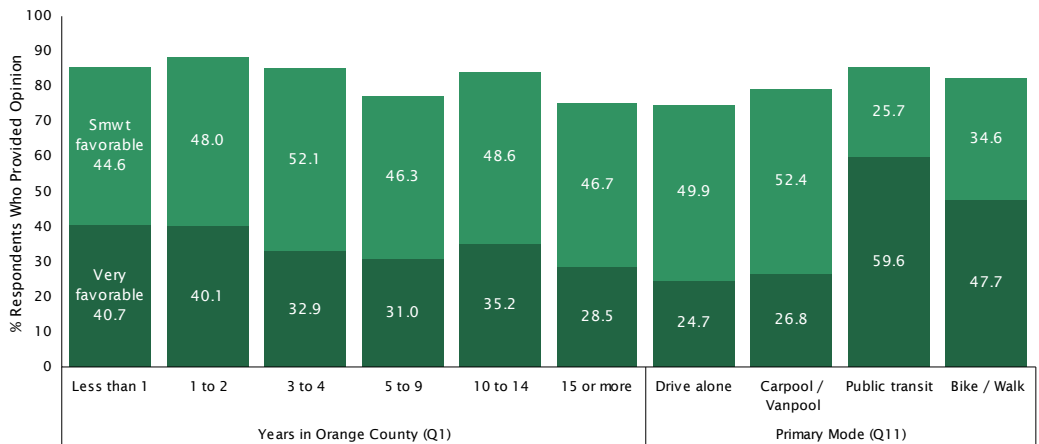


FIGURE 15 OPINION OF OCTA BY REGULAR BUS USAGE, 91 EXPRESS LANES USAGE & ENCOUNTERED OCTA NEWS STORIES

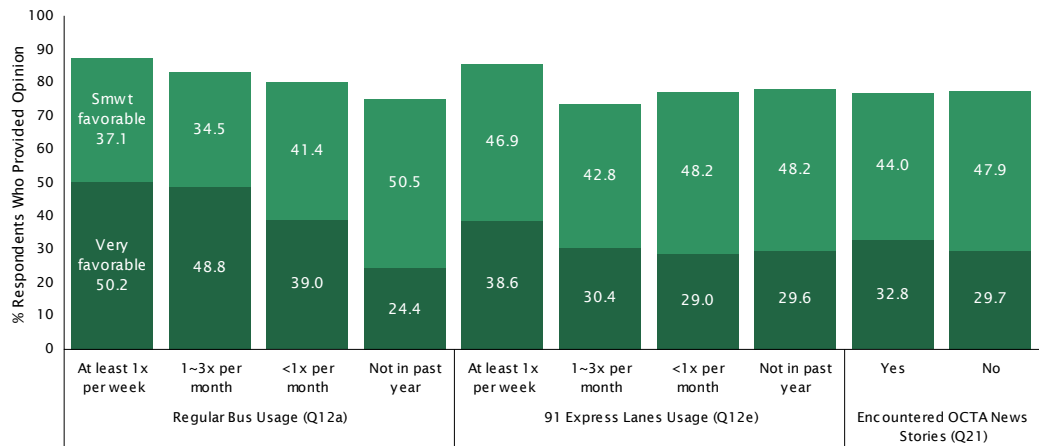


FIGURE 16 OPINION OF OCTA BY AGE & HEARD OF MEASURE M

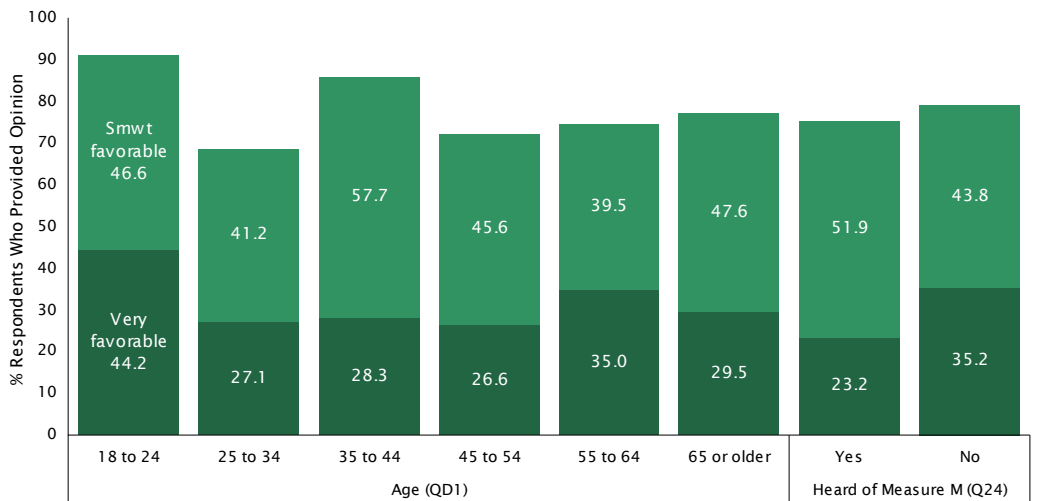


FIGURE 17 OPINION OF OCTA BY COMMUTE 3+ TIMES PER WEEK & DISTRICT

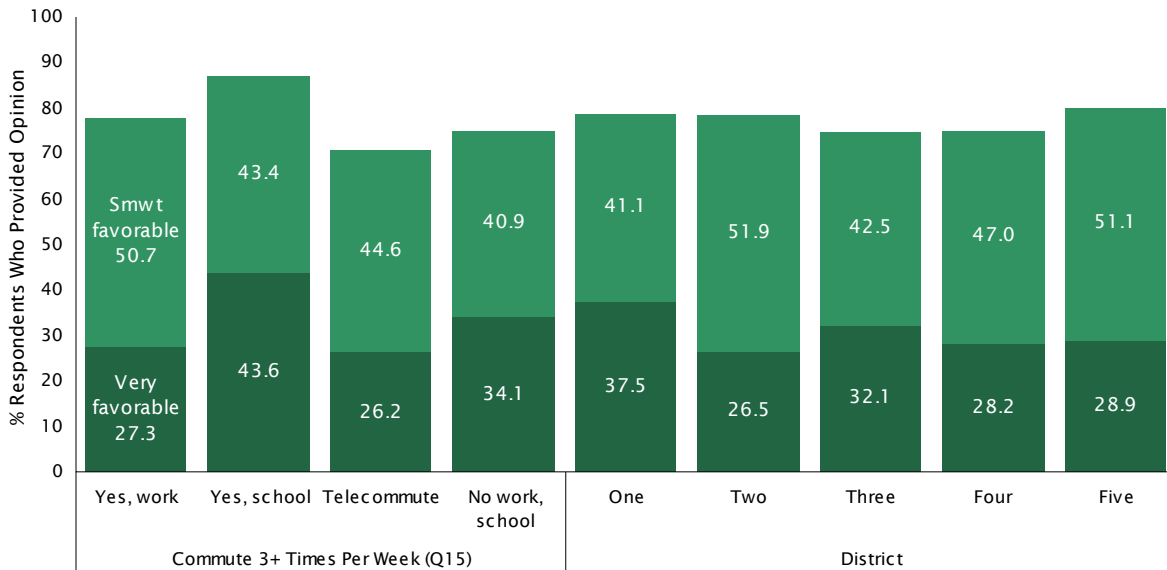
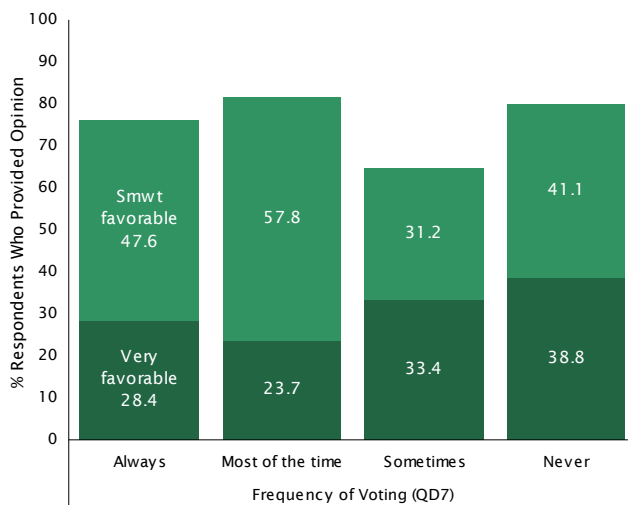


FIGURE 18 OPINION OF OCTA BY FREQUENCY OF VOTING



CHARACTERIZING OCTA The final question in this series was designed to profile how residents perceive OCTA on a variety of dimensions. Specifically, Question 6 provided a list of six statements about OCTA and asked respondents whether they agree or disagree with the statement—or have not opinion. Figure 19 presents the statements tested in truncated form,¹ as well as respondents’ characterizations of OCTA.

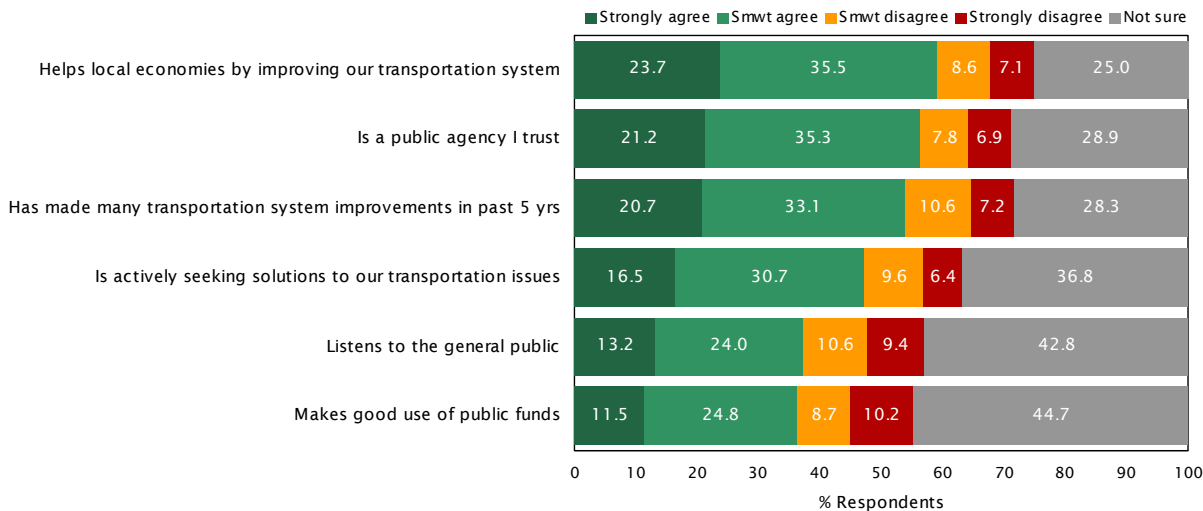
Overall, respondents generally characterized OCTA in a positive manner, although the percentage who had no opinion ranged from 25% to 45%, depending on the dimension. Overall, a majority of respondents agreed that *OCTA helps our local and regional economies function by improving our transportation system* (59%), *is a public agency I trust* (57%), and *has made many improvements to Orange County’s transportation system in the past five years* (54%). Although

1. For the exact wording of each statement, see Question 6 in *Questionnaire & Toplines* on page 56.

still positive, the levels of agreement were somewhat lower (due to the higher percentage of those with no opinion) that OCTA *is actively seeking solutions to our transportation issues* (47%), *listens to the general public* (37%), and *makes good use of public funds* (36%).

Question 6 *Next, I'm going to read a series of statements. For each that I read, please tell me whether you agree or disagree with the statement. If you don't have an opinion, just say so. OCTA _____?*

FIGURE 19 AGREEMENT WITH STATEMENTS ABOUT OCTA



For the interested reader, Table 1 recalculates the percentage who agreed with each statement among just those with an opinion, and shows how this percentage varies by Supervisorial District.

TABLE 1 AGREEMENT WITH STATEMENTS ABOUT OCTA BY DISTRICT

	Overall	One	Two	District Three	Four	Five
Is a public agency I trust	79.3	82.3	77.0	79.3	80.7	77.2
Helps local economies by improving our transportation system	79.0	80.7	76.2	76.2	81.9	78.7
Has made many transportation system improvements in past 5 yrs	75.1	75.3	78.0	76.3	75.4	70.8
Is actively seeking solutions to our transportation issues	74.7	79.1	79.1	68.8	76.2	66.9
Makes good use of public funds	65.8	70.7	66.5	59.5	67.3	63.4
Listens to the general public	65.0	67.6	68.3	61.7	68.0	56.6

OCTA PROGRAMS & SERVICES

Having measured residents' general awareness and opinions of OCTA as an agency, the survey transitioned to measuring their knowledge of the services that OCTA provides as well as their opinions of the transportation system and services provided by OCTA.

RECALL OF OCTA SERVICES The first question in this series asked respondents to identify services that are provided by OCTA of which they are aware. Question 7 was presented in an open-ended manner, which allowed respondents to mention any services that came to mind without being prompted by—or restricted to—a particular list of options. Respondents were also probed to encourage multiple responses to Question 7, and thus the percentage results shown in Figure 20 represent the percentage of respondents who mentioned each service and add to more than 100%.

By far the most commonly recalled service provided by OCTA was bus service (61%), followed by managing the overall transportation system (11%), freeway improvements (10%), road and freeway planning (10%), Metrolink commuter rail service (9%), ACCESS paratransit service (8%), and the 91 Express Lanes toll road (6%). No other service was mentioned by at least 5% of respondents (Figure 20). Moreover, it is worth noting that respondents who recalled being exposed to OCTA advertisements in the six months prior to the interview had higher levels of awareness for most of the services provided by OCTA (see Figure 21 on the next page).

Question 7 *What services does OCTA provide that you are aware of? Probe: any others?*

FIGURE 20 UNAIDED RECALL OF OCTA SERVICES

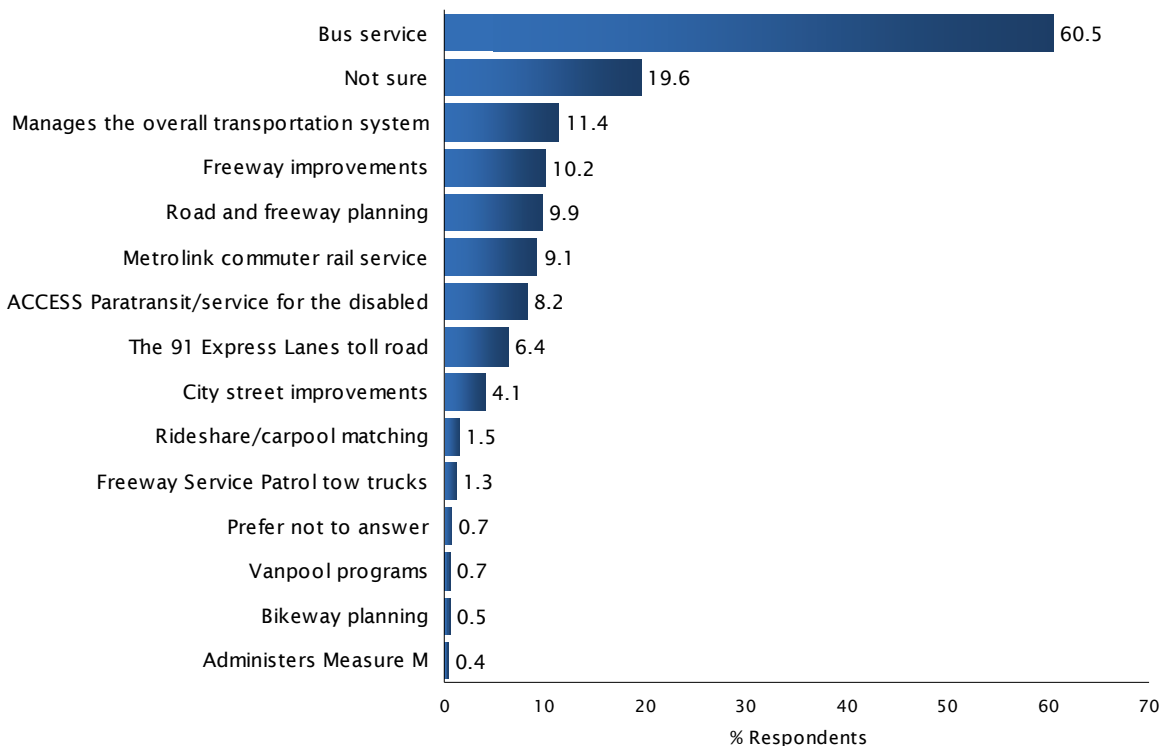
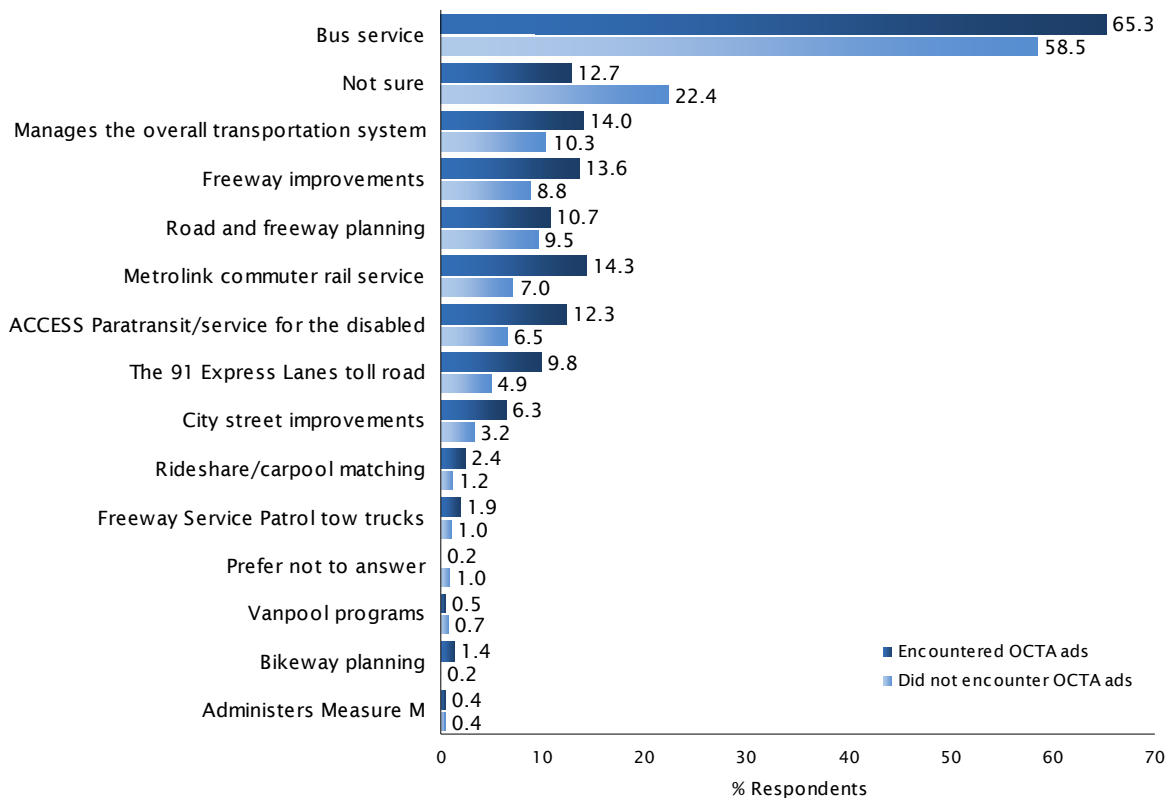


FIGURE 21 UNAIDED RECALL OF OCTA SERVICES BY ENCOUNTERED OCTA ADS IN PAST 6 MONTHS



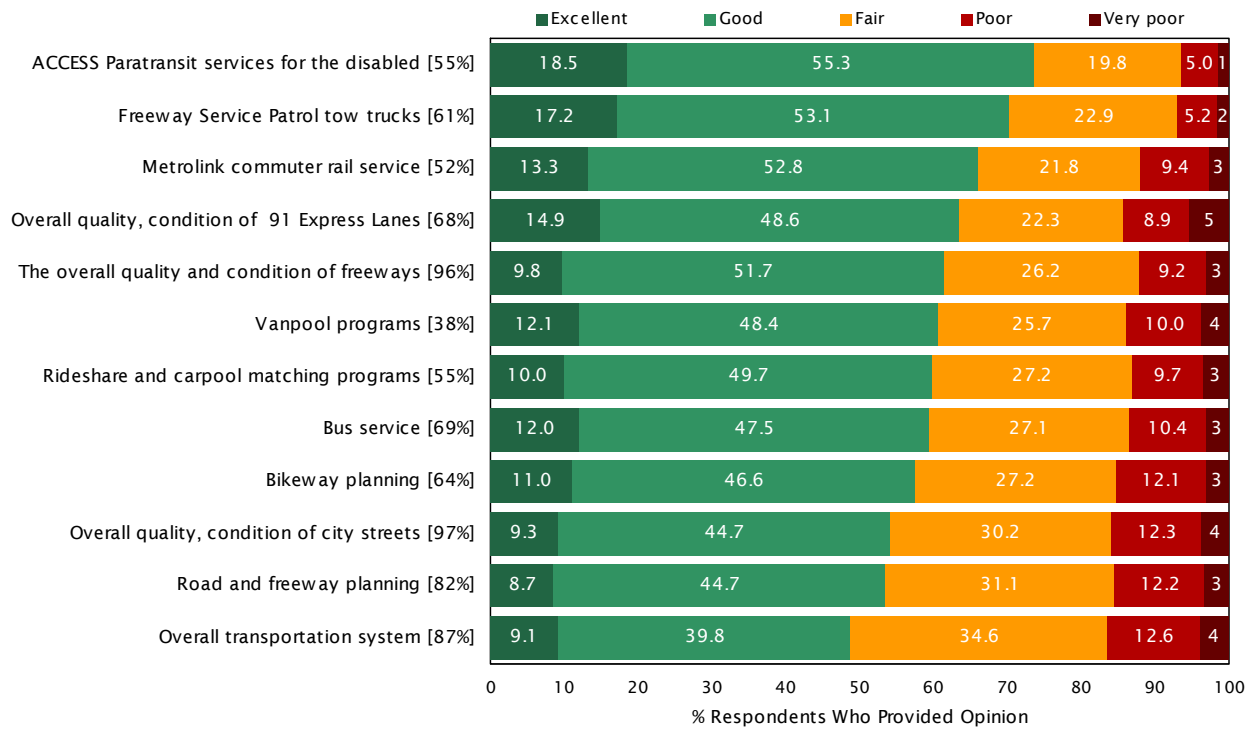
RATING OF TRANSPORTATION SYSTEM & SERVICES All respondents were next asked to rate various aspects of Orange County’s transportation system and the services provided by OCTA using the now familiar five-point scale of excellent, good, fair, poor, or very poor. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 22 on the next page presents the items ranked according to the proportion of residents who rated an item as excellent or good. To allow for an apples-to-apples comparison of the ratings, only respondents who held an opinion were included in Figure 22. Those who did not have an opinion were removed from this analysis. The percentage who held an opinion for each item is shown to the right of the label in parentheses. Thus, for example, among the 55% of respondents who expressed an opinion about ACCESS paratransit service for the disabled, 19% rated the service as excellent and 55% provided a rating of good.

Overall, Orange County residents assigned the highest quality ratings to ACCESS paratransit service (74% excellent or good), followed by Freeway Service Patrol tow trucks (70%), Metrolink commuter rail service (66%), the overall quality and condition of the 91 Express Lanes (64%), and the overall quality and condition of freeways (62%). Although still generally positive, residents’ provided lower quality ratings for the overall transportation system in Orange County (49%), road and freeway planning (53%), and the overall quality and condition of city streets (54%).

Question 8 How would you rate: _____ in Orange County? Would you say it is excellent, good, fair, poor, or very poor, or do you have no opinion?

FIGURE 22 RATING OF TRANSPORTATION SERVICES IN ORANGE COUNTY



Figures 23-26 display how the quality ratings for select transit services provided by OCTA varied according to respondents' use of the services. As shown in the figures, residents who frequently used a transit service generally held higher opinions of the quality of the service when compared to those who had used the service less frequently or not at all.

FIGURE 23 RATING OF ACCESS PARATRANSIT BY ACCESS PARATRANSIT USAGE

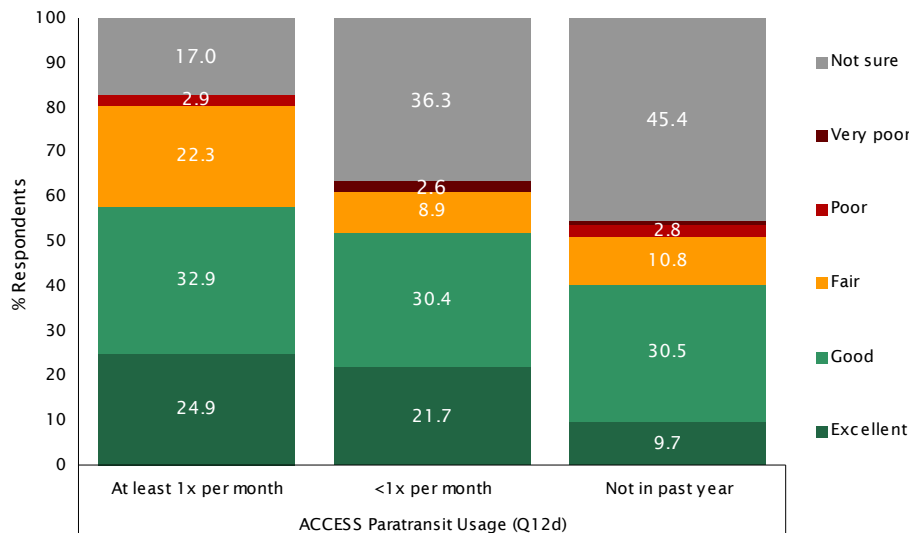


FIGURE 24 RATING OF METROLINK BY METROLINK USAGE

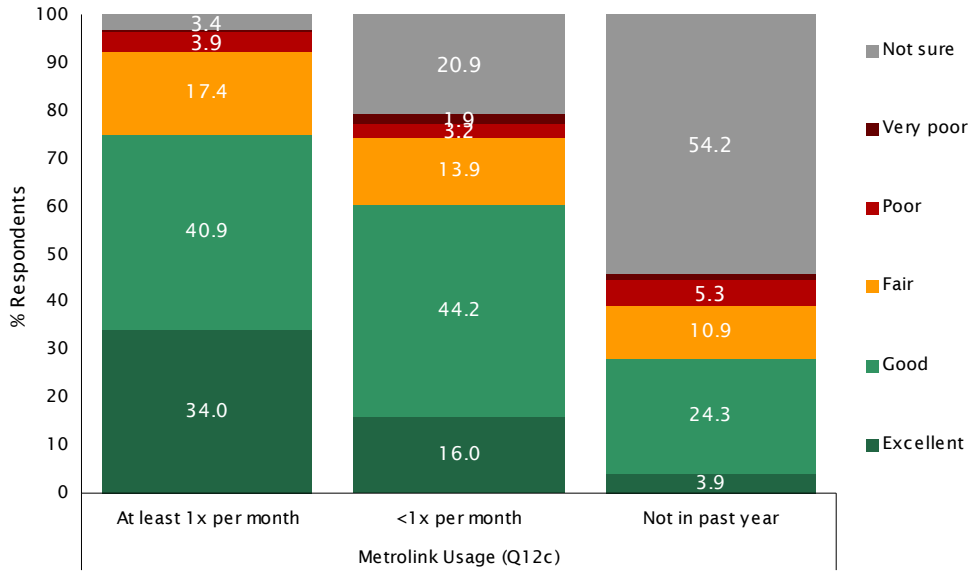


FIGURE 25 RATING OF 91 EXPRESS LANES BY 91 EXPRESS LANES USAGE

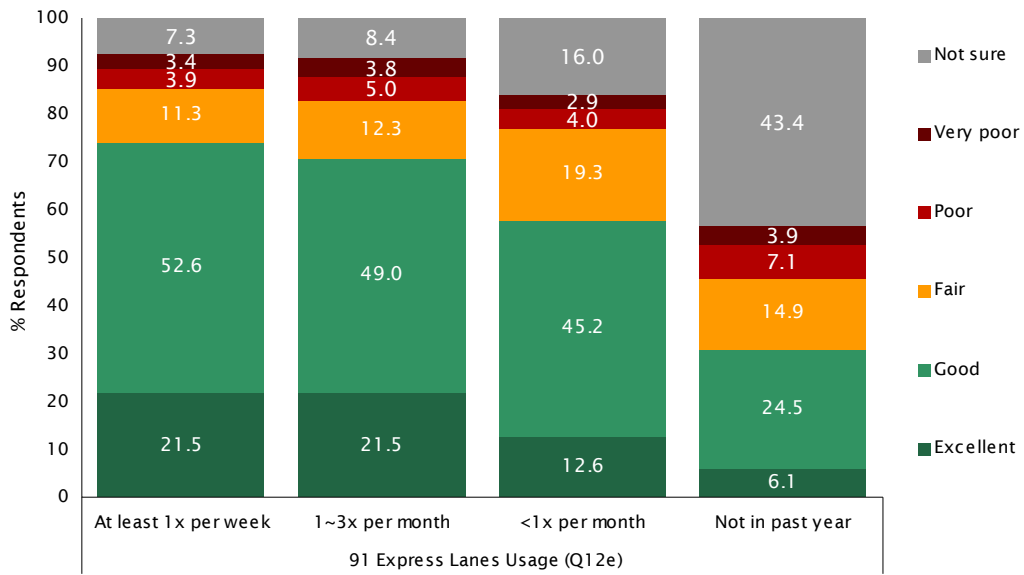
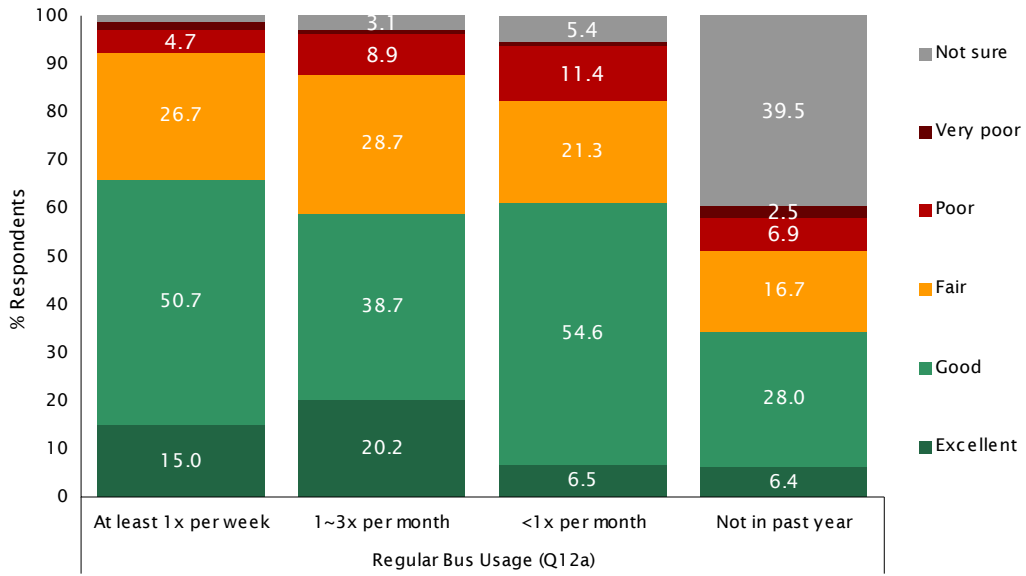


FIGURE 26 RATING OF BUS SERVICE BY REGULAR BUS USAGE



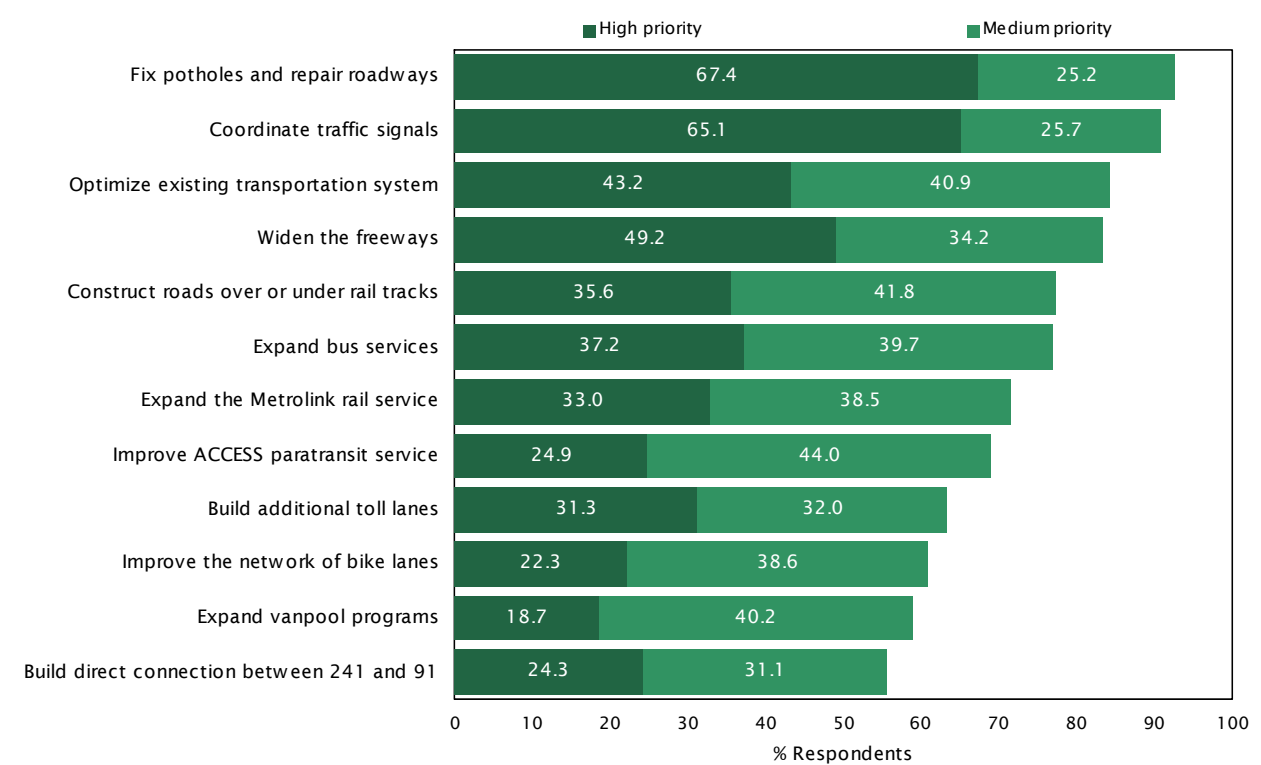
TRANSPORTATION PRIORITIES

One of the primary functions of OCTA is to identify transportation-related projects and improvements that should be priorities for the region’s future given funding limitations and other constraints. To assist OCTA in this effort, the survey asked residents to prioritize among a list of 12 potential transportation improvements shown in Figure 27 below.

The format of Question 9 was straightforward: after informing respondents that there are a variety of improvements that *could* be made to Orange County's transportation system, respondents were asked whether each project shown in Figure 27 should be a high, medium, or low priority. To encourage respondents to prioritize, they were reminded that not all of the projects can be high priorities.

Question 9 *Next, let me ask you a few questions about the transportation system in Orange County. There are a variety of improvements that could be made to Orange County's transportation system. As I read the following list of improvements, please indicate whether you think it should be a high priority, a medium priority, or a low priority. Please keep in mind that not all of the improvements can be high priorities.*

FIGURE 27 TRANSPORTATION PRIORITIES



Among the dozen potential improvements tested, respondents assigned the highest priority to fixing potholes and repairing roadways (93% high or medium priority), followed by coordinating traffic signals (91%), optimizing the existing transportation system (84%), and widening freeways (83%). At the other end of the spectrum, fewer residents assigned a high or medium priority to building a direct connection between the 241 toll road and 91 Express Lanes (55%), expanding vanpool programs (59%), and improving the network of bike lanes (61%).

Table 2 displays how the percentage who assigned each improvement *high priority* status varied by Supervisorial District. Although the percentage results varied somewhat across districts, the top four priorities were the same for all districts.

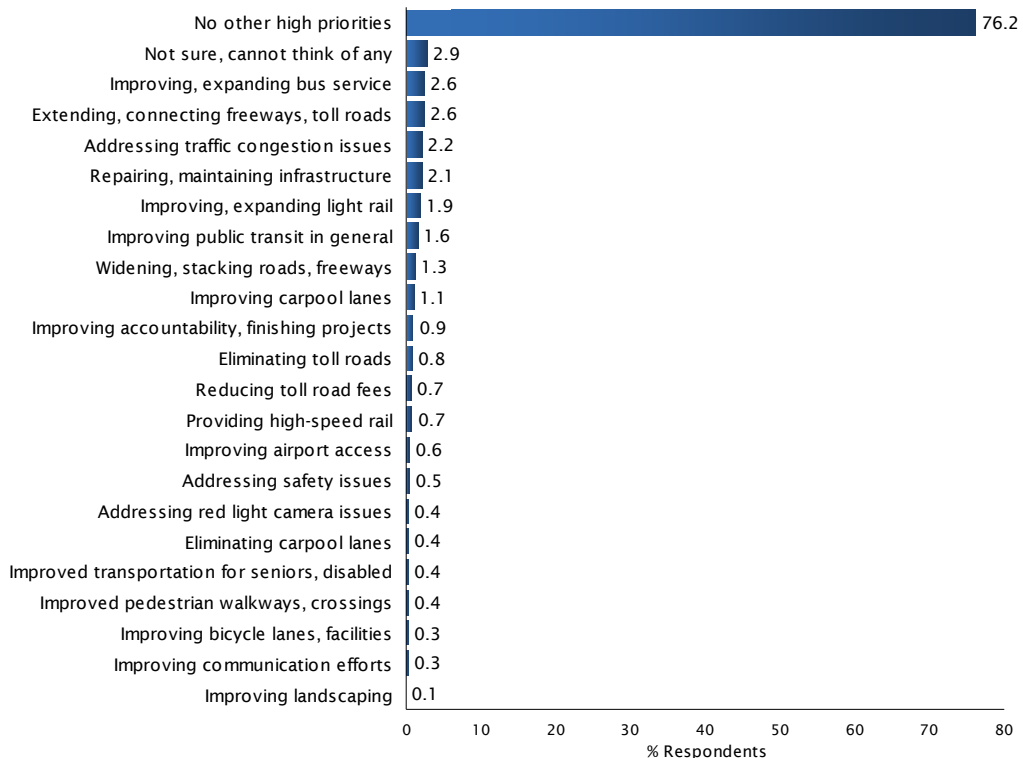
TABLE 2 TRANSPORTATION PRIORITIES BY DISTRICT

	District				
	One	Two	Three	Four	Five
Fix potholes and repair roadways	71.1	73.4	63.0	70.0	57.5
Coordinate traffic signals	58.8	70.9	65.4	66.2	64.6
Widen the freeways	49.8	53.0	43.9	51.7	45.9
Optimize existing transportation system	38.2	44.6	48.8	43.5	41.6
Expand bus services	34.4	40.6	35.0	39.0	35.1
Construct roads over or under rail tracks	33.2	34.5	36.4	39.6	34.7
Expand the Metrolink rail service	29.8	28.5	34.5	37.0	37.3
Build additional toll lanes	35.3	35.9	27.9	31.0	23.2
Improve ACCESS paratransit service	26.5	26.8	22.9	26.1	21.4
Build direct connection between 241 and 91	24.2	19.0	28.5	19.1	32.4
Improve the network of bike lanes	22.9	22.5	22.6	23.3	20.6
Expand vanpool programs	19.3	18.3	18.4	21.4	15.0

Recognizing that the list of improvements tested in Question 9 is not exhaustive, Question 10 provided respondents with an open-ended opportunity to suggest additional improvements not previously mentioned that they feel should be high priorities. Figure 28 shows that most respondents (76%) did not identify additional priorities, and many others took the opportunity to simply reiterate an improvement that was previously identified in Question 9.

Question 10 *Are there any transportation improvements that I did not mention previously that you think should be a high priority for Orange County?*

FIGURE 28 ADDITIONAL HIGH PRIORITIES



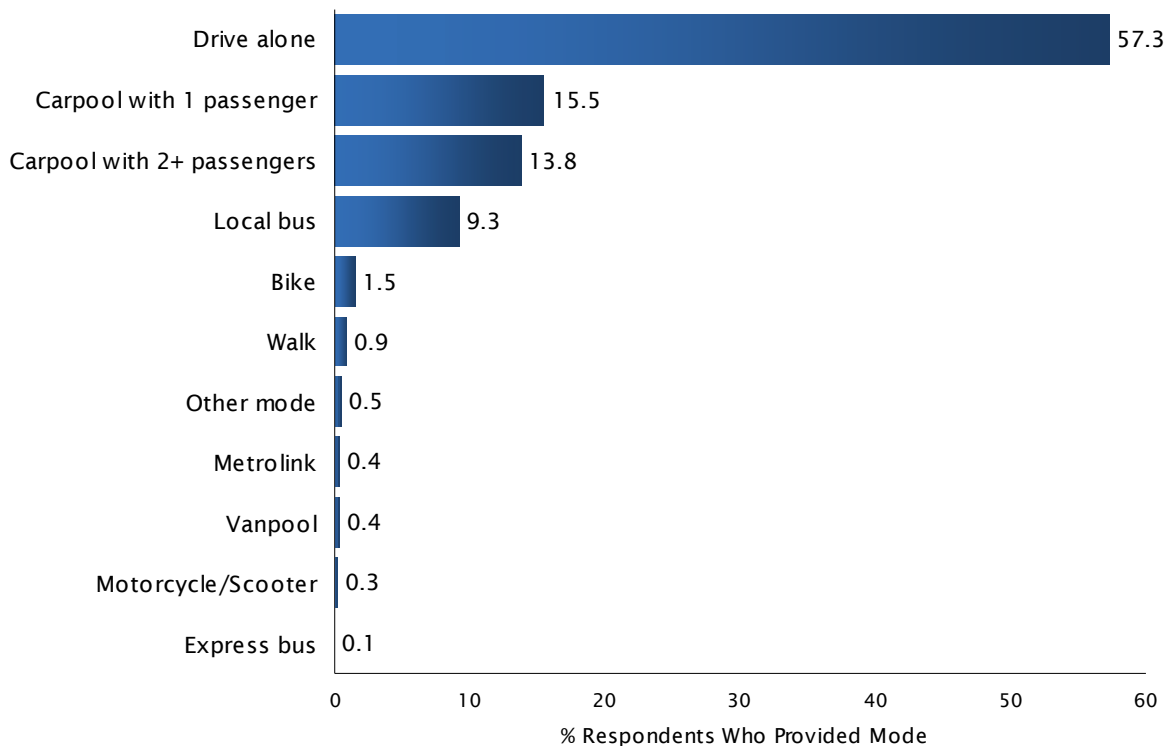
TRAVEL BEHAVIOR

Naturally, an individual’s opinions about transportation priorities and policies can be shaped by the type of transportation they primarily use, whether they commute to work or school, and other aspects of their travel behavior. Accordingly, the survey included a number of questions designed to profile respondents’ travel behavior, the results of which are presented in this section.

PRIMARY MODE OF TRANSPORTATION The first question in this series (Question 11) was designed to identify respondents’ *primary* mode of transportation when they travel in Orange County. As shown in Figure 29, the majority (57%) of residents surveyed indicated that they primarily drive alone, whereas nearly one-third typically drive with one (16%) or two passengers (14%). Overall, 9% stated that they primarily travel by local bus and less than 4% primarily travel by alternative modes including biking, walking, Metrolink, or vanpooling.

Question 11 *Next, I'd like to know about the types of transportation you use when traveling in Orange County. What form of transportation do you use most often when traveling in Orange County?*

FIGURE 29 PRIMARY TRANSPORTATION MODE



Figures 30-33 show how primary mode of travel varied by resident age, household income, Supervisorial District, and ethnicity. In general, the percentage of residents who primarily drive alone increased with age and household income, and was highest among Caucasians and Asians. By comparison, use of public transit was highest among those under the age of 25, low-income residents, residents who live in Districts 3 and 4, and Latinos and African Americans.

FIGURE 30 PRIMARY TRANSPORTATION MODE BY AGE

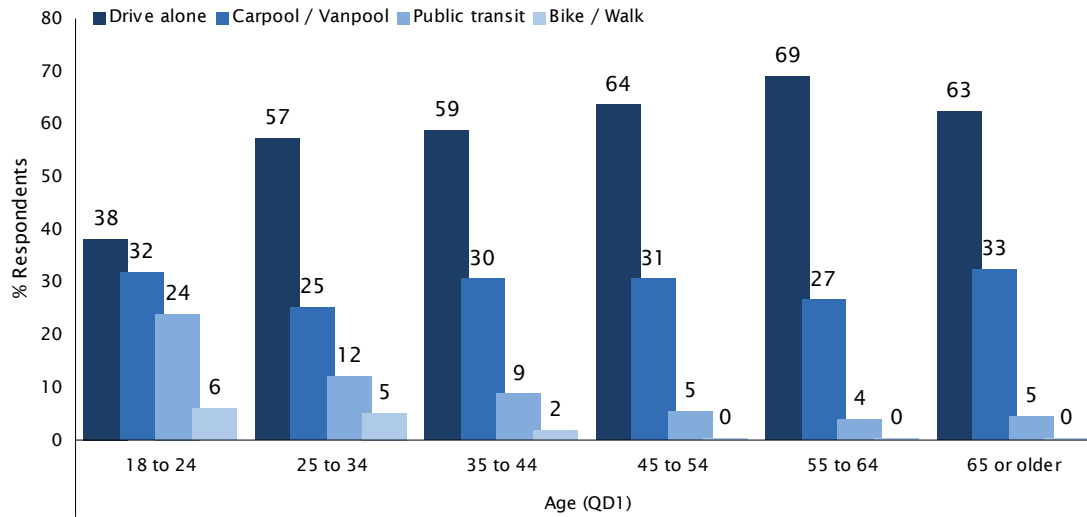


FIGURE 31 PRIMARY TRANSPORTATION MODE BY HOUSEHOLD INCOME

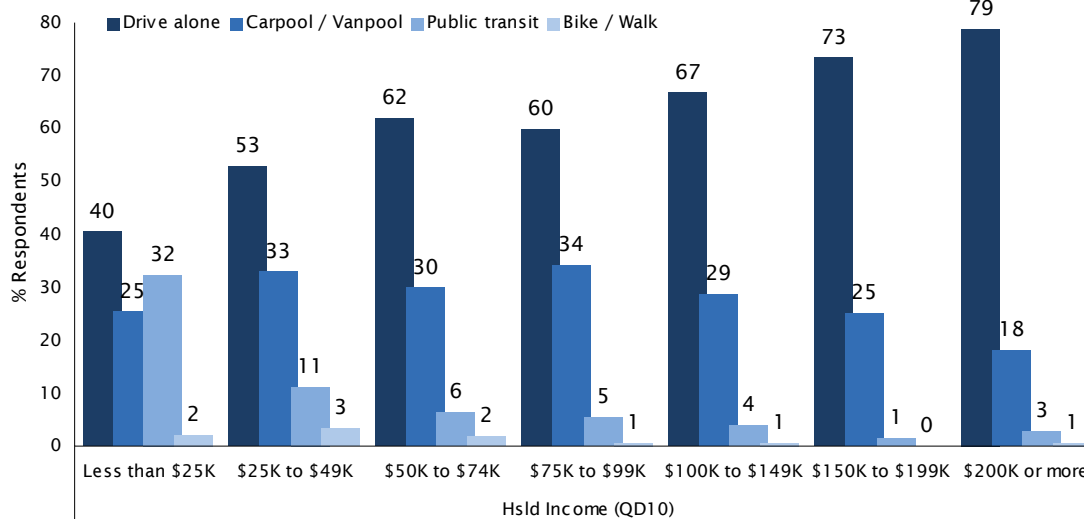


FIGURE 32 PRIMARY TRANSPORTATION MODE BY DISTRICT

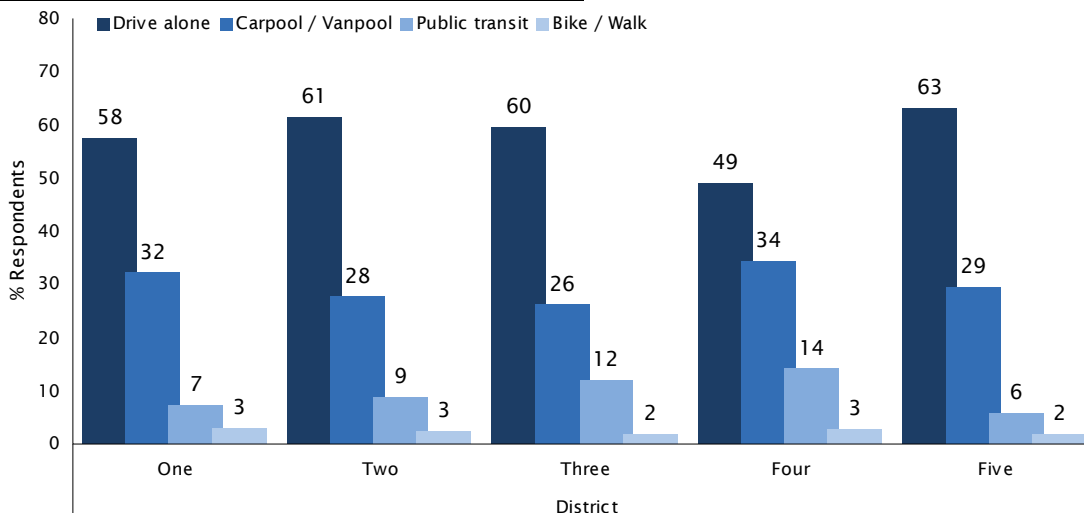
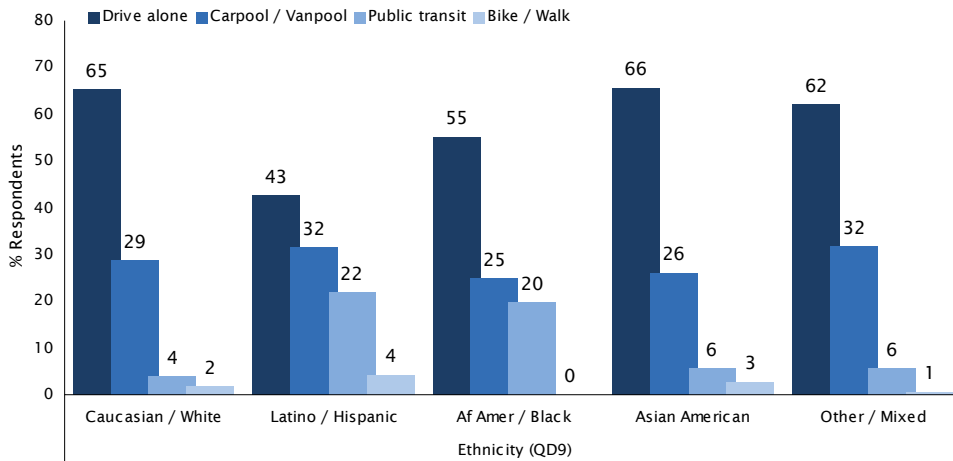


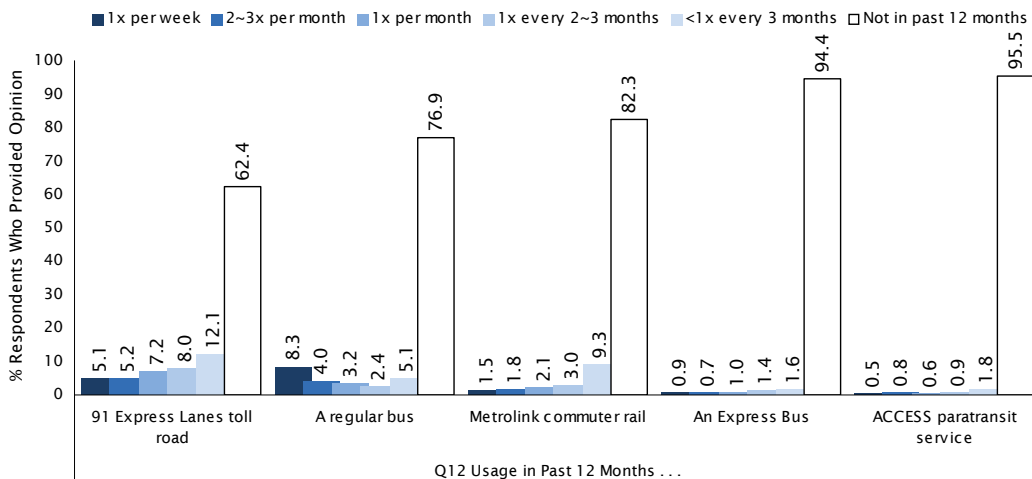
FIGURE 33 PRIMARY TRANSPORTATION MODE BY ETHNICITY



USE OF TRANSIT & 91 EXPRESS LANES Having identified respondents' primary mode of travel, the survey next asked respondents how frequently they had used each of the transit and toll road options listed in Figure 34 in the 12 months prior to the interview. Overall, residents reported the highest frequency of use for the 91 Express Lanes toll road (38% use; 5% weekly), followed by regular bus service (23% use; 1.5% weekly), Metrolink commuter rail (18% use; 1.5% weekly), express bus service (6% use; 0.9% weekly), and ACCESS paratransit service (5% use; 0.5% weekly).

Question 12 *In the past 12 months, have you used: _____ when traveling in Orange County? Have you used the service at least once per week, 2 to 3 times per month, once per month, once every two or three months, or less frequently than once every three months?*

FIGURE 34 TRANSPORTATION SERVICES USAGE IN PAST 12 MONTHS



Figures 35-38 show how the frequency of using each transit and toll road option varied by age, household income, Supervisorial District, and ethnicity. In general, use of bus services was generally highest among younger age groups, low-income households, Latinos and African Americans. Use of Metrolink commuter rail, meanwhile, was highest among those between the ages of 35 and 44, high-income households, and those who live in a ZIP code with Metrolink tracks.

FIGURE 35 TRANSPORTATION SERVICES USAGE IN PAST 12 MONTHS BY AGE

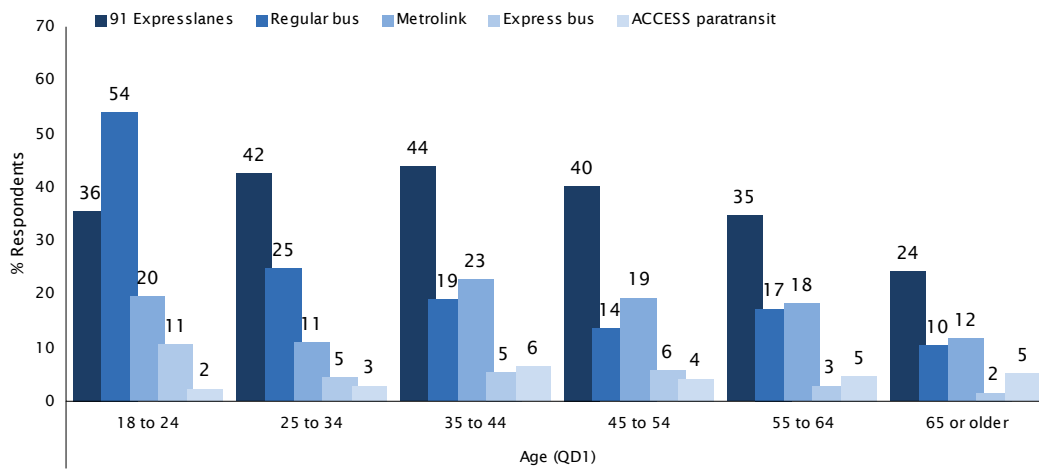


FIGURE 36 TRANSPORTATION SERVICES USAGE IN PAST 12 MONTHS BY HOUSEHOLD INCOME

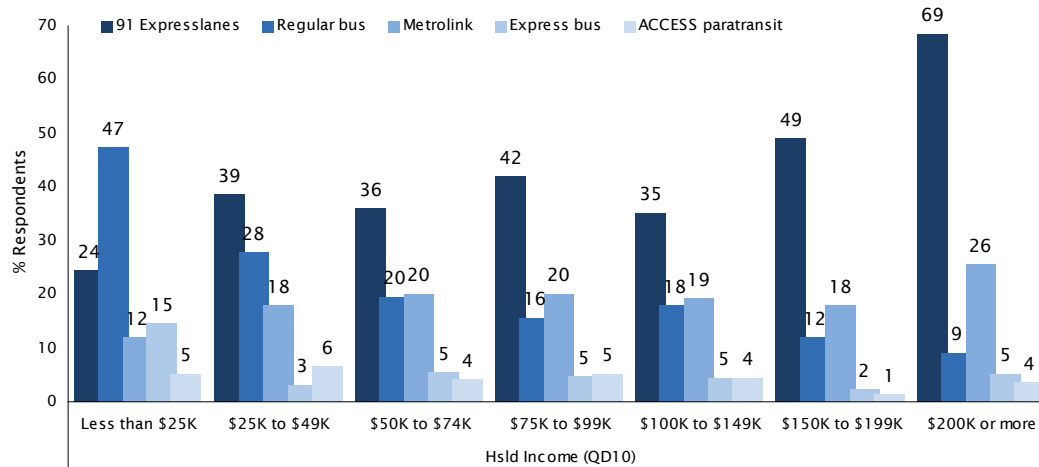


FIGURE 37 TRANSPORTATION SERVICES USAGE IN PAST 12 MONTHS BY DISTRICT

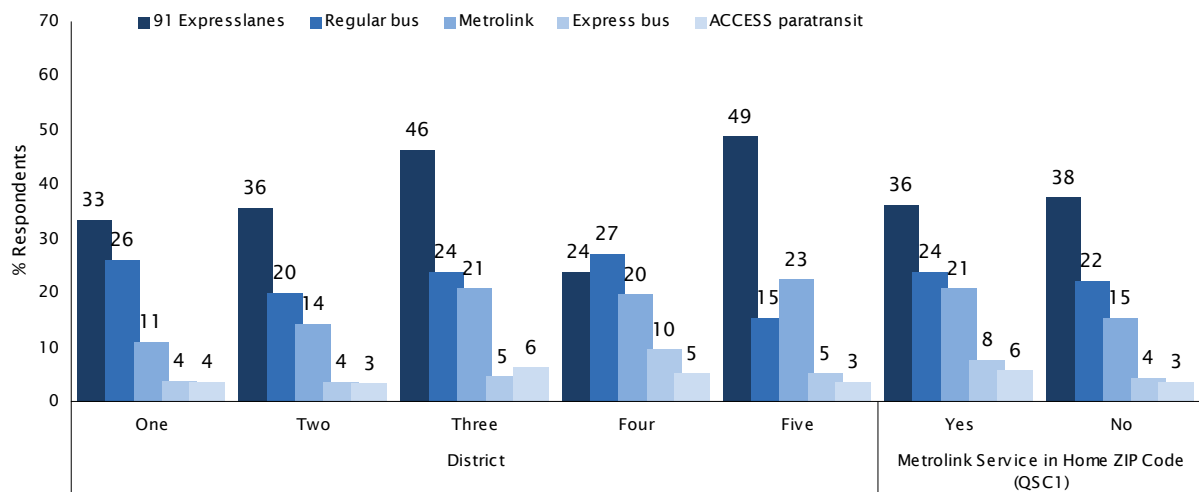
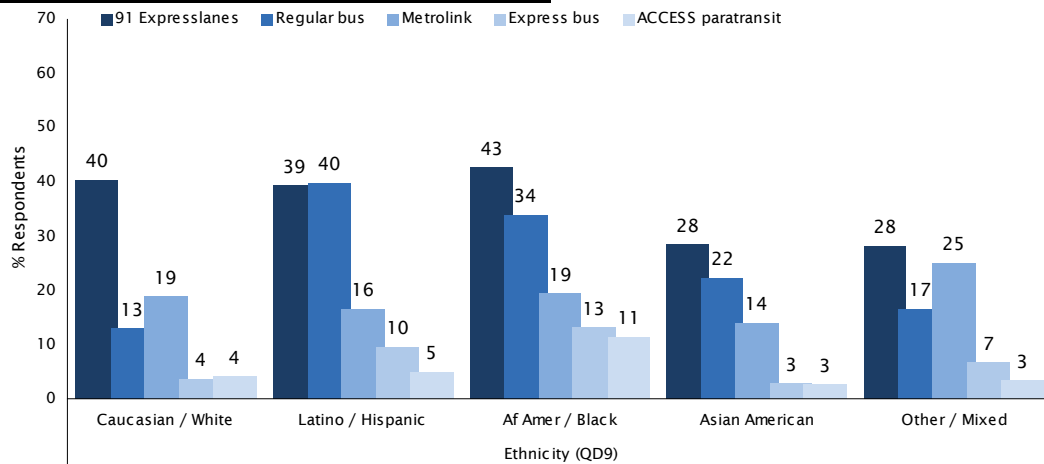


FIGURE 38 TRANSPORTATION SERVICES USAGE IN PAST 12 MONTHS BY ETHNICITY

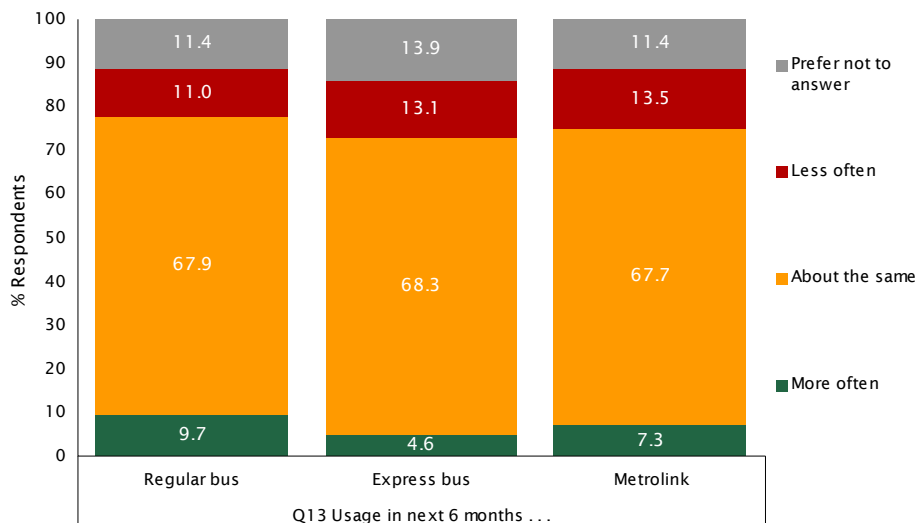


EXPECTED USE OF TRANSIT IN NEXT SIX MONTHS Having gauged respondents' current use of transit alternatives in Orange County, the survey next asked whether—realistically—they anticipated that in the next six months they would ride transit more often, less often, or at about the same frequency as they do currently. This question was asked separately for regular bus service, express bus service, and Metrolink commuter rail service.

Figure 39 shows that the most common response for all three transit options was that they expected to use the regular bus (68%), express bus (68%) and Metrolink (68%) about as often as they do currently. Those who expected to *increase* their frequency of use was greatest for regular bus service (10%), followed by Metrolink (7%) and express bus service (5%). However, by comparison the percentages who expected to use the services *less* frequently during this period were somewhat higher for the regular bus (11%), Metrolink (13%) and express bus service (14%).

Question 13 *Realistically, in the next six months do you think you will ride _____ in Orange County more often, less often, or about the same frequency as you do now?*

FIGURE 39 EXPECTED FREQUENCY OF TRANSIT USAGE IN NEXT 6 MONTHS



for the interested reader, Figures 40-42 display how *anticipated* use of the regular bus, Metro-link and express bus services, respectively, varied according to residents' current ridership frequency. For all three transit services, those who currently use a service at least once per week were the most likely to anticipate increasing the frequency with which they will use the service in the upcoming six month period. It is also worth noting that the expected frequency of using Metrolink in the upcoming six month period was similar regardless of whether or not respondents' lived in a ZIP code that includes Metrolink tracks (see Figure 42).

FIGURE 40 EXPECTED FREQUENCY OF REGULAR BUS USAGE IN NEXT 6 MONTHS BY REGULAR BUS USAGE

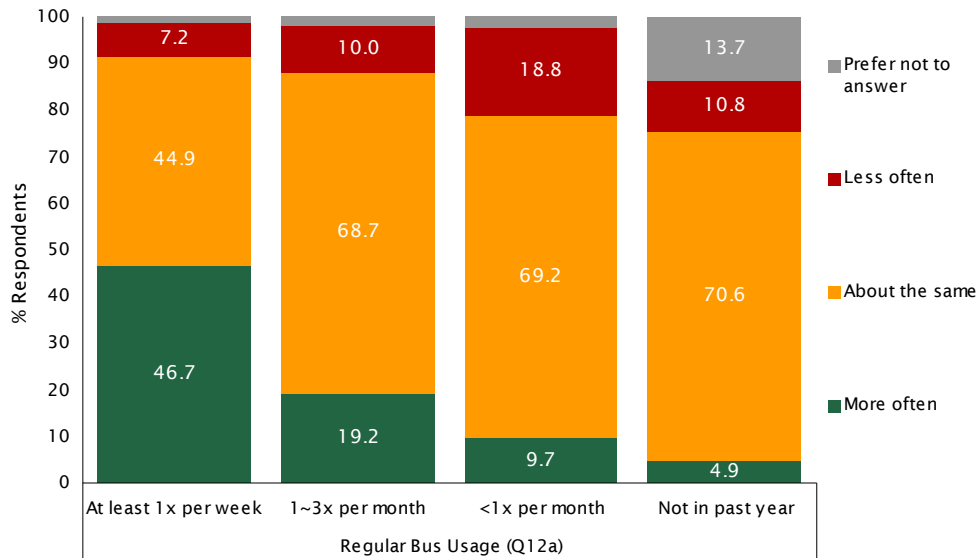


FIGURE 41 EXPECTED FREQUENCY OF EXPRESS BUS USAGE IN NEXT 6 MONTHS BY EXPRESS BUS USAGE

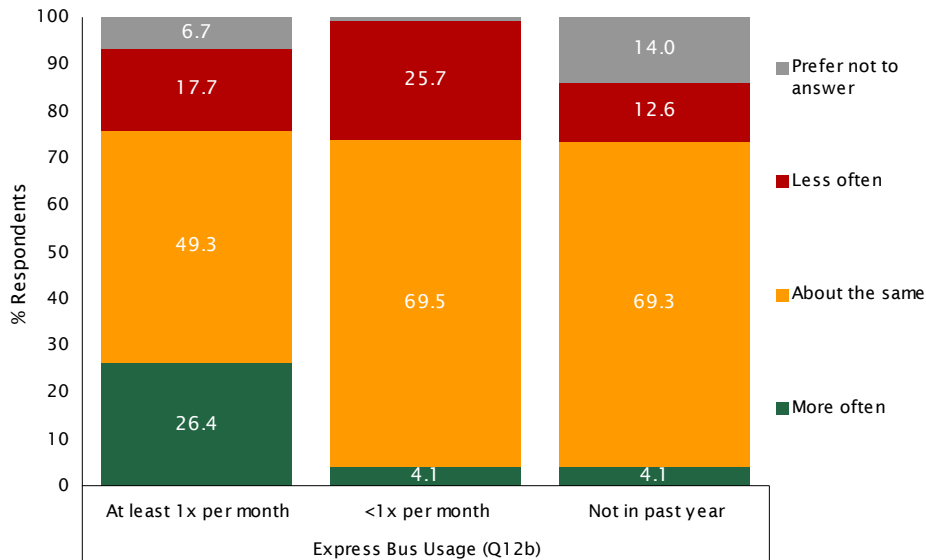
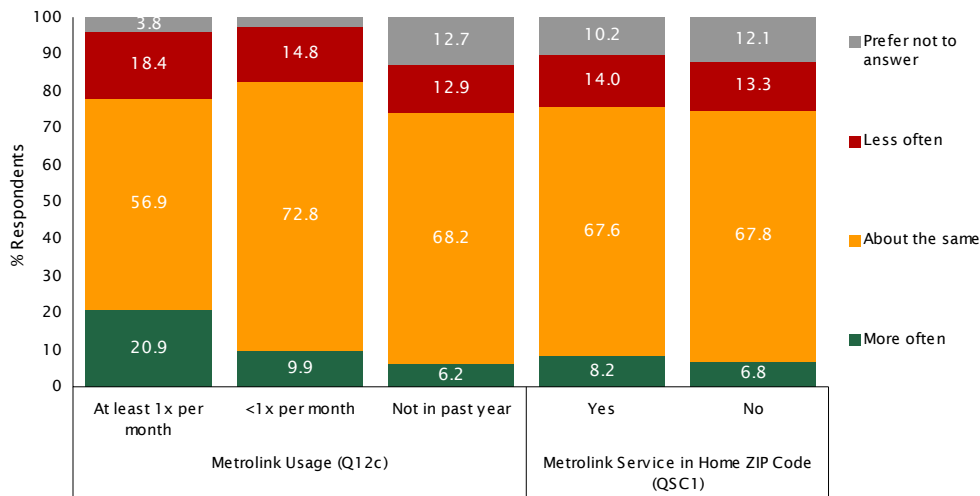


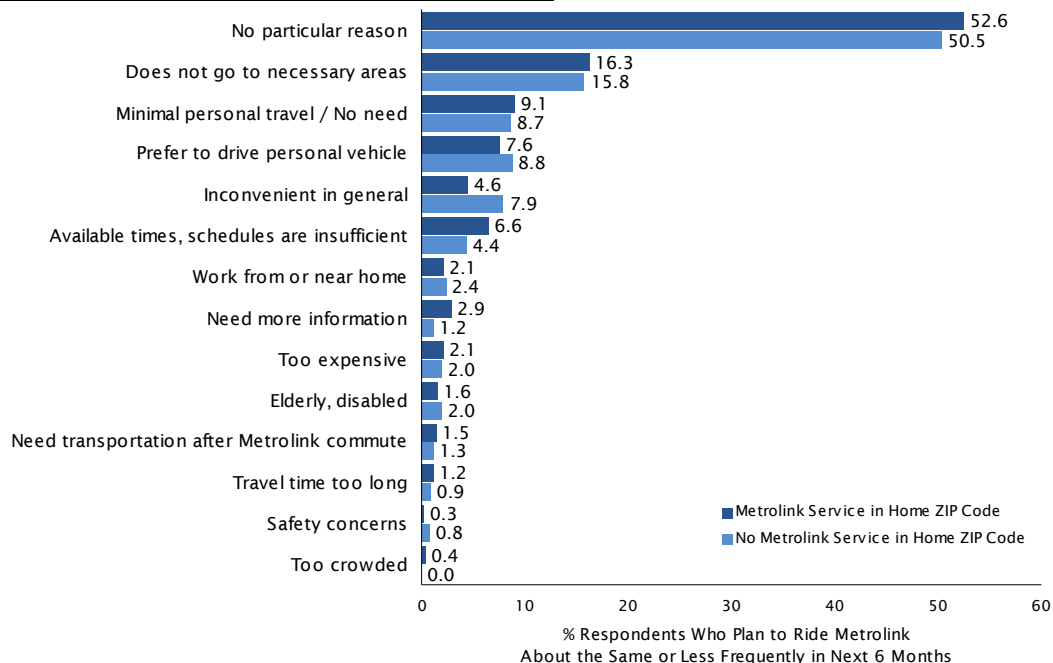
FIGURE 42 EXPECTED FREQUENCY OF METROLINK USAGE IN NEXT 6 MONTHS BY METROLINK USAGE



OBSTACLES TO RIDING METROLINK MORE OFTEN Respondents who confided that—realistically—they did not expect to increase their frequency of riding Metrolink in the next six months were asked to identify the reasons or obstacles that will keep them from riding Metrolink more often. Question 14 was administered in an open-ended manner, which allowed respondents to mention any reason that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown below in Figure 43 separately for respondents who live in a ZIP code through which Metrolink tracks run and those that do not.

Question 14 *Are there specific reasons or obstacles that will keep you from riding Metrolink commuter rail more often?*

FIGURE 43 REASONS FOR NOT RIDING METROLINK MORE OFTEN

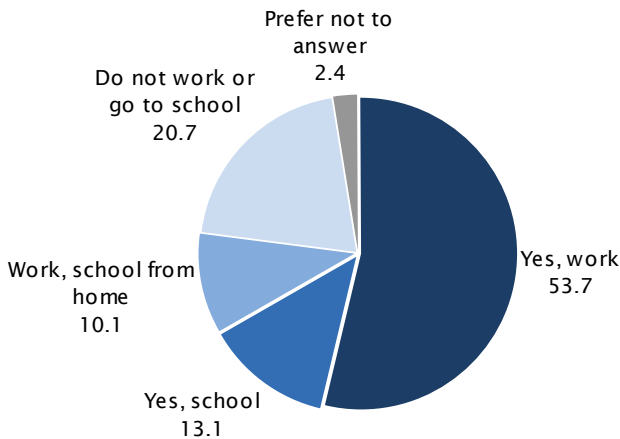


The responses were strikingly similar regardless of whether (or not) respondents lived in a ZIP code that included Metrolink tracks/service. Approximately half (53% if live in Metrolink ZIP; 51% if do not live in Metrolink ZIP) of those who did not expect to increase their ridership of Metrolink offered no particular reason or obstacle for their behavior. Of the remaining respondents, 16% stated that Metrolink does not go to the areas they need to travel, 9% offered that they traveled little/had no need for Metrolink, and just under 10% stated that they prefer to drive a personal vehicle.

COMMUTE TO WORK OR SCHOOL? The final travel-related question sought to categorize respondents according to their commute status. Overall, 54% indicated that they commute to work at least three times per week, 13% do so for school, and 10% reported that they work or attend school at home. Approximately 21% stated that they do not commute to work or school at least three times per week, whereas 2% preferred to not answer the question.

Question 15 *Do you commute to work or school at least three times per week?*

FIGURE 44 COMMUTING BEHAVIOR



Figures 45 and 46 show how commute status among Orange County residents surveyed for this study varied by age, Supervisorial District, household income and ethnicity. The clearest patterns were found by age and household income. As expected, those under the age of 25 and seniors were the least likely to report commuting to work at least three times per week. Commuting to work was also more common among respondents from households with comparatively high household incomes.

FIGURE 45 COMMUTING BEHAVIOR BY AGE & DISTRICT

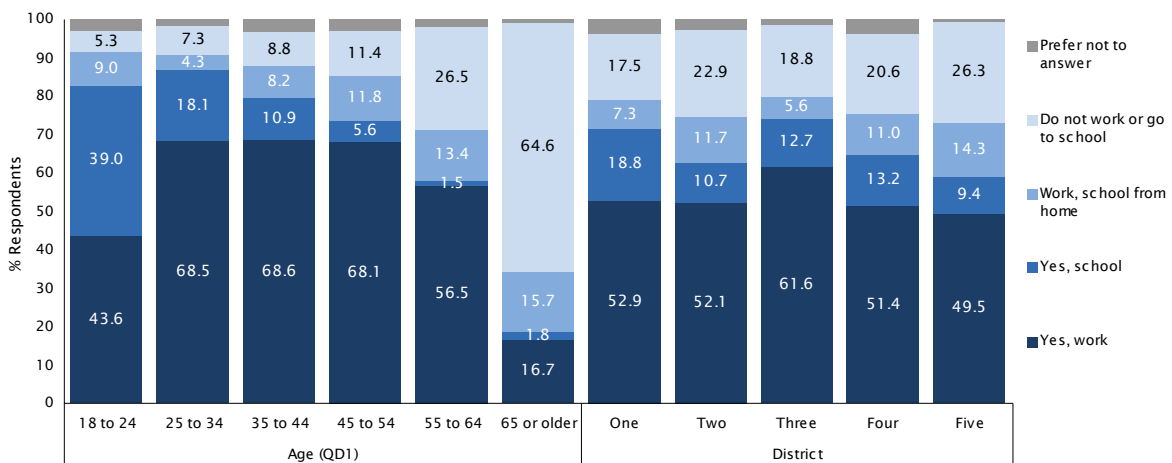
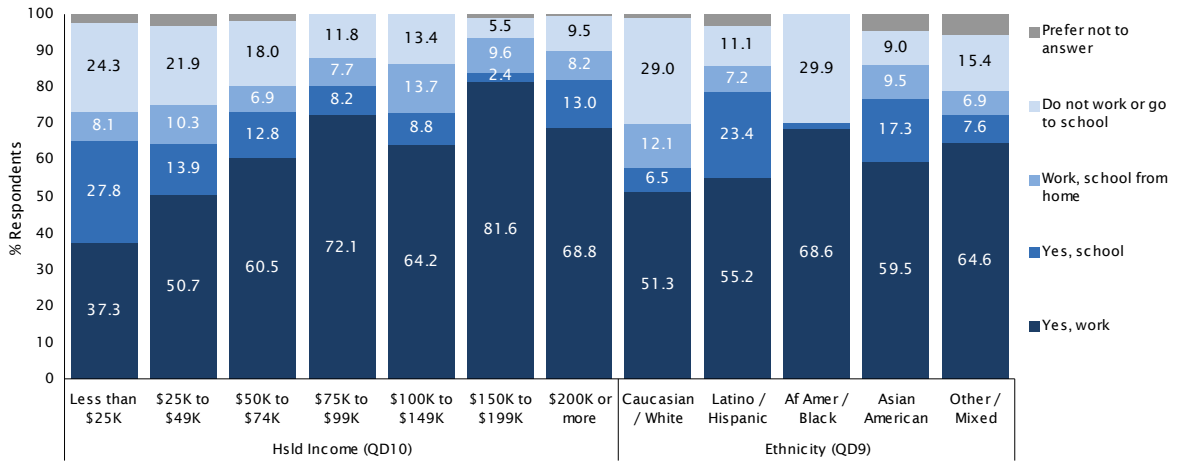


FIGURE 46 COMMUTING BEHAVIOR BY HOUSEHOLD INCOME & ETHNICITY



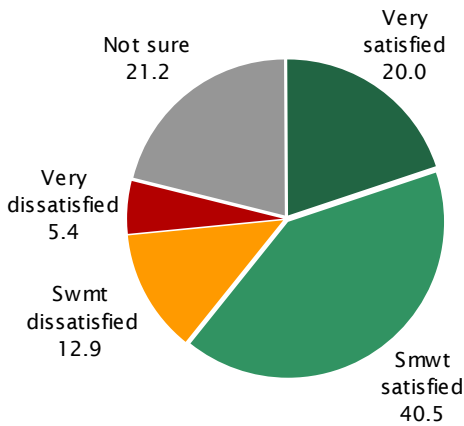
COMMUNICATIONS

In this section of the report we present the results of questions that were designed to measure respondents' satisfaction with OCTA's efforts to communicate with residents, profile residents' exposure to OCTA-related advertisements and news stories in recent months, understand the communication channels residents use most often, and identify the most effective means of communicating with residents.

OVERALL SATISFACTION Question 16 of the survey asked residents to report their overall satisfaction with OCTA's efforts to communicate with residents through E-newsletters, advertisements, the Internet, news media, and other means. Overall, 61% of respondents indicated they were satisfied with the OCTA's efforts in this respect in 2011, with 20% indicating that they were *very* satisfied (Figure 47). The remaining respondents were either dissatisfied with the OCTA's communication efforts (18%) or unsure of their opinion (21%).

Question 16 *Overall, are you satisfied or dissatisfied with OCTA's efforts to communicate with Orange County residents through E-newsletters, advertisements, the Internet, news media, and other means?*

FIGURE 47 SATISFACTION WITH COMMUNICATION



Figures 48-52 recalculate the results to Question 16 to be among just those with an opinion and show how satisfaction with OCTA's communication efforts varied across key resident subgroups. Although there were certainly some differences in satisfaction (e.g., residents under 25 were substantially more likely than older residents to be satisfied), the most striking pattern is that nearly all subgroups expressed high satisfaction ratings. The only exception to this pattern was found among respondents who generally held an unfavorable opinion of OCTA as an agency.

FIGURE 48 SATISFACTION WITH COMMUNICATION BY YEARS IN ORANGE COUNTY & AGE

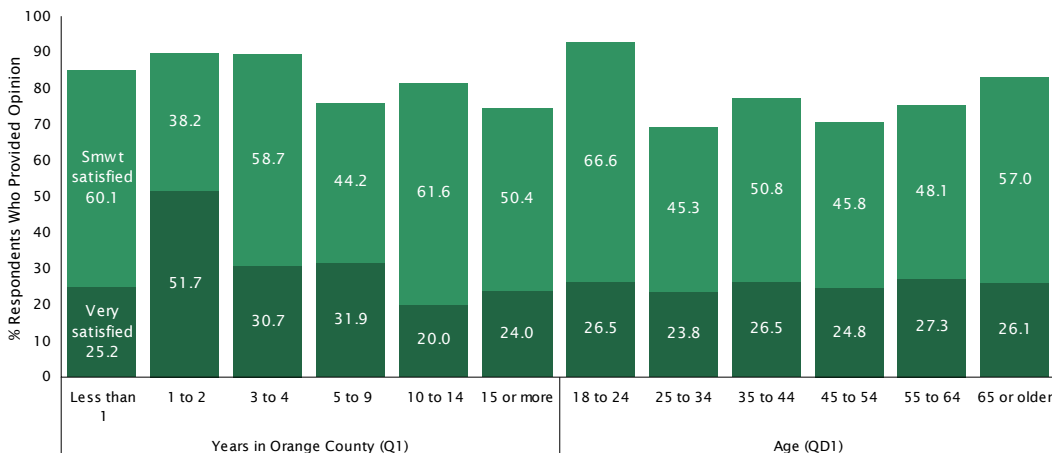


FIGURE 49 SATISFACTION WITH COMMUNICATION BY EMPLOYMENT STATUS & ETHNICITY

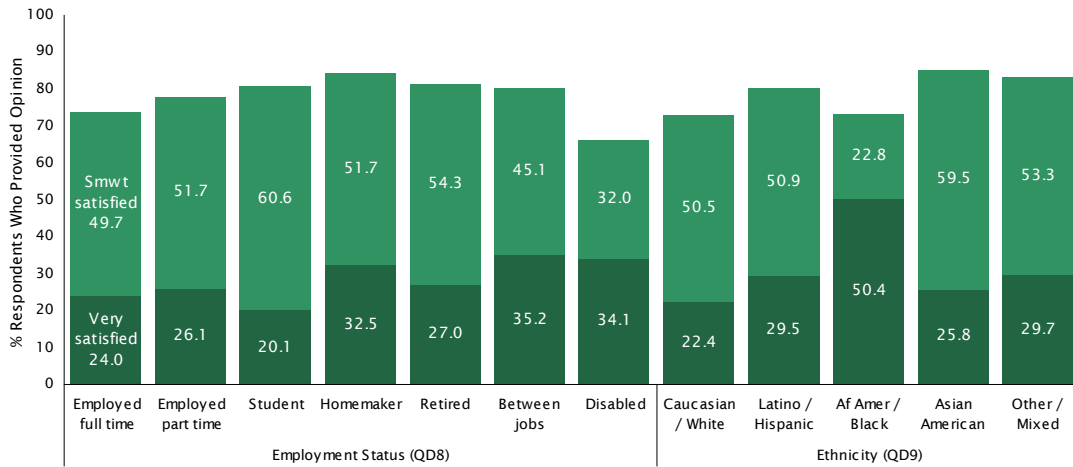


FIGURE 50 SATISFACTION WITH COMMUNICATION BY HOUSEHOLD INCOME & DISTRICT

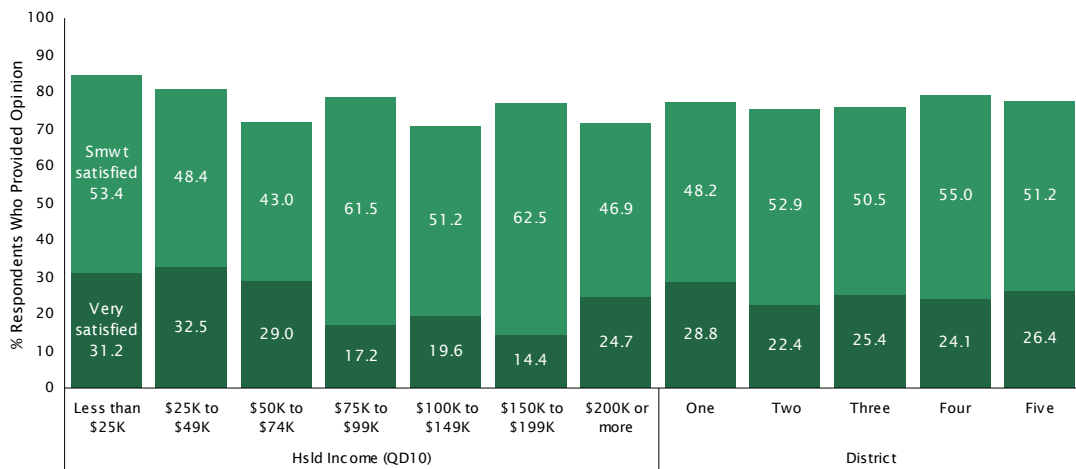


FIGURE 51 SATISFACTION WITH COMMUNICATION BY OPINION OF OCTA, ENCOUNTERED OCTA ADS, ENCOUNTERED OCTA NEWS STORIES & HEARD OF MEASURE M

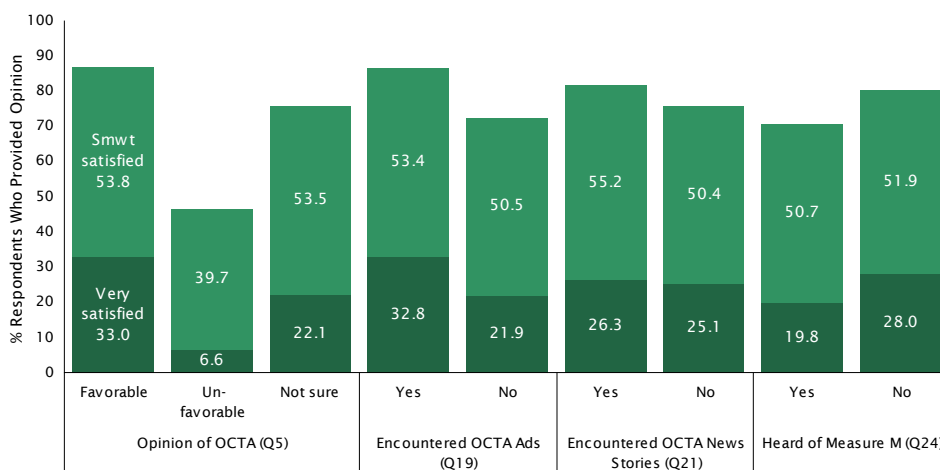
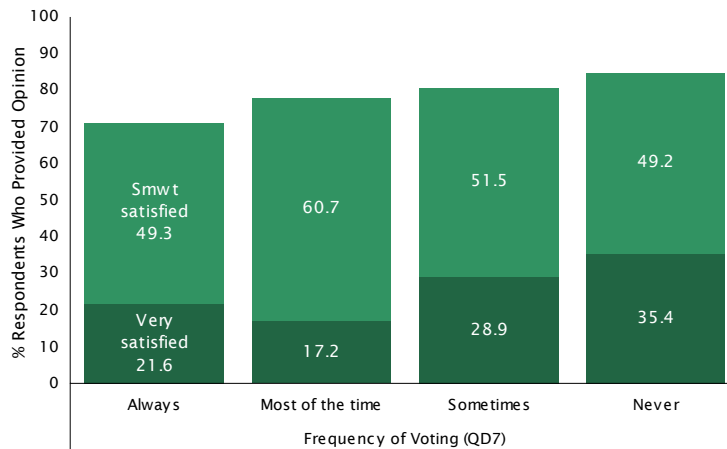


FIGURE 52 SATISFACTION WITH COMMUNICATION BY FREQUENCY OF VOTING



TOPICS OF INTEREST Respondents were next asked if there was a particular topic or issue that they'd like to receive more information about from OCTA. Approximately 19% of residents answered Question 17 in the affirmative. As shown in Figures 54 and 55, moreover, interest in receiving additional information from OCTA on a particular topic bore a strong relationship to a respondent's overall opinion of OCTA, and a modest relationship to their exposure to OCTA news articles, age and primary mode of travel. When compared to their respective counterparts, interest in receiving additional information from OCTA was greatest among the minority of residents who held an unfavorable opinion of OCTA, those who had encountered OCTA advertisements and news stories in the six months prior to the interview, residents who primarily drive alone, and those between the ages of 45 and 54.

Question 17 *Is there a particular topic or issue that you'd like to receive more information about from OCTA?*

FIGURE 53 DESIRE ADDITIONAL INFO

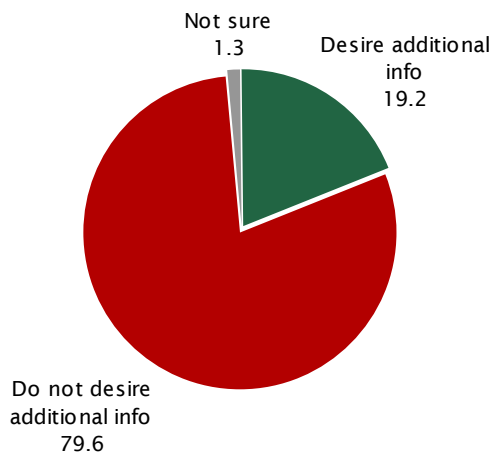


FIGURE 54 DESIRE ADDITIONAL INFO BY OPINION OF OCTA, ENCOUNTERED OCTA ADS, ENCOUNTERED OCTA NEWS STORIES & PRIMARY MODE

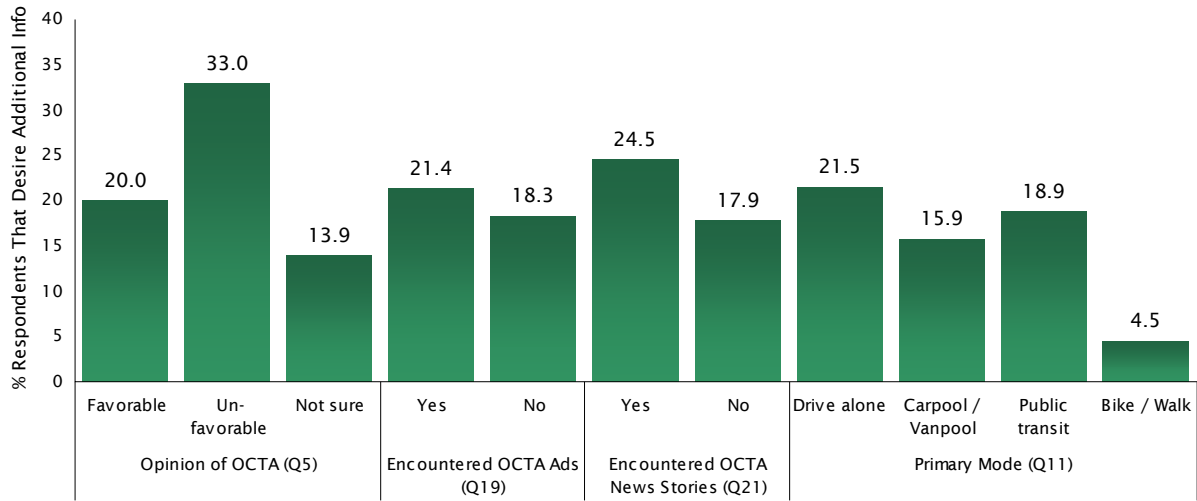
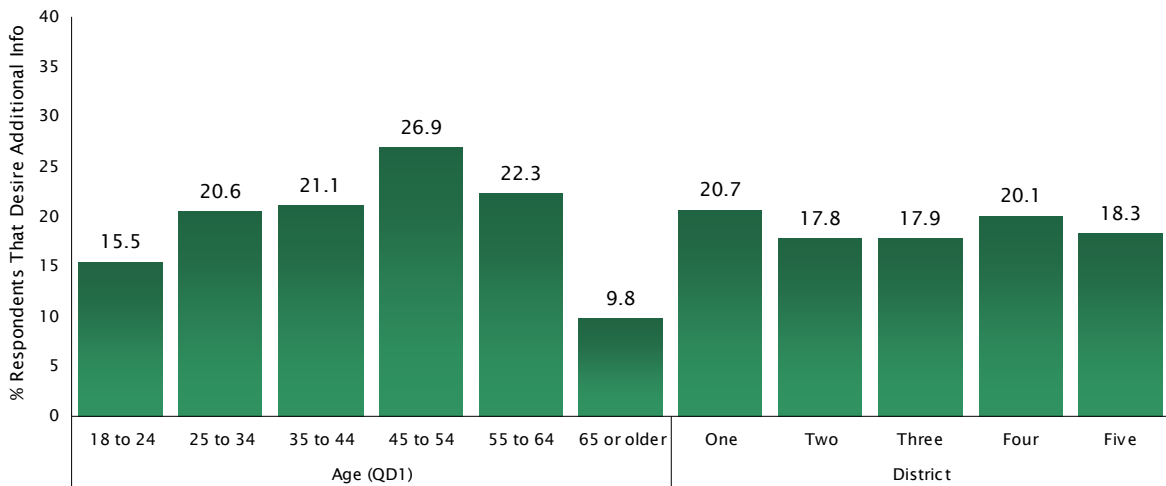


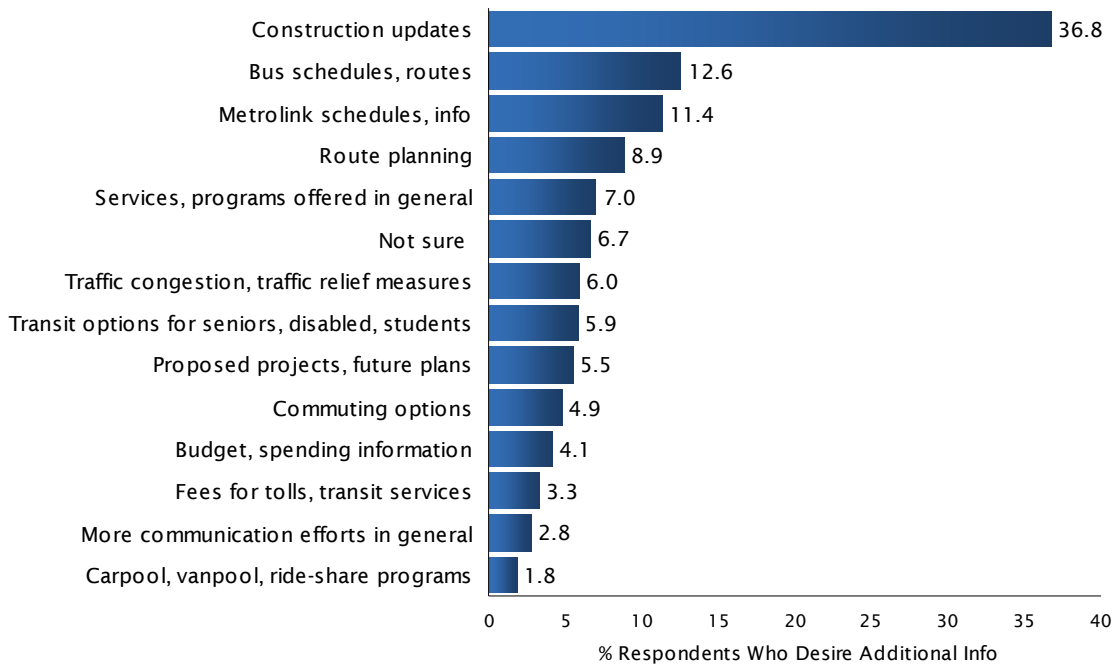
FIGURE 55 DESIRE ADDITIONAL INFO BY AGE & DISTRICT



Respondents who expressed interest in receiving additional information from OCTA were subsequently asked to briefly describe the topic in which they were interested. Respondents were allowed to mention up to three issues, so the percentage results shown in Figure 56 indicate the percentage of respondents who mentioned each topic. Residents expressed the most interest in receiving construction updates (37%), followed by bus schedules/routes (13%), Metrolink schedules/routes (11%), information about route planning (9%), and more information about OCTA programs and services in general (7%).

Question 18 Please briefly describe the topic.

FIGURE 56 ADDITIONAL INFORMATION TOPICS DESIRED



OCTA ADVERTISEMENTS All respondents were next asked whether—in the past six months—they recalled hearing, reading, or seeing any advertisements for or from OCTA. Overall, approximately 29% indicated that they did recall encountering OCTA advertising during the period of interest in 2011, which is a statistically significant decline from levels recorded in 2006 and 2004 (Figure 57). Recalled exposure to OCTA advertising varied by a number of factors, most notably by length of residence, age, ethnicity and household income (see Figures 58-61).

Question 19 In the past six months, do you recall hearing, reading, or seeing any advertisements for or from OCTA?

FIGURE 57 ENCOUNTERED OCTA ADS IN PAST 6 MONTHS BY STUDY YEAR

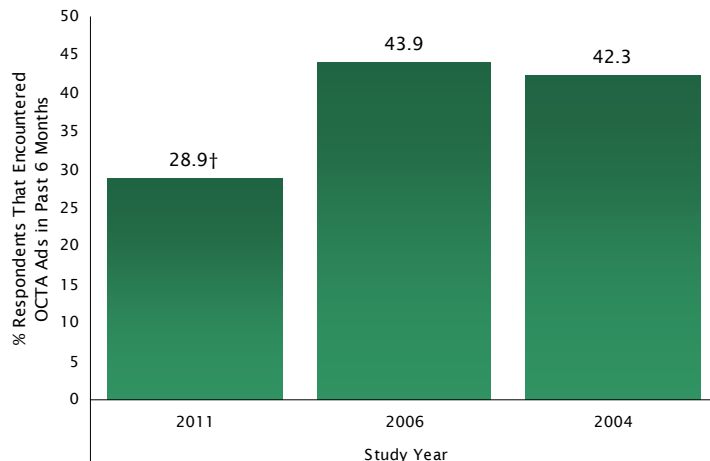


FIGURE 58 ENCOUNTERED OCTA ADS IN PAST 6 MONTHS BY YEARS IN ORANGE COUNTY & AGE

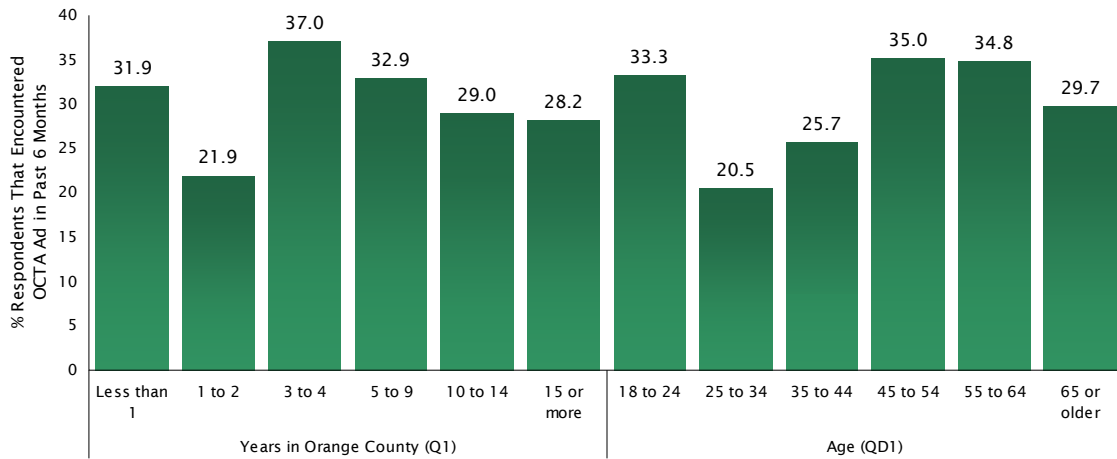


FIGURE 59 ENCOUNTERED OCTA ADS IN PAST 6 MONTHS BY EMPLOYMENT STATUS & ETHNICITY

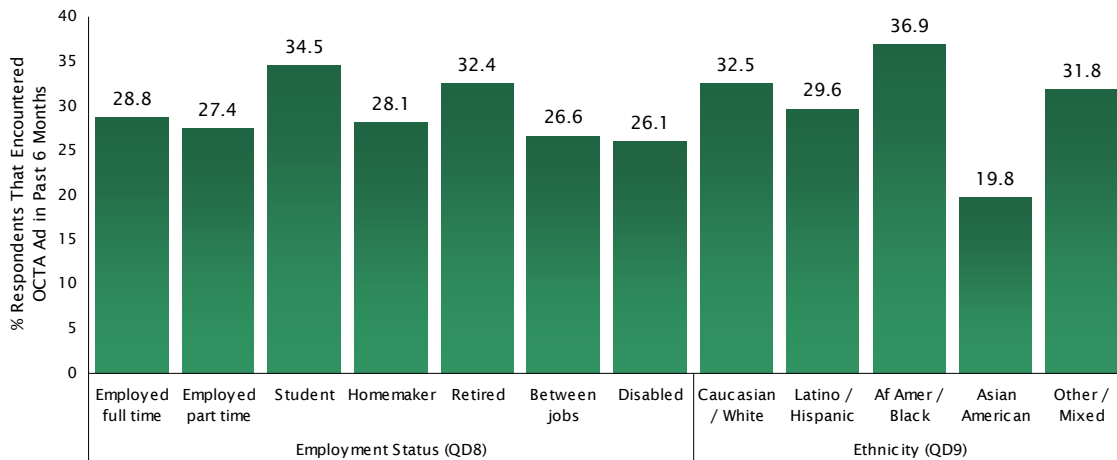


FIGURE 60 ENCOUNTERED OCTA ADS IN PAST 6 MONTHS BY HOUSEHOLD INCOME & DISTRICT

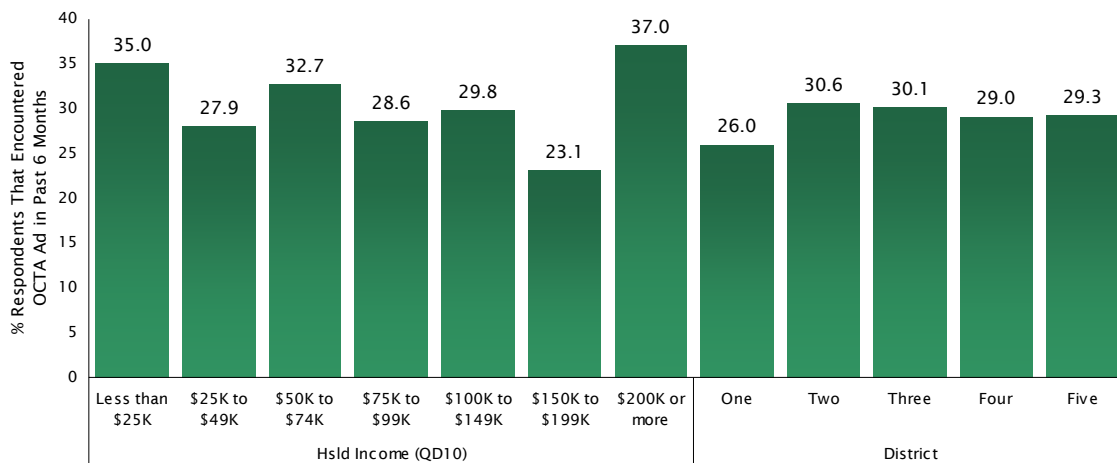
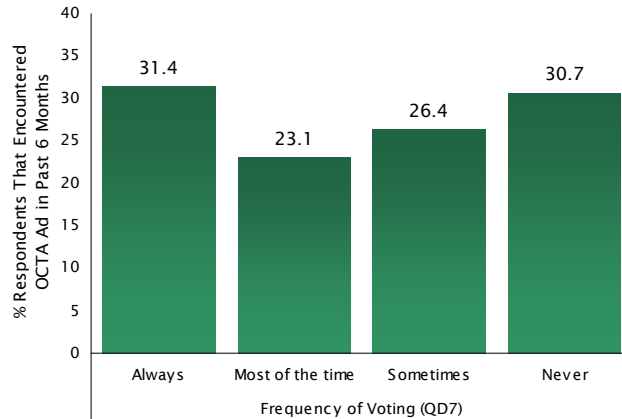


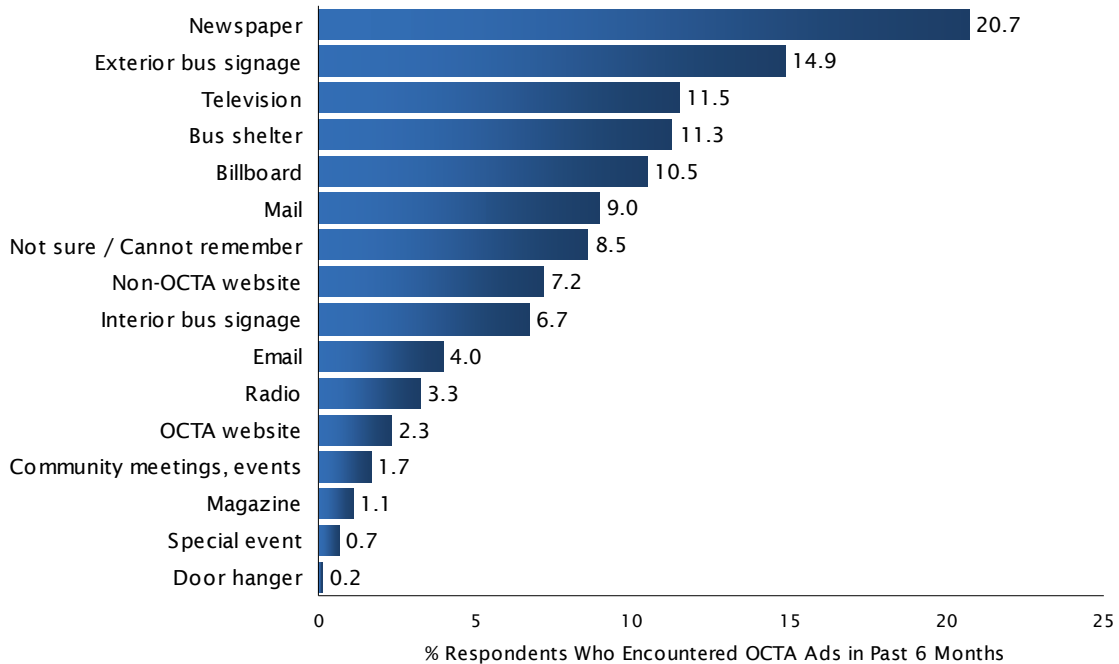
FIGURE 61 ENCOUNTERED OCTA ADS IN PAST 6 MONTHS BY FREQUENCY OF VOTING



SOURCE OF OCTA ADVERTISING Respondents who recalled encountered OCTA advertisements in the six months prior to the interview were asked to indicate *where* they encountered advertisements. Like Question 18, this question was asked in an open-ended manner so as not to prompt respondents with a particular list of sources, and participants were allowed to mention multiple sources. Respondents’ answers were subsequently grouped into the categories shown in Figure 62.

Question 20 *Where did you encounter the advertisements?*

FIGURE 62 SOURCE FOR OCTA ADS



Newspapers and exterior bus signage were the two most frequently recalled sources for OCTA advertisements, being mentioned by 21% and 15% of respondents, respectively, in 2011. Other commonly mentioned sources included television (12%), bus shelters (11%), billboards (11%), and

mail (9%). When compared to 2009, the percentage who cited non-OCTA websites, interior bus signage and email increased, whereas references to newspapers, exterior bus signage, and mail declined (see Table 3).

TABLE 3 SOURCE FOR OCTA ADS BY STUDY YEAR

	Study Year		
	2011	2006	2004
Newspaper	20.7	24.1	31.0
Exterior bus signage	14.9	22.1	27.4
Television	11.5	10.3	11.6
Bus shelter	11.3	13.4	14.2
Billboard	10.5	12.3	9.9
Mail	9.0	17.8	9.0
Non-OCTA website	7.2	0.0	0.0
Interior bus signage	6.7	2.7	4.5
Email	4.0	0.0	0.0
Radio	3.3	4.6	7.3
OCTA website	2.3	0.0	0.0
Community meetings, events	1.7	0.0	0.0
Magazine	1.1	3.0	2.1
Special event	0.7	0.0	0.0
Door hanger	0.2	0.0	0.0

NEWS ABOUT OCTA In a manner similar to Question 19, respondents were next asked if they recalled hearing, reading, or seeing any *news stories* about OCTA in the six months prior to the interview. Overall, 20% of respondents in 2011 recalled encountering news stories about OCTA during the period of interest, which is significantly lower than the corresponding percentages in 2006 and 2004. Recalled exposure to OCTA news stories was greatest among those who had lived in Orange County at least three years, residents between 45 and 64 years of age, homemakers, African Americans, those from households with annual incomes of at least \$150,000, residents of Supervisorial District 3, and high frequency voters (see Figures 64-69).

Question 21 *In the past six months, do you recall hearing, reading or seeing any news stories about OCTA?*

FIGURE 63 ENCOUNTERED OCTA NEWS STORIES IN PAST 6 MONTHS BY STUDY YEAR

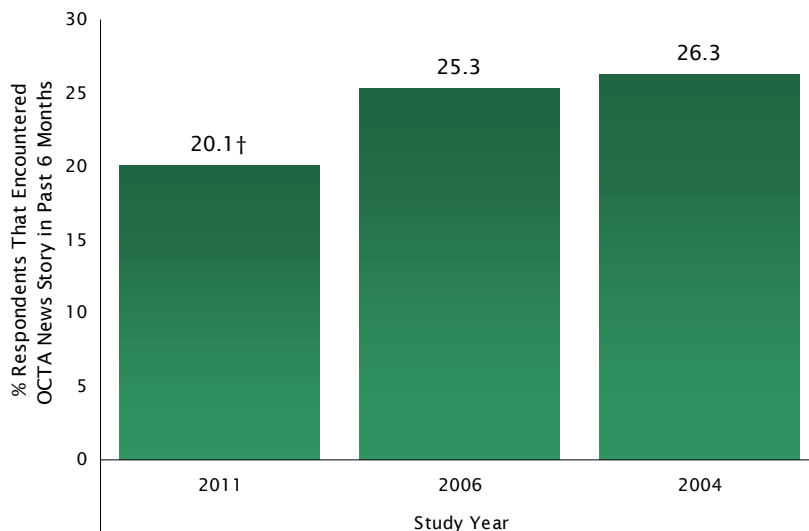


FIGURE 64 ENCOUNTERED OCTA NEWS STORIES IN PAST 6 MONTHS BY YEARS IN ORANGE COUNTY & AGE

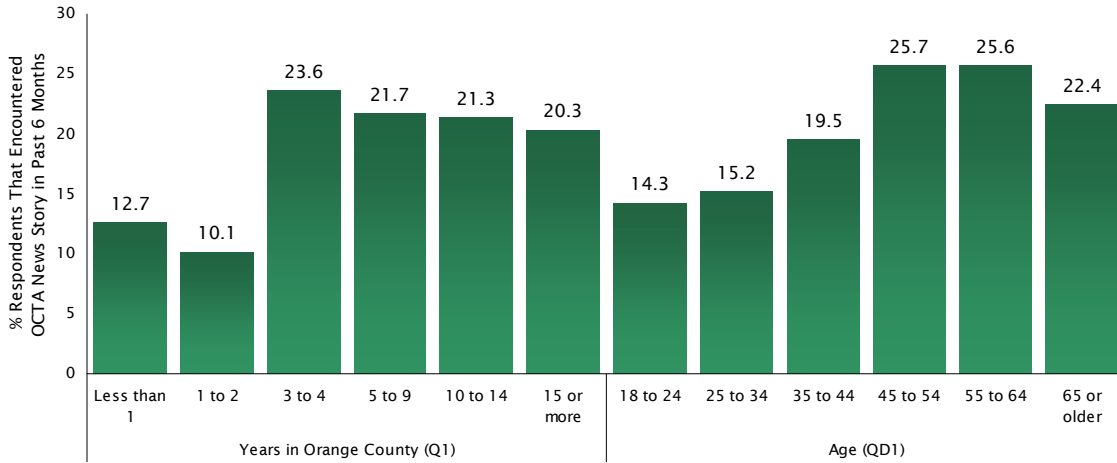


FIGURE 65 ENCOUNTERED OCTA NEWS STORIES IN PAST 6 MONTHS BY EMPLOYMENT STATUS & ETHNICITY

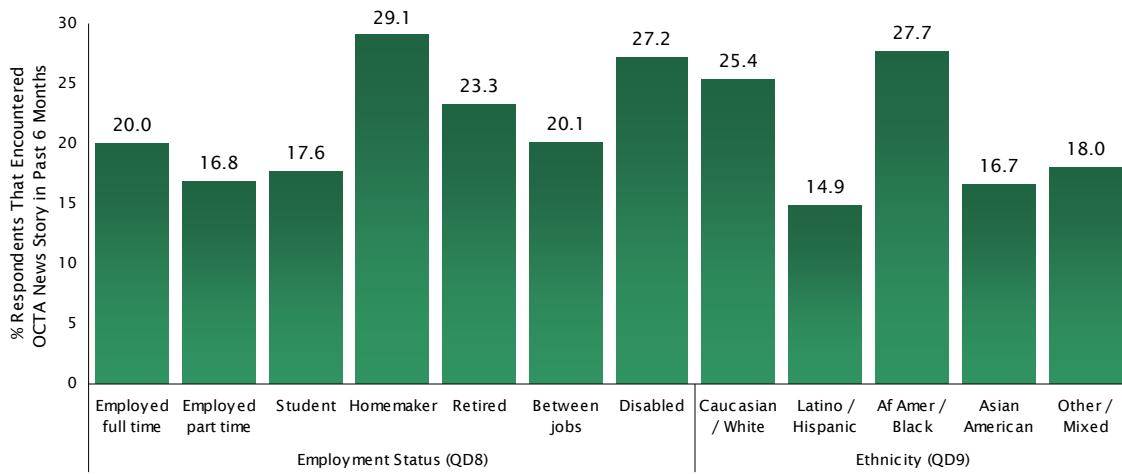


FIGURE 66 ENCOUNTERED OCTA NEWS STORIES IN PAST 6 MONTHS BY HOUSEHOLD INCOME & DISTRICT

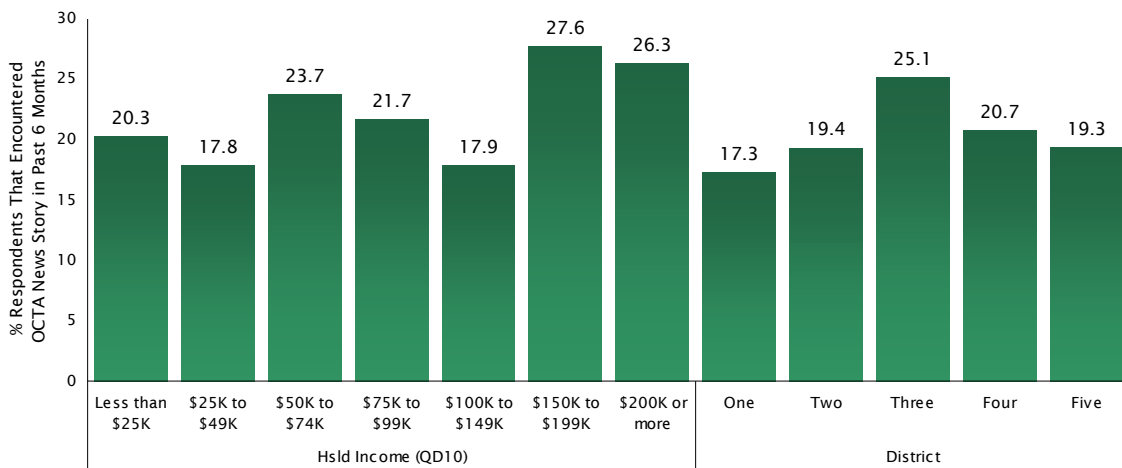
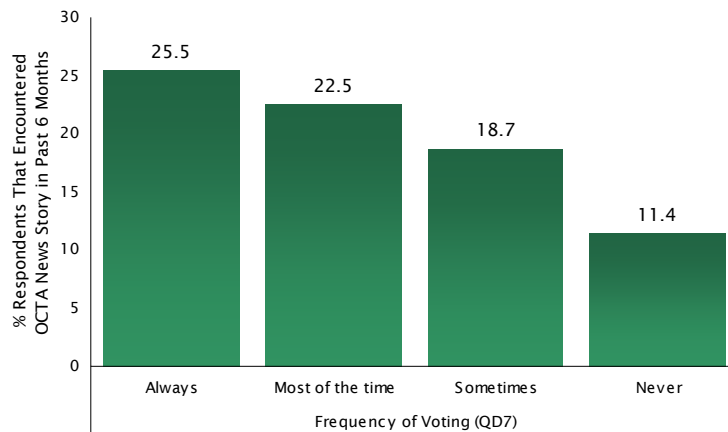


FIGURE 67 ENCOUNTERED OCTA NEWS STORIES IN PAST 6 MONTHS BY FREQUENCY OF VOTING



PRIMARY INFORMATION SOURCE Having measured respondents’ exposure to OCTA news stories and advertisements, Question 22 transitioned to the broader topic of information sources in general. Specifically, respondents were asked to identify which channel—newspapers, television, radio, Internet, or social media—is their *primary* source for information about news and events in Orange County. As shown in Figure 68, just under one-third (31%) of indicated in 2011 stated that they rely on the Internet for most of their information about Orange County news and events, followed closely by television (27%) and newspapers (26%). The remaining sources—radio and social media—were identified as primary information sources for news and events in Orange County by 7% and 6% of respondents, respectively.

Question 22 *Which of the following would you say is your primary source for information about news and events in Orange County? Newspapers, television, radio, the Internet, or social media like Facebook and Twitter?*

FIGURE 68 PRIMARY SOURCE FOR ORANGE COUNTY NEWS & EVENTS

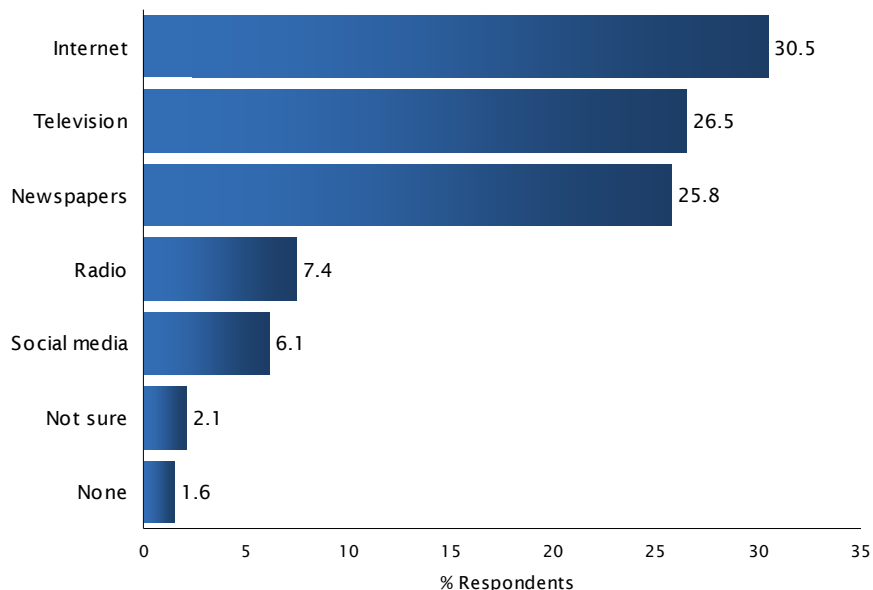
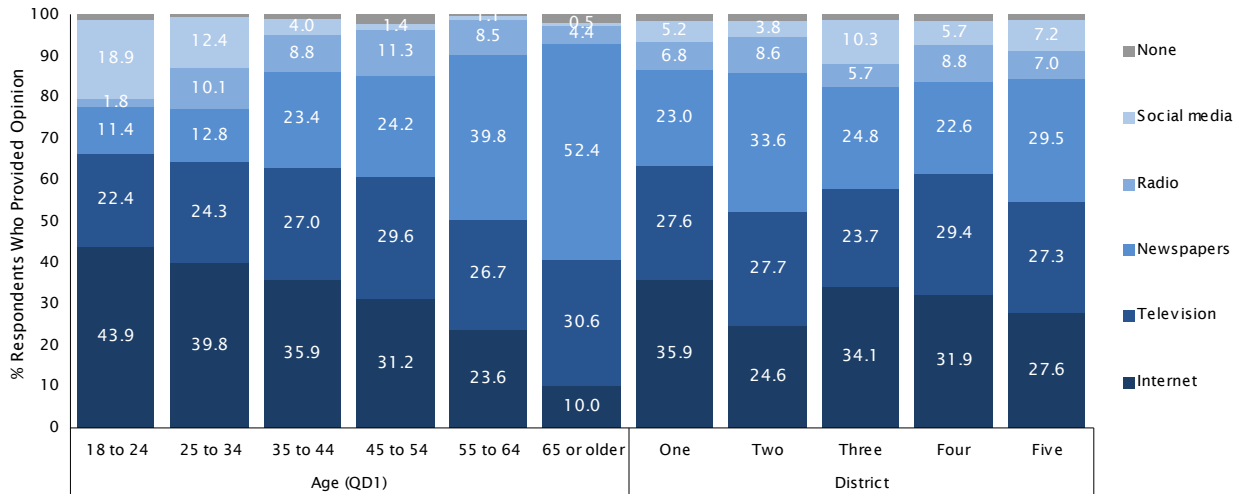


Figure 69 shows how the reliance on particular information sources in 2011 varied according to respondent age and Supervisorial District. The most consistent patterns occur with respect to age. Primary reliance on the Internet or social media declines with age, whereas use of newspapers increases with age.

FIGURE 69 PRIMARY SOURCE FOR ORANGE COUNTY NEWS & EVENTS BY AGE & DISTRICT



EFFECTIVENESS OF CHANNELS The next communication-related question presented respondents with each of the methods shown in Figure 70 and simply asked—for each—whether it would be an effective way for OCTA to communicate with residents. Overall, respondents indicated that radio advertisements were the most effective method (71%), followed by advertisements in local papers (68%), direct mail/newsletters (67%), electronic billboards (66%), and OCTA’s website (61%). Social media like Twitter (29%) and Facebook (43%), automated phone calls (31%), and text messages (35%) were viewed as comparatively less effective channels.

For the interested reader, Table 4 on the next page shows how the perceived effectiveness of each communication channel tested in Question 23 varied by respondent age and Supervisorial District.

Question 23 *As I read the following ways that OCTA can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for OCTA to communicate with you.*

FIGURE 70 EFFECTIVENESS OF COMMUNICATION METHODS

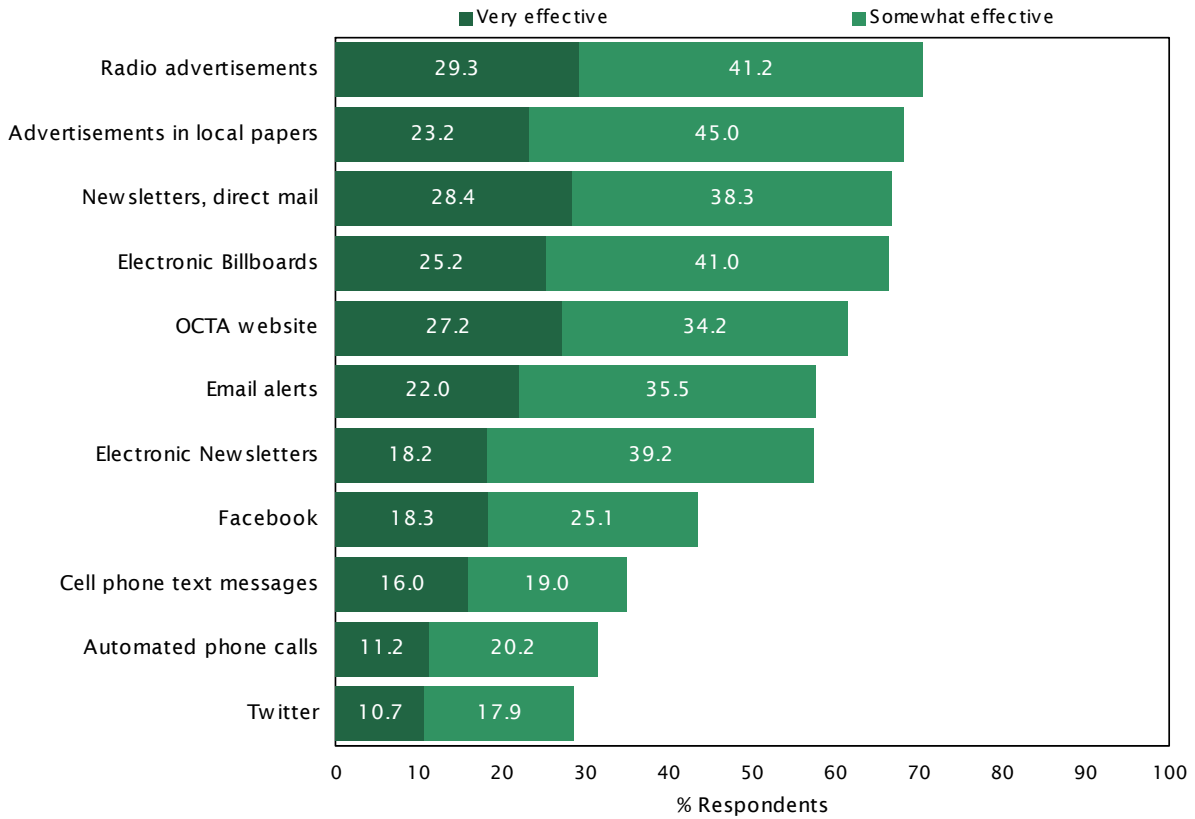


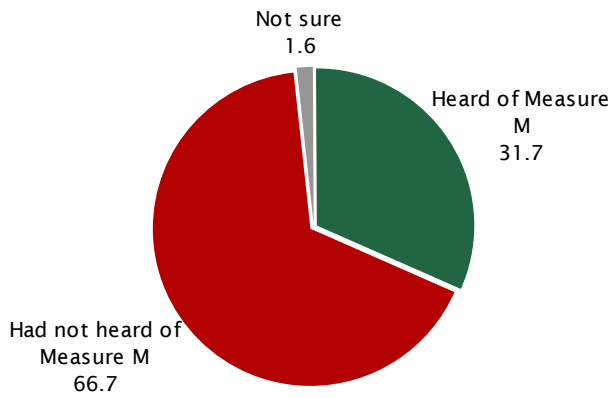
TABLE 4 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE & DISTRICT

	Age (QD1)						District				
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	One	Two	Three	Four	Five
Radio advertisements	73.1	78.4	78.9	74.3	64.3	51.8	74.1	73.8	65.2	72.5	64.0
Advertisements in local papers	64.1	73.8	70.7	68.6	65.9	67.7	70.7	70.7	62.6	69.8	66.7
Newsletters, direct mail	79.8	71.4	62.5	70.9	65.7	55.4	74.8	64.1	62.7	68.2	60.9
Electronic Billboards	80.8	77.8	74.4	69.2	59.0	39.3	67.3	64.7	68.5	68.3	61.6
OCTA website	62.6	74.2	77.5	63.4	58.0	33.2	64.7	58.9	59.2	66.2	55.1
Email alerts	64.0	68.1	68.1	59.5	52.6	36.3	54.2	57.9	55.9	59.3	57.3
Electronic Newsletters	70.4	70.3	69.1	59.9	48.1	29.4	58.0	53.5	60.0	61.7	51.9
Facebook	78.4	60.7	49.1	35.4	24.8	12.4	46.0	39.8	43.7	44.1	39.8
Cell phone text messages	57.6	46.1	40.8	30.0	20.1	14.4	39.1	31.9	35.7	35.7	29.7
Automated phone calls	52.0	37.4	34.0	26.9	22.0	18.6	37.0	30.6	23.9	39.2	22.8
Twitter	45.7	36.3	40.8	22.9	14.3	10.2	33.4	27.6	26.8	29.2	23.9

MEASURE M The final substantive questions in the survey addressed respondents' awareness and opinions of Measure M—Orange County's voter-approved half cent transportation sales tax. When asked if they had heard of Measure M prior to taking the survey, approximately one-third (32%) indicated that they had heard of the measure, whereas two-thirds (67%) had not heard of Measure M and 2% were unsure (see Figure 71).

Question 24 Prior to taking this survey, had you heard of Measure M, Orange County's voter-approved half cent transportation sale tax?

FIGURE 71 HEARD OF MEASURE M



Awareness of Measure M bore a strong relationship to length of residence in Orange County, opinions of OCTA, and voting frequency. Overall, the longer a person had resided in the County and the more frequently they reported voting in elections, the more likely they were to recall having heard of Measure M. Similarly, those who were familiar enough with OCTA to have an opinion of the agency (favorable or unfavorable) were much more likely to be aware of Measure M than their counterparts who had no opinion of OCTA (see Figures 72 & 73).

FIGURE 72 HEARD OF MEASURE M BY YEARS IN ORANGE COUNTY & OPINION OF OCTA

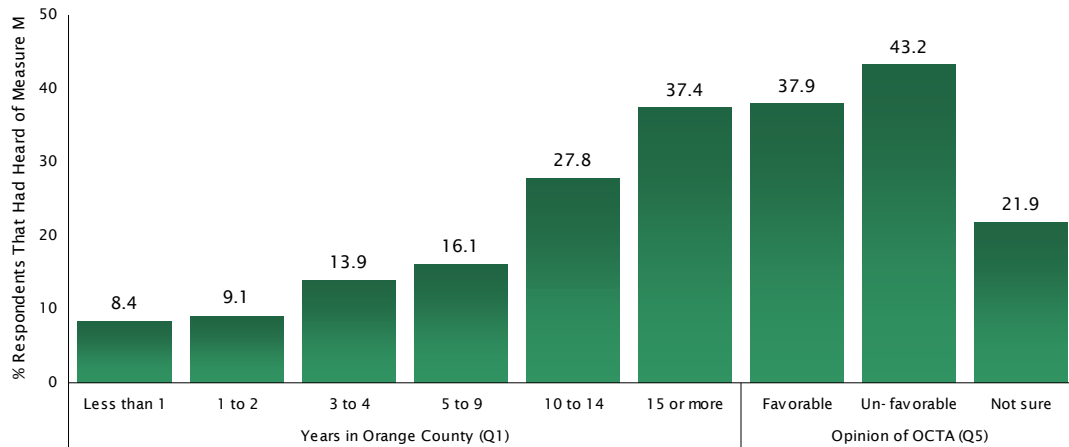
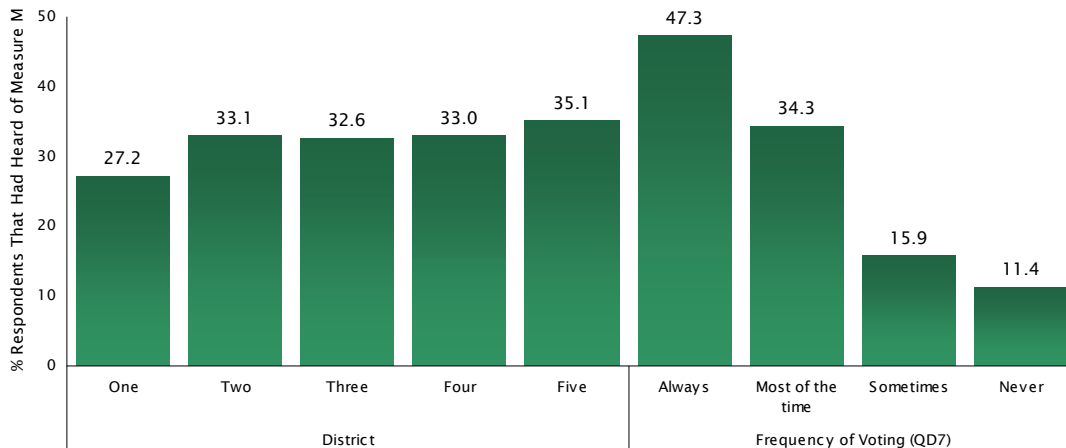


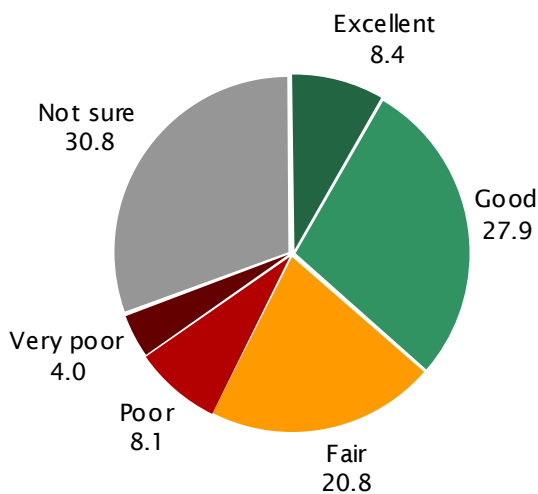
FIGURE 73 HEARD OF MEASURE M BY DISTRICT & FREQUENCY OF VOTING



Residents who had heard of Measure M prior to taking the survey were next asked to rate OCTA’s performance in delivering the transportation projects and improvements funded by Measure M on a scale of excellent, good, fair, poor or very poor. Just under one-third (31%) of those who had heard of Measure M indicated that they did not have an opinion of OCTA’s performance in delivering projects and improvements. Among the remaining respondents with an opinion, 8% rated it excellent and 28% good. An additional 21% rated OCTA’s performance as fair, whereas 12% used poor or very poor to describe OCTA’s performance in delivering Measure M projects and improvements (Figure 74).

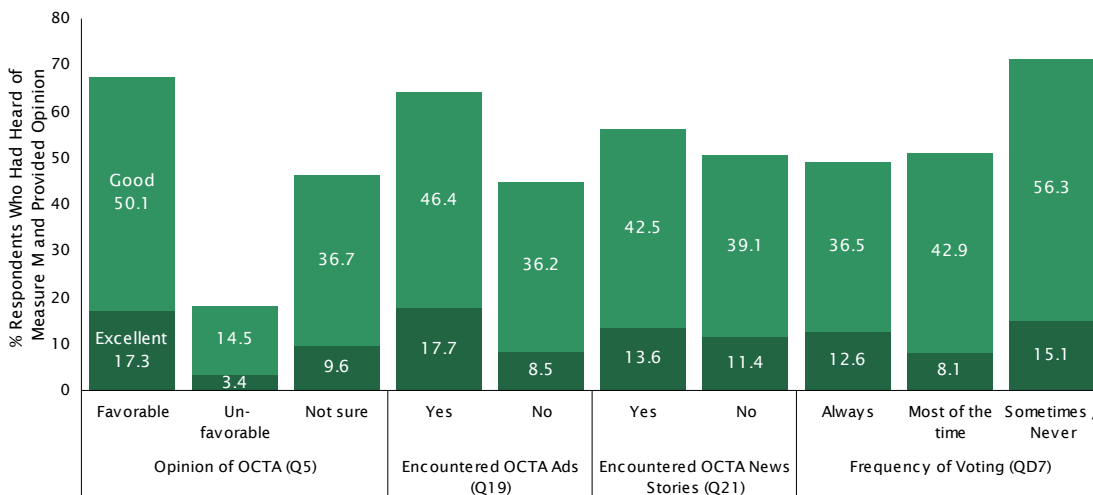
Question 25 *In your opinion, is OCTA doing an excellent, good, fair, poor or very poor job of delivering the transportation projects and improvements funded by Measure M, or do you have no opinion?*

FIGURE 74 OPINION OF MEASURE M MANAGEMENT



Among those with an opinion, assessments of OCTA’s performance in delivering Measure M projects and improvements were the most positive among those who also had a positive opinion of OCTA as an agency, those who had encountered OCTA advertisements and news stories in the six months prior to the interview, and individuals who were either not registered to vote or vote infrequently (Figure 75).

FIGURE 75 OPINION OF MEASURE M MANAGEMENT BY OPINION OF OCTA, ENCOUNTERED OCTA ADS, ENCOUNTERED OCTA NEWS STORIES & FREQUENCY OF VOTING AMONG THOSE WITH AN OPINION





BACKGROUND & DEMOGRAPHICS

TABLE 5 DEMOGRAPHICS OF SAMPLE

Total Respondents	2010
District	
One	21.3
Two	23.8
Three	18.6
Four	23.1
Five	18.4
Years in Orange County (Q1)	
Less than 1	3.2
1 to 2	2.9
3 to 4	3.8
5 to 9	8.7
10 to 14	12.3
15 or more	68.9
Prefer not to answer	0.3
Age (QD1)	
18 to 24	14.2
25 to 34	18.1
35 to 44	17.3
45 to 54	17.0
55 to 64	11.7
65 or older	13.7
Prefer not to answer	7.9
Total People in Household (QD2)	
One	10.1
Two	21.6
Three	14.9
Four	24.5
Five or more	23.8
Prefer not to answer	5.0
Total People 16+ in Household (QD3)	
One	14.4
Two	38.3
Three	17.7
Four	13.7
Five or more	7.3
Prefer not to answer	8.6
Total Vehicles in Household (QD4)	
None	2.7
One	17.8
Two	38.7
Three	21.3
Four or more	13.3
Prefer not to answer	6.2
Frequency of Voting (QD7)	
Always	44.8
Most of the time	15.4
Sometimes	8.4
Never	25.6
Prefer not to answer	5.8
Employment Status (QD8)	
Employed full time	47.3
Employed part time	11.0
Student	9.6
Homemaker	5.7
Retired	13.5
Between jobs	5.5
Disabled	1.6
Prefer not to answer	5.9
Ethnicity (QD9)	
Caucasian / White	39.8
Latino / Hispanic	29.0
Af Amer / Black	1.4
Asian American	15.4
Other / Mixed	2.8
Prefer not to answer	11.6
Hsld Income (QD10)	
Less than \$25K	10.5
\$25K to \$49K	15.3
\$50K to \$74K	13.6
\$75K to \$99K	13.0
\$100K to \$149K	11.3
\$150K to \$199K	5.2
\$200K or more	5.1
Prefer not to answer	25.9
Gender	
Male	51.8
Female	48.2

Table 5 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in creating the sample (see *Sample* on page 52), the results shown are representative of the universe of Orange County adults. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see crosstabulations in Appendix A for a full breakdown of each question), the information is also valuable for understanding the current profile of Orange County's adult population.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with Alice Rogan, Ellen Burton and Ted Nguyen at OCTA, as well as Michelle Kirkhoff of MK Consulting, to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who recalled hearing, reading, or seeing OCTA advertisements in the past six months (Question 19) were asked where they encountered the advertisements (Question 20). The questionnaire included with this report (see *Questionnaire & Toplines* on page 56) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions. Several of the questions were also tracked from prior surveys conducted for OCTA in 2006 and 2004.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in Orange County prior to formally beginning the survey. Once finalized, the survey was professionally translated into Spanish and Vietnamese to give respondents the option of participating in English, Spanish, or Vietnamese. The survey was also programmed into a password-protected online survey application hosted by True North to allow respondents who preferred to participate online the option to do so.

SAMPLE Households within Orange County were chosen for this study using a random digit dial (RDD) sampling method for land lines, as well as a supplement of random mobile phone numbers that service the County. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the area. After estimating the number of listed households within each phone exchange that are located within the area, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the area. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory. Supplementing the land line sample was an additional sample of mobile phone numbers that are active in the County.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed—to the extent needed—to ensure a representative sample. In addition to following this protocol, the sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

Additionally, to ensure a representative distribution of interviews across each of the five supervisory districts in the County, respondents were initially asked the ZIP code of their residence (see questions SC1 and SC2). Quotas were established to balance the interviews appropriately between districts.

STATISTICAL MARGIN OF ERROR By using a probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents in Orange County. The results of the survey can thus be used to estimate the opinions of *all* adult residents in the County. Because not all adult residents participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 2,010 respondents for a particular question and what would have been found if all of the estimated 2,273,573 adult residents² had been interviewed.

For example, in estimating the percentage of adult residents who have heard of OCTA (Question 4), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

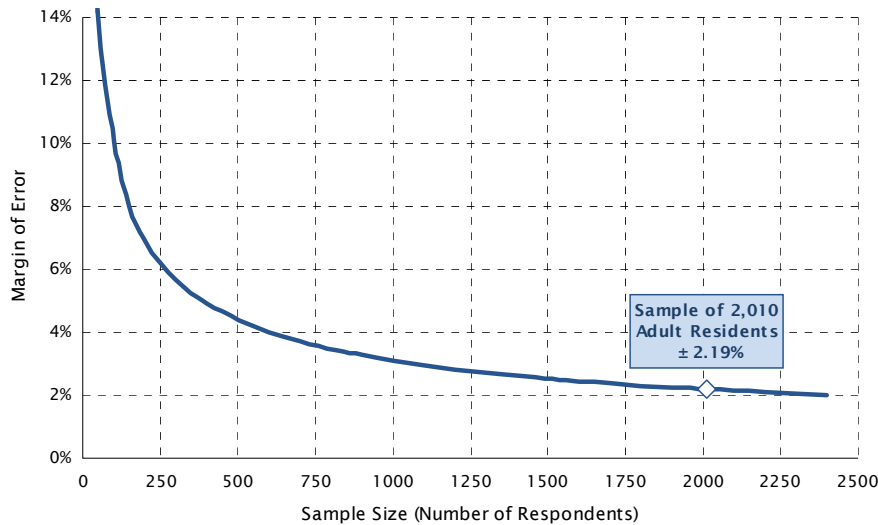
$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of survey respondents who had heard of OCTA (0.83 for 83% in this example), N is the population size of all adult residents (2,273,573), n is the sample size that received the question (2,010), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of $\pm 1.65\%$. This means that with 83% of survey respondents indicating they had heard of OCTA, we can be 95% confident that the actual percentage of all adult residents in the County who had heard of OCTA is between 81% and 85%.

2. Source: US Census Bureau, 2010 Census.

Figure 76 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 2.19\%$ for questions answered by all 2,010 respondents county wide.

FIGURE 76 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



Within this report, figures and tables show how responses to certain questions varied by sub-groups such as years living in Orange County, age of the respondent, and supervisorial district. Figure 76 above is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular sub-group) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small sub-groups. For example, within individual supervisorial districts, the maximum margin of error is between $\pm 4.36\%$ and $\pm 5.32\%$.

DATA COLLECTION The primary method of data collection for this study was telephone interviewing. Interviews were conducted in English, Spanish, and Vietnamese during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between October 8, 2011 and November 1, 2011. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 20 minutes in length. Respondents who preferred to participate in the survey online were allowed to do so using a password-protected website designed and hosted by True North Research.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses, and crosstabulations. The final data were weighted to adjust for minor discrepancies in age and ethnicity within each of the five supervisorial districts. Where applicable, tests of statistical significance were conducted to evaluate whether a change in responses

between 2011 and 2006 was due to an actual change in opinion or was likely an artifact of independently drawn cross-sectional samples.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



OCTA
2011 Countywide Attitudinal & Awareness Research
Final Toplines
November 2011

Section 1: Introduction to Study

Hi, my name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey about important issues in Orange County and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 14 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back? You can also take our survey online if you prefer.

If the person asks who is sponsoring the survey, explain: For statistical purposes, I can't reveal the sponsor of the survey at the beginning of this interview, but I will tell you at the end.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home who is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home who is at least 18 years of age.

If there is no adult currently available, then ask for a callback time.

NOTE: Adjust this screener as needed to match sample quotas on gender & age

Offer web option if prefer online.

SC1 To begin, what is the ZIP code at your residence? *Read ZIP code back to them to confirm correct.*

Data on file

SC2 *Record which area the ZIP code falls into. If the respondent provided a ZIP code that does not appear in one of the areas below, terminate the interview.*

1	District 1	21%
2	District 2	24%
3	District 3	19%
4	District 4	23%
5	District 5	18%

Section 3: Quality of Life & Local Issues

I'd like to begin by asking you a few questions about life in Orange County.

Q1	How long have you lived in Orange County?		
	1	Less than 1 year	3%
	2	1 to 2 years	3%
	3	3 to 4 years	4%
	4	5 to 9 years	9%
	5	10 to 14 years	12%
	6	15 years or longer	69%
	99	Prefer not to answer	0%
Q2	How would you rate the overall quality of life in Orange County? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	33%
	2	Good	52%
	3	Fair	12%
	4	Poor	2%
	5	Very Poor	1%
	98	Not sure	1%
	99	Prefer not to answer	0%
Q3	Thinking about Orange County as a whole, what would you say is the most important issue facing Orange County today? Verbatim responses recorded and later grouped into categories shown below.		
	Economy, unemployment		29%
	Not sure / Cannot think of anything		25%
	Education, schools		7%
	Traffic		6%
	Public safety		5%
	Budget, spending		4%
	Real estate, housing		4%
	Transportation infrastructure		4%
	Population, overcrowding		4%
	Cost of living		3%
	Illegal immigration		3%
	Taxes		2%

Leadership, government	2%
Homelessness	1%
Environment	1%

Section 4: Awareness & Opinions of OCTA

Q4	Prior to taking this survey, had you heard of the Orange County Transportation Authority, also known as O.C.T.A (Oh-See-Tee-Ay)?		
	1	Yes	83%
	2	No	17%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q5 To clarify, the Orange County Transportation Authority or O.C.T.A. (Oh-See-Tee-Ay) is the public agency responsible for planning, funding, managing and developing Orange County's transportation system, including freeways, streets and roads, transit services and the 91 Express Lanes.

In general, would you say you have a favorable or unfavorable opinion of the Orange County Transportation Authority, or do you have no opinion either way? *Get answer, if 'favorable' or 'unfavorable', ask: Would that be very (favorable/unfavorable) or somewhat (favorable/unfavorable)?*

1	Very favorable	17%
2	Somewhat favorable	26%
3	Somewhat unfavorable	8%
4	Very unfavorable	5%
98	Not sure	32%
99	Prefer not to answer	13%

Q6 Next, I'm going to read a series of statements. For each that I read, please tell me whether you agree or disagree with the statement. If you don't have an opinion, just say so.

Here is the (first/next) one: O.C.T.A _____. Do you agree or disagree with this statement? *Get answer, then ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?*

		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion	Prefer not to answer
	<i>Randomize</i>						
A	Makes good use of public funds	12%	25%	9%	10%	42%	3%
B	Is actively seeking solutions to our transportation issues	17%	31%	10%	6%	35%	2%
C	Is a public agency I trust	21%	35%	8%	7%	27%	2%
D	Listens to the general public	13%	24%	11%	9%	41%	2%

E	Has made many improvements to Orange County's transportation system in the past 5 years	21%	33%	11%	7%	25%	3%
F	Helps our local and regional economies function by improving our transportation system	24%	35%	9%	7%	23%	2%

Section 5: Awareness & Perceptions of OCTA Programs and Services

Q7	What services does OCTA (Oh-See-Te-Ay) provide that you are aware of? <i>Probe: any others? Do not read list, record all mentions.</i>								
	1	Manages the overall transportation system						11%	
	2	Bus service						60%	
	3	ACCESS Paratransit/service for the disabled						8%	
	4	Rideshare/carpool matching						2%	
	5	Metrolink commuter rail service						9%	
	6	Road and freeway planning						10%	
	7	Freeway improvements						10%	
	8	Vanpool programs						1%	
	9	City street improvements						4%	
	10	The 91 Express Lanes toll road						6%	
	11	Administers Measure M, Orange County's half-cent sales tax for transportation improvements						0%	
	12	Freeway Service Patrol tow trucks						1%	
	13	Bikeway planning						1%	
	14	Other (unique responses)						1%	
	98	Not sure						20%	
	99	Prefer not to answer						1%	
Q8	How would you rate: _____ in Orange County? Would you say it is excellent, good, fair, poor, or very poor, or do you have no opinion?								
	<i>Read A first, then randomize B-M</i>		Excellent	Good	Fair	Poor	Very Poor	No Opinion	Prefer not to answer
A	The overall transportation system		8%	34%	30%	11%	3%	13%	0%
B	Bus service		8%	33%	19%	7%	2%	29%	2%
C	ACCESS Paratransit services for the disabled		10%	30%	11%	3%	1%	43%	2%
D	Rideshare and carpool matching programs		6%	27%	15%	5%	2%	43%	2%

E	Metrolink commuter rail service	7%	28%	11%	5%	1%	45%	3%
F	Road and freeway planning	7%	37%	26%	10%	3%	17%	1%
G	The overall quality and condition of freeways	9%	49%	25%	9%	3%	4%	1%
H	Vanpool programs	5%	19%	10%	4%	1%	58%	4%
I	The overall quality and condition of city streets	9%	43%	29%	12%	3%	3%	1%
J	The overall quality and condition of the 91 Express Lanes toll road	10%	33%	15%	6%	4%	30%	2%
K	Freeway Service Patrol tow trucks	11%	33%	14%	3%	1%	36%	3%
L	Bikeway planning	7%	30%	17%	8%	2%	34%	1%

Section 6: Transportation System & Priorities

Next, let me ask you a few questions about the transportation system in Orange County.

Q9 There are a variety of improvements that could be made to Orange County's transportation system.
 As I read the following list of improvements, please indicate whether you think it should be a high priority, a medium priority, or a low priority. Please keep in mind that not all of the improvements can be high priorities.
 Here is the (first/next) one: _____. Should this project be a high, medium or low priority?

		High Priority	Medium Priority	Low Priority	Shouldn't do this project	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Widen the freeways	49%	34%	13%	0%	2%	1%
B	Expand bus services	37%	40%	18%	0%	4%	1%
C	Expand the Metrolink rail service	33%	38%	21%	0%	5%	2%
D	Expand vanpool programs	19%	40%	30%	0%	8%	3%
E	Build a direct connection between the 241 (Two-forty-one) toll road and 91 Express Lanes	24%	31%	31%	0%	9%	4%
F	Improve ACCESS paratransit service	25%	44%	17%	0%	11%	3%
G	Improve the network of bike lanes	22%	39%	33%	0%	3%	2%
H	Construct roads over or under rail tracks where needed to improve traffic flow	36%	42%	18%	0%	3%	2%
I	Build additional toll lanes to help relieve traffic congestion	31%	32%	32%	1%	2%	1%
J	Coordinate traffic signals on major roadways to improve traffic flow	65%	26%	6%	0%	2%	1%

K	Fix potholes and repair roadways	67%	25%	6%	0%	1%	1%
L	Optimize the existing transportation system	43%	41%	8%	0%	5%	3%

Q10	Are there any transportation improvements that I did not mention previously that you think should be a high priority for Orange County? <i>If yes, ask: Please describe them. Verbatim responses recorded and later grouped into categories shown below.</i>	
	No other high priorities	76%
	Extending, connecting freeways, toll roads	3%
	Improving, expanding bus service	3%
	Not sure, cannot think of any	3%
	Improving public transit in general	2%
	Repairing, maintaining infrastructure	2%
	Addressing traffic congestion issues	2%
	Improving, expanding light rail	2%
	Widening, stacking roads, freeways	1%
	Reducing toll road fees	1%
	Eliminating toll roads	1%
	Improving carpool lanes	1%
	Improving accountability, finishing projects	1%
	Improving airport access	1%
	Providing high-speed rail	1%

Section 7: Travel Behavior

Next, I'd like to know about the types of transportation you use when traveling in Orange County.

Q11	What form of transportation do you use most often when traveling in Orange County? <i>If they say drive, car, etc. ask: Do you most often drive by yourself or with other people in the vehicle? If with other people, ask: When you ride with other people, do you typically ride with one other person, or with at least two other people?</i> <i>If they say bus, ask: Do you most often ride the local bus, or an express bus service?</i>	
	1 Drive alone (auto/truck/van/SUV)	56%
	2 Carpool/drive with ONE other person	15%
	3 Carpool/drive with TWO or more other people	14%
	4 Vanpool	0%
	5 Bus (local)	9%
	6 Bus (express service)	0%
	7 Metrolink commuter rail	0%

	8	Motorcycle/Moped/Motorized Scooter							0%
	9	Bike							1%
	10	Walk/Run							1%
	11	Other							0%
	98	Not sure							2%
	99	Prefer not to answer							0%
Q12	In the past 12 months, have you used: _____ when traveling in Orange County? <i>If no, record answer. If yes, ask: Have you used the service at least once per week, 2 to 3 times per month, once per month, once every two or three months, or less frequently than once every three months?</i>								
	<i>Read in Order</i>		Once per week	2 to 3 times per month	Once per month	Once every 2 to 3 months	Less often than once every 3 months	No, haven't used in past 12 months	Not sure/prefer not to answer
A	A regular bus		8%	4%	3%	2%	5%	76%	1%
B	An Express Bus		1%	1%	1%	1%	2%	93%	2%
C	Metrolink commuter rail		1%	2%	2%	3%	9%	81%	1%
D	ACCESS paratransit service		0%	1%	1%	1%	2%	92%	3%
E	The 91 Express Lanes toll road		5%	5%	7%	8%	12%	62%	1%
Q13	Realistically, in the next six months do you think you will ride _____ in Orange County more often, less often, or about the same frequency as you do now?								
	<i>Randomize</i>		More Often	Less Often	About Same	Prefer not to answer			
A	A regular bus		10%	11%	68%	11%			
B	An Express Bus		5%	13%	68%	14%			
C	Metrolink commuter rail		7%	14%	68%	11%			
<i>Only ask Q14 if Q13c = (2,3).</i>									
Q14	Are there specific reasons or obstacles that will keep you from riding Metrolink commuter rail more often? <i>If yes, ask: Please briefly describe them to me. Multiple Responses Allowed.</i> Verbatim responses recorded and later grouped into categories shown below.								
	No particular reasons								51%
	Does not go to necessary areas								16%
	Minimal personal travel / No need								9%
	Prefer to drive personal vehicle								8%
	Inconvenient in general								7%
	Available times, schedules are insufficient								5%

	Work from or near home	2%
	Elderly, disabled	2%
	Need more information	2%
	Too expensive	2%
	Safety concerns	1%
	Need transportation after Metrolink commute	1%
	Travel time too long	1%
Q15	Do you commute to work or school at least three times per week? <i>If says both work and school, ask which is the longer commute and record.</i>	
	1 Yes, work	54%
	2 Yes, school	13%
	4 No, work from home/telecommute	10%
	5 No, don't work or go to school	21%
	99 Prefer not to answer	2%

Section 8: Communications

Now for a different topic....

Q16	Overall, are you satisfied or dissatisfied with OCTA's efforts to communicate with Orange County residents through E-newsletters, advertisements, the Internet, news media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1 Very satisfied	20%	
	2 Somewhat satisfied	41%	
	3 Somewhat dissatisfied	13%	
	4 Very dissatisfied	5%	
	98 Not sure	20%	
	99 Prefer not to answer	1%	
Q17	Is there a particular topic or issue that you'd like to receive more information about from OCTA?		
	1 Yes	19%	Ask Q18
	2 No	80%	Skip to Q19
	98 Not sure	1%	Skip to Q19
	99 Prefer not to answer	0%	Skip to Q19

Q18 Please briefly describe the topic. <i>Probe:</i> Any other topics? Verbatim responses recorded and later grouped into categories shown below.			
	Construction updates		37%
	Bus schedules, routes		13%
	Metrolink schedules, info		11%
	Route planning		9%
	Services, programs offered in general		7%
	Not sure		7%
	Proposed projects, future plans		6%
	Transit options for seniors, disabled, students		6%
	Traffic congestion, traffic relief measures		6%
	Commuting options		5%
	Budget, spending information		4%
	Fees for tolls, transit services		3%
	More communication efforts in general		3%
	Carpool, vanpool, ride-share programs		2%
Q19 In the past six months, do you recall hearing, reading, or seeing any advertisements for or from OCTA?			
	1	Yes	29%
	2	No	70%
	98	Not sure	2%
	99	Prefer not to answer	0%
			<i>Ask Q20</i>
			<i>Skip to Q21</i>
			<i>Skip to Q21</i>
			<i>Skip to Q21</i>
Q20 Where did you encounter the advertisements? <i>Probe:</i> Any other sources? <i>Do not read list, record up to first 3 responses.</i>			
	1	Television	12%
	2	Radio	3%
	3	Newspaper	21%
	4	Magazine	1%
	5	Billboard	10%
	6	Interior bus signage	7%
	7	Exterior bus signage	15%
	8	Bus shelter	11%
	9	Mail	9%
	10	Email	4%
	11	Special event	1%

	12	Community meetings/events		2%		
	13	Internet/banner advertisements (not OCTA website)		7%		
	14	OCTA website		2%		
	15	Door hanger		0%		
	16	Other		8%		
	98	Not sure		9%		
	99	Prefer not to answer		1%		
Q21	In the past six months, do you recall hearing, reading or seeing any news stories about OCTA?					
	1	Yes		20%		
	2	No		79%		
	98	Not sure		1%		
	99	Prefer not to answer		0%		
Q22	Which of the following would you say is your primary source for information about news and events in Orange County? Newspapers, television, radio, the Internet, or social media like Facebook and Twitter?					
	1	Newspapers		26%		
	2	Television		26%		
	3	Radio		7%		
	4	Internet		30%		
	5	Social media like Facebook and Twitter		6%		
	6	None/Don't pay attention to news and events in Orange County		2%		
	98	Not sure		2%		
	99	Prefer not to answer		0%		
Q23	As I read the following ways that OCTA can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for OCTA to communicate with you.					
		<i>Randomize</i>	Very Effective	Somewhat Effective	Not at all Effective	Not sure / Prefer not to answer
A	OCTA website		27%	34%	34%	5%
B	Electronic Newsletters		18%	39%	39%	4%
C	Newsletters and other materials mailed directly to your house		28%	38%	31%	2%
D	Automated phone calls		11%	20%	65%	3%
E	Advertisements in local papers		23%	45%	29%	3%
F	Radio advertisements		29%	41%	27%	3%
G	Facebook		18%	25%	51%	6%

H	Twitter	11%	18%	63%	8%
I	Email alerts	22%	36%	39%	4%
J	Electronic Billboards	25%	41%	29%	5%
K	Cell phone text messages	16%	19%	62%	3%
Q24	Prior to taking this survey, had you heard of Measure M, Orange County's voter-approved half cent transportation sale tax?				
	1	Yes	32%	Ask Q25	
	2	No	67%	Skip to D1	
	98	Not sure	1%	Skip to D1	
	99	Prefer not to answer	0%	Skip to D1	
Q25	In your opinion, is OCTA doing an excellent, good, fair, poor or very poor job of delivering the transportation projects and improvements funded by Measure M, or do you have no opinion?				
	1	Excellent	8%		
	2	Good	28%		
	3	Fair	21%		
	4	Poor	8%		
	5	Very poor	4%		
	98	Not sure	30%		
	99	Prefer not to answer	1%		

Section 9: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year recorded and grouped into age categories as shown below.				
	1	18 to 24	14%		
	2	25 to 34	18%		
	3	35 to 44	17%		
	4	45 to 54	17%		
	5	55 to 64	12%		
	6	65 and over	14%		
	99	Prefer not to answer	8%		

D2	In total, how many people live in your household? Number recorded and later grouped into categories shown below.	
	One	10%
	Two	22%
	Three	15%
	Four	25%
	Five or more	24%
	Prefer not to answer	5%
D3	How many of the people in your household are 16 years of age or older? Number recorded and later grouped into categories shown below.	
	One	14%
	Two	38%
	Three	18%
	Four	14%
	Five or more	7%
	Prefer not to answer	9%
D4	How many personal vehicles are owned or leased by your household? Number recorded and later grouped into categories shown below.	
	None	3%
	One	18%
	Two	39%
	Three	21%
	Four or more	13%
	Prefer not to answer	6%
D5	Which of the following best describes your current home?	
	1 Single family detached home	62%
	2 Apartment	17%
	3 Condominium	11%
	4 Mobile home	3%
	99 Prefer not to answer	7%

D6	Are you registered to vote in Orange County?			
	1	Yes	73%	Ask D7
	2	No	21%	Skip to D8
	99	Prefer not to answer	5%	Skip to D8
D7	How <i>consistent</i> are you in voting when elections occur in Orange County? Would you say you always vote when there is an election, you vote most of the time, you vote sometimes, or you never vote?			
	1	Always	61%	
	2	Most of the time	21%	
	3	Sometimes	11%	
	4	Never	6%	
	99	Prefer not to answer	1%	
D8	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now? <i>If they work and go to school, ask them to choose the category that best describes them: worker or student.</i>			
	1	Employed full-time	47%	
	2	Employed part-time	11%	
	3	Student	10%	
	4	Homemaker	6%	
	5	Retired	13%	
	6	In-between jobs	5%	
	7	Disabled/Unable to work	2%	
	99	Prefer not to answer	6%	

D9 What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
1	Caucasian/White	40%
2	Latino/Hispanic/Mexican	29%
3	African-American/Black	1%
4	American Indian or Alaskan Native	1%
5	Asian—Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	15%
6	Pacific Islander	0%
7	Mixed Heritage	0%
8	Other	2%
98	Not sure	2%
99	Prefer not to answer	10%
D10 I have just one more question for you for statistical reasons. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.		
1	Less than \$25,000	11%
2	\$25,000 to \$49,999	15%
3	\$50,000 to \$74,999	14%
4	\$75,000 to \$99,999	13%
5	\$100,000 to \$149,999	11%
6	\$150,000 to \$199,999	5%
7	\$200,000 or more	5%
98	Not sure	5%
99	Prefer not to answer	21%
Those are all of the questions that I have for you! Thanks very much for participating.		

Post Interview Items

S1 Gender		
1	Male	52%
2	Female	48%