

Section 5



Public Service:

enhance customer satisfaction by understanding, connecting with and serving our diverse communities and partners.

Objectives:

- Public Awareness and Perception
- Customer Satisfaction
- Community Engagement
- Collaborative Planning

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I. Introduction

The development of a high-performance multimodal transportation system requires providing valuable, reliable, accessible, and attractive transportation options to customers. As a goal area in the Strategic Plan, **Public Service** is focused on providing these multimodal transportation choices that link communities within Orange County.

The following spreadsheet summarizes the programs and projects which support the primary objectives of the Public Service Goal Area. High level overviews of each program are discussed in this section and if further information is required, the guiding documents web links are provided. This section reviews OCTA programs which enhance public service and accomplish our objectives.

Goal Area Objectives	Programs Supporting Objectives	Projects Supporting Programs	Benefit	Service Level Improvement	Pg.#
Public Service: <i>enhance customer satisfaction by understanding, connecting with and serving our diverse communities and partners.</i>					
Objective 1- Public Awareness and Perception <i>increase public awareness and improve perception of OCTA programs and services</i>					
	Transportation Demand Management (TDM) Ordinances	All programs and services that help reduce single occupant vehicle travel, i.e. bicycle and active transportation, vanpool, HOV lanes, congestion pricing, etc.	Reduced congestion on roads and freeways, environmental benefits, less pollution, and better quality of life. OCTA incorporates programs and projects which support provisions and rules as established by the South Coast Air Quality Management District (SCAQMD).	Local jurisdictions benefit from OCTA leadership and funding of TDM ordinances. Each program requires increased public awareness. OCTA plans, conducts, and participates annually in hundreds of community events on all of OCTA programs, projects, and services.	204

Goal Area Objectives	Programs Supporting Objectives	Projects Supporting Programs	Benefit	Service Level Improvement	Pg.#
Objective 2 - Customer Satisfaction <i>continually strive to improve customer satisfaction</i>	Mobility Choices for seniors and persons with disabilities (M2 Project U)	*OCTA Senior Mobility Program (SMP) *Senior Non-Emergency Medical Transportation Program (SNEMT)	*Improved transportation access for seniors and persons with disabilities. *Provides non-emergency medical transportation service for seniors and the disabled.	*30 cities and four non-profit organizations are SMP partners. *Stabilized fares at 2006 levels.	199
	Park and Ride Facilities	Construction and expansion of Park and Ride Facilities	Increases commuter access to alternative transportation modes.	Working local communities and Caltrans, OCTA actively pursues resources to fund the construction and/or lease of new park and ride facilities.	207
	Local Community Transit Services (M2 Project V)	*Local bus transit services *Community based circulators *Shuttles and bus trolleys	Provides congestion relief to arterials in high traffic areas, and provide non-auto based mobility options	*Provides up to \$50 million of funding for Project V. *As of March 2013, \$28 million of funding for projects has been approved by the OCTA Board	200

Goal Area Objectives	Programs Supporting Objectives	Projects Supporting Programs	Benefit	Service Level Improvement	Pg.#
Objective 3 - Community Engagement <i>continue to engage and educate the community in OCTA initiatives</i>					
	Public Transit Network future planning of OCTA transit programs	*Bus Service *Bus Rapid Transit (BRT) *Metrolink and Go-Local feeders *Land use	OCTA identifies broad objectives for transit programs that meet projected future demands. OCTA forecasts demand, and financial feasibility of objectives.	Based on forecasted demand of future transit services, OCTA engages local communities, county, state, and federal agencies on its goals to increase awareness and ensure support.	201

Goal Area Objectives	Programs Supporting Objectives	Projects Supporting Programs	Benefit	Service Level Improvement	Pg.#
Objective 4 - Collaborative Planning <i>build and sustain productive relationships and partnerships</i>	Metrolink Expansion and Go-Local Feeders	*Metrolink Expansion (M2 Project R) *Go-Local Feeders	*Enhanced Metrolink services by offering more frequent services during peak business hours. *Provides local jurisdictions opportunities to develop feeder services to Metrolink stations.	*Increased number of trains operating between Fullerton and Laguna Niguel. *Last-mile feeder services improved. *Provides opportunities for OCTA to build relationships with Metrolink and Orange County local communities.	202
	Vanpool and Rideshare Programs	Vanpool and Rideshare	*Reduces the number of long distance commute trips within a particular region. *Congestion reduction and air quality benefits.	*OCTA provides partial funding for vanpools. *OCTA provides help to employers to form, plan and run vanpool programs.	206
	Bicycle Programs	Regional Bikeway Planning	Build key bikeway corridors through all of Orange County. Provides the ability to use a bicycle as the sole means of transportation.	OCTA is working with the Orange County Council of Governments (OCCOG), local jurisdictions, and bicycle stakeholders with planning and project development.	208
		Bike Share Program	No ownership bicycle program provided for transportation purposes.	Pilot program is designed to help students get from public transportation to the California State University Fullerton campus.	217

II. Expand Mobility Choices for Seniors and Persons with Disabilities (Project U)

Purpose: M2 Project U provides funding to support mobility choices for seniors and persons with disabilities. Project U funds the fare stabilization program, the OCTA Senior Mobility Program (SMP), and the County of Orange Senior Non-Emergency Medical Transportation Program (SNEMT). The program is made up of a group of cities and organizations in Orange County offering community transit programs that provide transportation services for seniors and the disabled.

OCTA's SMP is designed to fill the gap between local fixed-route buses and ADA paratransit, or ACCESS service, by providing local transportation services to seniors in participating cities in Orange County. Under the program, participating cities are eligible to receive funds and vehicles from OCTA to help design and operate a transit program that best fits the needs of older adults in their communities.

Goal: Provide up to \$75 million of funding to expand mobility choices for seniors and persons with disabilities.

Status: To date, over \$9.1 million has been provided to local agencies and the County of Orange for the SNEMT and SMP.

Benefits:

- Improved transportation access for seniors and persons with disabilities
- Stabilized fares at 2006 levels
- Provides non-emergency medical transportation service for seniors and the disabled who cannot provide transportation for themselves

III. Fund development, implementation, and operations of local community transit services (Project V)

Purpose: “Project V provides local jurisdictions funding to develop local bus transit services such as community based circulators, shuttles, and bus trolleys that complement regional bus and rail services, and meet local needs in areas not adequately served by regional transit.”¹

Goal: Through a competitive process, provide up to \$50 million of funding for community-based transit services.

Status: The first call for projects for \$28 million closed on March 29, 2013. The OCTA Board approved five applications from the cities of Dana Point, Huntington Beach, La Habra, Laguna Beach, and Lake Forest, for a total of up to \$28 million on June 13, 2013. Projects slated for implementation over the next year include a variation of: vanpool connections from local employment centers to transportation hubs, special event and seasonal transportation services, and local community circulators to shopping, medical, and transportation-related centers.

Benefits: Community-based circulators can provide relief to arterials in high traffic areas, and provide non-auto based mobility options that meet specific local needs.

¹ 2012 M2020 Plan, pg. 66

IV. Public Transit Network

OCTA operates local fixed route bus service, community shuttle routes, StationLink Metrolink rail feeder routes, and express bus routes both within and outside the County. Orange County is also served by Metrolink commuter rail service and Amtrak's Pacific Surfliner intercity rail service connecting Orange County to San Diego, Los Angeles, Riverside, San Bernardino, and Ventura Counties.

OCTA bus service is complemented by local transit service in the cities of Anaheim, Buena Park, Irvine, and Laguna Beach.

OCTA's transit strategy identifies broad objectives for prioritizing future transit improvements to meet future demand as effectively and efficiently as possible. These objectives will serve to meet as much of the forecasted transit demand as financially feasible and support OCTA's existing transit goals of:

- Target high-demand corridors for improvements to fixed-route frequencies and hours of operations
- Initiate bus rapid transit (BRT) services
- Invest in Metrolink and Go Local feeders, and support California high-speed rail
- Explore express bus opportunities
- Improve access to regional bus service and local destinations with community circulators and rideshare programs
- Coordinate service planning with local land-use agencies
- Seek to restore transit funding from state and federal sources, as well as new funding and savings for transit operations

V. Metrolink Expansion and Go Local Feeders

Metrolink Expansion: OCTA is implementing the Metrolink Service Expansion Plan (MSEP) that involves the addition of more frequent commuter rail service between Fullerton and Laguna Niguel, and the necessary station and infrastructure improvements to accommodate this service. To support these future rail services, regional gateway station improvements such as the Anaheim Regional Transportation Intermodal Center (ARTIC) are underway. These efforts will strengthen the backbone of Orange County's transit system.

M2 Go Local Program: The M2 Go Local Program is intended to address increases in demand induced by the increased rail service due to the MSEP program. Go Local provides a competitive opportunity for local jurisdictions to develop feeder services between rail stations and key destinations. OCTA also plans to increase StationLink services as needed to coordinate with increased Metrolink service.

Goals:

- Increase the number of trains operating between Fullerton and Laguna Niguel (see also High Frequency Metrolink Service (Project R) in the Mobility goal area of this plan).
- Expand service outside typical peak commute periods in the morning and evening to provide more mid-day and off-peak services.
- Through M2, extend Metrolink service levels to Union Station in Los Angeles.

Benefits:

- Improvements are designed to attract additional riders
- Enhanced Metrolink services by offering more frequent services throughout the day
- Provides a viable alternative to vehicle travel
- Reduces congestion on crowded roadways and freeways

VI. Transportation Demand Management (TDM) Ordinances

Purpose: All jurisdictions in Orange County have adopted TDM ordinances that incorporate provisions consistent with rules adopted by the South Coast Air Quality Management District (SCAQMD). There are many programs administered or supported by OCTA to manage travel demand through the use of alternative transportation modes. The best practice categories for TDM strategies and the programs OCTA supports and implements are:

Categories of TDM Strategies

A. Improved Transportation Options – This category seeks to improve already existing transportation options. These options include: (1) biking and walking; (2) transit and ridesharing; (3) improved streets and roads: OCTA programs are:

1. Bicycle and Active Transportation Programs
2. Traffic Signal Synchronization Program
3. Vanpool and Rideshare Programs
4. Bus Rapid Transit

B. Programs that Promote Transit Use and Carpooling – There are many proven strategies for increasing the number of people riding buses and carpooling. Some of them include: (1) expansion of transit services already in place; (2) provide low-cost transit passes and get them to people who need them most; (3) improve communication on transit and carpool information; (4) build park-and-rides and HOV lanes where appropriate. OCTA programs are:

1. Special transit passes (i.e. Day Pass, Special Event Pass, 7-Day Pass, 30-Day Pass, etc.)
2. Road space allocation (bike lanes, transit-only lanes)
3. High occupancy vehicle (HOV) lanes

C. Land-Use Management and Urban Design – Land-use policy impacts transportation, sustainability, and public health as a properly designed community encourages walking and biking while reducing the need to drive for daily needs. Protecting and preserving the environment is a core responsibility of the M2 program. OCTA programs are:

1. M2 Freeway Mitigation Program
2. M2 Environmental Clean-Up Allocation Program

D. Employer-Based TDM Strategies – Employer-based strategies reduce vehicle trips by providing employees with incentives, information, and additional transportation options to commute via modes other than the single occupant vehicle.

1. OCTA Program: Vanpool and Rideshare Programs

E. Congestion Pricing - OCTA owns and operates one of the best congestion pricing transportation networks in the nation – the State Route 91 (SR-91) Express Freeway. The Orange County Sustainability Community Strategy pricing strategy is designed to complete and optimize the scope and capacity of the County’s priced transportation network composed of publicly-owned toll and express lanes. Priced facilities such as the SR-91 are an especially important tool for providing intracounty, intercounty, and interregional capacity, while at the same time contributing to sustainability and emission reduction goals related to SB 375 and other state and federal mandates OCTA program:

- 1. 91 Express Freeway**

Benefits: These services help reduce single occupant vehicle travel, congestion, and enhance the quality of life for Orange County residents, commuters, and visitors.

VII. Vanpool and Rideshare Programs

Purpose: A vanpool is a group of people with a similar origin, destination, and schedule, who share the costs of commuting and ride in a vehicle with seven or more seats. The group divides the cost of the van, monthly rental, gas, insurance, and other costs among themselves. OCTA provides a \$400 a month, per van incentive. This is applied directly to the monthly rental fee from the van provider by OCTA. OCTA also provides help to employers to plan and run programs and to commuters to form vanpools.

Goals: Expansion of vanpool services to two targeted commuter markets.

- The first commuter market consists of expanding the long-distance vanpool services by targeting new or expanded services to employment and activity centers that are not currently well served by existing vanpools. Target employment centers include the Irvine Spectrum area, the Santa Ana Civic Center, the South Coast Metro area, and the Anaheim Canyon employment center along the Riverside (SR-91) Freeway.
- The second vanpool strategy would explore the potential for shorter distance vanpools that would originate from Metrolink stations in Orange County and provide connections to employment centers that are not currently well served by OCTA's existing Stationlink and local bus services. These employment destinations could be directly served by the vanpool, reducing travel times from the Metrolink station to the commuter's ultimate destination. These services are beneficial in that the Metrolink commuter rail service can fulfill the long-distance portion of the commute and bring together several commuters from a larger area than a traditional vanpool.

Benefit: Vanpools and ridesharing provide substantial benefits for reducing congestion and reducing vehicle miles traveled. Vanpools and carpools typically reduce the number of long distance commute trips within a particular region, maximizing the congestion reduction and air quality benefits from each trip removed from the transportation system.

VIII. Park-and-Ride



Park-and ride facilities play an important role in increasing commuter access to alternative transportation modes. Orange County will continue to explore opportunities to increase the number of park-and-ride facilities through coordination with Caltrans, local jurisdictions, and private property owners to identify additional suitable park-and-ride sites, and will actively pursue resources to fund the construction and/or lease of new park-and-ride facilities.

IX. Bicycle Programs

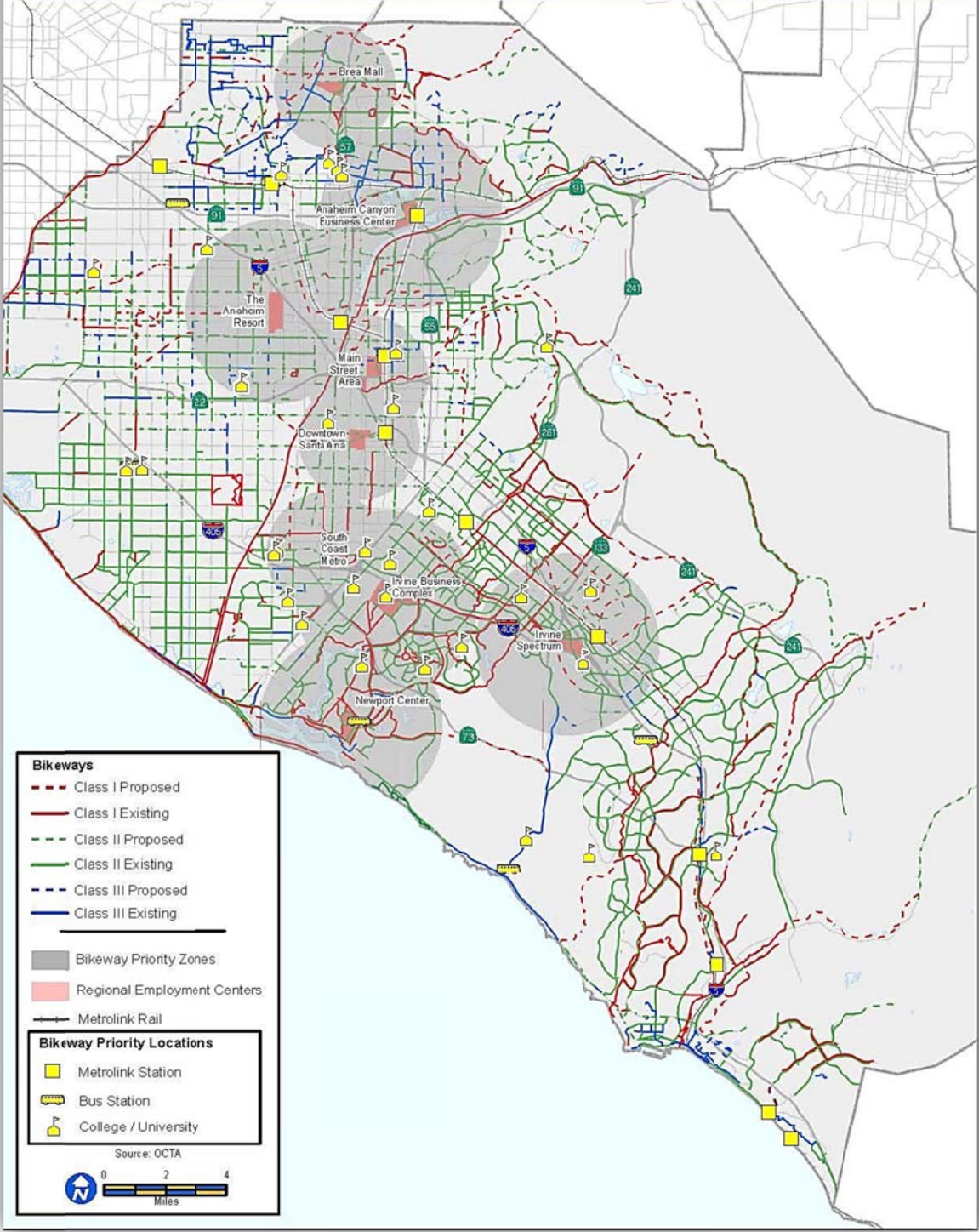


Purpose: In Orange County, bicycles can be used as the sole mode of transportation or as a complement to bus and rail travel. Regional Bikeways Planning is a countywide effort involving OCTA, the Orange County Council of Governments (OCCOG), local jurisdictions, and bicycle stakeholders. The goals of the effort are to build consensus on key bikeway corridors and to assist local jurisdictions with project development. In 2009, OCTA developed the Commuters Bikeways Strategic Plan (CBSP), which can be found at <http://www.octa.net/pdf/bikeways09.pdf>.

Bikeway planning, implementation, and maintenance efforts are recorded in the CBSP. The CBSP was developed through a collaborative process among cities, the County, OCTA, Caltrans, nonprofit organizations and the general public. The resulting CBSP includes a compilation of local bikeway plans proposing the addition of a total of 210 miles of Class I bikeways, 480 miles of Class II bikeways, and 95 miles of Class III bikeways (Class I, II, and III are defined on page 212). The CBSP also identifies regional bikeway priority locations that include transit stations, major employment centers, and schools. OCTA encourages implementing agencies to give priority to bikeway projects that connect to, or within these locations improve regional connectivity. OCTA also recommends that projects be prioritized based on CBSP performance criteria that include safety, ease of implementation, and continuity.

The map on the following page contains the regional bikeway priorities from the CBSP.

Map 2.1: Regional Commuter Bikeway Priorities



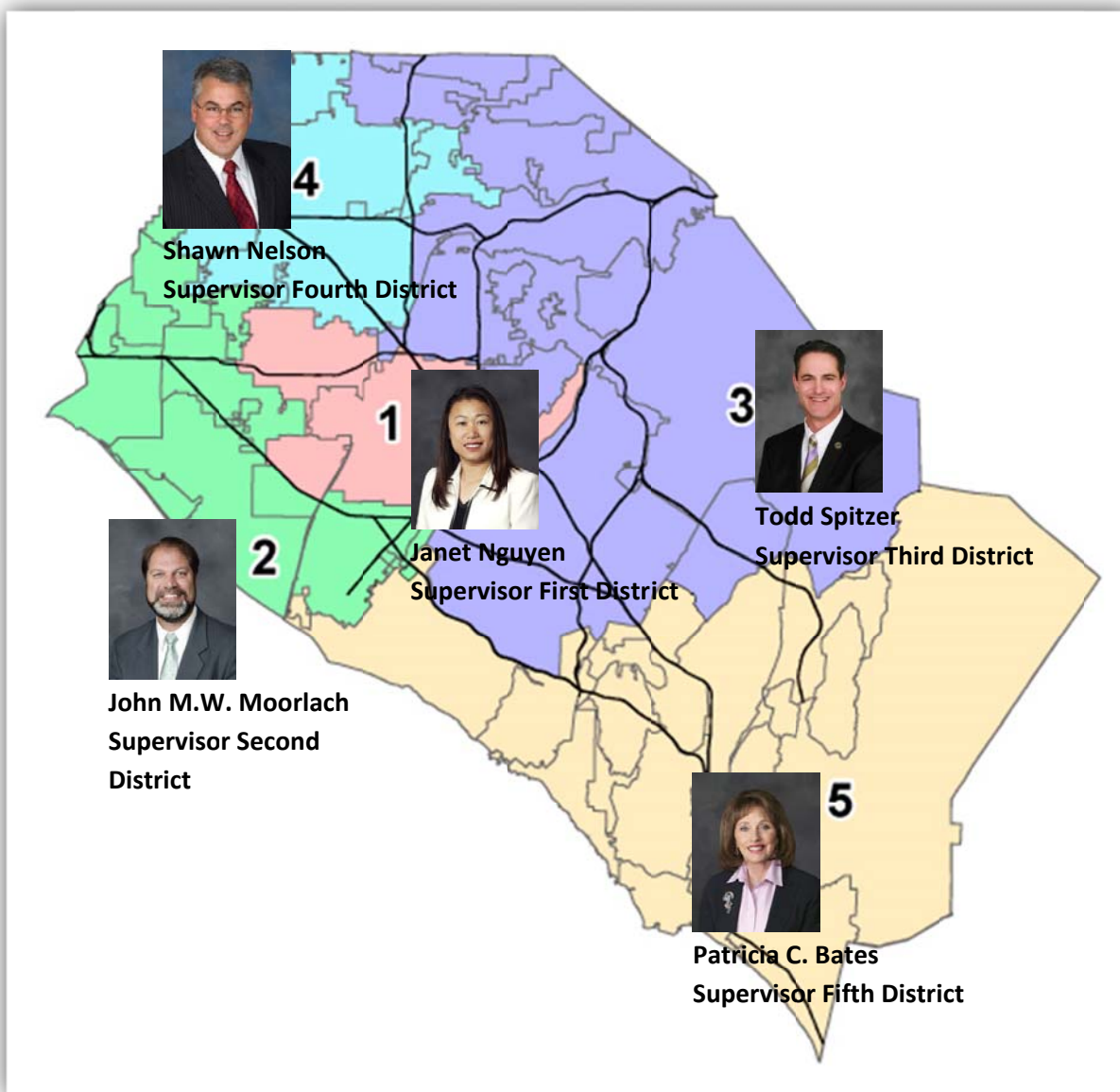
After the publication of the CBSP, OCTA has/is facilitating collaborative efforts with the OCCOG on bikeway strategies. Districts, 1, 2, and 4 have been completed and are ready for implementation. The Bicycle Corridor Improvement (BCI) Program 2014 Call for Projects is a \$4.3 million bicycle program available to local Orange County agencies. The submission of proposals was completed in late 2013, and awards will be made in early 2014. The schedule for completing district bikeways strategies are below.

Supervisorial District	Status	Final Document
District 4	Complete	Fourth District Bikeways Strategy
Districts 1 & 2	Complete	Districts 1 & 2 Bikeways Strategy
District 5	Ongoing	Scheduled for 2014 Completion
District 3	Future	Scheduled for 2015 Completion

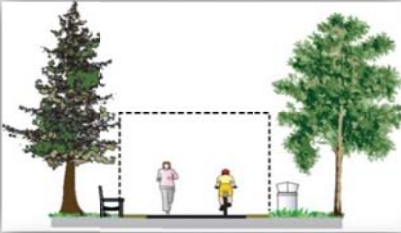
The map on the following page shows the geographical districts and District Supervisors in Orange County.

Orange County Supervisors by Districts:

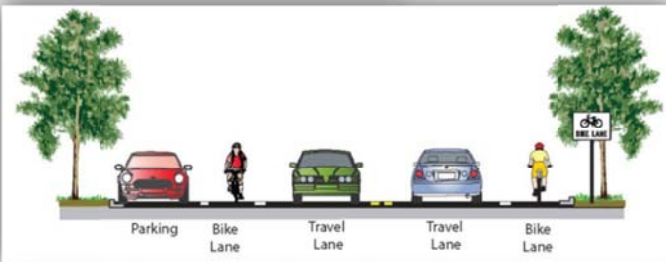
1. First District- Janet Nguyen
2. Second District- John M. W. Moorlach
3. Third District- Todd Spitzer
4. Fourth District- Shawn Nelson
5. Fifth District- Patricia Bates



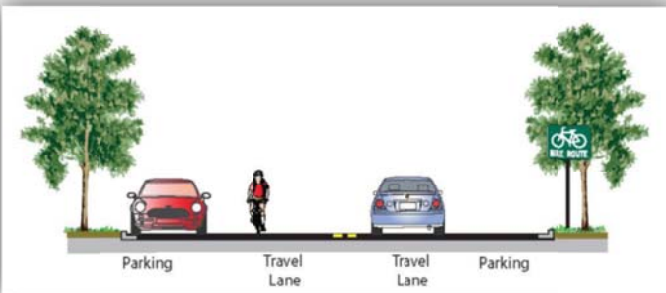
B. Bikeway Classifications



Class I – “Bikeways or Bike Paths, which provide a completely separated right-of-way designated for the exclusive use of bicycles and pedestrians with cross flows by motorists minimized.



Class II – Bike Lane, which provides a restricted right-of-way designated for the exclusive or semi exclusive use of bicycles with through travel by motor vehicles or pedestrians prohibited, but with vehicle parking and cross flows by pedestrians and motorists permitted.



Class III – On-street or off-street Bike Route, which provides a right-of-way designated by signs or permanent markings and shared with pedestrians or motorists.”²

C. Districts 1 & 2 Bikeway Strategy

In Districts 1 & 2 Bikeway Strategy, “a total of eleven (11) regional bikeway corridors are proposed. The corridors include key connections to existing regional bikeway routes (e.g. Santa Ana River & Coyote Creek trails), as well as to major destinations within the districts (e.g. the beach & Santa Ana Regional Transportation Center). In addition, several of the proposed corridors would link with regional bikeway corridors identified in the District 4 Bikeways Strategy.”³

The eleven regional corridors were ranked to help guide implementing agencies in prioritizing bikeway improvements. The evaluation process determined that the corridors detailed on the next page would provide the greatest relative potential benefit to cyclists in terms of regional connectivity, access to key destinations, and improved safety, while also possessing significant public support and limited physical constraints that could hinder implementation. The following top ranked corridors will be further studied for feasibility in the second phase of the Districts 1 & 2 Bikeways Collaborative:

- Corridor C: Pacific Coast Highway;
- Corridor A: Pacific Electric Right-of-Way;
- Corridor D: Magnolia-Hoover; and
- Corridor E: Slater-Segerstrom.

² <http://www.octa.net/pdf/OCTAD12%20Report12-31-2013.pdf> pg., 1-1

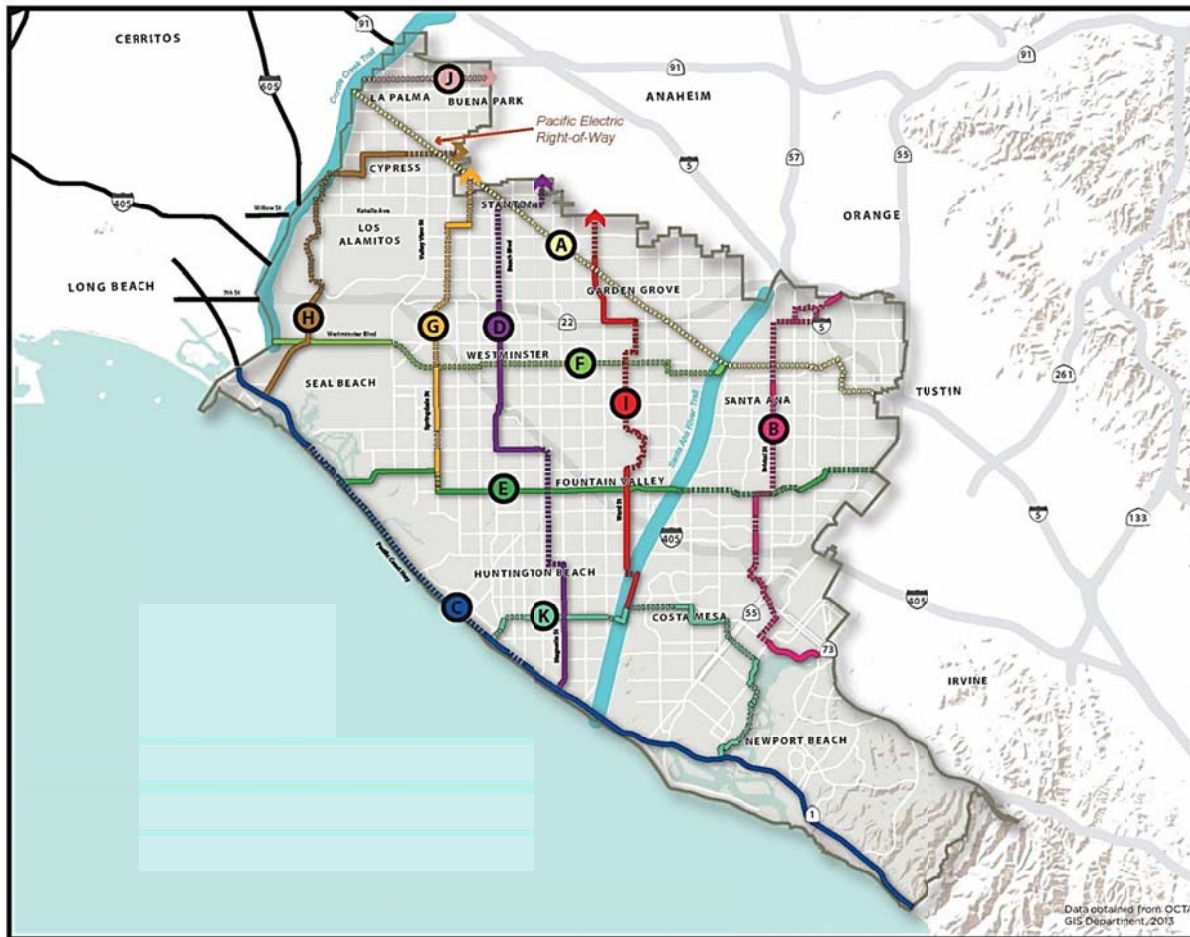
³ <http://www.octa.net/pdf/OCTAD12%20Report12-31-2013.pdf> pg., iv



PROJECT CORRIDOR OVERVIEW

OCTA Districts 1 and 2 Bikeways Collaborative

Figure ES-1



LEGEND

Existing Facility	Proposed Facility	
		A: Pacific Electric ROW*
		B: Bristol-Bear
		C: Pacific Coast Highway*
		D: Magnolia-Hoover*
		E: Slater-Segerstrom*
		F: Westminster-Hazard
		G: Knott-Springdale
		H: Seal Beach-Orange Avenue
		I: Brookhurst-Ward
		J: Edison Transmission Line
		K: Indianapolis-Fairview
		Existing Regional Corridor
		District 1 & 2 Boundary
		District 4 Corridor Connections

*Feasibility studies planned at top ranked corridors

Data obtained from OCTA GIS Department, 2013

D. Districts 4 Bikeway Strategy

“The objective of District 4 Bikeway Strategy was to coordinate with cities, stakeholders, and the County of Orange to develop a list of ten regional bikeway corridors to pursue for implementation. Within the ten regional corridors, the Collaborative participants identified three “focus corridors” that will be prioritized for near-term implementation. The remaining seven corridors are organized into separate tiers for future implementation.”⁴

The 10 regional corridors combine existing bikeway facilities with new proposed segments. Many of these corridors build on existing and proposed bikeways identified in the 2009 OCTA CBSP. The top three tier 1 projects for District 4 are:

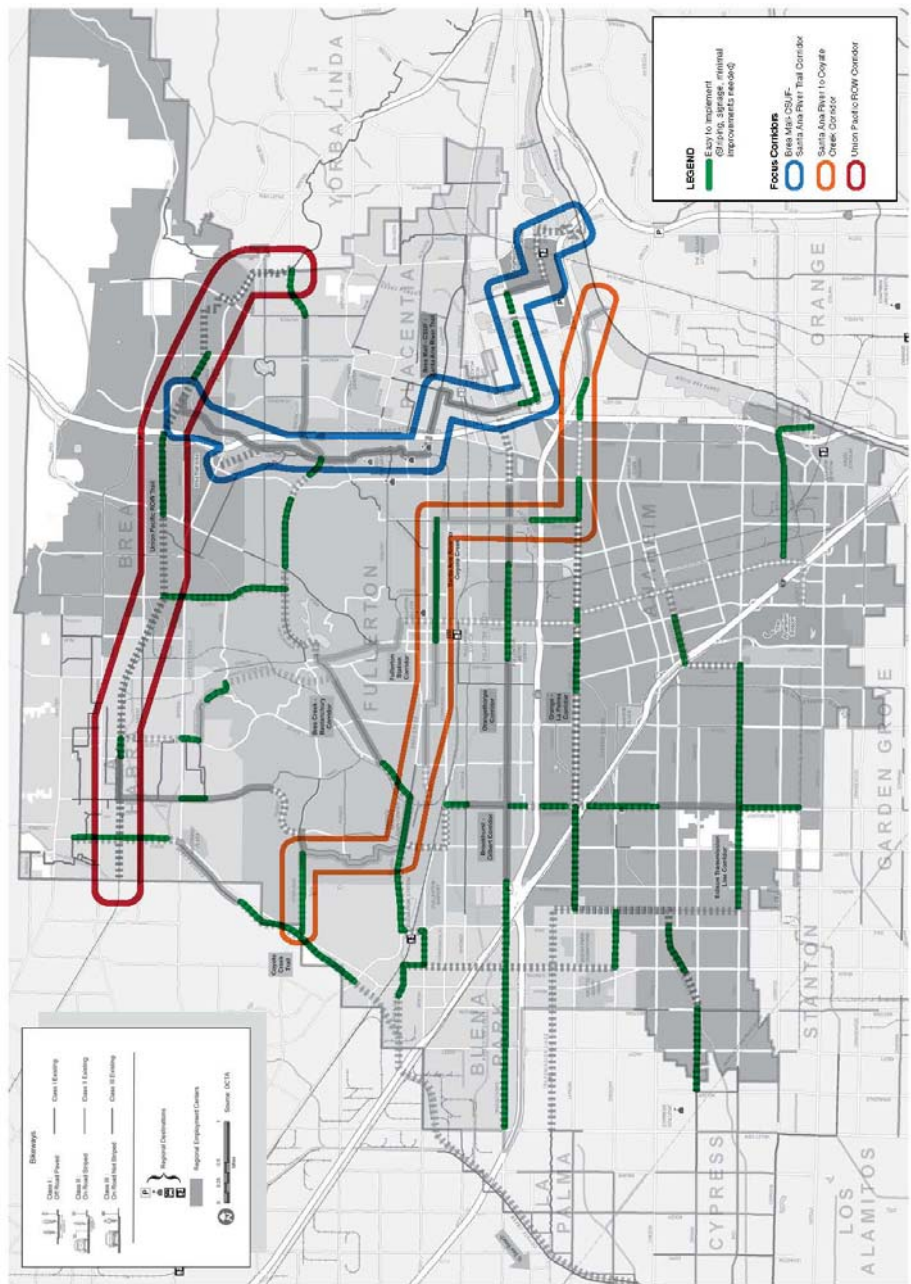
- Brea Mall – CSUF – Santa Ana River (Brea, Fullerton, Placentia, Anaheim)
- Santa Ana River to Coyote Creek (Anaheim, Fullerton, Buena Park)
- Union Pacific ROW (La Habra, Brea, Yorba Linda)

**The map on the following page shows the 10 regional corridors.
The map labeled “Near Term Projects” shows the three focus corridors.**

⁴ <http://www.octa.net/pdf/4thDistrictBikewaysReport.pdf> pg., 1

3. ACTION PLAN FOR IMPLEMENTATION

Figure 3.1 – Potential Near-Term Projects



E. Implementation of Bikeway Strategies

While OCCOG and OCTA have commissioned this report, implementation of bikeway corridors will be led by the city(s) or the County with right-of-way jurisdiction. In some cases, roadways are managed by Caltrans, such as Pacific Coast Highway (State Route 1), or at freeway interchanges. While OCCOG and OCTA promote the implementation of corridors recommended in this report, final design, construction, and maintenance would ultimately need to be accepted by the respective jurisdictions. Additionally, the city(s) or the County may need to coordinate with various landowners such as utility companies, rail operators, and the OCTA for right-of-way acquisition. As the current owner of the PEROW, OCTA has ultimate discretion regarding uses within the old rail corridor.

F. Bike Share Program

Purpose: OCTA's Bike Share Program is a service in which bicycles are made available for shared use to individuals on a very short term basis. The main purpose is transportation - bike share allows people to depart from point "A" and arrive at point "B" free from the worries of ownership. OCTA's Bike Share Program offers subscriptions that make the first 30 minutes of use very inexpensive, encouraging their use as transportation.

Goals:

- Complete two-year pilot project in Fullerton. Program launched in Q1, 2014
- The two-year pilot project currently has 10 stations. Ultimately, there will be 15 stations operating within the next several months as part of the pilot project.
- Evaluate results of pilot program.
- Expand program as required

Benefits:

- The pilot program is designed to help students get from public transportation to the California State University Fullerton campus.
- Other benefits include:
 - Seamless transfer to public transit or to a car without concern about leaving a bike behind
 - Flexibility of not having to always park and own a bicycle
 - Affordable access to bicycles for short-distance trips
 - Reduces traffic congestion, noise, and air pollution
 - Solves the "last mile" problem and connects users to public transit networks

X. Pedestrian Programs



Pedestrian-friendly environments improve the efficiency and connectivity of other modes of transportation, such as transit. A safe and attractive walking environment also furthers the goals of environmental sustainability by supporting reduced automobile dependence. Pedestrian programs and improvements are currently underway in many jurisdictions and will continue to be supported in Orange County.