



July 6, 2017

To: Regional Planning and Highways Committee

From: Darrell Johnson, Chief Executive Officer

A handwritten signature in blue ink, appearing to read "Darrell Johnson", is written over the "From:" line of the email header.

Subject: OC Active: Project Update

Overview

Preparation of a countywide active transportation plan is underway. The plan will help ensure bicycle and pedestrian improvement efforts are coordinated between local jurisdictions, and will reduce the need for agencies to develop similar plans in order to compete for state and federal grants. Project goals have been developed as a first step in the process and are presented for review.

Recommendation

Receive and file as an information item.

Background

In early 2017, the Orange County Transportation Authority (OCTA) Board of Directors (Board) approved the consultant selection to develop the first countywide Active Transportation Plan (OC Active). OC Active will evaluate needs, as well as recommend active transportation (bicycle and pedestrian) improvements for all 35 local jurisdictions in Orange County. Currently, few Orange County cities have started or completed a pedestrian plan. OC Active will include analysis to identify pedestrian improvement areas and will incorporate all regional and local bikeway planning work conducted to date by OCTA and local jurisdictions.

The list of improvement recommendations will be tied to goals and metrics, and be developed based on both community input, as well as technical analyses throughout the process. OC Active will also provide information and analysis required by the state guidelines for active transportation plans. By prioritizing improvements, OC Active will help guide local agency efforts to secure funding to implement infrastructure improvements. These results will also help guide countywide funding and program decisions.

Discussion

The draft goals below are intended to guide decision making during preparation of the plan. To date, these goals have been discussed with the Orange County Council of Governments Technical Advisory Committee, OCTA's Technical Advisory Committee, and the Citizens Advisory Committee Bike and Pedestrian Subcommittee.

1. Advance Strategic Walking and Biking Network
2. Enhance Walking and Biking Access to Transit
3. Improve High-Need Pedestrian Areas
4. Reduce Pedestrian and Bicyclist Collisions
5. Strengthen Stakeholder Partnerships
6. Incorporate Diverse Community Perspectives
7. Leverage Funding Opportunities

The goals will ensure OC Active supports regional mobility needs and empowers local jurisdictions to provide a responsive transportation network. The goals will influence the technical analysis and be used to evaluate the success of the final report, scheduled for completion in late 2018. Subsequent efforts will include bikeways and pedestrian analysis, and finalization of the public engagement efforts identified in Attachments A and B. The public outreach approach focuses on attending local pre-planned community events to reach a broad spectrum of Orange County residents, a schools-related art contest in October, and social community engagement activities with public safety representatives.

After finalizing the goals above, the technical pedestrian and bicycle analysis will advance. An update of OC Active and other OCTA active transportation efforts is planned for presentation to the OCTA Board in August 2017.

Summary

Staff will utilize the draft project goals and continue working with local agencies, local jurisdictions, and community members to prepare OC Active.

Attachments

- A. OC Active Orange County's Bike + Ped Plan, OC Active Draft Community Engagement Outline
- B. OC Active Orange County's Bike + Ped Plan, OC Active Project Schedule

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OC ACTIVE DRAFT COMMUNITY ENGAGEMENT OUTLINE

The following is a draft list of community engagement activities planned during preparation of OC Active: Orange County's Bike + Ped Plan.

- 1. Orange County Transportation Authority Board of Directors**
Policy level input on the plan will be solicited during presentations at the Orange County Transportation Authority (OCTA) Regional Planning and Highways Committee and Board of Directors. Approximately two to three meetings are planned.
- 2. OCTA Citizens Advisory Committee Bicycle and Pedestrian Subcommittee**
Public input on the plan will be solicited during quarterly updates at the OCTA Citizens Advisory Committee Bicycle and Pedestrian Subcommittee.
- 3. Stakeholder Working Group**
Develop working group consisting of staff, and advocates for project promotion and input on plan. Approximately five to six meetings are planned.
- 4. Technical Advisory Committee**
Engineering and planning input on the plan will be solicited during presentations at the OCTA Technical Advisory Committee (TAC) and the Orange County Council of Governments TAC. Approximately three to five meetings are planned.
- 5. Online Survey Tool**
Develop internet-based survey, including survey questions and a link to geographic input tool for public to identify locations within Orange County for suggested pedestrian enhancements. The survey would be available for public input for six to eight months.
- 6. OC Active Events**
 - a. Ride with a Cop:** Host and attend up to five social events for the public to bike ride, walk, run, hike, etc., with a police officer and/or other public safety representative. During the events, staff would promote OC Active and solicit input on survey.

- b. **Chalk, Walk, and Roll:** Host contest for schools within Orange County to design and submit a visual image using chalk that reflects walking and biking. Efforts to incorporate art into science, technology, engineering, and math programs may help strengthen school participation.
7. **Community Events** (15 events)
- a. **Health Festivals:** Attend up to five health and wellness events organized by others to promote OC Active and solicit input on survey.
 - b. **Community Festivals/Events:** Attend up to seven community events organized by others with high-volume attendance, and focus on state identified disadvantaged communities. Venues could include festivals, farmers markets, city celebrations, large church gatherings, etc. The project team would promote OC Active and solicit input on survey.
 - c. **Organized Walk/Run Events:** Attend up to three events organized by others for a half/full marathon or fundraising walk (Race for the Cure, etc.) to promote OC Active and solicit input on survey.
8. **Project Fact Sheet**
Develop a one-page fact sheet.
9. **Digital Media Promotion**
Promote events and the survey using digital media, social media postings, a dedicated Facebook page, and a dedicated webpage on the octa.net website.
10. **Language Translation**
Translate collateral from English to Spanish and Vietnamese, as needed.

OC Active Project Schedule

	2017											2018						
	1 Feb	2 March	3 April	4 May	5 June	6 July	7 Aug	8 Sept	9 Oct	10 Nov	11 Dec	12 Jan	13 Feb	14 March	15 April	16 May	17 June	18 July
Task 1. Project Management																		
Task 1.1 Project Kick-off Meeting	Meeting																	
Task 1.2 Budget and Schedule	Meeting																	
Task 1.3 Project Team Meetings	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Task 2. Background and Context																		
Task 2.1 Plan Inventory		Work Effort	Deliverable															
Task 2.2 Existing Conditions		Work Effort	Work Effort	Work Effort	Deliverable													
Task 3. Goals and Objectives																		
Task 3.1 Draft Project Goals and Objectives			Work Effort	Deliverable														
Task 3.2 Final Project Goals and Objectives				Work Effort	Deliverable													
Task 4. Community Engagement																		
Task 4.1 Local Agency Coordination						Meeting		Meeting		Meeting			Meeting				Meeting	
Task 4.2 Public Outreach Approach			Work Effort	Work Effort	Deliverable	Deliverable												
Task 4.3 Community Engagement					Work Effort	Work Effort	Work Effort	Work Effort						Work Effort	Work Effort	Work Effort	Work Effort	
Task 5. Pedestrian Recommendations																		
Task 5.1 Pedestrian Priority Area Identification						Work Effort	Deliverable											
Task 5.2 Local Pedestrian Project Identification						Work Effort	Work Effort	Deliverable										
Task 5.3 Pedestrian Improvements Cost Estimates							Work Effort	Work Effort	Deliverable									
Task 5.4 Pedestrian Best Practices Toolkit								Work Effort	Work Effort	Work Effort	Deliverable							
Task 6. Bikeways' Recommendations																		
Task 6.1 Local Bikeway Project Identification						Work Effort	Deliverable											
Task 6.2 Local Bikeway Ranking Criteria						Work Effort	Work Effort	Deliverable										
Task 6.3 Local Bikeways Project Prioritization and Cost Estimates							Work Effort	Work Effort	Deliverable									
Task 6.4 Regional Bikeways Evaluation							Work Effort	Work Effort	Work Effort	Deliverable								
Task 6.5 Bikeways Best Practices Toolkit								Work Effort	Work Effort	Work Effort	Deliverable							
Task 7. Active Transportation Plan																		
Task 7.1 Funding Source Matrix												Work Effort	Work Effort	Deliverable				
Task 7.2 ATP Checklist Review												Work Effort	Work Effort	Deliverable				
Task 7.3 Draft and Final Report													Work Effort	Work Effort	Work Effort	Deliverable	Work Effort	Deliverable

Meeting
 Work Effort
 Deliverable