ATTACHMENT A

MEMORANDUM

To: Gary Hewitt and Chad Kim

From: Steve Boland and Jennifer Wieland

Date: June 23, 2017

Subject: Build Your Own System (octransitvision.com) Survey Results

This memorandum presents a summary of responses to the Build Your Own System survey (octransitvision.com) and accompanying follow-up survey. The survey was open online from March 31 to June 23, 2017. A total of 1,694 respondents completed the Build Your Own System survey, and 1,370 respondents completed the follow-up survey.

Survey responses were solicited through a wide variety of media, including online and in-person tools, using project business cards, bus cards, and paper and iPad surveys. Online advertisement included email blasts, website postings, digital newsletters and blogs, and social media posts and ads (i.e., Facebook, Twitter, and Instagram). OCTA partnered with the following groups to help announce the survey: Orange County jurisdictions; transportation, business, and diverse community leaders; universities; 91 Express Lanes staff; John Wayne Airport; Metrolink; and the LOSSAN Rail Corridor Agency. OCTA also reached out to bus riders and vanpool and rideshare participants. In-person surveying took place at community events, fairs, and festivals; bus and train stops; and as part of other OCTA project outreach and marketing activities.

BUILD YOUR OWN SYSTEM SURVEY

The Build Your Own System survey is an online, interactive exercise that asks people to prioritize among various options for improving transit service, access, and amenities and for making capital investments. Respondents are given a hypothetical budget of $100, and each improvement has a cost of $5 to $25 relative to actual costs for implementation. In addition to spending their $100 budget, respondents can also attempt to maximize benefits in real time—including speed and reliability, the passenger experience, accessibility, and ridership impacts—based on the improvements selected. A screen capture of the introduction to the Build Your Own System survey is shown in Figure 1, and a screenshot of select response choices for Information and Amenities improvements is shown in Figure 2.

Upon completing the Build Your Own System survey, participants were directed to a follow-up survey that asked questions about their decision-making process when building their own system, their impressions of the interactive exercise, as well as their individual travel behavior and demographic characteristics.

Figure 1 Build Your Own System Survey – Introduction

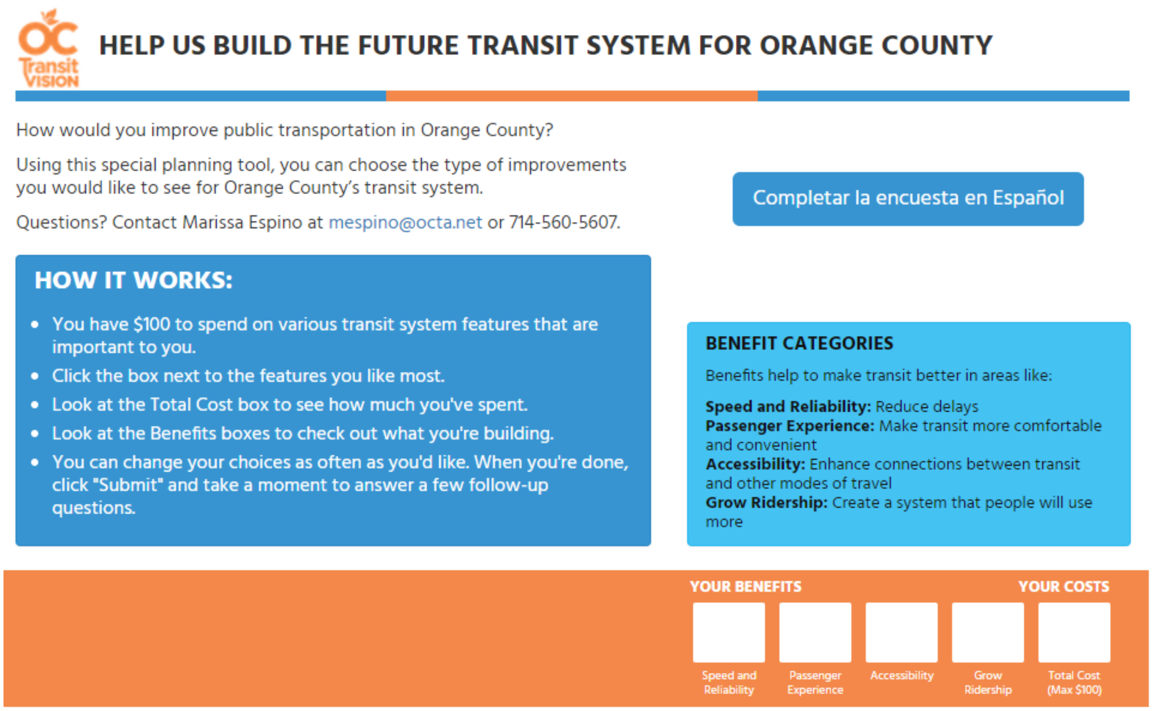
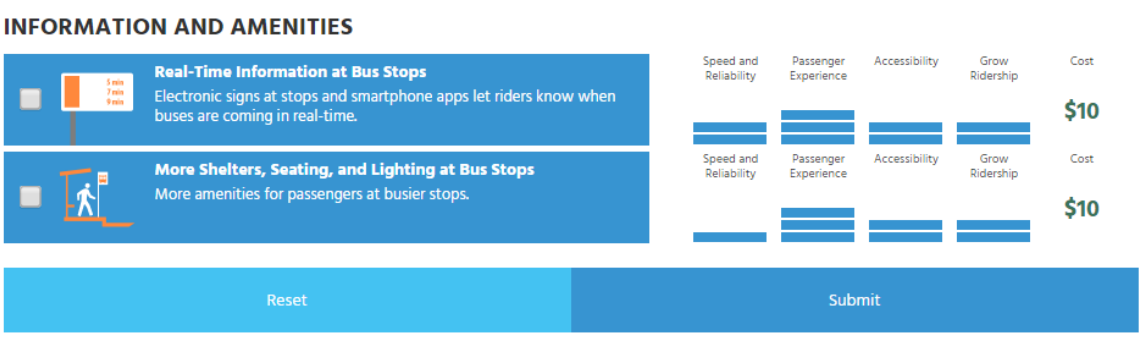


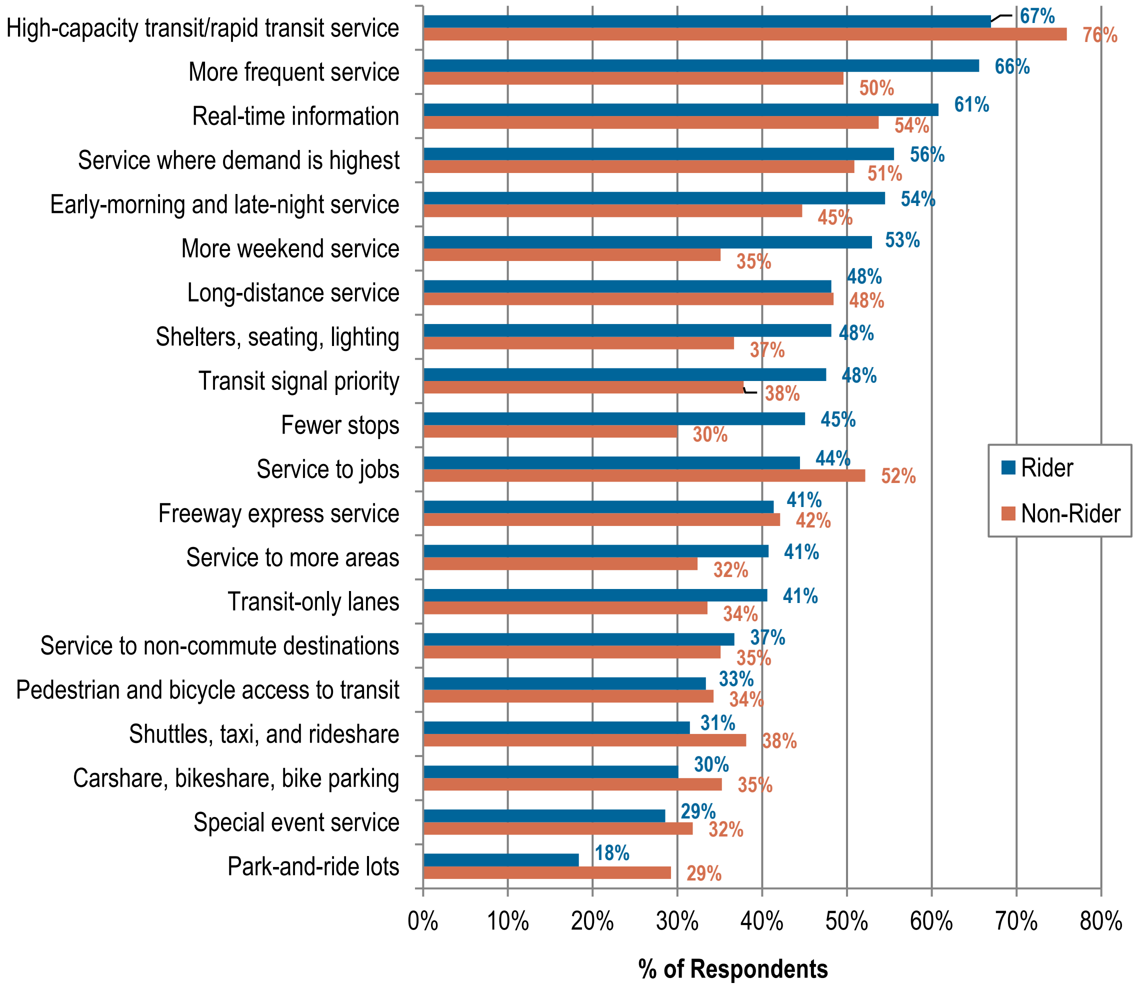
Figure 2 Build Your Own System Survey – Select Improvements



BUILD YOUR OWN SYSTEM SURVEY RESULTS

Figure 3 shows percentages of respondents selecting each improvement, with responses separated based on whether the individual self-identified as someone who does or does not ride transit. The improvement most frequently selected by both existing riders (67%) and non-riders (76%) was "High-Capacity Transit/Rapid Transit Services." This was the most popular despite being the most expensive improvement available at $25, or one-quarter of the total budget for each respondent. The second and third most popular improvements for riders were service and amenities enhancements: "More Frequent Service" (66%) and "Real-Time Information at Bus Stops" (61%). The second and third most popular improvements for non-riders were "Real-Time Information at Bus Stops" (54%) and "Service to Jobs" (52%). The lowest priority improvement for both riders and non-riders was "Park-and-Ride Lots" (18% and 29%, respectively).

Figure 3 Preferred Transit Improvements



To begin exploring how far a budget of $100 would stretch in implementing the top priorities, costs were totaled for the highest-priority options until the budget was expended. The top nine priorities identified by current OCTA riders could be implemented within the survey budget: high-capacity transit/rapid transit service, more frequent service, real-time information, service where demand is highest, early morning and late night service, more weekend service, long-distance service, shelters, seating, and lighting, and transit signal priority.

The top nine priorities identified by non-riders could also be implemented within the survey budget: high-capacity transit/rapid transit service, real-time information, service to jobs, service where demand is highest, more frequent service, long-distance service, early morning and late night service, freeway express service, and transit signal priority.

FOLLOW-UP SURVEY RESULTS

Results from the follow-up survey are described below, focusing on decision-making and impressions of the exercise, individual travel behavior, and demographic characteristics.

Build Your Own System Survey Decision-Making and Impressions

A desire to "make transit more available" ranked as the top consideration in the decision-making process for one-third (33%) of respondents (Figure 4). "Making it easier for more people to use the bus" was the primary decision factor for a quarter (23%) of respondents. Less important factors in people's decision-making processes were "expanding transit access to jobs" and "improving air quality." "Making it easier to access transit on foot or by bike" and "making it more comfortable to wait for and ride the bus" were identified as least important in decision-making.

The majority of respondents (60%) felt that the budget provided in the exercise was adequate (Figure 5). Another 22% indicated they needed more money, while 18% felt they had too much budget for the improvements they wanted to make.

Figure 4 Importance of Decision-Making Criteria (1 is most important; 6 is least important)

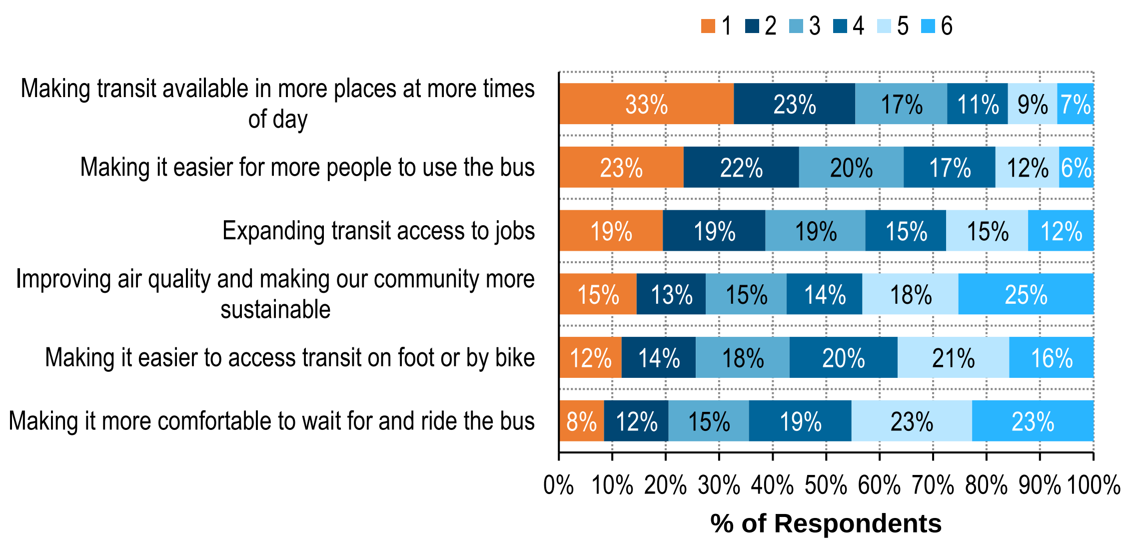
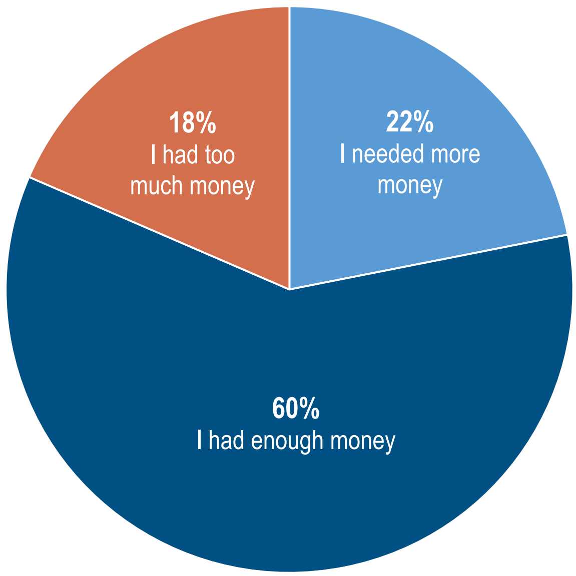


Figure 5 Feelings about Budget Size ($100)



Travel Behavior and Opinions

Participants were asked about their current travel choices, including their primary mode of transportation and the frequency at which they ride an OCTA bus. The majority of survey respondents (62%) reported that driving alone was their primary mode of transportation (Figure 6). Transit was the next most common mode (19%), followed by carpool (11%), and walking and bicycling (4% and 3%, respectively).

Participants were also asked how often they ride any type of OCTA transit service. Approximately half of the respondents (52%) have never used OCTA transit services. One quarter of respondents ride less than once per month, and 13% ride four to seven days per week (Figure 7).

Figure 6 Primary Transportation Mode

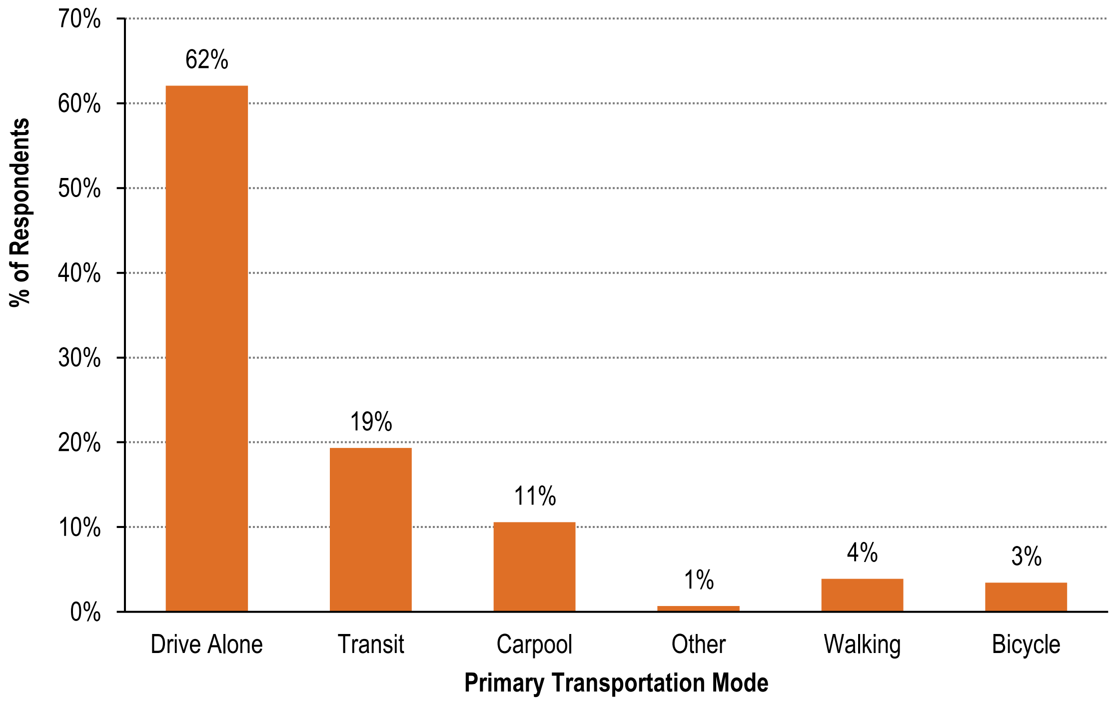
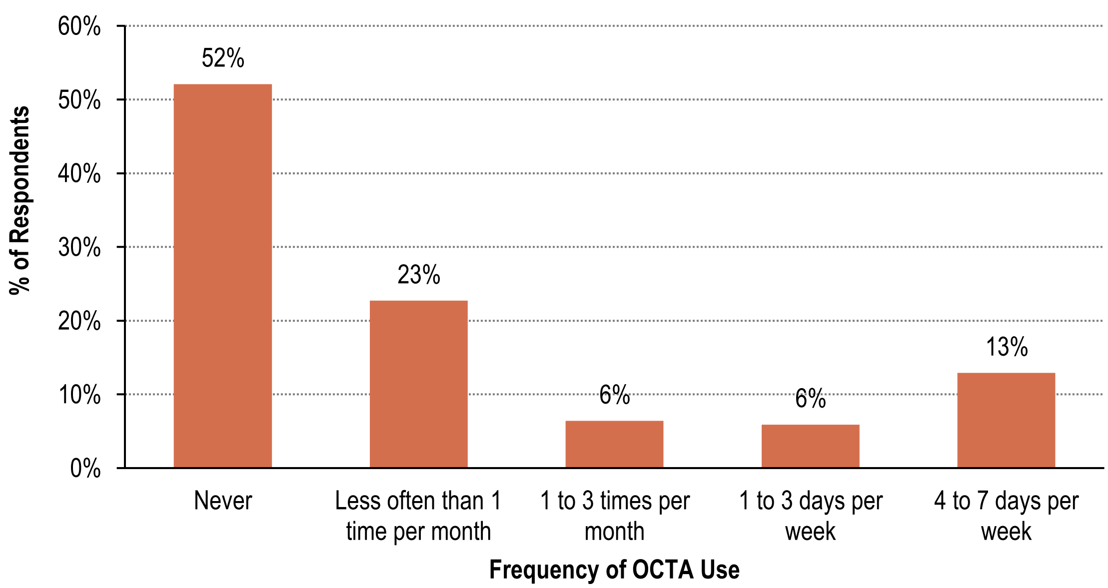


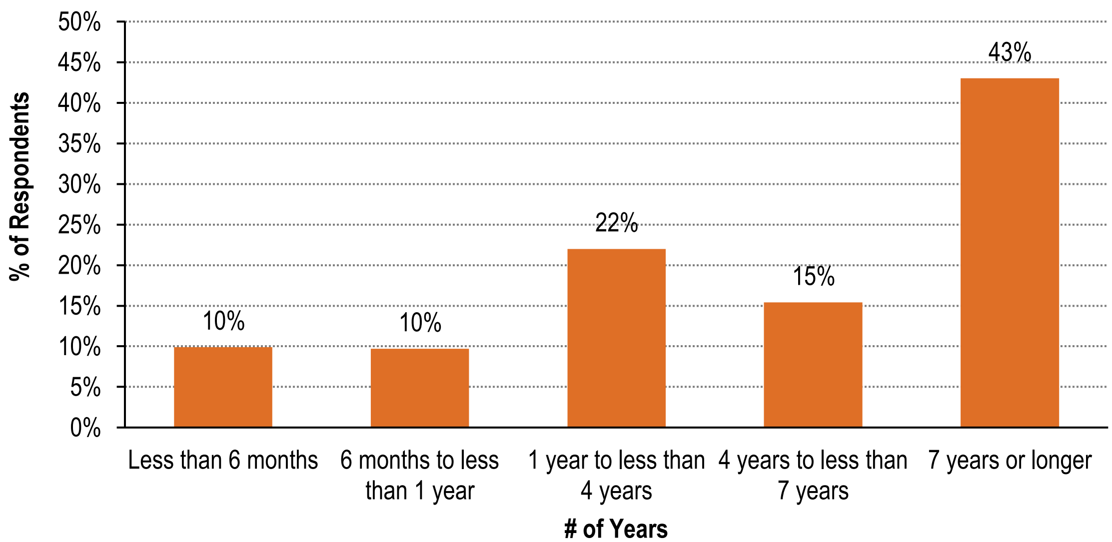
Figure 7 Frequency of OCTA Use



OCTA Riders

Respondents who currently use, or have previously used, an OCTA bus service were asked how long they have used the system. Most (43%) are experienced customers and reported using OCTA for over seven years (Figure 8). Nearly a quarter of respondents (22%) reported using OCTA for one to four years, and 15% have used OCTA from four to seven years. These responses suggest that OCTA riders tend to be long-time customers.

Figure 8 Length of Time Riding OCTA (OCTA Riders)



The respondents who currently use OCTA services were also asked why they ride the bus. The most common reason (37%) that frequent OCTA riders report using the bus is because they save money (Figure 9). Of survey respondents that cited reasons other saving money, avoiding traffic congestion and protecting the environment were the next most common reasons for riding OCTA services.

Lastly, riders were asked what type of trips they make using OCTA services. Work trips are the most common trip purposes (56%), followed by recreation/social visit/entertainment and personal business/errands (Figure 10). Using transit for one's everyday commute can be an indicator of transit dependency, which supports the trend of longer-term use.

Figure 9 Reasons for Using OCTA (OCTA Riders)

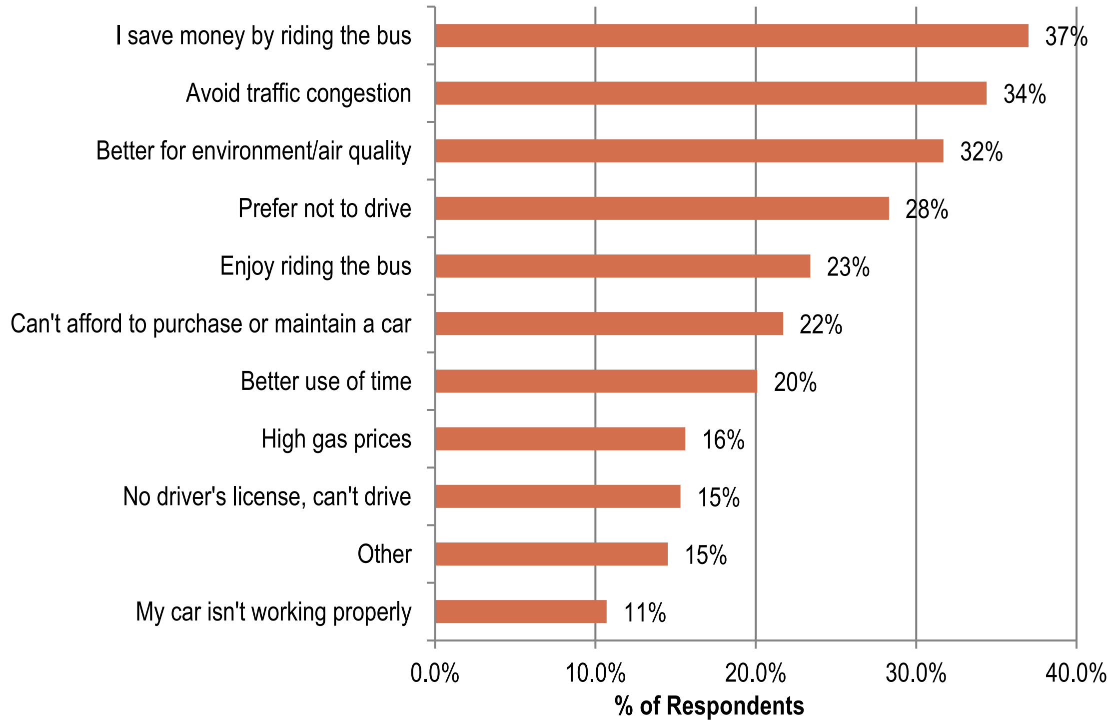
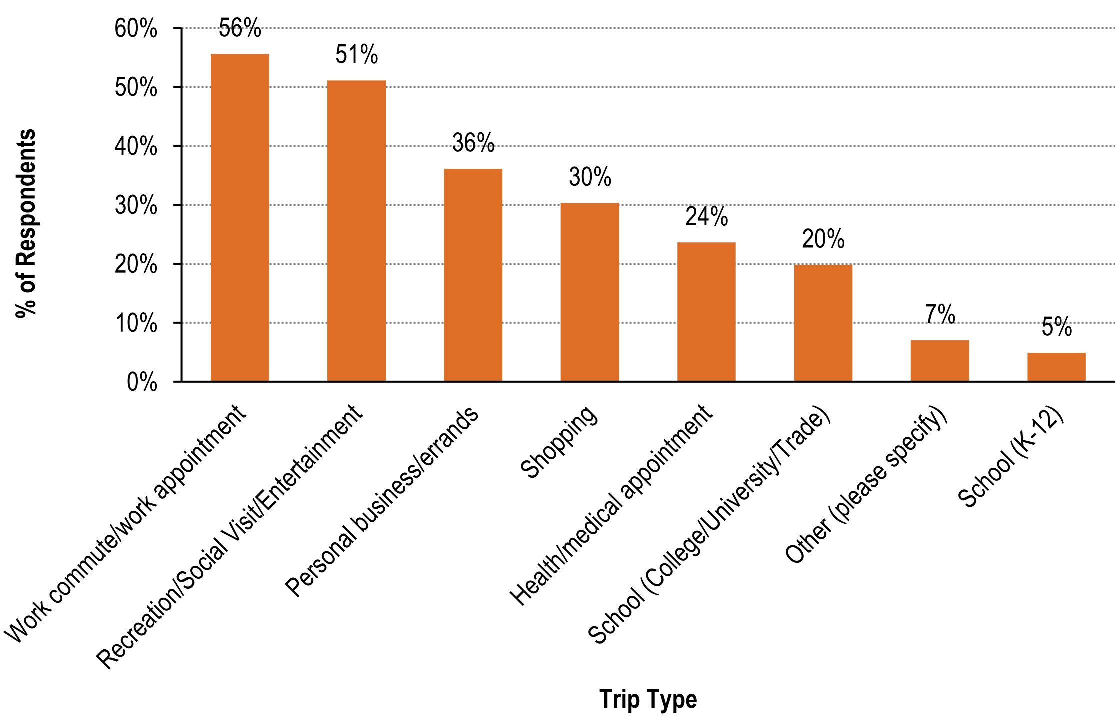


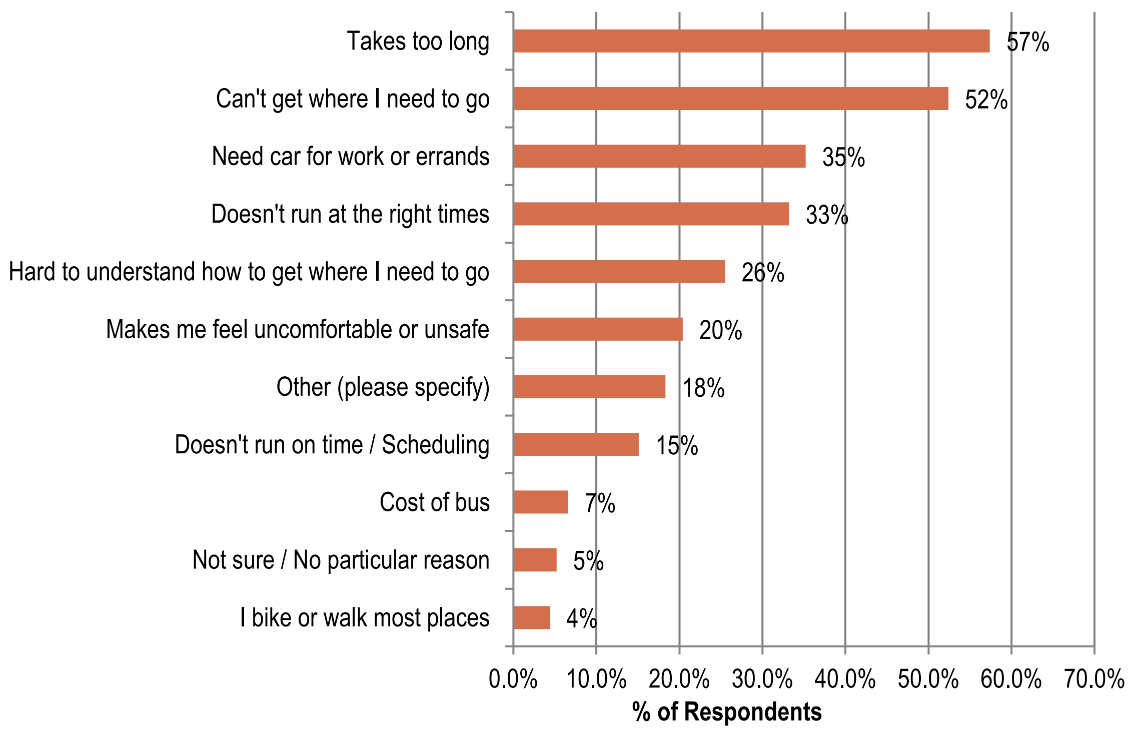
Figure 10 Purpose of Trips Made Using OCTA (OCTA Riders)



Reasons for Not Riding OCTA

All respondents were asked why they do not ride OCTA transit services more often. Figure 11 shows that the most frequently cited reason is because the bus takes too long (57%). This sentiment likely contributed to the priority placed on "High-Capacity/Rapid Transit" in the Build Your Own System survey, an improvement selected by more than half of the respondents. The second most popular reason cited for not using OCTA services is that the bus does not take respondents where they need to go. Many respondents identified the need for a car to get to a job or run errands and inconvenient schedules as other reasons for not riding OCTA.

Figure 11 Reasons for Not Riding OCTA



Respondent Demographics

At the conclusion of the follow-up survey, respondents were asked demographic questions that will be used to inform future analysis about the priorities for different demographic groups. Respondent demographics were also compared to Orange County resident demographics[1] to note any discrepancies between the two:

Age: People between the ages of 25 and 34, 35 and 44, and 45 and 54 each represented 20% of survey respondents. As shown in

- Figure 12, the lowest percentage of participants was under 18 years of age (1%). In Orange County, 14% of residents fall into each of the aforementioned age groups, and 26% are under age 19.

[1] 2011-2015 American Community Survey Five-Year Estimates

- **Household Size:** The most common household size among respondents was two people (30%). Respondents from households of three and four people were evenly distributed, with 19% to 20% in each household size category. Very few respondents indicated that they live in a household of seven or more (Figure 13). This distribution in household size is reflective of Orange County demographics: 31% of households are two-person, and 17% are three-person. On average, there are approximately three people per household in Orange County.
- **Annual Income:** About one-third (34%) of respondents reported an annual household income of at least $100,000, while 13% of respondents have annual household incomes below $30,000 (Figure 14). The median income in Orange County today is $76,509, with 38% of households earning less than $100,000 (38%) and 23% earning below $35,000.
- **Racial/Ethnic Background:** Respondents were asked to describe their racial/ethnic background or backgrounds (Figure 15), and the majority of respondents identify as Caucasian/White (58%) or Hispanic/Latino (17%). Respondents that identified as Asian constituted 10% of respondents. In Orange County, fewer residents are Caucasian/White (42%) than the survey respondents, and more are Hispanic/Latino (34%) or Asian (19%).

Figure 12 Respondent Age

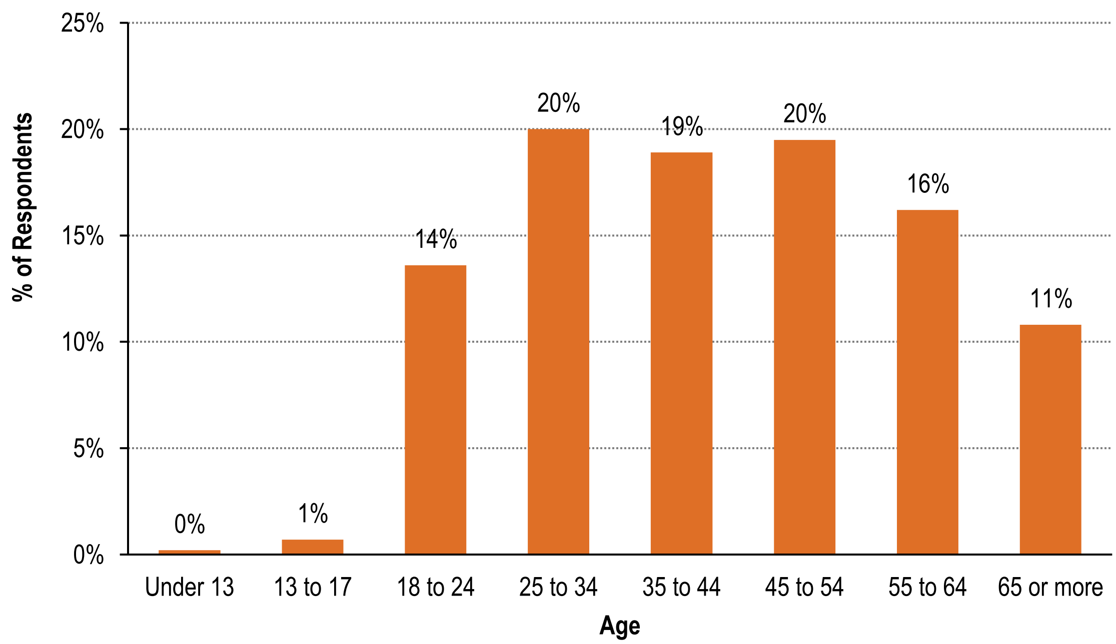


Figure 13 Respondent Household Size

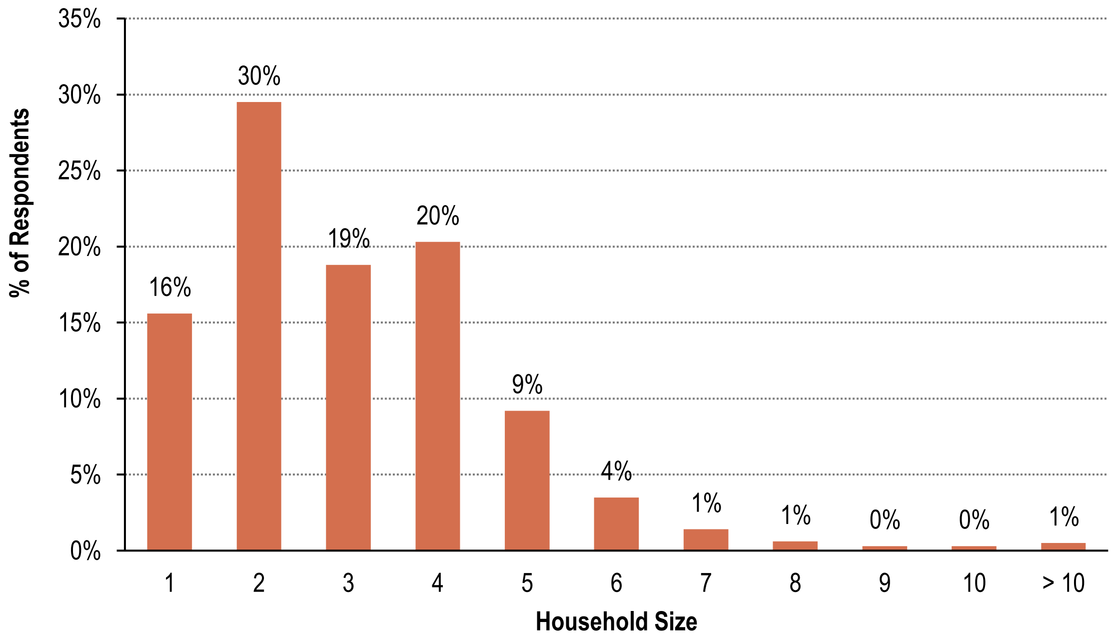


Figure 14 Respondent Annual Household Income

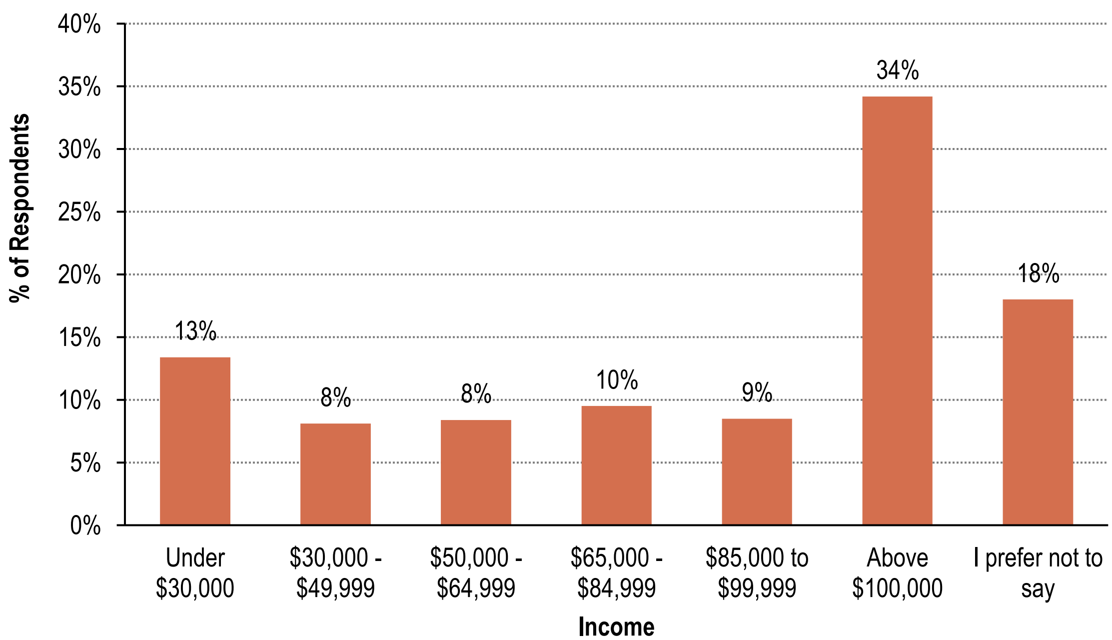


Figure 15 Respondent Race/Ethnicity