

Appendix F:
Key Stakeholder
Workshop #2

Key Stakeholder Workshop #2: Email Invitation

From: Marissa Espino
Sent: Wednesday, February 15, 2017 2:34 PM
Subject: Harbor Blvd. Study Stakeholder Workshop

Dear Stakeholder:

The Orange County Transportation Authority (OCTA), in partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, continues to move forward with the Central Harbor Boulevard Transit Corridor Study (Study). As a key stakeholder in the project area, we invite you or a representative of your organization to participate in the study's second key stakeholder workshop meeting. The study team incorporated the feedback collected from the last workshop, two public open houses and an online survey to develop a set of preliminary alternatives that we would like to share with you on Thursday, March 9.

As you recall, Harbor Blvd. is Orange County's busiest north/south transit corridor and the study area contains many key activity centers. The study is analyzing several options to improve transit on Harbor Blvd. To learn more, visit www.octa.net/harbor.

Stakeholder feedback is an important component used to shape and evaluate the transit options. Workshop participants will continue to have an opportunity to preview information, provide feedback and serve as a conduit between the study team and your constituents/members. We hope you will join us at the next meeting and learn more about the alternatives being considered.

The second meeting is scheduled for:

Thursday, March 9, 2017
9:00 – 10:30 a.m.
OCTA – Room 08/09
550 S. Main St., Orange, CA

Please RSVP to me via [email](mailto:mespino@octa.net) or at 714-560-5607 by Friday, March 3 if you plan to attend. We look forward to working with you throughout this process.

Sincerely,

Marissa Espino
Community Relations Officer
Orange County Transportation Authority
714-560-5607
mespino@octa.net



Measure M. Your ½ cent sales tax for transportation at work.

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Central Harbor Transit Corridor Study
Key Stakeholder Workshop #2

First	Last	Organization	City
Sandra	Sagert	Anaheim Beautiful	Anaheim
Sandy	Pantoja	Anaheim Central District Neighborhood Council	Anaheim
Todd	Ament	Anaheim Chamber of Commerce	Anaheim
Linda	Wagner	Anaheim City School District	Anaheim
Peggy	Younggren	Anaheim Convention Center	Anaheim
Tom	Morton	Anaheim Convention Center	Anaheim
Charlotte	Clement	Anaheim Elementary School District	Anaheim
Rick	Lewis	Anaheim Elementary School District	Anaheim
Kandee	Beas	Anaheim Historical Society	Anaheim
Mitch	Caldwell	Anaheim Neighborhood Association	Anaheim
Diana	Kotler	Anaheim Transportation Network	Anaheim
Michael	Matsuda	Anaheim Union High School District	Anaheim
Bill	Snyder	Anaheim/Orange County Hotel and Lodging Association	Fullerton
		Asian Business Association of Orange County	Santa Ana
Albert	Garcia	Bali Hi Mobile Homes Lodge	Santa Ana
Sue	Edwards	Best Western Anaheim Inn	
Bill	O'Connell	Best Western Stovalls Inn	Anaheim
Cheryl	Casanova	Brookfield Homes	
Paul	Sanford	c/o Anabella Hotel	Anaheim
Barry	Cottle	C&C	Tustin
Kristen	Jasko	California State University, Fullerton Parking & Transportation	Fullerton
Bill	Arrington	Carl's Jr.	
Lonny	Myers	Central Neighborhood District, c/o Anaheim Sporn	Anaheim
Adam	Millar	City National Grove of Anaheim	Anaheim
Mark	Paredes	City of Garden Grove	Garden Grove
Todd	Priest	Curt Pringle & Assoc.	
Grant	Dawdy	Disneyland Resort	Anaheim
Carrie	Nocella	Disneyland Resort	Anaheim
Devon	Reeves	Downtown Anaheim Association	Anaheim
Edwin	Baloloy	Filipino American Chamber of Commerce Of Orange County	Orange
Derek	Kirk	Fullerton Chamber of Commerce (aka North Orange County Chamber)	Fullerton
Theresa	Harvey	Fullerton Chamber of Commerce (aka North Orange County Chamber)	Fullerton
Greg	Shultz	Fullerton College	Fullerton
Mike	Ritto	Fullerton Downtown Business Association	Fullerton
Ernie	Kelsey	Fullerton Heritage	Fullerton

Central Harbor Transit Corridor Study
Key Stakeholder Workshop #2

Ron	Lebs	Fullerton Joint Union High School District	Fullerton
Rafael	Delgado	Fullerton Joint Union High School District	Fullerton
Robert	Pletka	Fullerton Unified School District	Fullerton
Rani	Goyal	Fullerton Union High School	Fullerton
Cindy	Spindle	Garden Grove Chamber of Commerce	Garden Grove
Maureen	Blackmun	Garden Grove Neighborhood Association	Garden Grove
Jim	Durslag	Garden Grove Tourism Improvement District	Garden Grove
Gabriela	Mafi	Garden Grove Unified School District	Garden Grove
Margaret	Brown	Garden Grove Unified School District	Garden Grove
Jerry	Alder	Garden Walk	
Fred	Brown	Hansji Corporation	Anaheim
George	Urch	Honda Center	Anaheim
Edward	Galigher	Integral Communities	Newport Beach
Heidi	Mather	JPI	San Diego
Sherry	Lin	Korean Chamber of Orange County	Garden Grove
Donna	Kelly	Lennar	Aliso Viejo
Heather	Metoyer	LPC	Anaheim
Peter	Katz	Mar-Les Neighborhood Association	Santa Ana
Paul	Stover	Marshall B. Ketchum University	Fullerton
Daniel	Finley	MUZEO	Anaheim
Amir	Patel	NARA Investments	Anaheim
Christina	Hernandez	National Latina Business Women's Association - OC	Orange
Gary	Meyers	NEC Harbor/Orangethorpe - Fullerton Town Center	
Hunter	Alder	Nexus Companies	Santa Ana
Robert	Eres	Nexus Companies	Santa Ana
Rob	Eres	Nexus Development Corporation	Santa Ana
Roy	Shahbazian	OCTA Citizen's Advisory Committee	
Mary Anne	Foo	Orange County Asian Pacific Islander Community Alliance (OCAPICA)	Garden Grove
Bobby	MacDonald	Orange County Black Chamber	Santa Ana
Delaine	Moore	Orange County Business Council	Irvine
Ada F.	Briceño	Orange County Communities for Responsible Development	Garden Grove
Miguel	Hernandez	Orange County Congregation Community Organization (OCCCO)	Anaheim

Central Harbor Transit Corridor Study
Key Stakeholder Workshop #2

Reuben	Franco	Orange County Hispanic Chamber of Commerce	Santa Ana
Leila	Mozaffari	Orange County Small Business Development Center	Santa Ana
Anita	Vanaman	Orange County Tourism Council	Fullerton
Tanya	Nielsen	Orangefair Marketplace, LLC	Santa Monica
Coleen	Kirnan	Orangefair Marketplace, LLC	
Joseph	Luan	Our Lady of La Vang	Santa Ana
Chris	Bennett	Packing House/Lab	
Ajesh	Patel	Prospera Hotels, Inc.	Orange
Tuong	Nguyen	Robinson Pharma	Santa Ana,
Stacy L.	Short	RPAI Southwest Management LLC	Oak Brook
Lynnete	Guzman	Santa Ana Active Streets	
Dave	Elliott	Santa Ana Chamber of Commerce	Santa Ana
Orin	Williams	Santa Ana Unified School District	Santa Ana
Jessica	Mears	Santa Ana Unified School District	Santa Ana
Stefanie P.	Phillips, Ed.D.	Santa Ana Unified School District	Santa Ana
Felipe	Guerrero	Santa Anita Neighborhood Association	Santa Ana
Paul	Durand	Scalzo Hospitality	Osceola
Arturo	Ferreras	South Neighborhood District, c/o Anaheim Sporn	Anaheim
Cameron	Irons	Sperry Van Ness	Fullerton
Andy	Quinlan	St. Joseph Heritage Healthcare	Anaheim
Tracy	Bryars	St. Jude Medical Center	Fullerton
Jill	Kanzler	Support Our Anaheim Resort Area	Anaheim
Rashik	Patel	T2 Development	Newport Beach
Pat	Patel	Tarsadia	Newport Beach
Jason	Ballow	Trammell Crow Residential	Carlsbad
Jane	Reifer	Transit Advocates of Orange County	Fullerton
Gia	Ly	Vietnamese American Chamber of Commerce	Fountain Valley
Mindy	Abel	Visit Anaheim	Anaheim
Jay	Burrress	Visit Anaheim	Anaheim
Efrem	Joelson	Watt Companies	Santa Monica
Tom	Dalton		
Mary	Pham	OC Health Care Agency, Health Promotion Division	
Megan	Beard	OC Health Care Agency	



Central Harbor Blvd Transit Corridor Study Key Stakeholder Workshop 2

600 South Main Street
Orange, CA 92863
OCTA Conference Room 08/09

March 9, 2017
9:00 a.m. – 10:30 a.m.

Agenda

1. Welcome/Introductions
 2. Agenda Overview
 3. Project Overview/Update
 - a) January 2016 Meeting Recap
 - b) Changes to Project Since January 2016
 - c) Study Phases, Schedule, and Purpose
 - d) Evaluation Criteria: Mobility Problems and Goals
 4. Alternatives Development
 - a) Mode/Feature Options
 - b) Alignment Options
 - c) 12 Draft Alternatives
 5. Next Steps & Staying Involved
 - a) Study Phases & Schedule
 - b) Outreach Plan for 2017
-



Fullerton

Garden Grove

Anaheim

Santa Ana

Central Harbor Boulevard
Transit Corridor Study

Key Stakeholder Workshop #2 – March 9, 2017



Today's Meeting

- Welcome/Introductions
- Project Overview
- Draft Alternatives
- Outreach Plan/Next Steps

Background

- January 2016
 - Corridor Definition
 - Mobility Problems
 - Goals and Objectives
 - Previewed Alternatives Development
- Project Definition phase
 - 9 Alternatives on Two Corridors:
 - Harbor Boulevard
 - Lemon Street-Anaheim Boulevard

Updates Since Last Meeting

- Anaheim Rapid Connection Project
- Harbor Study extended and Katella Avenue added
- Study will now evaluate 12 alternatives:
 - 5 alternatives along Harbor
 - 4 alternatives along Anaheim-Lemon
 - 3 alternatives along Katella.



Evaluation Criteria

Transit/Roadway Performance

How long does it take to get to my destination?
Is the bus or streetcar usually on time?
Does it encourage more people to ride?

Land Use

Does the new bus or streetcar compliment nearby land uses?
Does it help the local economy and support jobs?
Is it environmentally friendly?

Connectivity

Does the bus or streetcar take me to major destinations?
Can I reach my destination without having to make more than one transfer?
Can I walk or ride my bike to/from a station?

Corridor Constraints

Does the project affect our roads and traffic?
Does the project make our streets safer?
Does it compliment my neighborhood?

Mode Choice/User Experience

Does the project encourage more people to ride transit and drive less?
Does it benefit people without cars?
Are stops/stations safe and attractive?

Cost Effectiveness

Is the project a good use of local public funds?
Does the project do a good job of balancing costs and benefits?
Are there other sources of funding available?

Community Support

OCTA will pursue a project that has broad support from public and all stakeholders.

Which are most important to you?

Mode/Feature Options

Enhanced Bus



- Shares lanes with other cars
- Receives priority at traffic signals and uses bypass lanes at intersections
- Includes state-of-the-art stops with ticket machines
- Carries around 70 people
- Project Cost: \$

Bus Rapid Transit



- Includes all Enhanced Bus features, but travels on a dedicated bus-only lane
- Carries around 120 people in a longer, 60-foot bus
- Project Cost: \$\$

Streetcar



- Shares lanes with cars but travels on its own track embedded in the road
- Powered by overhead wires
- Includes modern stops with ticket machines and allows riders to board from front or rear doors
- Carries up to 150 people (3x as much as regular buses)
- Project Cost: \$\$\$

"Rapid" Streetcar



- Includes all Streetcar features, but uses a dedicated streetcar-only lane
- Faster than a regular streetcar or bus
- Project Cost: \$\$\$\$

Which option appeals to you?

Alignment Options

Route:

- Harbor Boulevard (Downtown Fullerton-Westminster Ave)
- Lemon St-Anaheim Blvd (Downtown Fullerton-Katella Ave)
- Katella Avenue (Anaheim Resort-ARTIC)

Terminus Options:

- Downtown Fullerton
- CtrCity Anaheim
- ARTIC
- The Anaheim Resort
- Harbor Blvd/Westminster Ave

Which alignment appeals to you?

12 Draft Alternatives

HARBOR LONG

- H-2: Harbor Long Streetcar
- H-3: Harbor Rapid Streetcar
- H-4: Harbor Enhanced Bus
- H-5: Harbor Bus Rapid Transit

ANAHEIM/LEMON

- L-1: Anaheim/Lemon Streetcar
- L-2: Anaheim/Lemon Rapid Streetcar
- L-3: Anaheim/Lemon Enhanced Bus
- L-4: Anaheim/Lemon BRT

HARBOR SHORT

- H-1: Harbor Short Streetcar

KATELLA

- K-1: Katella Streetcar
- K-2: Katella+ Anaheim/Lemon Enhanced Bus
- K-3: Katella + Harbor Hybrid

Which alternative appeals to you?

No Build Alternative

Alignment:	
Harbor South	Anaheim/Lemon
Harbor North	Katella
Mode:	
Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar
Changes to Existing OCTA Bus Service:	
Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Unchanged	Unchanged

H-1: Harbor Short Streetcar

Alignment:	
Harbor South	Anaheim/Lemon
Harbor North	Katella
Mode:	
Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar
Changes to Existing OCTA Bus Service:	
Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Unchanged	Unchanged

H-2: Harbor Long Streetcar

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Enhanced S of Westminster	Unchanged
Harbor Bravo! 543	Katella Local 50
Discontinued	Unchanged

H-3: Harbor Rapid Streetcar

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Enhanced S of Westminster	Unchanged
Harbor Bravo! 543	Katella Local 50
Discontinued	Unchanged

H-4: Harbor Enhanced Bus

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Enhanced	Unchanged



H-5: Harbor Bus Rapid Transit

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Discontinued	Unchanged



L-1: Anaheim/Lemon Streetcar

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Enhanced S of Westminster	Unchanged
Harbor Bravo! 543	Katella Local 50
Discontinued	Unchanged

L-2: Anaheim/Lemon Rapid Streetcar

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Enhanced S of Westminster	Unchanged
Harbor Bravo! 543	Katella Local 50
Discontinued	Unchanged

L-3: Anaheim/Lemon Enhanced Bus

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Enhanced/Rerouted	Unchanged

L-4: Anaheim/Lemon Bus Rapid Transit

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Discontinued	Unchanged

K-1: Katella Streetcar

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:

Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Unchanged	Unchanged
Harbor Bravo! 543	Katella Local 50
Unchanged	Unchanged

The map shows the proposed streetcar route (thick blue line) starting from Harbor Westminister, passing through Harbor South, Harbor North, and Katella, then heading north to the Fullerton Transportation Center and City of Anaheim. The route is shown in relation to major roads like Harbor Blvd, Katella Ave, and Chapman Ave. A legend identifies the streetcar mode and other transit options like OC Bus - Bravo!, OC Bus - Local, and Metrolink. A scale bar and north arrow are also present.

K-2: Katella + Anaheim/Lemon Enhanced Bus

Alignment:

Harbor South	Anaheim/Lemon
Harbor North	Katella

Mode:


Enhanced Bus	Streetcar
Bus Rapid Transit	Rapid Streetcar

Changes to Existing OCTA Bus Service:

Harbor Local 43	Anaheim/Lemon Local 47
Enhanced S of Westminster	Unchanged
Harbor Bravo! 543	Katella Local 50
Enhanced/Rerouted	Unchanged

The map shows the proposed enhanced bus route (thick orange line) following a similar path to K-1, starting from Harbor Westminister, passing through Harbor South, Harbor North, and Katella, then heading north to the Fullerton Transportation Center and City of Anaheim. The route is shown in relation to major roads like Harbor Blvd, Katella Ave, and Chapman Ave. A legend identifies the enhanced bus mode and other transit options like OC Streetcar, OC Bus - Bravo!, OC Bus - Local, and Metrolink. A scale bar and north arrow are also present.

K-3: Katella + Anaheim/Lemon Streetcar-Enhanced Bus Hybrid

<p>Alignment:</p> <table style="width: 100%; text-align: center;"> <tr> <td style="background-color: #800000; color: white; padding: 5px;">Harbor South</td> <td style="background-color: #800000; color: white; padding: 5px;">Anaheim/Lemon</td> </tr> <tr> <td style="background-color: #cccccc; padding: 5px;">Harbor North</td> <td style="background-color: #800000; color: white; padding: 5px;">Katella</td> </tr> </table>	Harbor South	Anaheim/Lemon	Harbor North	Katella	 <p>LEGEND</p> <ul style="list-style-type: none"> ■ Rapid Streetcar ■ OC Streetcar ■ OC Bus - Bravo! ■ OC Bus - Local ○ Metrolink <p>0 0.5 1 2 Miles</p>				
Harbor South	Anaheim/Lemon								
Harbor North	Katella								
<p>Mode:</p> <table style="width: 100%; text-align: center;"> <tr> <td style="background-color: #ff8c00; color: white; padding: 5px;">Enhanced Bus</td> <td style="background-color: #808000; color: white; padding: 5px;">Streetcar</td> </tr> <tr> <td style="background-color: #cccccc; padding: 5px;">Bus Rapid Transit</td> <td style="background-color: #cccccc; padding: 5px;">Rapid Streetcar</td> </tr> </table>	Enhanced Bus	Streetcar	Bus Rapid Transit	Rapid Streetcar					
Enhanced Bus	Streetcar								
Bus Rapid Transit	Rapid Streetcar								
<p>Changes to Existing OCTA Bus Service:</p> <table style="width: 100%; text-align: center;"> <tr> <td style="background-color: #cccccc; padding: 5px;">Harbor Local 43</td> <td style="background-color: #cccccc; padding: 5px;">Anaheim/Lemon Local 47</td> </tr> <tr> <td style="background-color: #cccccc; padding: 5px;">Unchanged</td> <td style="background-color: #cccccc; padding: 5px;">Unchanged</td> </tr> <tr> <td style="background-color: #ff8c00; color: white; padding: 5px;">Harbor Bravo! 543</td> <td style="background-color: #cccccc; padding: 5px;">Katella Local 50</td> </tr> <tr> <td style="background-color: #ff8c00; color: white; padding: 5px;">Enhanced/Rerouted</td> <td style="background-color: #cccccc; padding: 5px;">Unchanged</td> </tr> </table>	Harbor Local 43	Anaheim/Lemon Local 47	Unchanged	Unchanged	Harbor Bravo! 543	Katella Local 50	Enhanced/Rerouted	Unchanged	
Harbor Local 43	Anaheim/Lemon Local 47								
Unchanged	Unchanged								
Harbor Bravo! 543	Katella Local 50								
Enhanced/Rerouted	Unchanged								

Next Steps

- Open Houses
 - March 30: Garden Grove
- Refine draft alternatives based on comments received
- Evaluate alternatives
- Key Stakeholder Workshop #3: June
- Draft Final Report
 - Summary of results
 - Recommendations

Open Houses

- Open House Notification:
 - Direct mail (postcard)
 - E-Blasts & Social Media
 - Flyers at key community centers in cities
 - Flyers on OCTA buses
 - Coordination through cities

How can you help us reach your members?

Staying Involved

- Online Tools:
 - Project Website:
 - www.octa.net/harbor
 - Online public engagement tool
 - Public can comment on individual areas or project as a whole
 - Virtual Open House

Central Harbor Boulevard Transit Corridor Study

Evaluation Criteria

Transit/Roadway Performance

How long does it take to get to my destination?

Is the bus or streetcar usually on time?

Does it encourage more people to ride?

Land Use

Does the new bus or streetcar compliment nearby land uses?

Does it help the local economy and support jobs?

Is it environmentally friendly?

Connectivity

Does the bus or streetcar take me to major destinations?

Can I reach my destination without having to make more than one transfer?

Can I walk or ride my bike to/from a station?

Community Support

OCTA will pursue a project that has broad support from the public and all stakeholders.

Corridor Constraints

Does the project affect our roads and traffic?

Does the project make our streets safer?

Does it compliment my neighborhood?

Mode Choice/ User Experience

Does the project encourage more people to ride transit and drive less?

Does it benefit people without cars?

Are stops/stations safe and attractive?

Cost Effectiveness

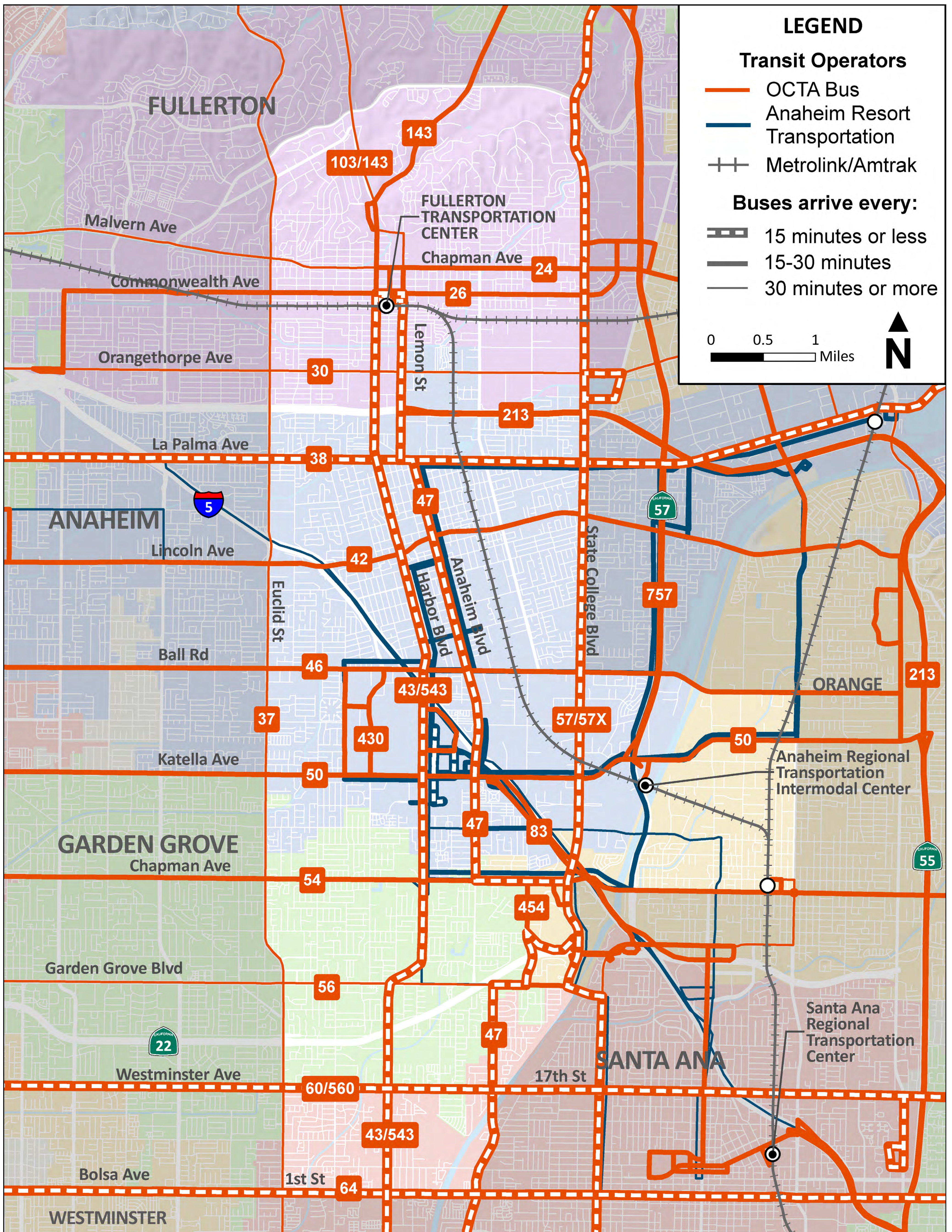
Is the project a good use of local public funds?

Does the project do a good job of balancing costs and benefits?

Are there other sources of funding available?

Central Harbor Boulevard Transit Corridor Study

Current Study Area Transit Service



Central Harbor Boulevard Transit Corridor Study

Mode/Feature Options



Enhanced Bus

- Shares lanes with other cars
- Receives priority at traffic signals and uses bypass lanes at intersections
- Includes state-of-the-art stops with ticket machines
- Carries around 70 people
- Project Cost: \$



Streetcar

- Shares lanes with cars but travels on its own track embedded in the road
- Powered by overhead wires
- Includes modern stops with ticket machines and allows riders to board from front or rear doors
- Carries up to 150 people (3x as much as regular buses)
- Project Cost: \$\$\$



Bus Rapid Transit

- Includes all Enhanced Bus features, but travels on a dedicated bus-only lane
- Carries around 120 people in a longer, 60-foot bus
- May include bike racks on-board bus
- Project Cost: \$\$

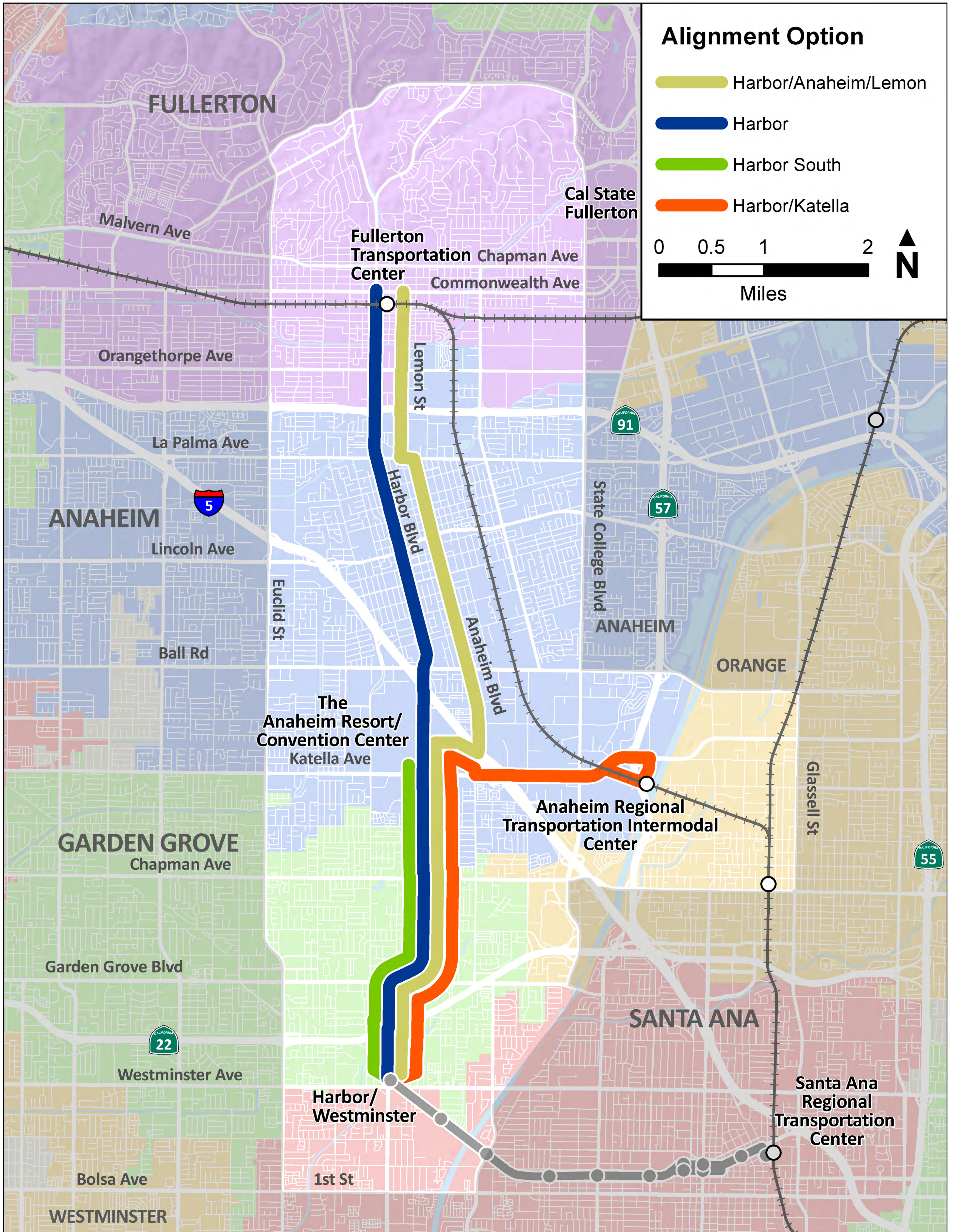


Rapid Streetcar

- Includes all Streetcar features, but uses a dedicated streetcar-only lane
- Faster than a regular streetcar or bus
- Project Cost: \$\$\$\$

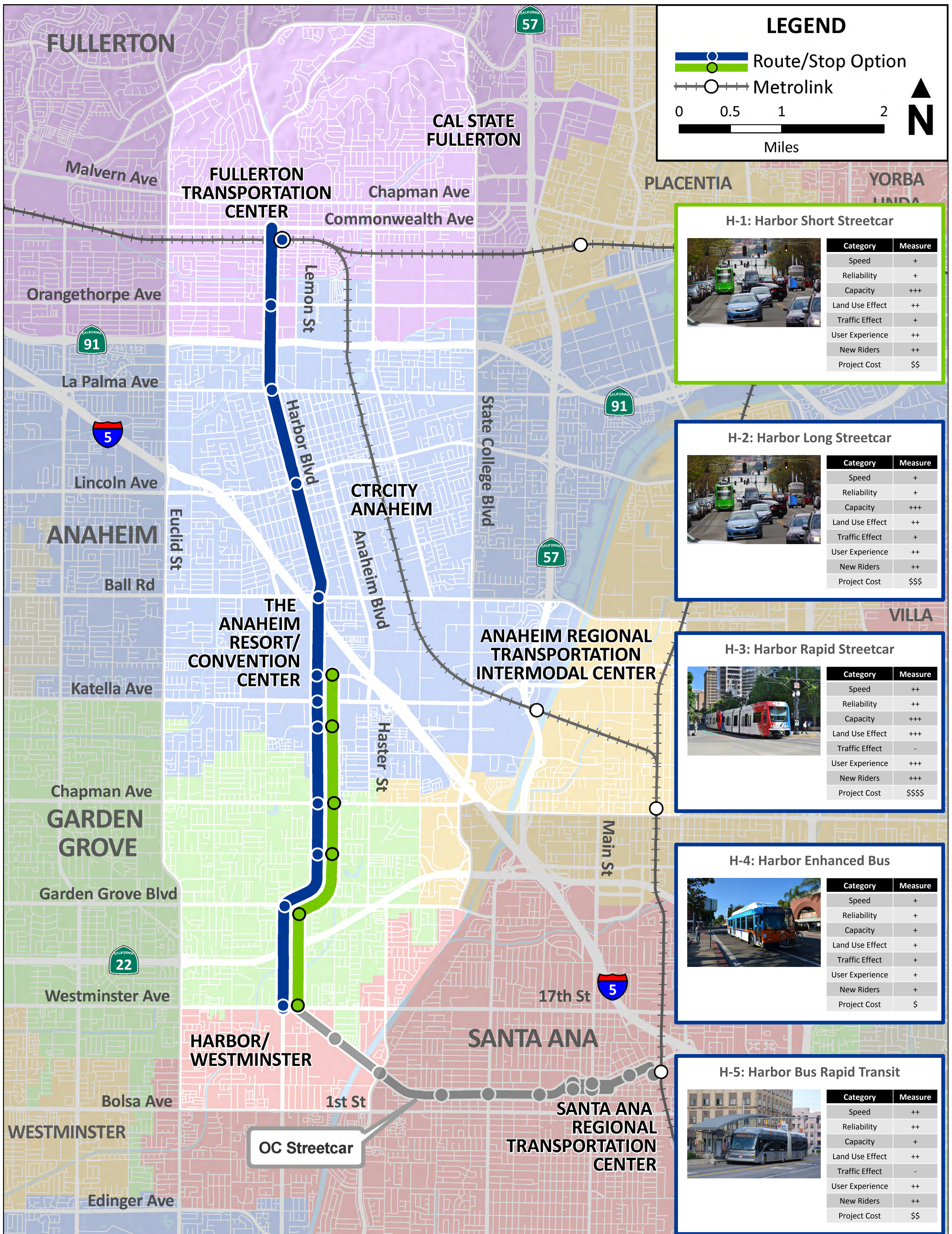
Central Harbor Boulevard Transit Corridor Study

Alignment Options



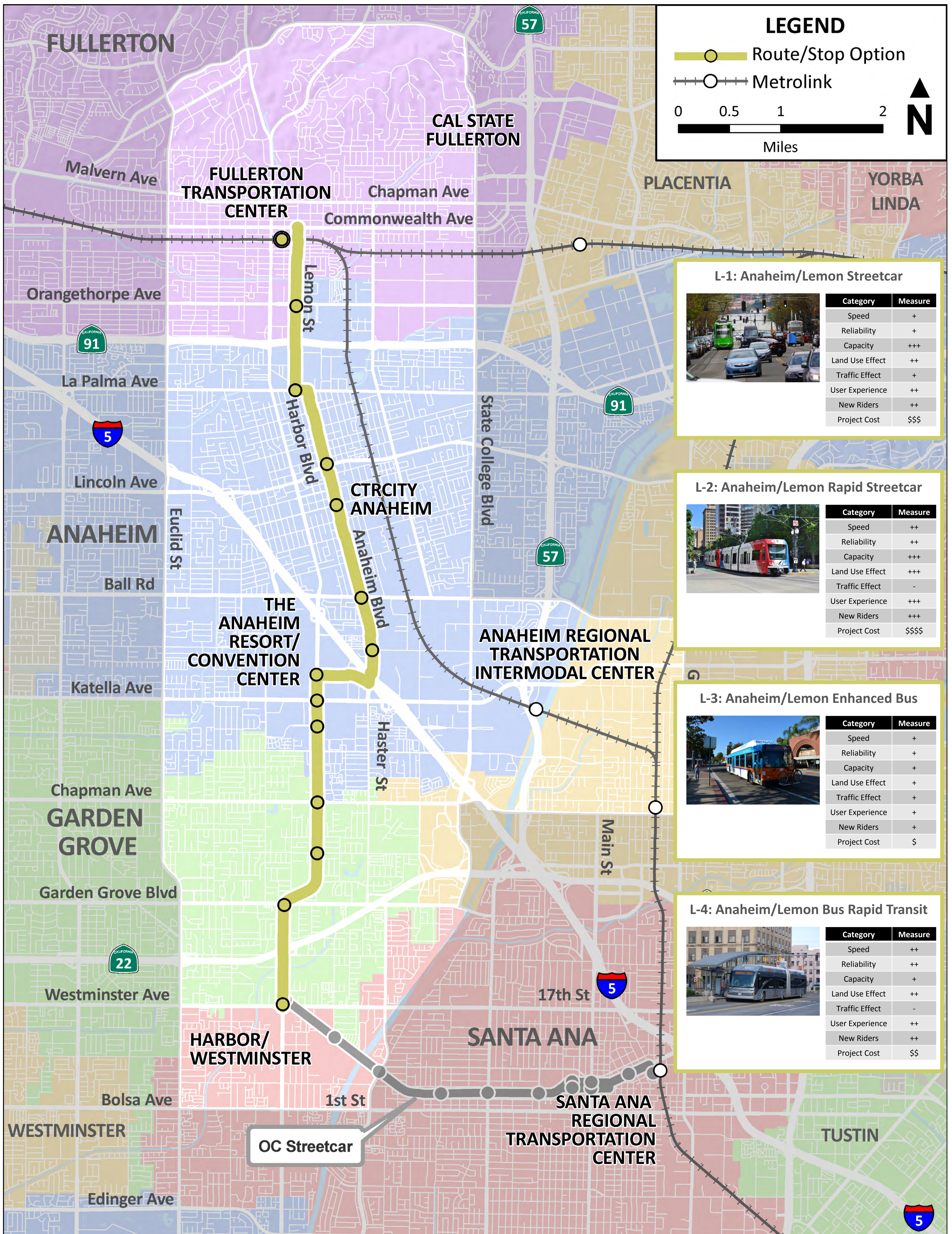
Central Harbor Boulevard Transit Corridor Study

Harbor Boulevard Alternatives (5)



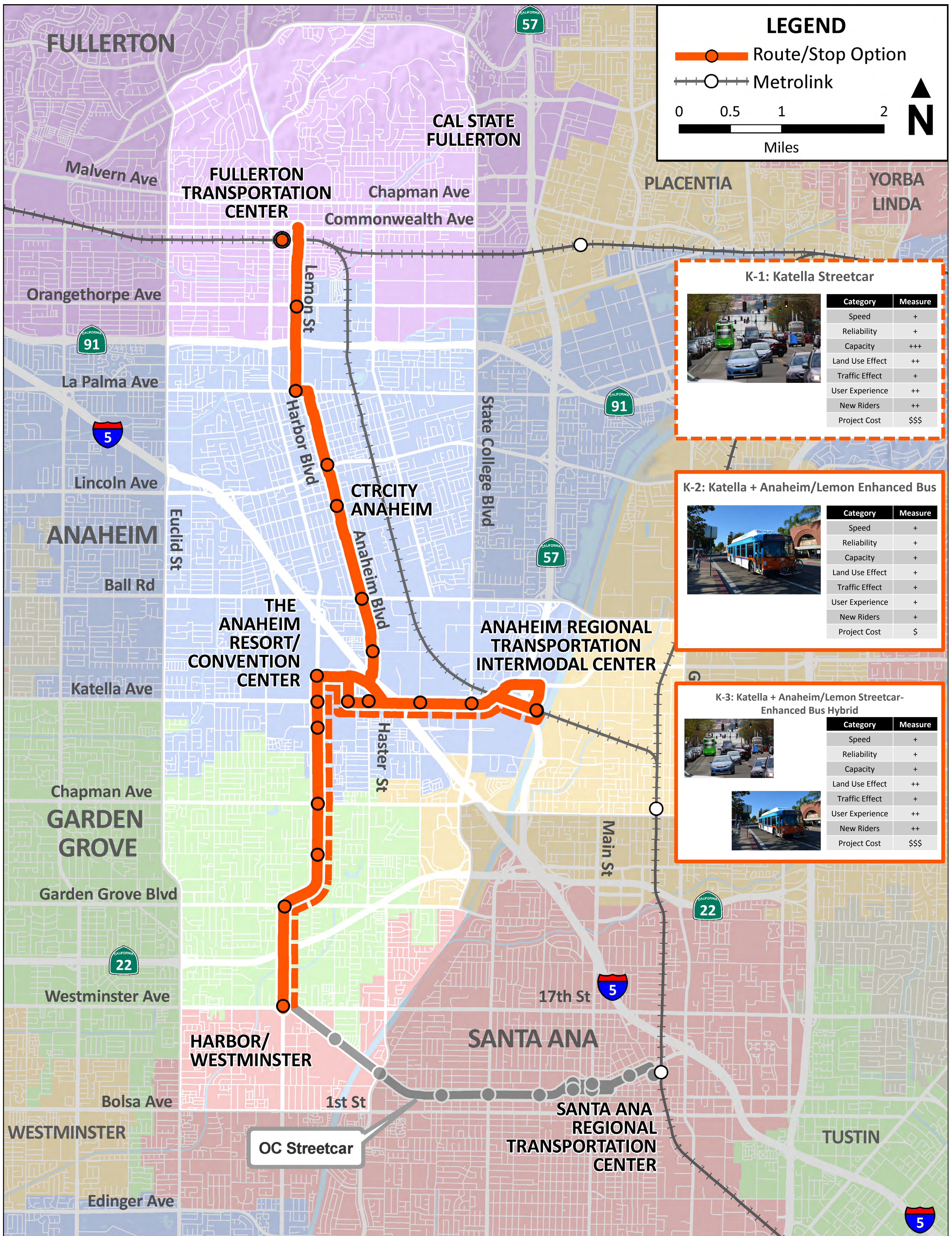
Central Harbor Boulevard Transit Corridor Study

Harbor Boulevard-Anaheim Boulevard-Lemon Street Alternatives (4)



Central Harbor Boulevard Transit Corridor Study

Harbor Boulevard-Katella Avenue Alternatives (3)





Central Harbor Boulevard Transit Corridor Study

Stakeholder Working Group

Thursday, March 9, 2017

9:00 a.m.

OCTA, 550 S. Main Street, Orange, CA 92868

Sign-In Sheet

Name	Initial	Agency	Email	Phone
Hunter Alder	HA	Nexus Development Corporation	hunter@nexusd.com	(714) 546-5600 x258
Megan Beard		OC Health Care Agency		
Jay Burress	JB	Visit Anaheim	jiburress@anaheimoc.org	(714) 765-8840
Charlotte Clement	CC	Anaheim Elementary School District	cclement@anaheimelementary.org	714-517-7549
Grant Dawdy	GD	Disneyland Resort	Grant.Dawdy@disney.com	(714) 781-1208
Paul Durand	PD	Scalzo Hospitality	paul@scalzohospitality.com	715-294-3687
Sue Edwards	SE	Best Western Anaheim Inn	sedwards@anaheiminn.com	714-774-1050
Cameron Irons	CI	Sperry Van Ness	ciron@svn.com	714.404.5256
Jill Kanzler		Support Our Anaheim Resort Area	jill@soaranahaim.com	(714) 400-0734
Peter Katz	PK	Mar-Les Neighborhood Association (aka North Orange County Chamber)	petekatz9@gmail.com	714-429-6236 (M); 714-394-1370 (H)
Derek Kirk	DK		dkirk@fallstonchamber.com	(714) 871-3100 x225
Coleen Kirnan		Orangefair Marketplace, LLC	coleen@kirnancommercial.com	
Rick Lewis		Anaheim Elementary School District	rlewis@acsd.us	



Name	Initial	Agency	Email	Phone
Jessica Mears		Santa Ana Unified School District		
Tanya Nielsen	<i>TN</i>	Orangetfair Marketplace, LLC	tanya@columbuspacific.com	310 395-2580 x 223
Mark Paredes		City of Garden Grove	marparedes@gmail.com	213.820.5741
Mary Pham		OC Health Care Agency, Health Promotion Division	MPham2@ochca.com	
Jane Reifer	<i>JR</i>	Transit Advocates of Orange County	cluttercontrol@earthlink.net	714-525-3678
Paul Sanford		c/o Anabella Hotel	psanford@rosanna-inc.com	714-442-8600
Roy Shahbazian		OCTA Citizens Advisory Committee	taoc@earthlink.net; rs@bettercommute.org	714.744.4534
Cindy Spindle		Garden Grove Chamber of Commerce	ceo@gardengrovechamber.com	(714) 638-7950
George Urch	<i>GU</i>	Honda Center	gurch@social.rr.com	(714) 464-9125
Orin Williams	<i>OW</i>	Santa Ana Unified School District	ORIN.WILLIAMS@SAUSD.US	(714) 290-9878
Peggy Younggren	<i>PY</i>	Anaheim Convention Center	pyounggren@anaheim.net	714-765-8969
Donna Kelly		Lennar	donna.kelly@lennar.com	(949)448-1613
Heather Allen		City of Fullerton		
Jamie Lai		City of Anaheim		
Linda Johnson	<i>LJ</i>	City of Anaheim	LJohnson@anaheim.net	714-765-4987
Susan Kim	<i>SK</i>	City of Anaheim	skim@anaheim.net	714-765-4958



Name	Initial	Agency	Email	Phone
John Bessey	JB	Garden Grove U.S.D	jbessey@ggusd.us	714-663-6185
Monika Armstrong		RPA1	armstrongrpa1.com	714 569 0033
Tom Rizzuti	TR	Garden Grove USD	tr-tomruss@gsd.us	714-663-6445
Matthew Hicks	MH	Disneyland Resort	Matthew.Hicks@disney.com	714-781-1766
Jerry Alder		GardenWalk	jald@earthlink.net	714 635 7400
J				

OCTA Central Harbor Boulevard Transit Corridor Study Key Stakeholder Workshop #2 – 03/09/17 – Notes

Date:	Time:
Thursday, March 9, 2017	9:00 -10:30 a.m.
Location:	
OCTA 600 S Main St, Conference Room 08-09 Orange, CA 92863	
OCTA Attendees:	Project/PDT Team Attendees:
<ul style="list-style-type: none"> • Eric Carlson • Marissa Espino • Charlie Larwood • Alice Rogan • Andrea West 	<ul style="list-style-type: none"> • Tyler Bonstead, STV • Alvaro Gomez, STV • Jennifer Labrado, Green Grass Comms. • Linda Johnson, City of Anaheim • Susan Kim, City of Anaheim
Stakeholders:	
<ul style="list-style-type: none"> • Jerry Alder Garden Walk • Hunter Alder, Nexus Development Corp. • Jerry Alder, Anaheim Garden Walk • Monika Armstrong, RPAI • John Bessey, Garden Grove Unified School District • Jay Burress, Visit Anaheim • Charlotte Clement, Anaheim Elementary School District • Grant Dawdy, Walt Disney Co. • Paul Durand, Scalzo Hospitality • Sue Edwards, Best Western Anaheim 	<ul style="list-style-type: none"> • Matthew Hicks, Disneyland Resort • Cameron Irons, Sperry Van Ness/Vanguard • Peter Katz, Mar-Les Neighborhood Assoc. • Derek Kirk, North Orange County Chamber • Rick Lewis, Anaheim City School District • Tanya Nielsen, Orangefair Marketplace, LLC • Jane Reifer, Transit Advocates of OC • Tom Rizzuti, Garden Grove Unified School District • George Urch, Honda Center • Orin Williams, Santa Ana Unified School District • Peggy Younggren, Anaheim Convention Center

1. Welcome and Self-Introductions

2. Project Overview/Update

- Provided brief project overview: Central Harbor Blvd connects Santa Ana, Garden Grove, Anaheim and Fullerton and has the distinction of being the busiest bus corridor in Orange County.
- At the last meeting in 2016, the team shared the mobility challenges facing the Harbor Study Area and the Goals and Objectives identified to help shape the mobility improvements developed.
- Nine early alternatives were shared using two corridors Harbor Blvd. and a combination of Harbor Blvd. with Lemon St./Anaheim Blvd.
- Recently, the Anaheim City Council discontinued studying the Anaheim Rapid Connection project, resulting in the Harbor Study being extended to also include a study of a possible connection from Harbor to ARTIC via Katella Ave.
- This change combined with feedback received from this group, public open house meetings, community presentations and coordination with city staff 12 Alternatives are being evaluated.

- The Study is now in the Alternatives Development and Outreach Phases and the final report is anticipated this summer.
- Evaluation criteria combined with stakeholder feedback will help the study team refine the alternatives further. Evaluation criteria includes: improve travel times, user experience, connectivity to key destinations, mode choice, etc.

3. Alternatives Development

- Explained how the 12 Alternatives were developed, it primarily came down to mode choice and route.
- Future evaluations will look deeper into how features might be enhanced.
- Reviewed four modes being considered Enhanced Bus, BRT, Streetcar and Rapid Streetcar
- Walked through the alignment options: Long Harbor Blvd., Short Harbor Blvd., Harbor with Anaheim/Lemon, Katella Ave.

Summary of Feedback:

- Interest in examples of existing transit services using the proposed modes.
- Consider connections and development of other services to get you from the train to where you want to go.
- Consider the pros and cons of center and side running systems, share what this information is.
- Study is an elevated option is possible to reduce impacts to existing traffic lanes and preserve small businesses.
- Users need parking options to board the service, transit only connections are not realistic in Southern CA.
- Consider Bike Barns along the corridor to help users make connections.
- There are many different users for this system, educating the user will be critical to the success of the service. There are thousands of workers and visitors in the study area every day and they will use the service differently.
- Can't be everything to all people. Need to be careful not trying to do too much. In Anaheim's resort district congestion is from employees and visitors.
- Every city has different needs/interests.
- Need east/west connections – it's easy to take Metrolink north/south, but can't go east/west.
- Can't easily get from ARTIC to the Resort Area.
- Switching modes will be really hard for guests to the resort – especially if it's day one in the resort.
- Need to partner with local law enforcement and make sure stops are safe and clean.
- Need to make sure transit mode from OC Streetcar and this project are compatible.
- Connection to Fullerton's College Connector.
- Q: Have cities opted not to expand streetcar lines with the same mode and have instead gone with bus?
 - Not many examples of that specifically. Only similar project could be Metro's Orange Line in the San Fernando Valley where they had originally planned rail, but instead opted for a dedicated BRT corridor. However, they are currently, looking at converting it to light rail. Capacity is what leads to conversion, as light rail/street car can carry more passengers.

- Q: Should this be a phased project to make sure that there is ridership and not just go straight to the most expensive option?
 - Yes, phasing the project will be studied?
- Q: Have you looked at pricing, how ticketing works?
 - Yes, looking at how to improve efficiencies between systems and also purchasing tickets in advance, utilizing apps, low-floor boarding – all options to save boarding time.
- Q: How is state and federal funding looking?
 - The study includes information that will help meet federal funding requirements. For large federal programs, the alignment needs to be significantly separated from regular street traffic. Alignments that are more street running are eligible for a smaller pool of money. Changes to the federal program have not yet happened. State is also looking at additional funding sources. Measure M would serve as matching funds (if/when needed)
- Q: Is there any metric for taking away a lane – how many more people are moved, etc?
 - It's part of comprehensive analysis will look at impacts to all modes, also can generally look at how many people travel through in cars vs. how many travel through via bus/transit.
- Q: Is there going to be parking built with this?
 - No, parking is not being planned with the project.
- Q: When you say Bravo! 543 is discontinued would it continue south on Harbor?
 - It would actually become this route L-4 operating on Lemon from Disney to Fullerton but would continue south all the way to MacArthur along Harbor.

4. Next Steps & Staying Involved

- Public Open House Meetings are scheduled for the end of March, early April.
- Key Stakeholder Workshop attendees will be sent a follow up meeting with more information.
- Please encourage your organizations stakeholders to attend an open house, and/or invite us to present at an upcoming meeting.