### 2011 Countywide Attitudinal and Awareness Survey Results



# Purpose of Study

- Establish baseline for measuring future performance
- Identify perceptions about transportation system, issues, priorities
- Assess awareness and opinions about OCTA
- Measure perceptions about how effectively OCTA is delivering projects, programs, and services
- Profile resident use of the transportation system
- Profile OCTA communication exposure, and preferences

# Methodology of Study

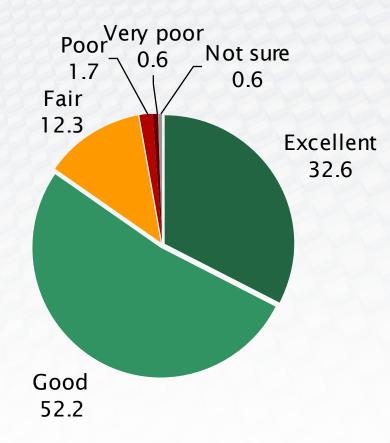
### Telephone Survey

- o 2,010 adult Orange County residents
- Random Land Line & Mobile Phones
- English, Spanish & Vietnamese
- o 20-minutes
- $\circ$  Online Option
- Conducted Oct 8<sup>th</sup> to November 1<sup>st</sup>, 2011
- Overall margin of error: ± 2.19%

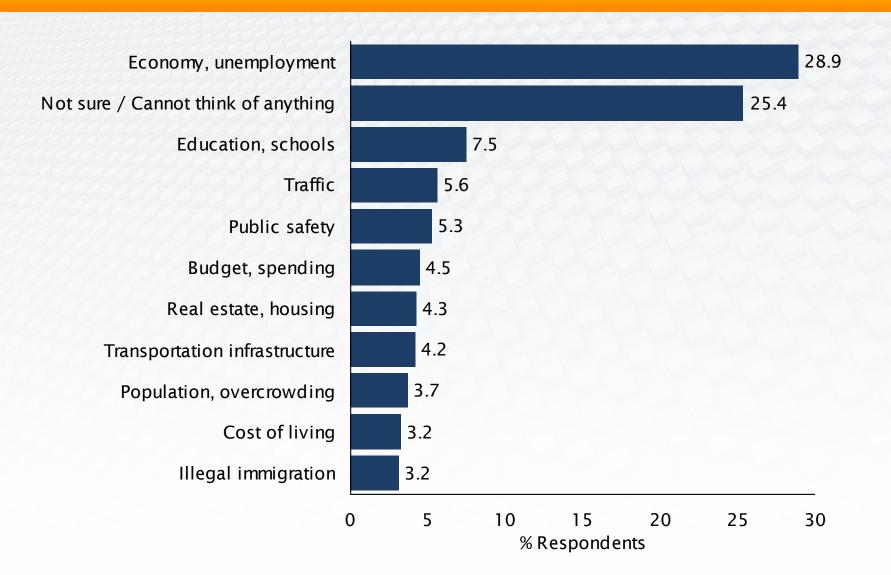
# **Demographics of Sample**

Category	Value	Percentage
Gender	Male	48%
	Female	52%
Length of Residence	4 years or less	10%
	5 to 14 years	21%
	15 years or more	69%
Age	18-34	32%
	35-54	34%
	55 or older	25%
Ethnicity	Caucasian	40%
	Latino/Hispanic	29%
	Asian	15%
	Other	16%
Employment Status	Employed full or part time	58%
	Student/Homemaker/Retired	29%
	Looking for a job	6%

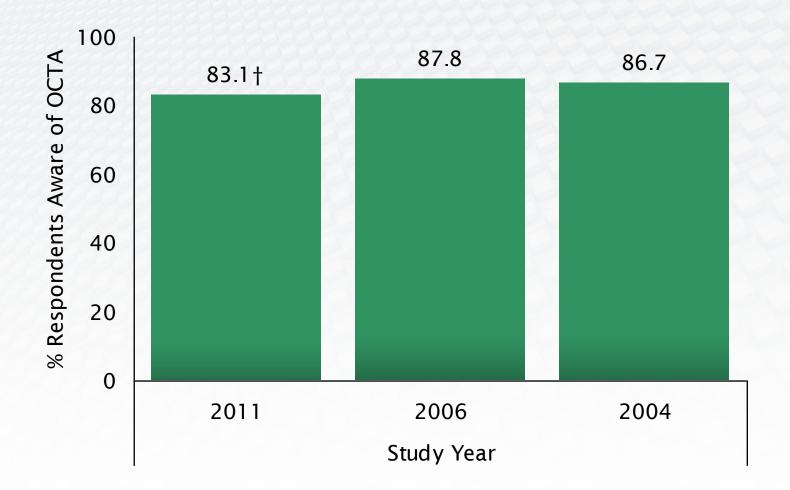
# Quality of Life



### **Most Important Issues**

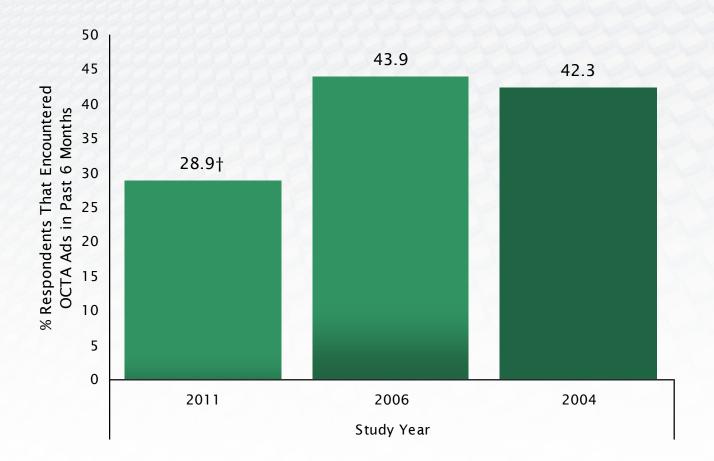


# Heard of OCTA by Study Year

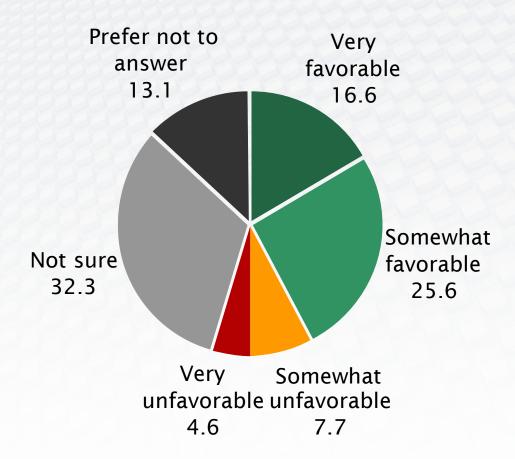


(Dagger symbol denotes statistically significant difference)

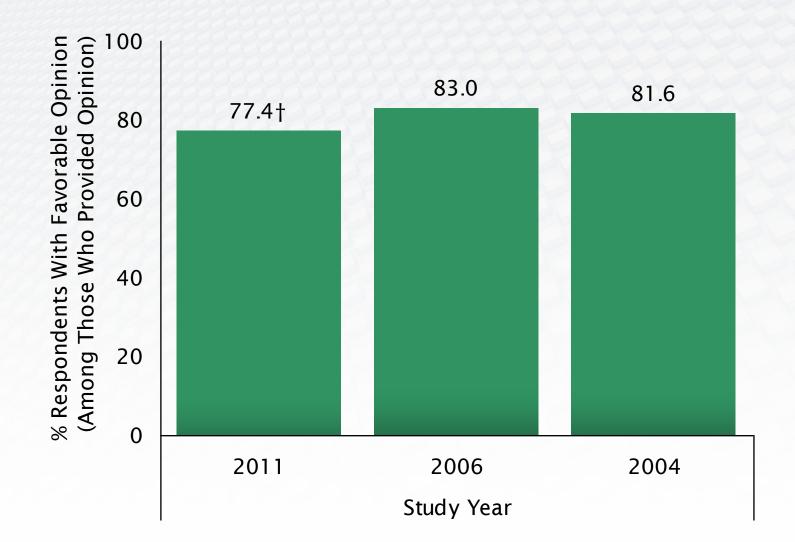
### **Exposure to OCTA Advertising**



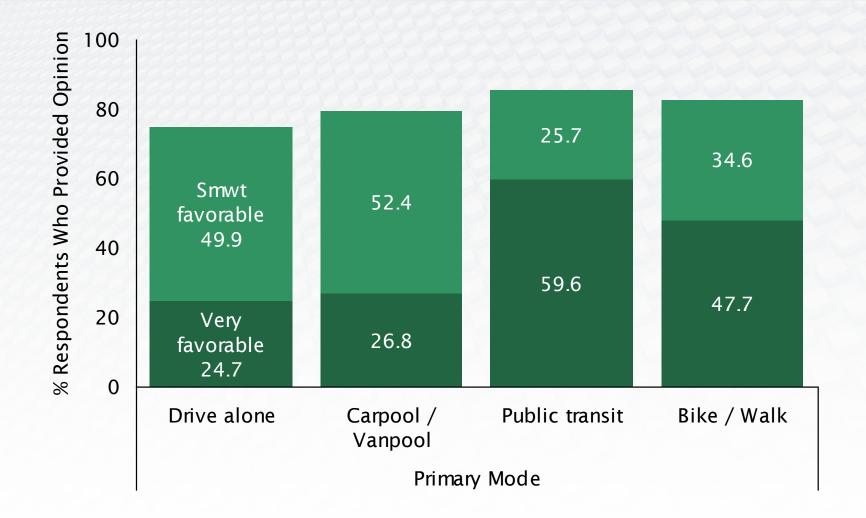
# Opinion of OCTA



## Favorable Opinion by Study Year



# Opinion of OCTA by Mode



### **Statements About OCTA**

			NY .	15							
Helps local economies by improving our transportation system	23.7	35.5			8.6 7.1		25.0				
Is a public agency I trust	21.2	3	35.3		35.3 7.8 6.9		7.8 6.9		28.9		
Has made many transportation system improvements in past 5 yrs	20.7	33.1			10.6	7.2 28.3		.3			
Is actively seeking solutions to our transportation issues	16.5	30.7	30.7		6.4	4 36.8					
Listens to the general public	13.2	24.0	24.0 10.6		9.4		42.8				
Makes good use of public funds	11.5	24.8	8.7 10.2				44.7				
C	) 10	20 30	40 % Res	50 ponde	60 ents	70	80	90	100		

#### Strongly agree Smwt agree Smwt disagree Strongly disagree Not sure

# Unaided Recall of OCTA Services

Bus service							60	.5				
Not sure			19	9.6								
Manages the overall transportation system		11.4	ł									
Freeway improvements		10.2										
Road and freeway planning		9.9										
Metrolink commuter rail service		9.1										
ACCESS Paratransit/service for the disabled		8.2										
The 91 Express Lanes toll road		6.4										
City street improvements	4	.1										
Rideshare/carpool matching	1.5											
Freeway Service Patrol tow trucks	1.3											
Prefer not to answer	0.7											
Vanpool programs	0.7											
Bikeway planning	0.5											
Administers Measure M	0.4											
	0	10	20	30	40	50	60	70				
			% Respondents									

# **Rating of Transportation Services**

■ Excellent	Good Fair	Poor	■ Very	poor	
18.5	55.3		19.8	3 <mark>5</mark> .	.01
17.2	53.1		22.9	5.	.22
13.3	52.8		21.8	9.4	3
14.9	48.6	2	2.3	8.9	5
9.8	51.7	2	6.2	9.2	3
12.1	48.4	2!	5.7	10.0	4
10.0	49.7	27	7.2	9.7	3
12.0	47.5	27	7.1	10.4	3
11.0	46.6	27.	2	12.1	3
9.3	44.7	30.2		12.3	4
8.7	44.7	31.1		12.2	3
9.1	39.8	34.6		12.6	4

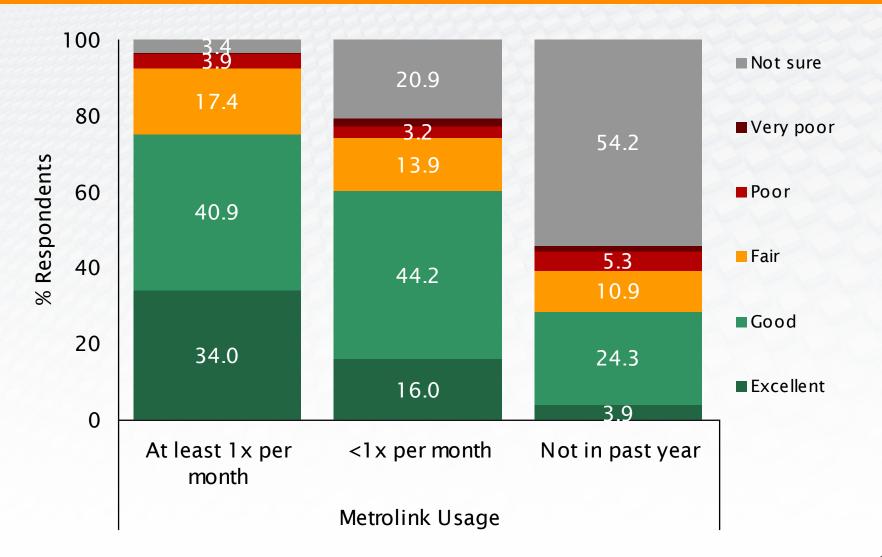
10 20 30 40 50 60 70 80 90 100 % Respondents Who Provided Opinion (Percent With Opinion Shown in Brackets)

- ACCESS Paratransit services for the disabled [55%] Freeway Service Patrol tow trucks [61%]
  - Metrolink commuter rail service [52%]
- Overall quality, condition of 91 Express Lanes [68%]
- The overall quality and condition of freeways [96%]
  - Vanpool programs [38%]
  - Rideshare and carpool matching programs [55%]
    - Bus service [69%]

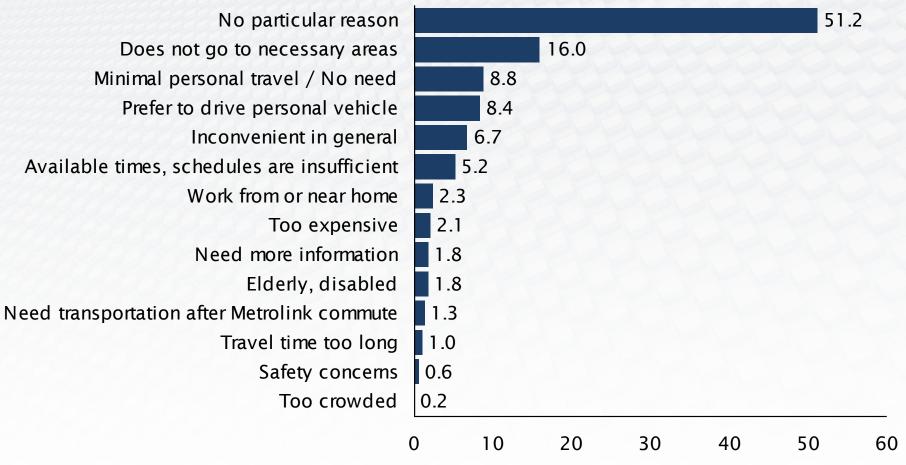
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- Bikeway planning [64%]
- Overall quality, condition of city streets [97%]
  - Road and freeway planning [82%]
  - Overall transportation system [87%]

# Rating of Metrolink by Usage



# **Reasons for Not Riding Metrolink**

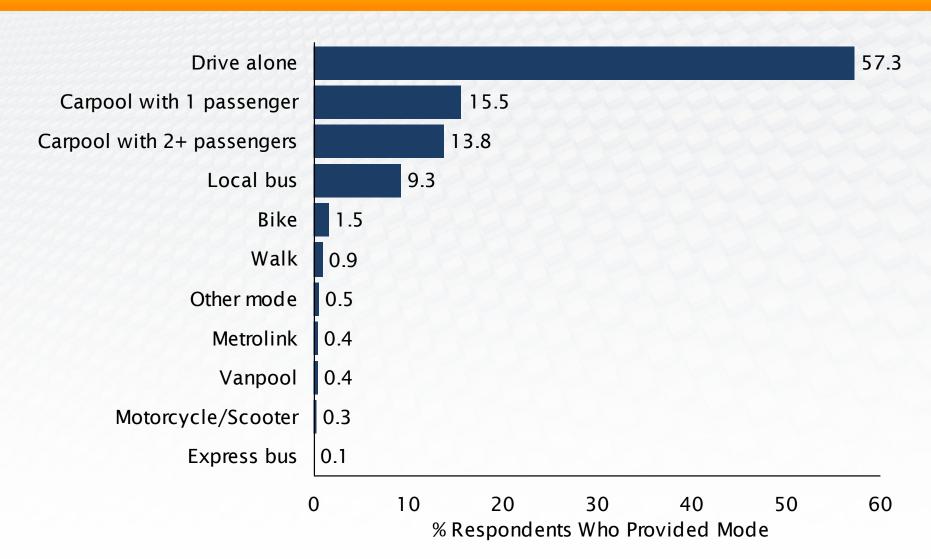


% Respondents Who Plan to Ride Metrolink About the Same or Less Frequently in Next 6 Months

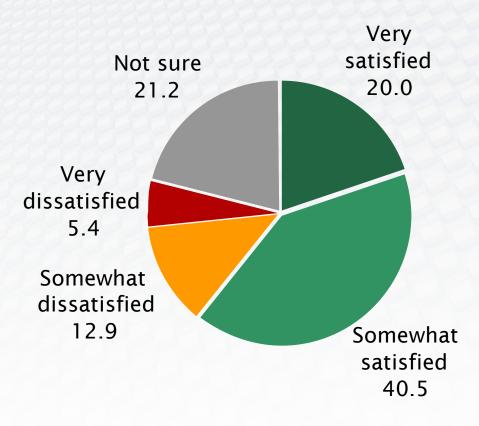
### **Transportation Priorities**

		■ High priority					Mediur	n priori	ty	
Fix potholes and repair roadways	67.		.4	4			25.2			
Coordinate traffic signals	65.1					25.7				
Optimize existing transportation system	43.2			40.9						
Widen the freeways	49.2				34.2					
Construct roads over or under rail tracks	3	35.6			41.8					
Expand bus services	37.2			39.7						
Expand the Metrolink rail service	33.0				38.5					
Improve ACCESS paratransit service	24.9		4	44.0						
Build additional toll lanes	31.3		32.0		2.0					
Improve the network of bike lanes	22.3		38.6		.6					
Expand vanpool programs	18.7			40.2						
Build direct connection between 241 and 91	24.3	3		31.1						
C	) 10	20	30	40	50	60	70	80	90	100
	% Respondents									

## **Primary Transportation Mode**

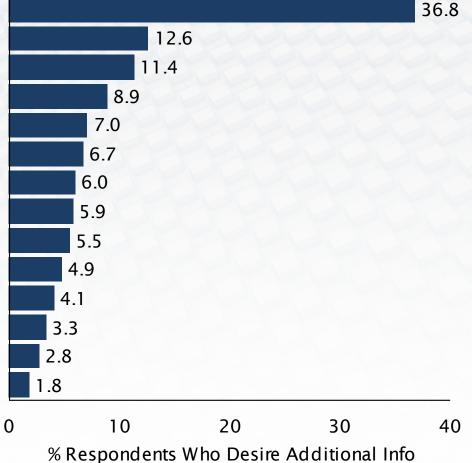


## Satisfaction With Communication

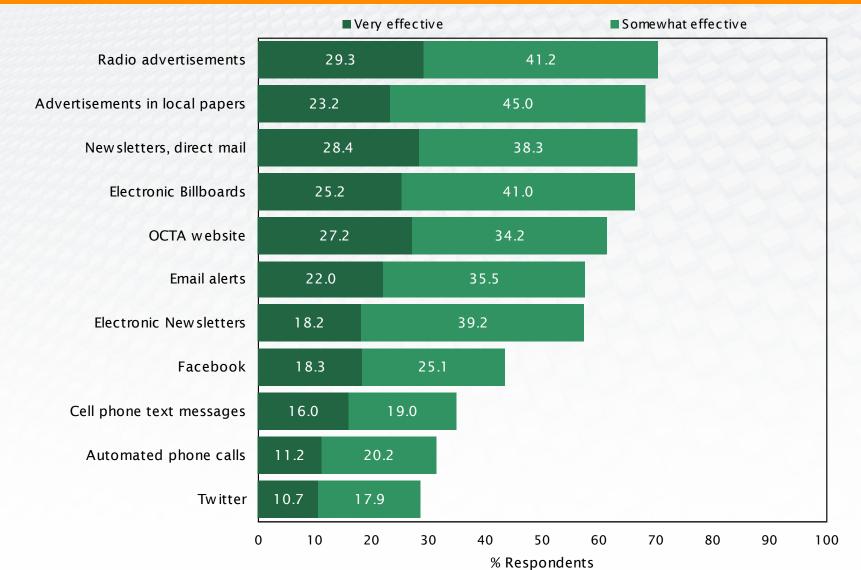


# Additional Info Topics Desired

Construction updates Bus schedules, routes Metrolink schedules, info Route planning Services, programs offered in general Not sure Traffic congestion, traffic relief measures Transit options for seniors, disabled, students Proposed projects, future plans Commuting options Budget, spending information Fees for tolls, transit services More communication efforts in general Carpool, vanpool, ride-share programs



# **Most Effective Channels**



# Key Findings & Conclusions

- Awareness of OCTA is high for a special district
- Awareness does not necessarily translate into an opinion of OCTA
- Positive ratings for OCTA-provided services
- Residents have clear priorities for ways to improve transportation system
- Communications scores are mixed

### Recommendations

- Enhance OCTA-resident communications
- Focus communications in channels rated as most effective for reaching OC residents
- Adjust performance metrics for tracking in future studies