

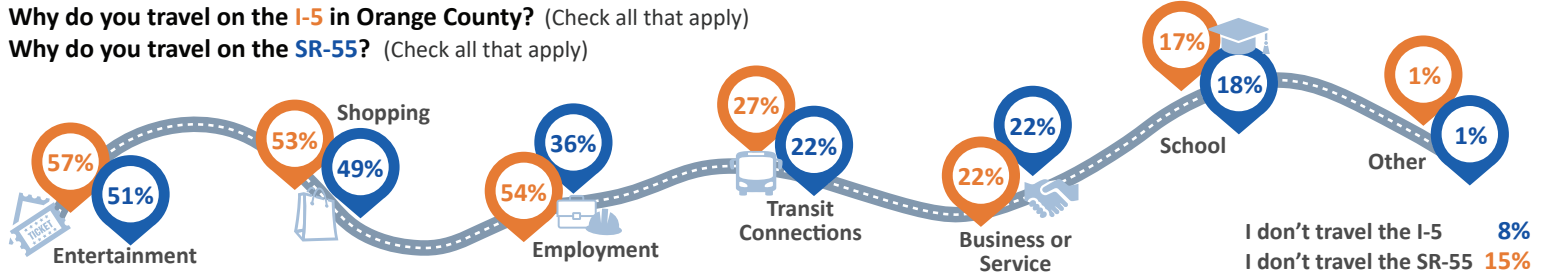


Bus Rapid Transit on Freeways Study

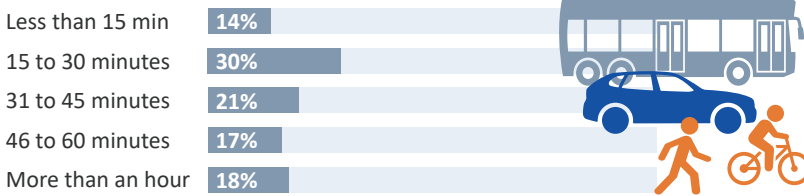
www.octa.net/freewaybrt

Outreach and Survey Results - Community Responses

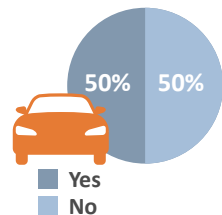
Why do you travel on the I-5 in Orange County? (Check all that apply)
Why do you travel on the SR-55? (Check all that apply)



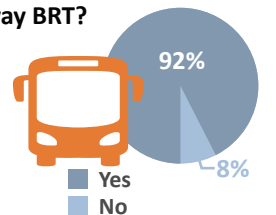
How long is your commute?



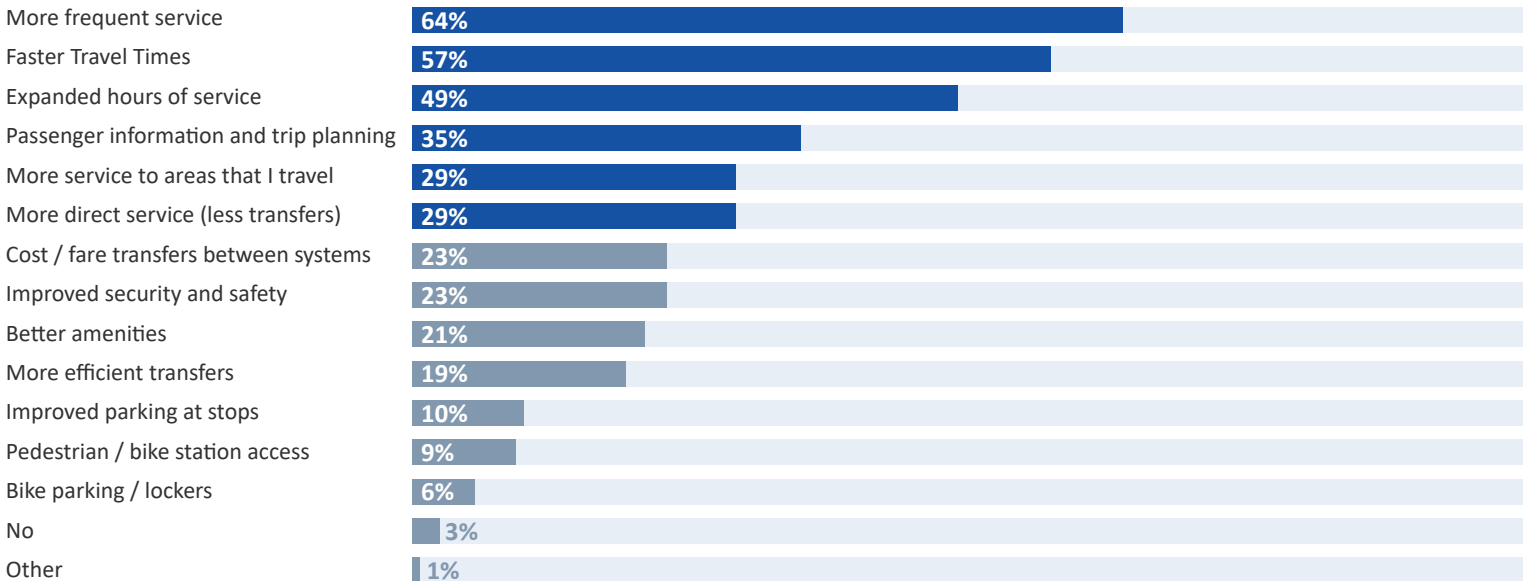
Do you have a car?



Would you consider using Freeway BRT?



Are there any improvements that would make you ride transit more often? (Select up to 5)



Rate your interest in adding each of the three, proposed BRT routes.

(1 being the least important and 6 being the most important)



Concept 1: Fullerton to Costa Mesa / Irvine	47%
Concept 2: Fullerton to Laguna Niguel / Mission Viejo	54%
Concept 3: Santa Ana to Newport Beach	48%



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What ethnic group do you consider yourself a part of or feel closest to?

Caucasian / White	28%
Latino / Hispanic	44%
African American / Black	3%
American Indian or Alaskan Native	3%
Asian	10%
Pacific Islander	0%
Middle Eastern	0%
Mixed Heritage	4%
Other	1%
Preferred not to say	7%



What is your estimated household income?

Under \$30,000	33%
\$30,000 - \$49,000	14%
\$50,000 - \$64,999	9%
\$65,000 - \$84,999	6%
\$85,000 - \$99,999	4%
\$100,000 or more	16%
Preferred not to say	18%

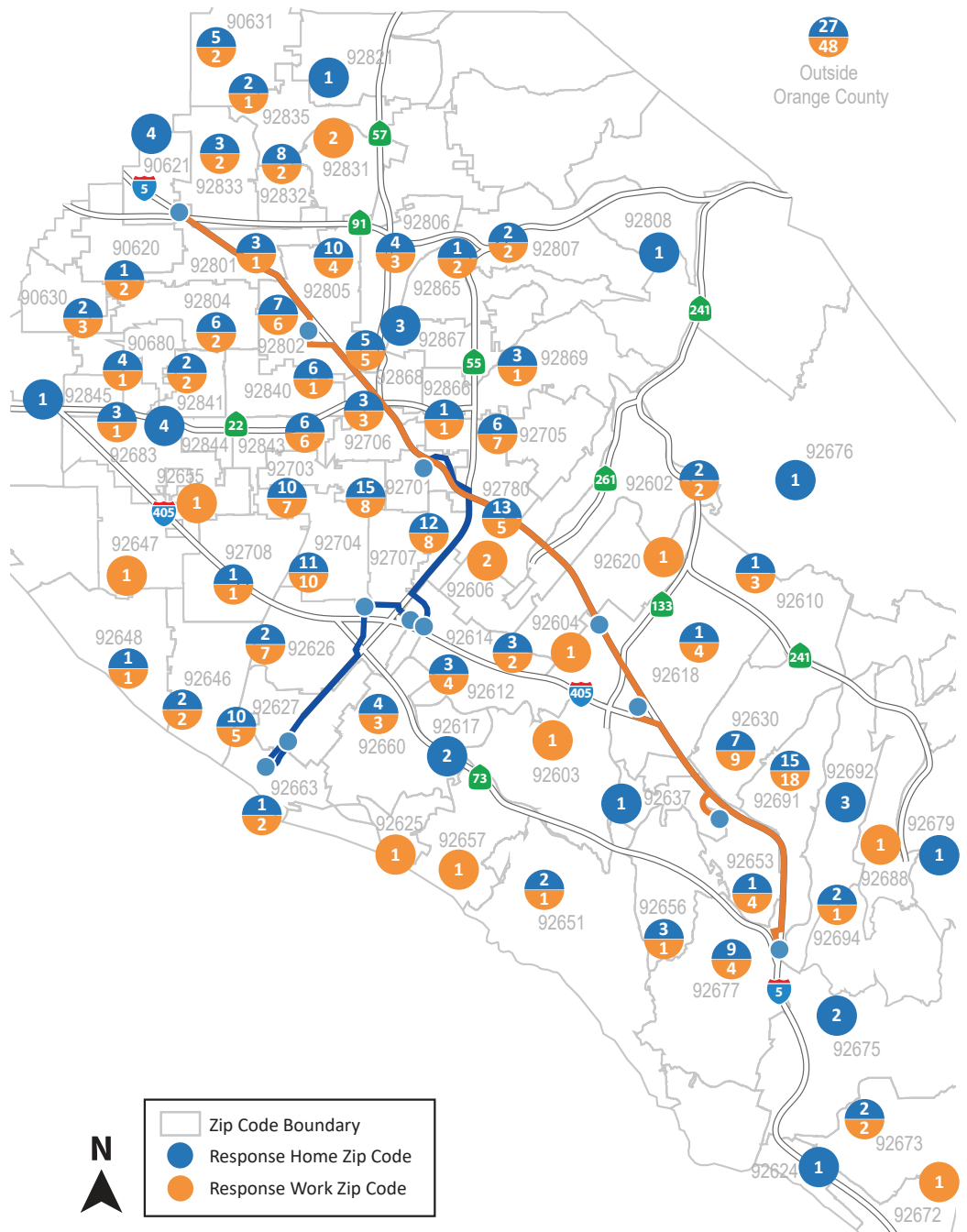


What is your age group?

13	0%
13-17	1%
18-24	15%
25-34	22%
35-44	18%
45-59	29%
60-64	7%
65+	6%
Preferred not to say	1%



Where are the responses coming from?



Community Engagement:

- E-mailed **15,775+** project notices to bus riders and project stakeholders
- Advertised in Spanish and Vietnamese newspapers
- Hosted **1** Stakeholder Roundtable webinar and **1** public webinar attracting **38** participants, and uploaded **3** pre-recorded presentation online videos for those that could not attend
- Gathered **279** public comments with survey respondents contributing **141** of the comments
- All materials were shared in **English, Spanish,** and **Vietnamese**
- Provided a multi-language hotline for interested parties to take the survey and comment on the study
- Shared an e-communication tool kit with **34** local cities and **9** OCTA committee/stakeholder organizations
- Promoted the project and survey with **5** Twitter posts, **6** OCTA Facebook posts, and **10** Facebook ads and **3** mobile geofencing ads with **485,550+** views
- Announced the project through **OCTA's On-the Move** blog and the press, resulting in **11** news articles and social media, blog and agency website posts
- Collected **281** completed surveys from September 25 to November 16, 2020

Stay Connected

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February 2021