

Orangethorpe

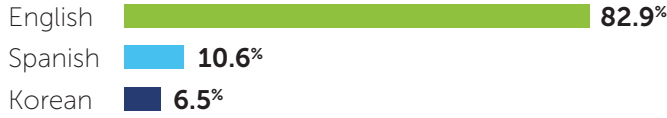
Transit Village Study

Reimagining the OCTA Fullerton Park and Ride Facility

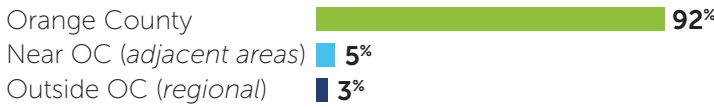
Community Survey Results and Outreach - Fall 2024

Survey Participation by Language

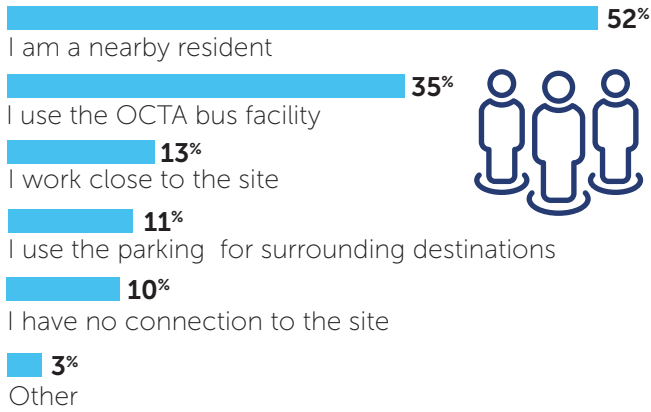
Based on 521 survey responses.



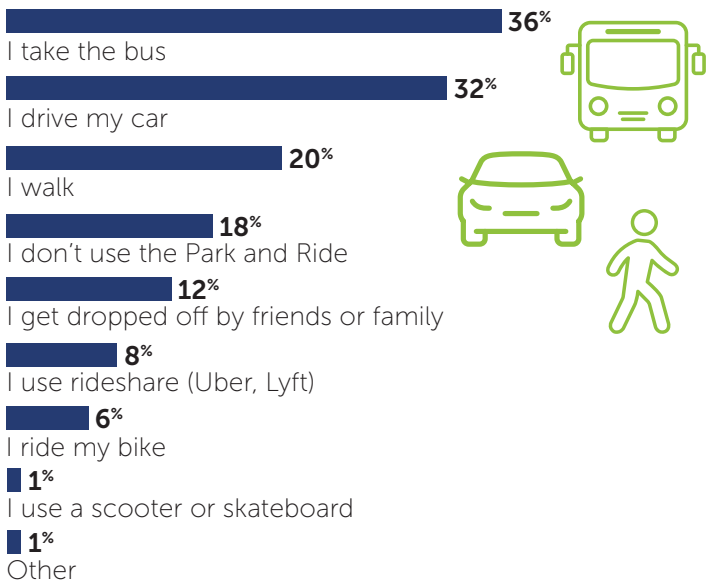
1. What is your zip code?



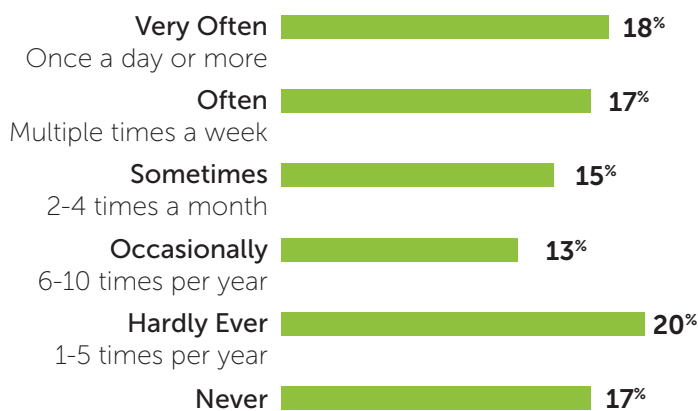
2. What is your connection with the Fullerton Park and Ride? Choose as many as apply.



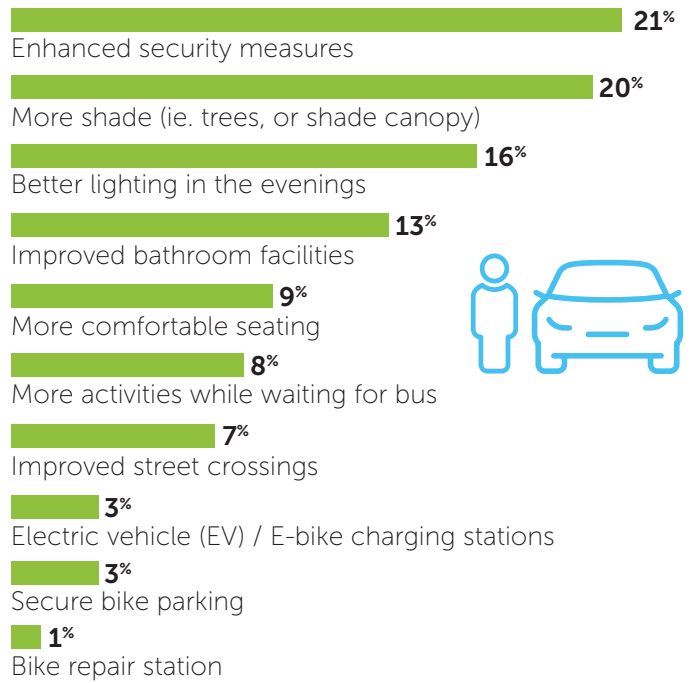
3. How do you usually get to the Park and Ride? Choose as many as apply.



4. How often do you use it? Choose one.



5. What improvements would you most like to see at the Fullerton Park and Ride? Choose up to three.



6. If transit-oriented development were considered for the Fullerton Park and Ride, what transit-supportive uses would you most like to see? Choose up to three.



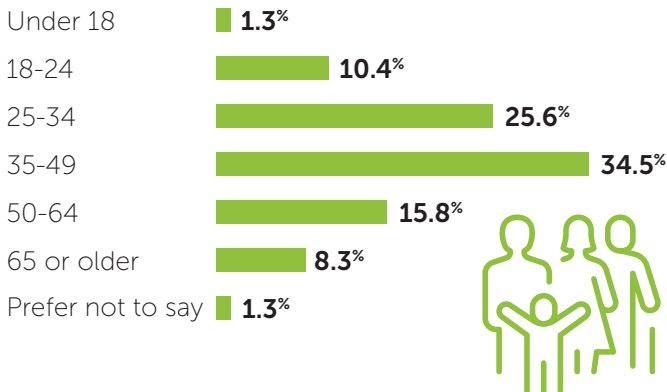
Orangethorpe Transit Village Study

Reimagining the OCTA Fullerton Park and Ride Facility

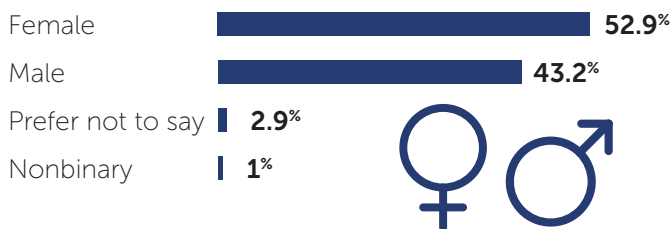
Community Survey Results and Outreach - Fall 2024



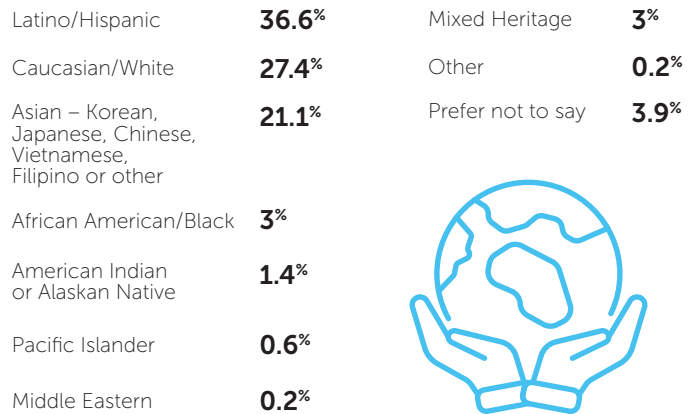
7. How old are you?



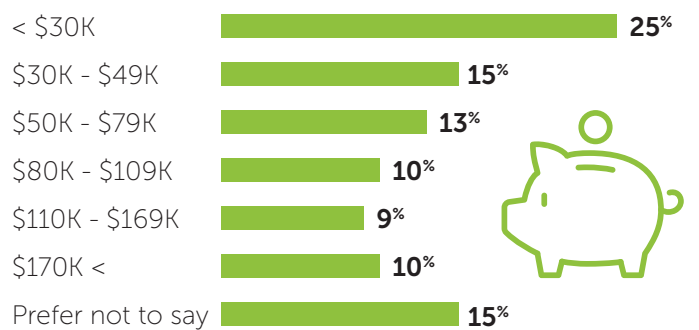
8. What is your gender?



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



10. What is your combined annual household income?



Fall 2024 Engagement Summary

- Collected **521** surveys from September 30 to November 10, 2024
- Hosted **1** Project Development Team (PDT) Meeting, **1** virtual community meeting, **2** in-person community meetings, and **2** interviews with housing and real estate professionals
- Engaged over **460** community members at **4** pop-ups and events at key community destinations
- Featured a project webpage viewed more than **850** times
- Generated more than **46,000** impressions with **3** Facebook posts, **3** X posts, **1** Instagram post, and **1** Nextdoor post
- Promoted meetings and surveys with paid social media advertising, resulting in over **101,800** impressions

- Reached over **69,000** residents through coverage in the Fullerton Observer newspaper
- Distributed **1,875** fact sheets and **5,625** multi-lingual notices to local organizations, businesses, and neighborhoods
- Shared meeting notices with **15** organizations in Fullerton, Buena Park and Anaheim
- Developed and distributed toolkits, providing an easy-to-share communication resource to more than **80** local community leaders, community-based organizations, and OCTA committee and stakeholder organizations
- Reached over **690** community members through digital/email noticing
- Shared project materials and collateral in **3** languages (**English, Spanish, and Korean**)