

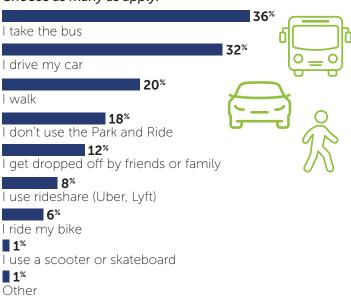


Reimagining the OCTA Fullerton Park and Ride Facility

#### Community Survey Results and Outreach - Fall 2024

#### **Survey Participation by Language** Based on 521 survey responses. English 82.9% Spanish 10.6% Korean 6.5% 1. What is your zip code? 92% Orange County Near OC (adjacent areas) 5% Outside OC (regional) 3% 2. What is your connection with the Fullerton Park and Ride? Choose as many as apply. 52% I am a nearby resident **35**% I use the OCTA bus facility 13% I work close to the site 11% I use the parking for surrounding destinations 10% I have no connection to the site

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

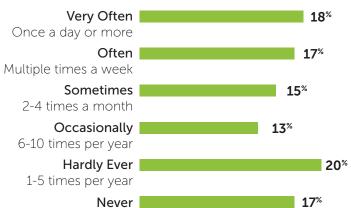


4. How often do you use it?

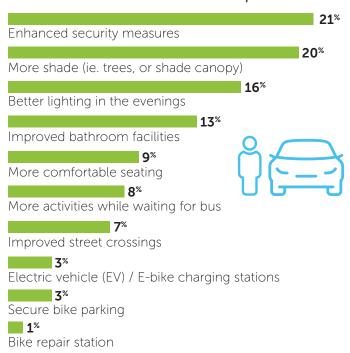
Choose one.

3%

Other



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.



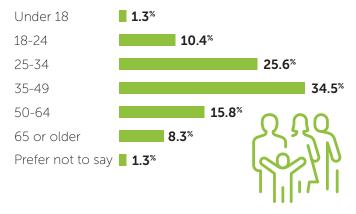


### **Orangethorpe Transit Village Study**

# 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?

Female		52.9%
Male		43.2%
Prefer not to say	2.9%	$\bigcirc$ $\sim$ 7
Nonbinary	1%	
		+ 0

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

Latino/Hispanic	36.6%	Mixed Heritage	3%
Caucasian/White	27.4%	Other	0.2%
Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other	21.1%	Prefer not to say	3.9%
African American/Black	3%	2	
American Indian or Alaskan Native	1.4%	(1)	0
Pacific Islander	0.6%	S	
Middle Eastern	0.2%	4	

#### 10. What is your combined annual household income?

•	
<\$30K	25%
\$30K - \$49K	15%
\$50K - \$79K	13%
\$80K - \$109K	10%
\$110K - \$169K	9%
\$170K <	10%
Prefer not to say	15%

#### 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



**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**)