

Orangethorpe

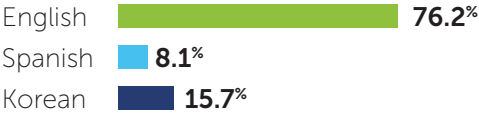
Transit Village Study

Reimagining the OCTA Fullerton Park and Ride Facility

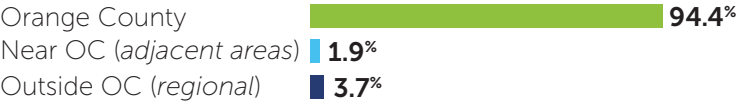
Community Survey Results and Outreach - Spring 2025

A print and online survey was developed to assess community preference for future conceptual land uses and supporting amenities at the Fullerton Park and Ride facility. A total of 484 surveys were collected from February 24 to April 7.

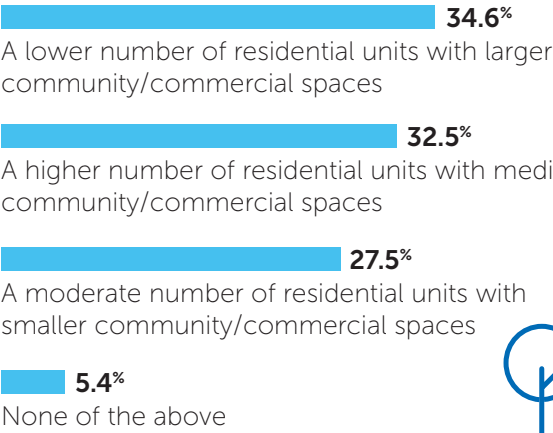
Participation by language:



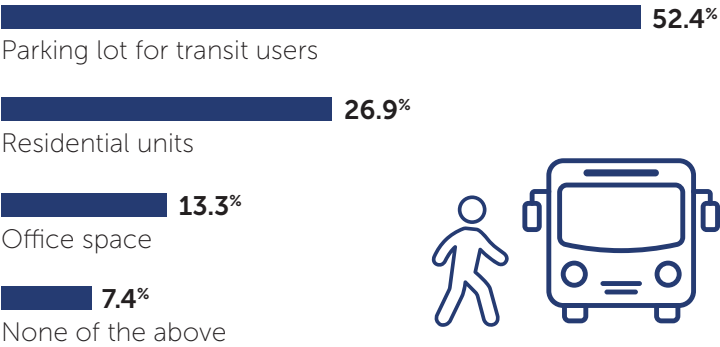
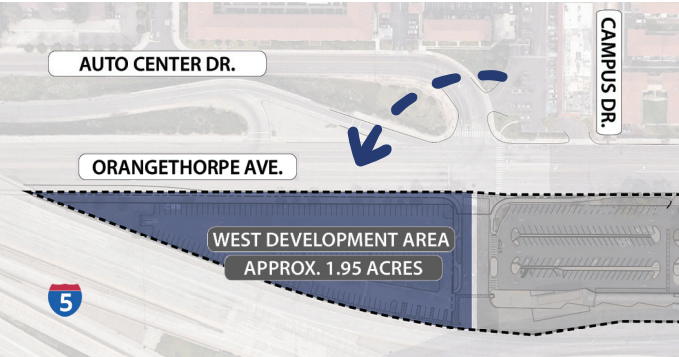
1. What is your zip code?



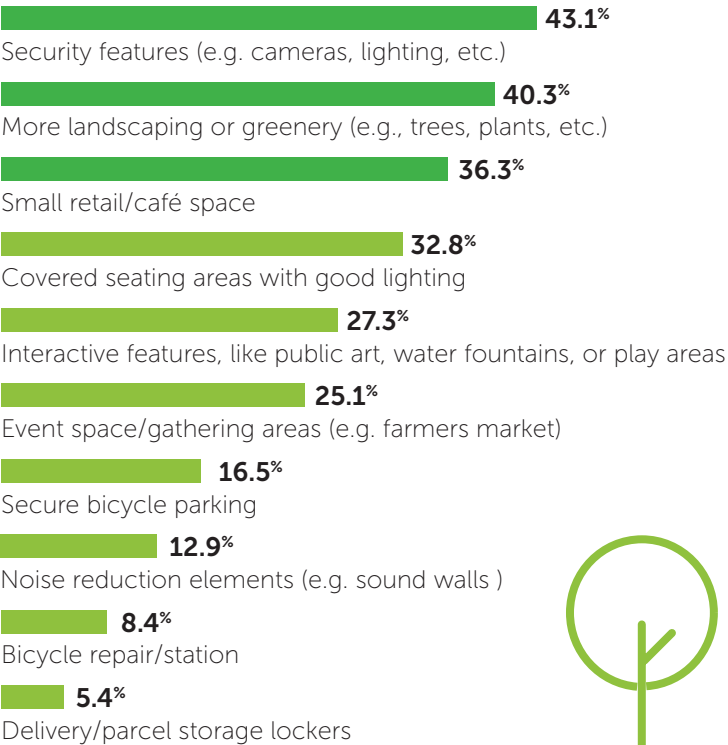
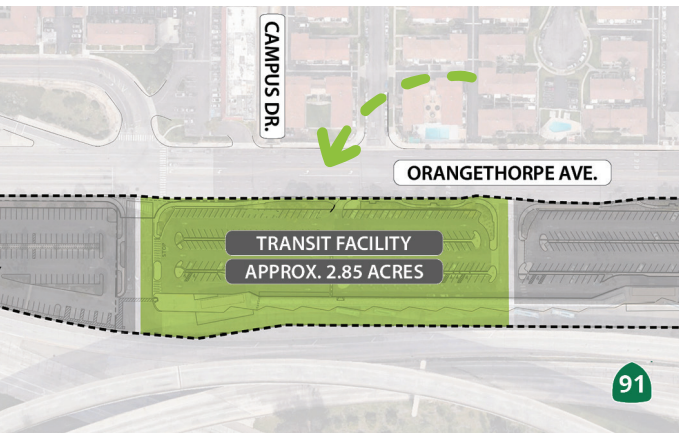
2. For the East Development Area, which option do you prefer? Choose one.



3. For the West Development Area, which option do you prefer? Choose one.



4. What features would make the transit plaza more welcoming and useful for you? Choose three.



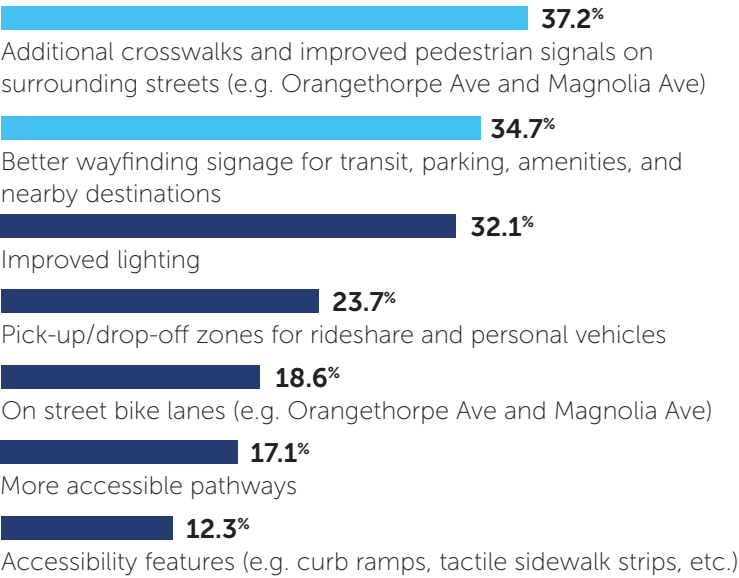
Orangethorpe Transit Village Study

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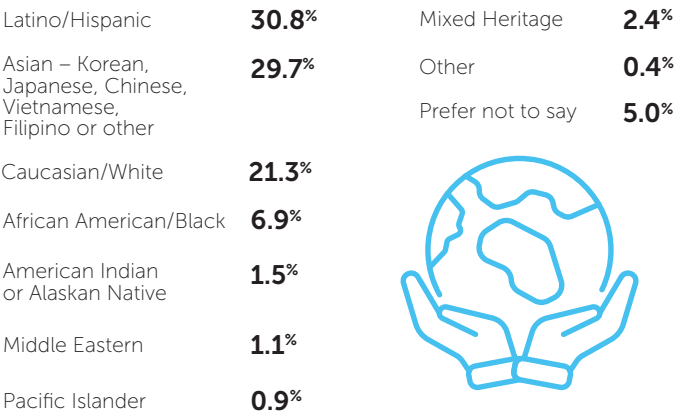
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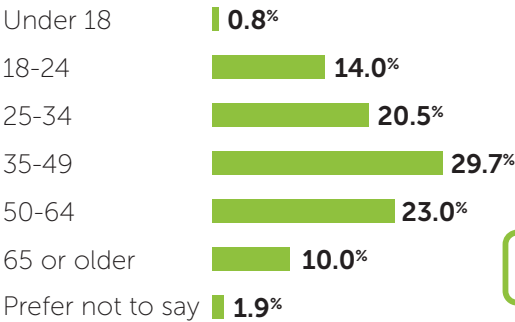
5. What improvements would make the Fullerton Park and Ride site more accessible and easier to use? Choose two.



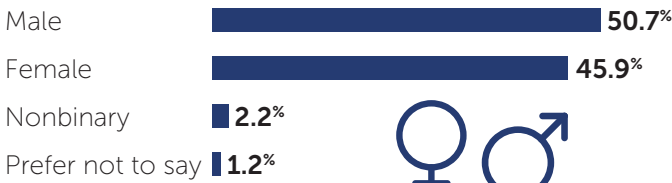
8. What ethnic group do you consider yourself a part of or feel closest to?



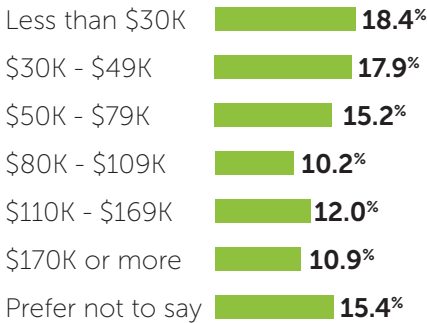
6. How old are you?



7. What is your gender?



9. What is your combined annual household income?



Spring 2025 Engagement Summary

- Collected **484** surveys in **43** days
- Hosted **1** virtual community meeting, **1** in-person community meeting, and **2** industry professional interviews
- Engaged over **270** community members at **5** community events and pop-up tables at key destinations
- Project webpage viewed more than **1,300** times
- Generated more than **3,000** impressions with **4** Instagram story posts
- Paid social media advertising generating more than **88,000** impressions
- Featured **2** times in the March 2025 issues of the Fullerton Forward City Manger’s Report

- Distributed more than **1,600** fact sheets and **5,300** meeting and survey notices to local property owners, community organizations, businesses and neighborhood residents
- Distributed meeting and survey notices at **13** public counters in the cities of Fullerton, Buena Park, and Anaheim
- Placed **12** lawn signs and **2** banners at key community destinations
- Developed and distributed an electronic communications toolkit, providing easy-to-share project information to nearly **200** local community leaders and community-based organizations, as well as OCTA committee and stakeholder organizations
- Reached over **1,000** community members through digital/email noticing
- Shared project materials in **English, Spanish, and Korean**