

Reimagining the OCTA Fullerton Park and Ride Facility

Orangethorpe Transit Village Conceptual Study *Public Engagement and Survey Analysis Report Phase 1*

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I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA), in partnership with the City of Fullerton, is conducting the Orangethorpe Transit Village Conceptual Study (Study) that will explore the potential for transit-supportive development at the Fullerton Park and Ride Facility. The Study is analyzing mixed-use development concepts that could include neighborhood retail, offices, and housing, amongst others. The Study intends to preserve transit-centric functions at the site while enhancing the sense of community and place, complementing surrounding developments, increasing access to sustainable mobility options, and improving the transit rider experience.

As part of this Study, OCTA, with input from the City of Fullerton, developed a comprehensive outreach plan to engage the public during Phase I of the Study. This report provides an overview of the results of the Phase I outreach campaign, implemented from September 30 to November 10, 2024. Phase II is anticipated to begin in early 2025 and will be guided by insights gained from Phase I efforts.

The outreach campaign aimed to understand the community's current experience and existing use of the Fullerton Park and Ride facility while gathering feedback on future aspirations. This feedback will inform the development of draft conceptual designs for the site. This phase provided an opportunity to connect with a diverse range of stakeholders, such as residents, property and business owners, local schools, and community-based organizations. Interviews were also held with housing and real estate industry experts to validate the potential land uses for the site. To facilitate high-quality engagement, stakeholders were encouraged to get involved by participating in community meetings, events and pop-ups, and by completing a survey.

The survey research was qualitative, which means that results cannot be considered representative of the total population of interest. Informal research methods are useful to explore a group's opinions and views, allowing for the collection of verifiable data. This data can reveal information that may warrant further study and is often a cornerstone for generating new ideas.

i. Community and Stakeholder Engagement Approach

The Fullerton Park and Ride, located within the City of Fullerton and near the Cities of Buena Park and Anaheim, serves a multicultural community, including English, Spanish, and Korean speakers. To ensure inclusive, diverse, and accessible participation, our engagement approach for this study featured a fully multi-lingual campaign in English, Spanish, and Korean. The team designed a comprehensive outreach strategy to raise awareness about the study, invite key stakeholders to learn more, and gather feedback through an online survey and industry professional interviews.

The plan actively engaged the community through various outreach activities including three community meetings (one virtual and two in-person) and participation in community events from September 30 to November 10, 2024. To promote the community meetings and survey, the team used a combination of traditional and digital notification tactics targeting a variety of audiences including:

Digital notification

- Electronic notifications to the project database
- Organic social media posts with support from partner cities
- Targeted paid advertisements
- Distribution of an electronic communications toolkit shared with partner cities, key stakeholder agencies and community-based organizations

Traditional notification

- Flyer distribution at public counters including community centers and libraries
- Door-to-door flyer distribution
- Direct mailer to on-site residents and property owners
- Earned media in the Fullerton Observer newspaper
- Lawn signs and banners at key destinations
- Targeted outreach via events and pop-ups
- Announcements at OCTA committee and board meetings

Table 1 lists the outreach activities conducted by the outreach team. The team also identified and held interviews with two industry experts from Jamboree Housing and the County of Orange to gain greater insight into the potential uses of the facility.

Table 1: Community Meetings and Events

Event Type	Date	City	Event Name
Industry Professional Interview	10/16/2024	N/A	Roger Kinoshita, VP, Acquisitions, Jamboree Housing
Pop-Up	10/18/2024	Fullerton	Fullerton Park and Ride facility
Pop-Up	10/18/2024	Fullerton	Gilbert Community Center
Meeting	10/19/2024	Fullerton	Community Meeting #1 Orangethorpe Elementary School
Meeting	10/22/2024	Virtual	Virtual Community Meeting #2
Industry Professional Interview	10/22/2024	N/A	Brian Bauer, Deputy Chief Real Estate Officer, County of Orange
Meeting	10/24/2024	Buena Park	Community Meeting #3 Buena Park High School
Event	10/31/2024	Buena Park	City of Buena Park Cops N' Goblins Spooktacular
Pop-Up	11/6/2024	Fullerton	Fullerton Certified Farmers Market

ii. Equitable Engagement

In support of OCTA’s diversity, equity, and inclusion goals, the outreach team engaged a wide range of community groups, with a focus on reaching underrepresented populations. By prioritizing inclusivity, the team ensured participation from all segments of the community, regardless of ethnicity, language preference, or socioeconomic background.

To facilitate meaningful engagement, the survey and project collateral and notification materials, such as fact sheets, notices, and eblasts were made available in English, Spanish, and Korean. The outreach team further connected with the community through pop-ups, events, raising awareness of the Study, and promoting the survey in geographically diverse locations throughout the study area. This included a pop-up at the Gilbert Community Center in the City of Fullerton, which primarily serves monolingual Spanish speakers, and materials distribution at the Grace Korean Church and Grace Presbyterian Church, both serving primarily monolingual Korean speakers.

Figure 1: Study Area



iii. Survey Implementation

The survey was available from September 30 to November 10, 2024, with a total of **521 survey** responses collected (432 English, 55 Spanish, and 34 Korean). The following is a summary of the survey implementation:

- The survey was offered in three languages (English, Spanish, and Korean).
- The qualitative survey was available in print and digital formats.
- A combination of multilingual methods was used to promote the survey, including email blasts, blogs, virtual meetings, digital communication toolkits, door-to-door flyer distribution, mailer, social media posts and ads, banners, lawn signs, project webpage, as well as in-person events, and pop-ups executed with support from partner cities.
- Flyers and notices included a QR code for easy access via smartphone.
- To generate additional interest and increase response rates, survey respondents qualified for an opportunity to win one of two \$50 prize cards.

II. OUTREACH AND SURVEY IMPLEMENTATION

A comprehensive outreach and engagement plan was implemented to promote the survey to the local community and commuters. The survey featured 12 questions designed to gather detailed feedback about community members' experiences with the site and gather input to guide the development of draft design concepts. Among the 12 questions, six (6) were multiple-choice, and four (4) optional demographic questions aimed to capture the diversity of respondents. Additionally, two (2) questions invited respondents to sign up for project updates and to enter the opportunity drawing.

i. Outreach

The team used multiple methods to raise project awareness and gather community feedback across Fullerton, Buena Park, Anaheim, surrounding communities, and the commuting public. To maximize the reach of project messaging and support diverse and underrepresented community engagement, survey notification was distributed in multiple languages. The survey was also promoted during the virtual and in-person meetings, key stakeholder engagements, and local community events to further encourage participation. A total of 521 surveys were collected. Outreach included:

- Hosted one (1) Project Development Team (PDT) Meeting, one (1) virtual community meeting, two (2) in-person community meetings, and two (2) industry professional interviews
- Engaged over 460 community members at four (4) events and pop-ups
- Project webpage viewed more than 850 times
- Generated more than 46,000 impressions with three (3) Facebook posts, three (3) Twitter/X posts, one (1) Instagram post, and (1) Nextdoor post
- Paid social media advertising generating more than 101,800 impressions
- Earned media article reaching more than 69,000 readers through the Fullerton Observer
- Distributed more than 1,800 fact sheets and 5,600 multi-lingual meeting and survey notices to local organizations, businesses, and neighborhoods
- Distributed meeting and survey notices at 15 public counters in the cities of Fullerton, Buena Park, and Anaheim
- Reached over 690 community members through digital/email notices
- Placed 14 lawn signs and two (2) banners at key community destinations
- Shared project materials and collateral in English, Spanish, and Korean
- Developed and distributed an electronic communications toolkit, providing easy-to-share project information to more than 80 local community leaders and community-based organizations, as well as OCTA committee and stakeholder organizations

Figure 2: Community Events and Meetings



ii. Survey Accessibility

Encouraging broad community participation by engaging diverse and disadvantaged communities was vital to the success and value of the survey. To accomplish this, two (2) survey formats were available, an online and a print option. Both formats were available in English, Spanish, and Korean. The digital survey was prepared using Typeform, which allowed stakeholders to conveniently take the survey anywhere, anytime via their desktop or mobile devices.

Figure 3: Print Survey Access



To accommodate communities with limited internet access or those less comfortable using digital tools, the outreach team offered a print version of the survey (Appendix A) to enhance accessibility. Both print and digital versions were distributed at community events and pop-ups, removing barriers and creating opportunities for seamless participation.

III. SURVEY RESULTS AND ANALYSIS

The subsequent section highlights the findings for each survey question.

i. Geographic Distribution

Most respondents reside within Orange County, while a small percentage reside either near or outside Orange County. West Fullerton, Northwest Buena Park, and Downtown Fullerton residents account for the highest number of participants.

Table 2: Zip Code Breakdown

Q1. What is your Zip Code?		
	Participants	Percentage
Orange County (OC)	479	92%
Near OC (adjacent areas)	26	5%
Outside OC (regional)	16	3%

Based on 521 responses

Table 3: Top Participating Areas

Top Participating Areas		
	Participants	Percentage
West Fullerton	86	17%
Northwest Buena Park	61	12%
Downtown Fullerton	60	12%
West-Central Anaheim	31	6%
East Fullerton (includes Cal State Fullerton)	30	6%
Central Buena Park	26	5%
North Anaheim	25	5%

Based on 521 responses

ii. Language Distribution

Most survey responses were from English speaking residents, followed by Spanish and then Korean speakers, with around 1 in 10 submitted in Spanish. Korean surveys accounted for the smallest share.

Table 4: Survey Language Breakdown

Survey Language Breakdown		
	Participants	Percentage
English	432	82.9%
Spanish	55	10.6%
Korean	34	6.5%
Total Participants	521	

Based on 521 responses

iii. Survey Responses

Table 5: Connection to the Park and Ride Facility

More than half of respondents are nearby residents. Around 46% of respondents use the Park and Ride for the bus facility or to park.

Q2. What is your connection with the Fullerton Park and Ride? (select all that apply)		
	Participants	Percentage
I am a nearby resident	270	52%
I use the OCTA bus facility	182	35%
I work close to the site	70	13%
I use the parking for surrounding destinations	56	11%
I have no connection to the site	53	10%
Other	14	3%

Based on 521 responses

Table 6: Modes of Access

Most respondents take the bus to get to the Park and Ride, followed closely by driving. Walking is the third most frequently used mode to access the park and ride.

Q3. How do you usually get to the Park and Ride? (select all that apply)		
	Participants	Percentage
I take the bus	190	36%
I drive my car	169	32%
I walk	103	20%
I don't use the Park and Ride	93	18%
I get dropped off by friends or family	60	12%
I use rideshare (Uber, Lyft)	42	8%
I ride my bike	29	6%
Other	7	1%
I use a scooter or skateboard	6	1%

Based on 521 responses

Frequent responses for the “other” category included Metrolink, train drops me off, and I get dropped off by an organization, shuttle, and/or van.

Table 7: Travel Frequency

Frequency of use of the Park and Ride varies significantly amongst respondents, with 20% using the facility hardly ever and 18% using the facility very often.

Q4. How often do you use it? <i>(select one)</i>		
	Count	% of Participants
Hardly Ever (1-5 times per year)	102	20%
Very often (Once a day or more)	94	18%
Often (Multiples times a week)	89	17%
Never	86	17%
Sometimes (2-4 times a month)	80	15%
Occasionally (6-10 times per year)	70	13%

Based on 521 responses

Table 8: Preferred Improvements

Respondents indicated a preference for enhanced security measures (46%), more shade (43%), and better lighting in the evenings (36%).

Q5. What improvements would you most like to see at the Fullerton Park and Ride? <i>(select up to three choices)</i>		
	Participants	Percentage
Enhanced security measures	239	46%
More shade (ie. trees, or shade canopy)	226	43%
Better lighting in the evenings	186	36%
Improved bathroom facilities	148	28%
More comfortable seating	102	20%
More activities while waiting for bus	93	18%
Improved street crossings	76	15%
Electric vehicle (EV) / E-bike charging stations	37	7%
Secure bike parking	36	7%
Bike repair station	11	2%

Based on 521 responses

Table 9: Preferred Land Use

More than half of respondents indicated that they prefer the transit supportive development include land uses such as restaurants, a café, or coffee shop. Open space and community event uses were tied for second place. Community event uses such as farmer’s markets was the third most desired use.

Q6. If transit-oriented development were considered for the Fullerton Park and Ride, what transit-supportive uses would you most like to see? (select up to three)		
	Participants	Percentage
Restaurants, Café or Coffee Shop	290	56%
Housing	193	37%
Open Space (i.e. park, playground, plaza)	193	37%
Community Events (i.e. Farmers Market)	145	28%
Neighborhood Retail Shops or Services (i.e.. Bank, Dry Cleaner)	119	23%
Office	47	9%
Hotel	37	7%

Based on 521 responses

Below are the best practice examples of transit facilities including “transit-oriented development,” such as housing, retail or community amenities to support responses.

Figure 4: Best Practice Examples of Transit-Oriented Facilities

Housing



Office



Hotel



Restaurants, Café or Coffee Shop



**Neighborhood Retail Shops or Services
(i.e. Bank, Dry Cleaner)**



Open Space (i.e. park, playground, plaza)

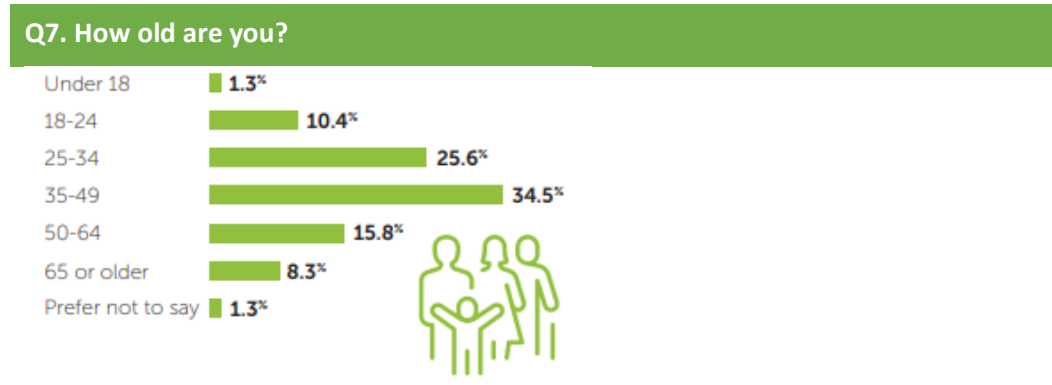


Community Events (i.e. Farmers Market)

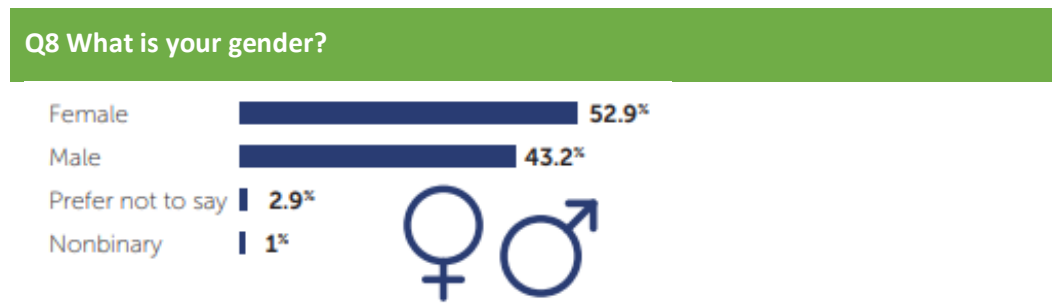


iv. Demographics

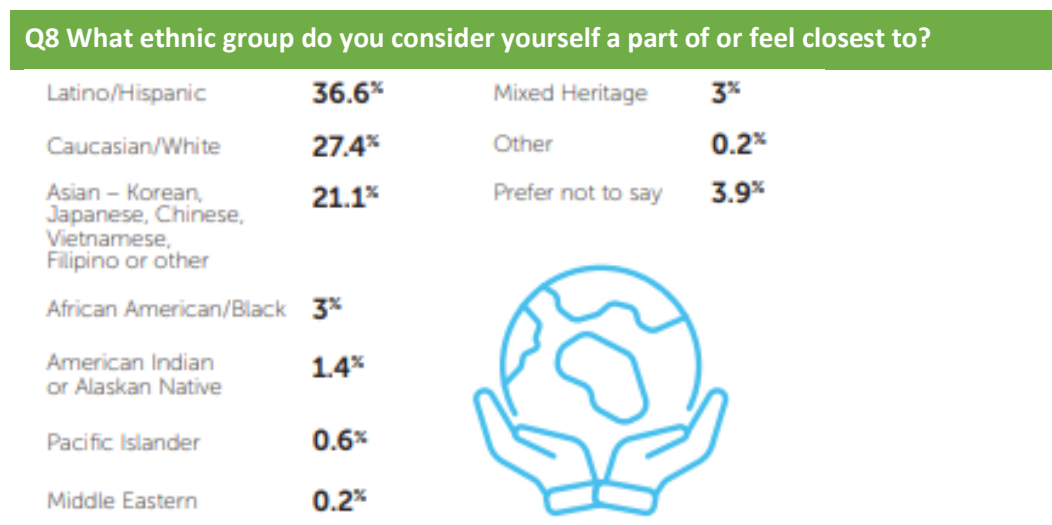
The survey ended with four (4) optional demographics questions regarding age, gender, race, and income. Results are detailed below.



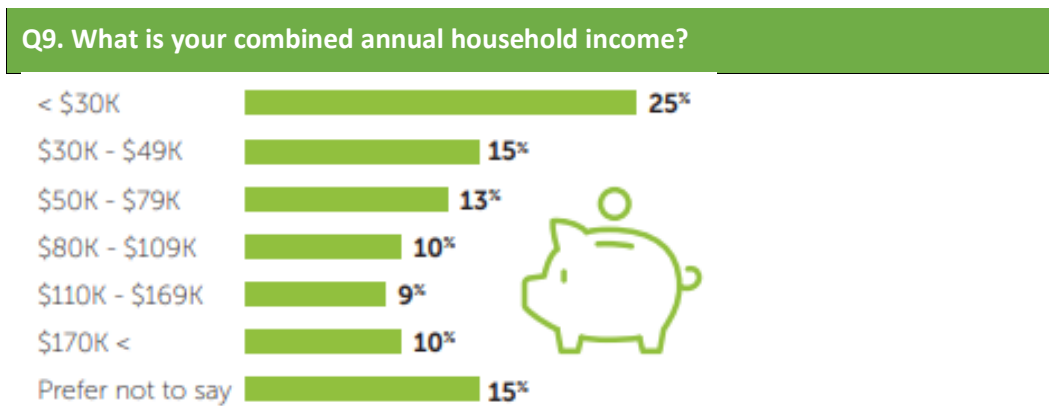
Based on 505 responses



Based on 414 responses



Based on 479 responses



Based on 450 responses

Table 10: Key Demographic Findings

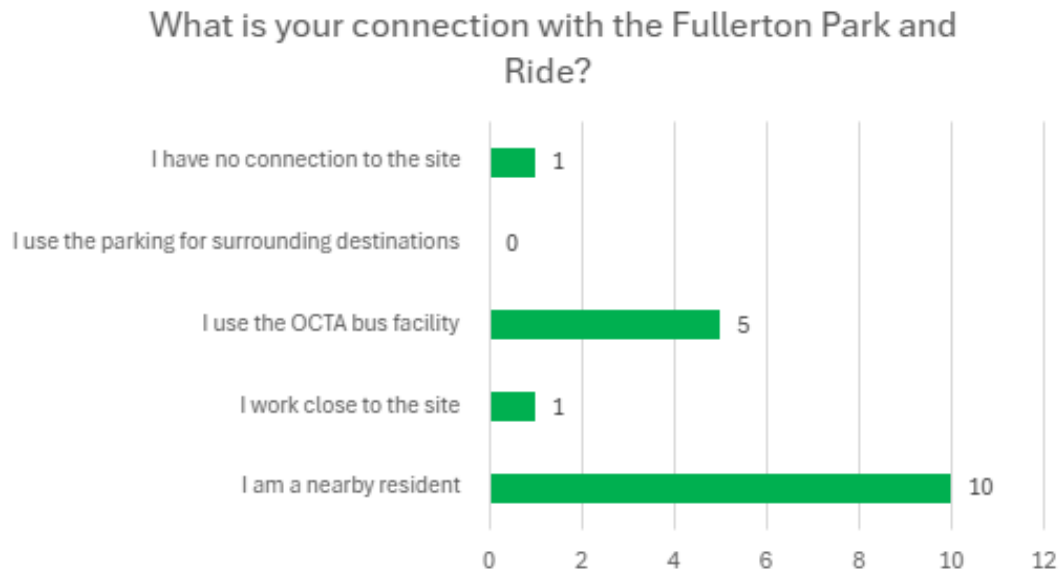
Survey Question	Response Rate	Findings
Q10. How old are you?	97% (505)	About a third of respondents are between the ages of 35-49. More than a quarter are between 25-34.
Q11. What is your gender?	79% (414)	Women accounted for a majority of responses at around 53%.
Q12. What ethnic group do you consider yourself a part of or feel closest to?	92% (479)	Latino/Hispanic individuals comprised more than a third of responses (36%), followed by Caucasian/White (27%) and Asian (21%) respondents.
Q13. What is your combined annual household income?	86% (450)	Respondents' income was diverse, but the majority of respondents (25%) have a combined annual household income of less than \$30,000.

An infographic was prepared to visually communicate the Study survey results and highlight the outreach efforts executed to engage the public. The infographic was distributed to all contacts in the stakeholder database and posted online. The infographic is available as part of Appendix C.

v. Activity Board Input

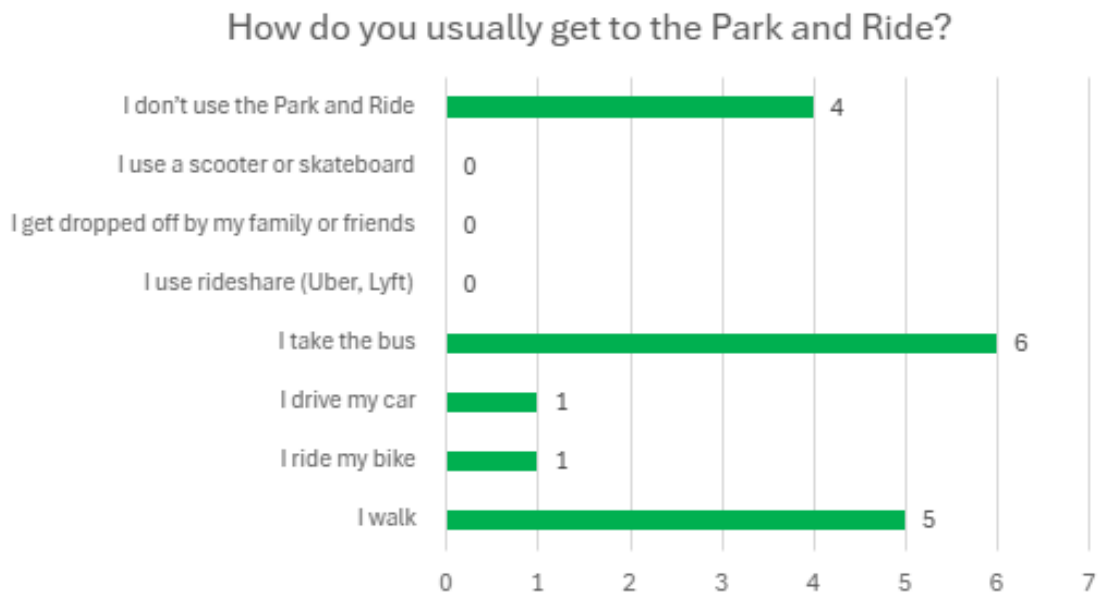
At the community events and meetings listed in Table 1, the outreach team collected stakeholder feedback by using interactive boards designed to gather input on suggested improvements and land uses for the Fullerton Park and Ride. To complement the survey results and offer another avenue for feedback, the project team selected four (4) questions from the public opinion survey for this activity. Attendees placed stickers on the activity boards to indicate their preferences, allowing for a visual representation of community priorities. For example, participants could express their support for specific enhancements, such as improved bathroom facilities, more shade, and more secure bike parking. This hands-on activity fostered direct engagement and provided the team with clear, actionable insights into the community's recommendations for the site. The following figures capture input received via the activity boards.

Figure 5: Activity Board Input – Connection to the Park and Ride Facility



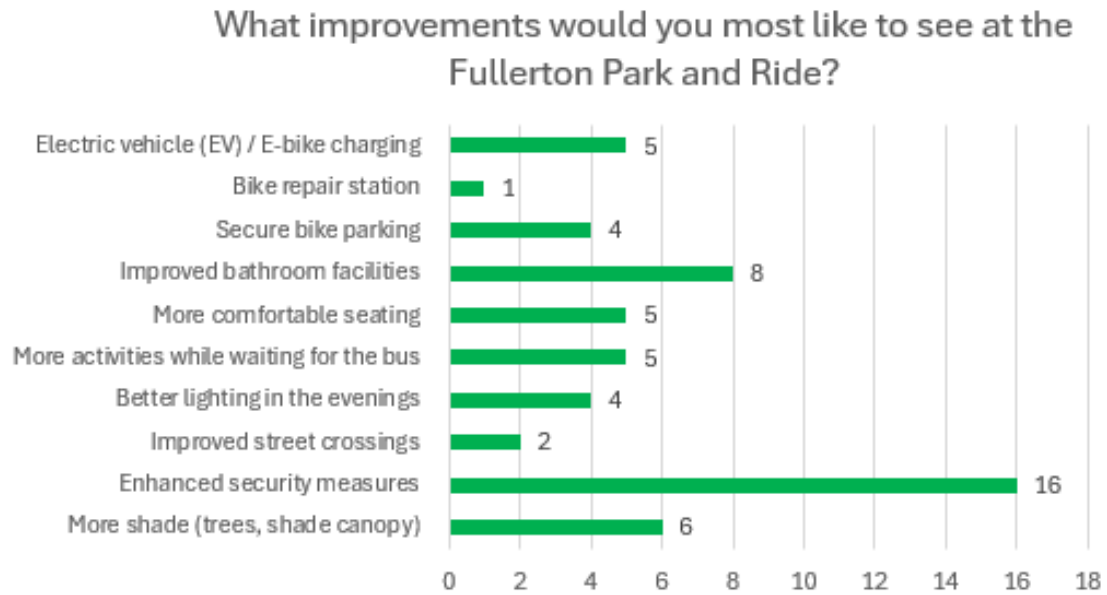
Based on 17 responses

Figure 6: Activity Board Input – Modes of Access



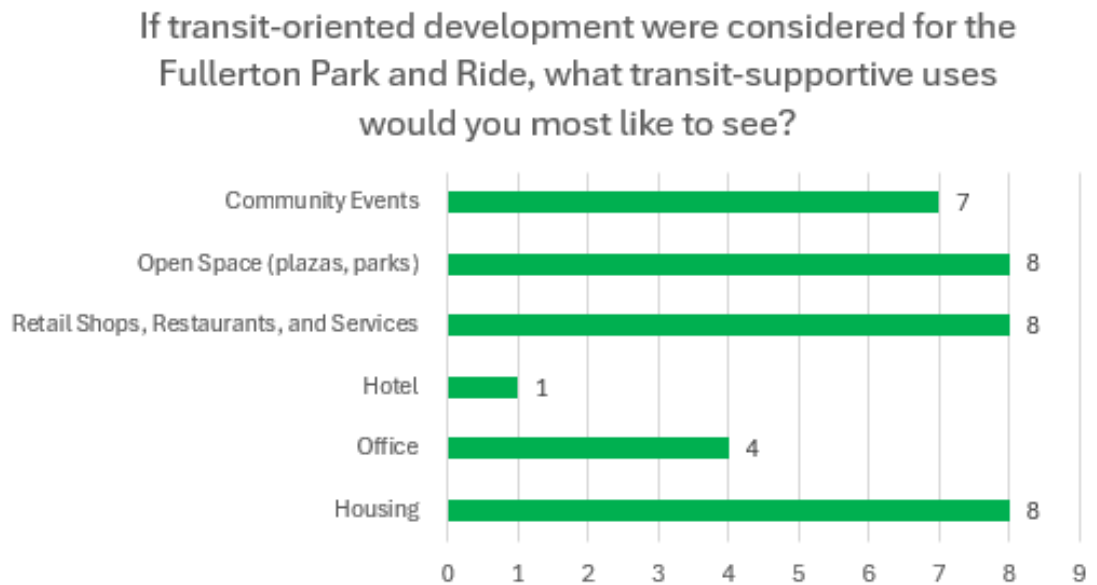
Based on 17 responses

Figure 7: Activity Board Input – Preferred Improvements



Based on 56 responses

Figure 8: Activity Board Input – Preferred Land Uses



Based on 36 responses

Community feedback from the activity boards highlighted a diverse range of priorities and ideas for the Fullerton Park and Ride’s future. More detailed comments included:

Safety and Accessibility

- Enhancing safety through emergency phone booths and addressing theft
- Increasing accessibility with straight line walking paths
- Improving ADA and senior services
- Improving cleanliness and maintenance

Connectivity to other transportation modes and improved amenities

- Expanding transportation options with a rail connection
- Developing a community shuttle stop
- Increasing traffic mitigation measures
- Vending machines and ticket kiosks for transit passes
- Break rooms for bus drivers

Exploring Facility Uses, such as

- Temporary housing
- Cold weather shelters
- Bus staging area
- Local businesses
- Medical offices
- Auditorium
- Visitors’ or Community Center
- Preserving existing parking and limiting disruptions during the study

vi. New Contacts

A total of 474 new contacts were collected from survey respondents and at community and pop-up events. These contacts will be used to keep interested stakeholders engaged and informed throughout the study.

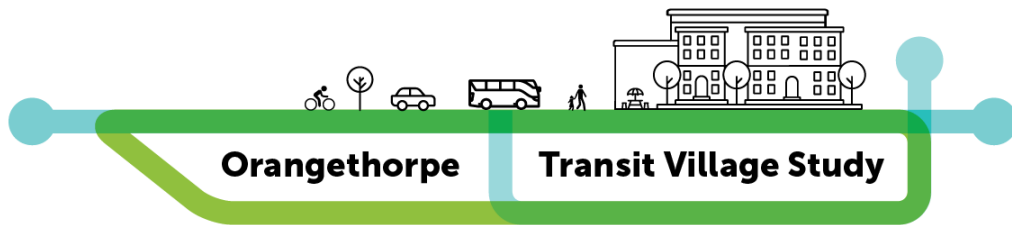
IV. CONCLUSION

The public engagement efforts in Phase I have been instrumental in promoting awareness of the Orangethorpe Transit Village Conceptual Study. Through diverse, accessible, and inclusive outreach methods, Phase I outreach ensured that voices from all segments of the community – especially underrepresented groups – were heard in shaping the future of the facility.

The community’s participation reflects a shared commitment to shaping the Park and Ride in a way that aligns with their vision for the future of the site. The study team will use this input to develop design concepts for the Fullerton Park and Ride, which will be shared with the community during the second phase of outreach in early 2025.

APPENDIX

Appendix A: Print Surveys



Reimagining the OCTA Fullerton Park and Ride Facility

Community Survey

The Orange County Transportation Authority (OCTA), in partnership with the City of Fullerton, is leading the Orangethorpe Transit Village Conceptual Study to explore potential development ideas for the Fullerton Park and Ride Facility. These ideas could include options for neighborhood shops, offices, and housing, amongst others.

We want to hear from you! Share your ideas on how we can enhance the Fullerton Park and Ride services, improve access to transit, and enrich the surrounding community.

Take our survey for a chance to win one of two \$50 gift cards!

NO PURCHASE OR PAYMENT NECESSARY TO WIN. View rules at octa.net/FullertonPnR.

1. What is your ZIP-code? *

2. What is your connection with the Fullerton Park and Ride? (3000 W Orangethorpe Ave, Fullerton)

Multiple choice (choose as many as apply)

- I am a nearby resident
- I work close to the site
- I use the OCTA bus facility
- I use the parking for surrounding destinations
- I have no connection to the site
- Other _____

3. How do you usually get to the Park and Ride?

Multiple choice (choose as many as apply)

- I walk
- I ride my bike
- I drive my car
- I take the bus
- I use rideshare (Uber, Lyft)
- I get dropped off by friends or family
- I use a scooter or skateboard
- I don't use the Park and Ride
- Other _____

***This question is required**

4. How often do you use the Fullerton Park and Ride?

Multiple choice (choose one)

- Very often (Once a day or more)
- Often (Multiples times a week)
- Sometimes (2-4 times a month)
- Occasionally (6-10 times per year)
- Hardly Ever (1-5 times per year)
- Never

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

Multiple choice (choose up to three)

- More shade (ie. trees, or shade canopy)
- Enhanced security measures
- Improved street crossings
- Better lighting in the evenings
- More activities while waiting for bus
- More comfortable seating
- Improved bathroom facilities
- Secure bike parking
- Bike repair station
- Electric vehicle (EV) / E-bike charging stations

6. Best practice examples of transit facilities often include “transit-oriented development,” such as housing, retail or community amenities.

If transit-oriented development were considered for the Fullerton Park and Ride, what transit-supportive uses would you most like to see? *Multiple choice (choose up to three)*

Housing



Office



Hotel



Restaurants, Café or Coffee Shop



Neighborhood Retail Shops or Services (ie. Bank, Dry Cleaner)



Open Space (ie. park, playground, plaza)



Community Events (ie Farmers Market)



Other

About You

Please, tell us a bit about yourself. These questions are optional.

1. How old are you?

- Under 18
- 18-24
- 25-34
- 35-49
- 50-64
- 65 or older
- Prefer not to say

2. What is your gender?

- Female
- Male
- Nonbinary
- Prefer not to say
- Self-identify as _____

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

- Caucasian/White
- Latino/Hispanic
- African American/Black
- American Indian or Alaskan Native
- Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other
- Pacific Islander
- Middle Eastern
- Mixed Heritage
- Other: _____
- Prefer not to say

4. What is your combined annual household income?

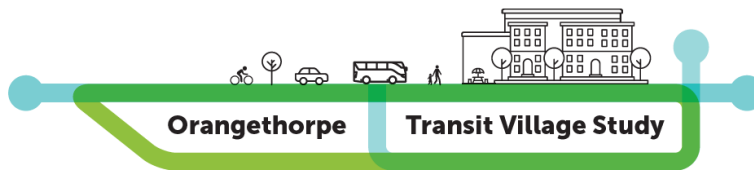
- Less than \$30,000
- \$30,000 – \$49,000
- \$50,000 – \$79,000
- \$80,000 – \$109,000
- \$110,000 – \$169,000
- \$170,000 – or more
- Prefer not to answer

5. Enter your email or mobile number below to receive project updates and meeting invitations and be entered into an opportunity drawing to receive one of two \$50 gift cards. (optional). **NO PURCHASE OR PAYMENT NECESSARY TO WIN. See official rules at octa.net/FullertonPnR.**

Email:

Phone Number:

Thank you for participating!



Reimaginando las Instalaciones del Estacionamiento Park and Ride de OCTA de Fullerton

Encuesta Comunitaria

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés), en colaboración con la Ciudad de Fullerton, está liderando el Estudio Conceptual de Orangethorpe Transit Village para explorar posibles ideas de desarrollo para las instalaciones del estacionamiento Park and Ride de Fullerton. Estas ideas podrían incluir opciones para tiendas del vecindario, oficinas y viviendas, entre otras.

¡Queremos conocer su opinión! Comparta sus ideas sobre cómo podemos mejorar los servicios del Estacionamiento Park and Ride de Fullerton, mejorar el acceso al transporte público y enriquecer la comunidad circundante

¡Responda nuestra encuesta para tener la oportunidad de ganar una de las dos tarjetas de premio de \$50!

NO SE REQUIERE NINGUNA COMPRA O PAGO PARA GANAR. Vea las reglas en octa.net/FullertonPnR.

1. ¿Cuál es su código postal? *

2. ¿Qué tipo de conexión tiene con el Estacionamiento Park and Ride de Fullerton? (3000 W Orangethorpe Ave, Fullerton)

Opción múltiple (elija todas las opciones que quiera)

- Soy un residente cercano
- Trabajo cerca del sitio
- Utilizo las instalaciones de autobús de OCTA
- Utilizo el estacionamiento para destinos cercanos
- No tengo ningún tipo de conexión con el sitio
- Otro _____

3. ¿Cómo llega normalmente al Estacionamiento Park and Ride?

Opción múltiple (elija todas las opciones que quiera)

- Yo camino
- Ando en bicicleta
- Manejo mi coche
- Tomo el autobús
- Utilizo viajes compartidos (Uber, Lyft)
- Me pasan a dejar amigos o familiares
- Ando en scooter o patineta
- No uso el Estacionamiento Park and Ride
- Otro _____

4. ¿Qué tan a menudo utiliza el Estacionamiento Park and Ride?

Opción múltiple (elija uno)

- Muy a menudo (una vez o más al día)
- A menudo (varias veces a la semana)
- A veces (2-4 veces al mes)
- Ocasionalmente (6-10 veces al año)
- Casi nunca (1-5 veces al año)
- Nunca

5. ¿Qué mejoras le gustaría ver en el Estacionamiento Park and Ride de Fullerton?

Opción múltiple (elija hasta tres)

- Más sombra (es decir, árboles o cubiertas de sombra)
- Mejora de las medidas de seguridad
- Mejora de los cruces de calles
- Mejor iluminación por las noches
- Más actividades mientras se espera el autobús
- Lugares más cómodos para sentarse
- Mejores instalaciones de baño
- Estacionamiento para bicicletas seguro
- Estación de reparación de bicicletas
- Estaciones de carga para vehículos eléctricos (VE) / bicicletas eléctricas

6. Ejemplos de mejores prácticas de instalaciones de transporte público suelen incluir “desarrollos orientados al transporte público”, como viviendas, locales de venta o servicios comunitarios.

Si se considerara un desarrollo orientado al transporte público para el Estacionamiento Park and Ride de Fullerton, ¿qué usos que apoyen el transporte público le gustaría ver más? *Opción múltiple (elija hasta tres)*

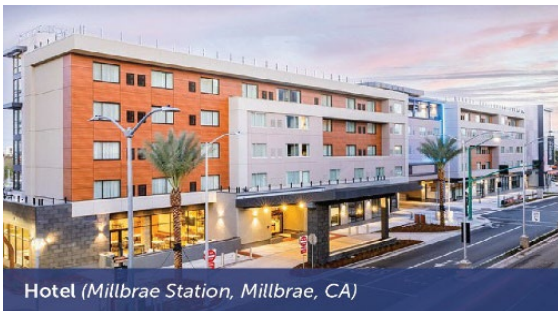
Vivienda



Oficina



Hotel



Restaurantes, Café o Cafetería



Locales de Venta del Vecindario (por ejemplo, bancos, tintorerías)



Espacio Abierto (es decir, parque, área de juegos, plaza)



Eventos Comunitarios (es decir, mercado de agricultores)



Otro

Acerca de Usted

Por favor cuéntenos un poco acerca de usted. Estas preguntas son opcionales.

1. ¿Cuántos años tiene?

- Menor de 18 años
- 18-24
- 25-34
- 35-49
- 50-64
- 65 años o más
- Prefiero no decirlo

2. ¿Cuál es su género?

- Mujer
 - Hombre
 - No binario
 - Prefiero no decirlo
 - Me identifico como
-

3. ¿A qué grupo étnico considere que forma parte de o se siente más cercano a?

- Caucásico/Blanco
- Latino/Hispano
- Afroamericano/Negro
- Indio Americano o Nativo de Alaska
- Asiático - Coreano, Japonés, Chino, Vietnamita, Filipino u otro
- Isleño del Pacífico
- Mediorienta
- Herencia Mixta
- Otro: _____
- Prefiero no responder

4. ¿Cuál es su ingreso familiar anual combinado?

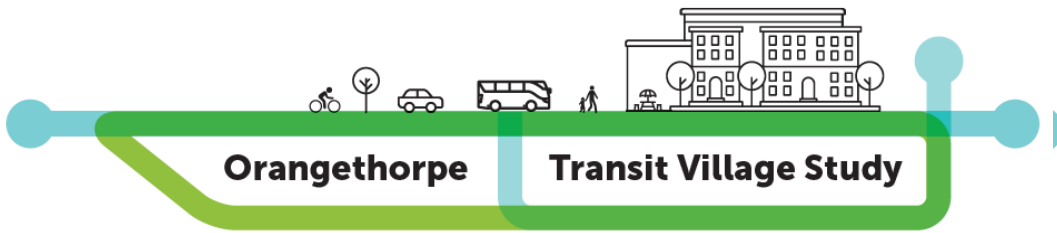
- Menos de \$30,000
- \$30,000 – \$49,000
- \$50,000 – \$79,000
- \$80,000 – \$109,000
- \$110,000 – \$169,000
- \$170,000 o más
- Prefiero no responder

- 5. Ingrese su correo electrónico a continuación para recibir actualizaciones del proyecto e invitaciones a reuniones y para participar en un sorteo para tener la oportunidad de ganar una de las dos tarjetas de premio de \$50. NO SE REQUIERE NINGUNA COMPRA O PAGO PARA GANAR. Vea las reglas oficiales en octa.net/FullertonPnR.**

Correo electrónico:

Número de teléfono:

¡Gracias por participar!



OCTA 풀러턴 주차하고 타는 (파크 & 라이드) 시설 재해석

커뮤니티 지역 사회 설문조사

오렌지 카운티 교통청 (OCTA)은 풀러턴 시와 협력하여 풀러턴 주차하고 타는 (파크 앤 라이드) 시설의 잠재적 개발 아이디어를 탐색하기 위한 오렌지솔프 환승 마을 개념 연구를 주도하고 있습니다. 이러한 아이디어에는 동네 상점, 사무실 및 주택 등의 옵션이 포함될 수 있습니다.

저희는 귀하의 의견을 듣고 싶습니다! 풀러턴 주차하고 타는 (파크 앤 라이드) 서비스를 개선하고, 교통 접근성을 향상시키며, 주변 지역 사회를 풍요롭게 할 수 있는 방법에 대한 아이디어를 공유해 주세요.

설문조사를 완료하시면, \$50 기프트 카드 두장 중 한장을 받을 수 있는 기회가 주어집니다!

당첨되기 위해 구매나 결제가 필요하지 않습니다. octa.net/FullertonPnR 에서 자세한 규칙을 보세요.

1. 우편코드가 어떻게 되십니까? *

2. 풀러턴 주차하고 타는 (파크 앤라이드) 시설과 관계는 어떻게 되십니까? (3000 W 오렌지솔프 애비뉴, 풀러턴)

객관식(지원하는 만큼 선택해주세요)

- 근처에 사는 주민입니다
- 현장에서 가까운 곳에서 일합니다
- OCTA 버스 시설을 이용합니다
- 주변 목적지 주차장을 이용합니다
- 이 시설과 연결이 되어 있지 않습니다
- 다른 _____

3. 풀러턴 주차하고 타는 (파크 앤 라이드) 시설은 보통 어떻게 가십니까?

객관식(지원하는 만큼 선택해주세요)

- 걸어서 갑니다
- 자전거를 타고 갑니다
- 차를 운전해서 갑니다
- 버스를 타고 갑니다

- 라이드쉐어 (우버, 리프트) 를 사용합니다
- 친구나 가족이 데려다 줍니다
- 스쿠터나 스케이트보드를 사용합니다
- 주차하고 타는 (파크 앤 라이드)시설을 사용하지 않습니다
- 다른_____

4. 얼마나 자주 사용하십니까?

객관식(하나를 선택해주세요)

- 매우 자주 (하루에 한 번 이상)
- 종종 (주중에 여러 번)
- 때때로 (한 달에 2-4회)
- 가끔 (일년에 6~10회)
- 거의 사용하지 않음 (일년에 1-5회)
- 절대 사용하지 않음

5. 주차하고 타는 (파크 앤 라이드) 시설에서 가장 보고 싶은 개선 사항은 무엇입니까?

객관식(최대 세 개까지 선택해 주세요)

- 더 많은 그늘 (즉, 나무 또는 그늘 캐노피)
- 보안조치 강화
- 개선된 가로 건널목
- 저녁에 더 밝은 조명
- 버스 기다리면서 더 많은 활동
- 더 편안한 좌석
- 화장실시설 개선
- 안전한 자전거 주차장
- 자전거 수리소
- 전기차(EV) / E-바이크 충전소

6. 교통 환승 시설의 모범 사례로는 주택, 소매점 또는 커뮤니티 지역사회 편의시설과 같은 "대중교통 중심 개발"이 종종 포함되는 경우가 많습니다.

풀러턴 주차하고 타는 (파크 앤 라이드) 시설에 대중교통 중심 개발이 고려된다면, 어떤 교통 지원 용도를 가장 보고 싶습니까? *객관식(최대 세 개까지 선택해 주세요)*

주택



사무실



호텔



식당들, 카페 또는 커피숍



동네 소매점 또는 서비스 시설 (즉, 은행, 세탁소)



열린 공간 (즉, 공원, 놀이터, 광장)



지역 사회 행사 (즉, 농민 시장)



다른

귀하의 정보 부탁드립니다

귀하의 소개 부탁드립니다. 이 질문들은 선택 사항입니다.

1. 어떤 연령대입니까?

- 18세 이하
- 18-24
- 25-34
- 35-49
- 50-64
- 65세 이상
- 말하지 않는 것을 선호합니다

2. 귀하의 성별은 무엇입니까?

- 여성
- 남자
- 논바이너리
- 말하지 않는 것을 선호합니다
- _____로 식별합니다

3. 어떤 민족 집단에 속하거나 가장 가까운 것 같다고 생각하십니까?

- 백인
- 라틴계/히스패닉계
- 아프리카계 미국인/흑인
- 아메리칸 인디언 또는 알래스카 원주민
- 아시아 - 한국인, 일본인, 중국인, 베트남계, 필리핀계 또는 기타
- 태평양 섬 주민
- 중동계
- 혼혈인
- 다른: _____
- 말하지 않는 것을 선호합니다

4. 귀하의 합산 연간 가계 소득은 얼마입니까?

- \$30,000 미만
- \$30,000 - \$49,000
- \$50,000 - \$79,000
- \$80,000 - \$109,000
- \$110,000 - \$169,000
- \$170,000 이상
- 대답하지 않는 것을 선호합니다

5. 아래에, 이메일 또는 휴대전화 번호를 입력하시면, 프로젝트 최신 정보 및 회의 초대를 받으실 수 있습니다. 그리고, \$50 기프트 카드 두장 중 한장을 받을 수 있는 기회가 주어집니다. 당첨되기 위해 구매나 결제가 필요하지 않습니다. octa.net/FullertonPnR 에서 자세한 규칙을 보세요.

이메일: _____

전화번호: _____

참여해 주셔서 감사합니다!

Appendix B: Table of Respondent Zip Codes

Zipcode	Count of Participants	% of Participants
92833	86	16.51%
90621	61	11.71%
92832	60	11.52%
92804	31	5.95%
92831	30	5.76%
90620	26	4.99%
92801	25	4.80%
92835	18	3.45%
92805	12	2.30%
92701	9	1.73%
90680	8	1.54%
92840	7	1.34%
92707	7	1.34%
92703	7	1.34%
92683	6	1.15%
92704	5	0.96%
92802	5	0.96%
92870	4	0.77%
90630	4	0.77%
92807	4	0.77%
92841	4	0.77%
92843	4	0.77%
92705	4	0.77%
92866	4	0.77%
90810	3	0.58%
92688	3	0.58%
92821	3	0.58%
92865	3	0.58%
92620	3	0.58%
90623	3	0.58%
92708	3	0.58%
92867	3	0.58%
92882	2	0.38%
79605	0	0.00%
91744	2	0.38%
91752	2	0.38%
90640	2	0.38%
90650	2	0.38%
92706	2	0.38%
92647	2	0.38%
92844	2	0.38%
92627	2	0.38%
92612	2	0.38%
10017	0	0.00%
92838	1	0.19%
92129	1	0.19%

Top Areas

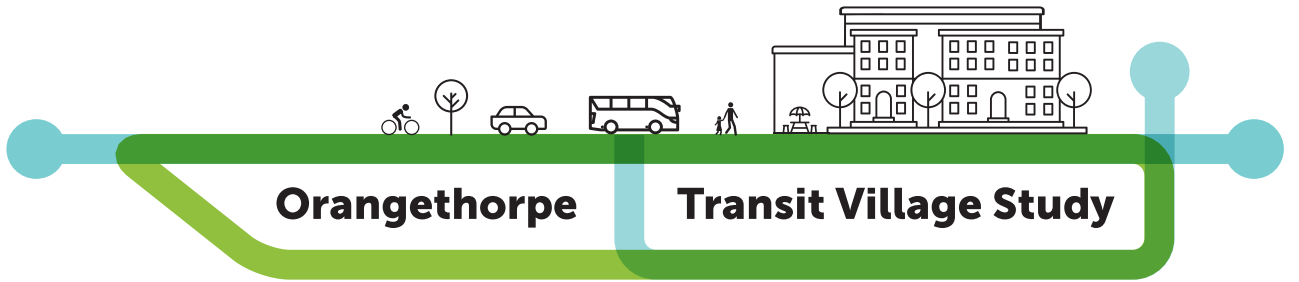
Fullerton, West
Buena Park, Northwest
Fullerton, Downtown
Anaheim, Westcentral
Fullerton, East (includes California State University)
Buena Park, Central
Anaheim, North

	0	0.00%
92834	1	0.19%
70001	0	0.00%
92061	1	0.19%
74003	0	0.00%
91741	1	0.19%
90221	1	0.19%
90019	1	0.19%
96021	0	0.00%
90044	1	0.19%
90602	1	0.19%
90706	1	0.19%
70010	0	0.00%
90703	1	0.19%
90805	1	0.19%
91763	1	0.19%
10306	0	0.00%
31501	0	0.00%
91748	1	0.19%
92646	1	0.19%
90631	1	0.19%
22042	0	0.00%
91754	1	0.19%
92649	1	0.19%
92130	1	0.19%
90042	1	0.19%
90503	1	0.19%
91206	1	0.19%
92673	1	0.19%
90638	1	0.19%
90034	1	0.19%
92630	1	0.19%
92648	1	0.19%
92626	1	0.19%
91789	1	0.19%
91733	1	0.19%
92617	1	0.19%
93529	0	0.00%
90622	1	0.19%
92653	1	0.19%
90015	1	0.19%
92863	1	0.19%
92604	1	0.19%
91762	1	0.19%
92856	1	0.19%
91723	1	0.19%
90802	1	0.19%
92780	1	0.19%
92803	1	0.19%
90011	1	0.19%

92887	1	0.19%
90921	1	0.19%
92675	1	0.19%
32003	0	0.00%

521

Appendix C: Survey Infographic

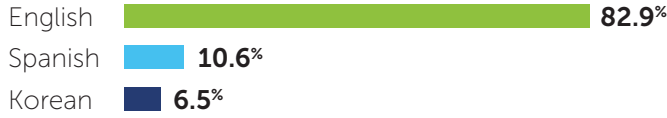


Reimagining the OCTA Fullerton Park and Ride Facility

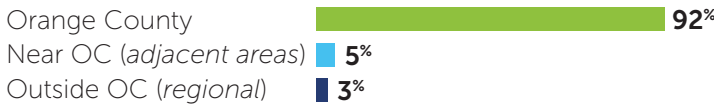
Community Survey Results and Outreach - Fall 2024

Survey Participation by Language

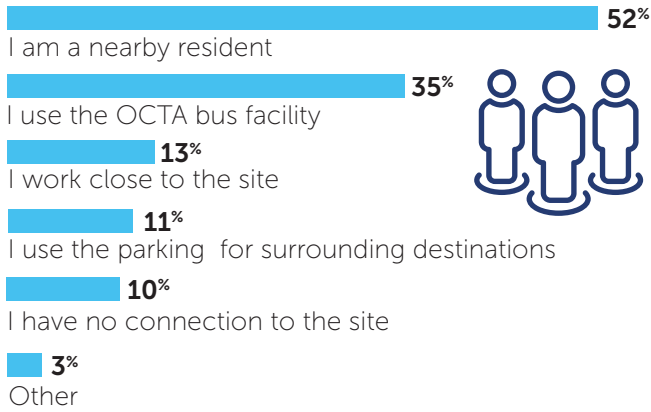
Based on 521 survey responses.



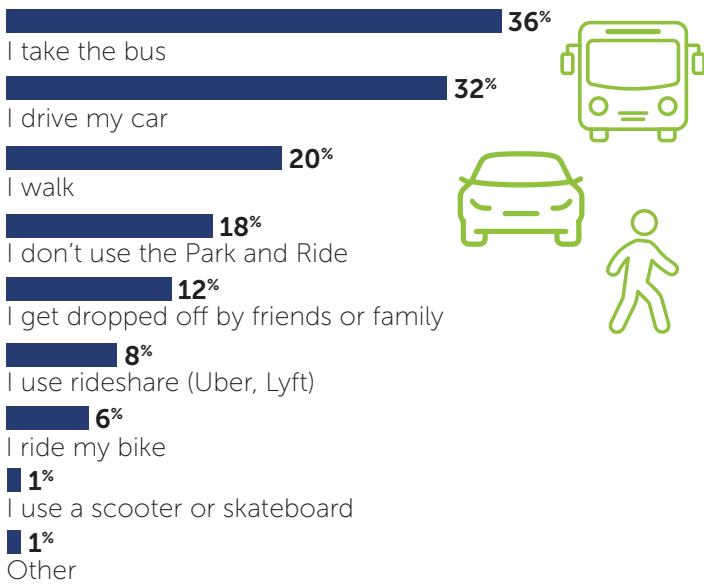
1. What is your zip code?



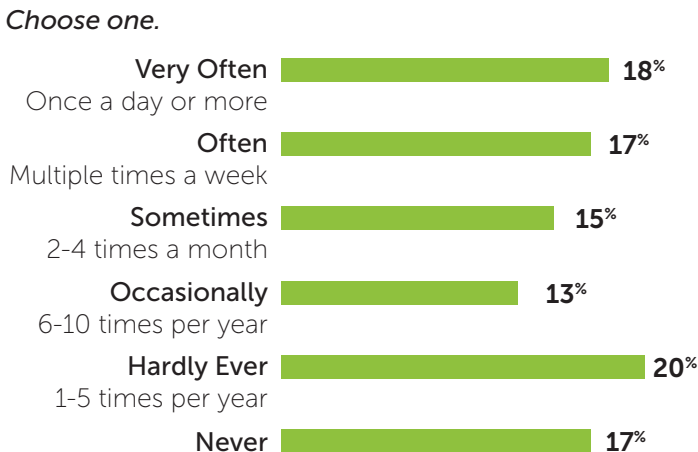
2. What is your connection with the Fullerton Park and Ride? Choose as many as apply.



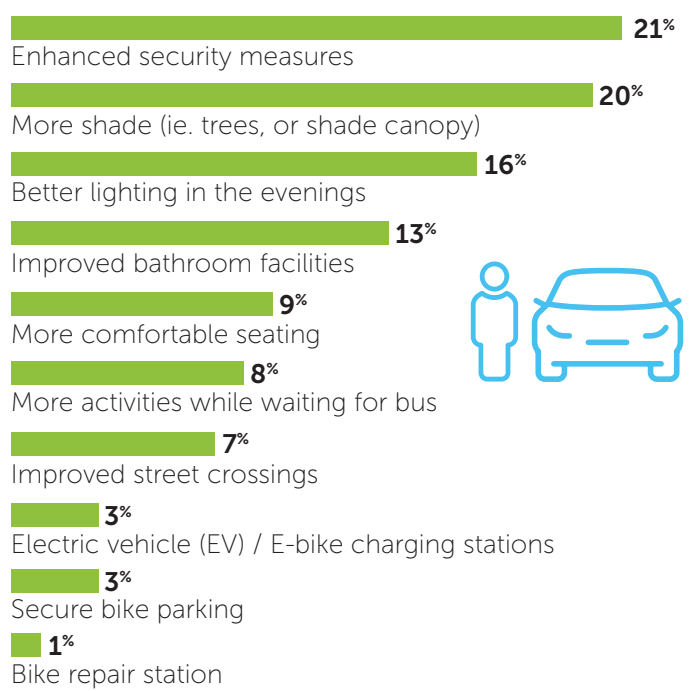
3. How do you usually get to the Park and Ride? Choose as many as apply.



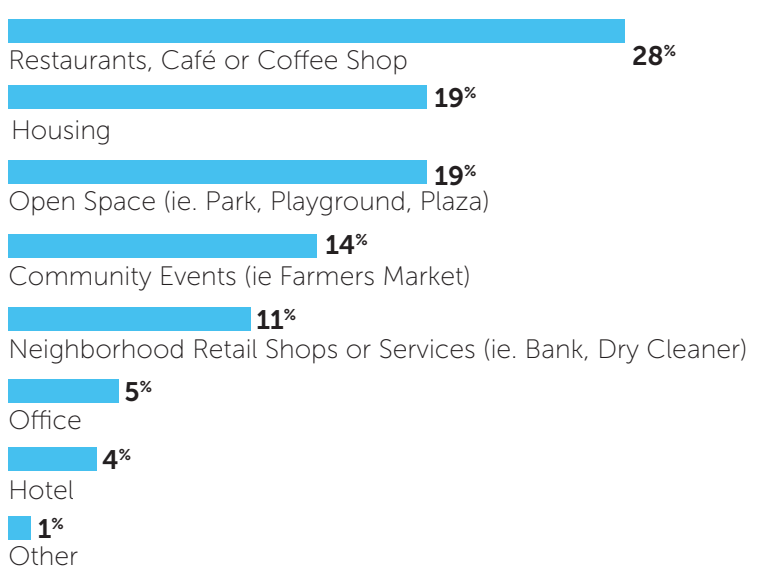
4. How often do you use it? Choose one.



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.



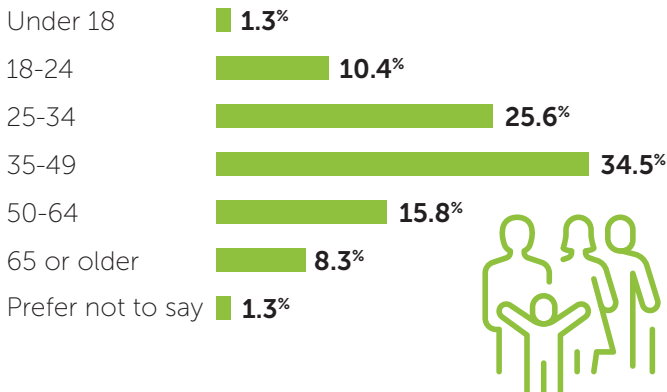
Orangethorpe Transit Village Study

Reimagining the OCTA Fullerton Park and Ride Facility

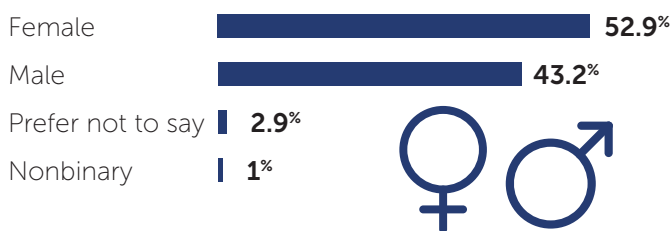
Community Survey Results and Outreach - Fall 2024



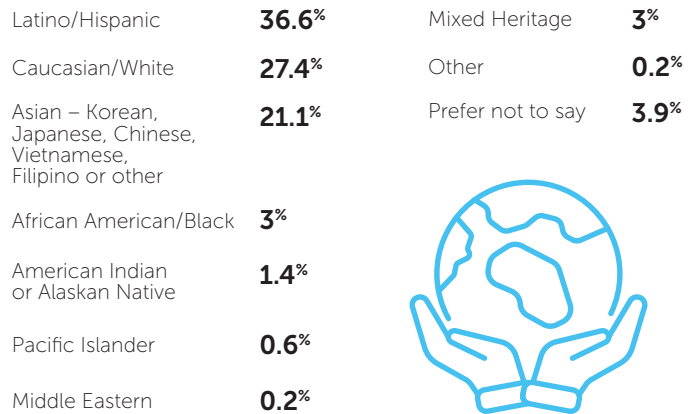
7. How old are you?



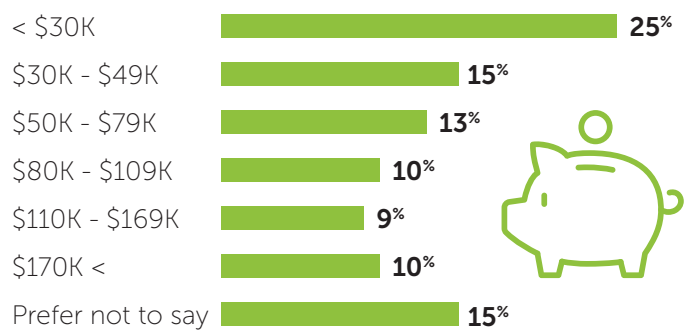
8. What is your gender?



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**)