

Reimagining the OCTA Fullerton Park and Ride Facility

Orangethorpe Transit Village Conceptual Study *Public Engagement and Survey Analysis Report Phase 2*

April 2025

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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) to explore opportunities for transit-supportive development at the Fullerton Park and Ride Facility at 3000 W Orangethorpe Ave. The Study analyzes mixed-use development concepts that could include neighborhood retail, offices, housing, and other uses. The Study seeks to preserve the site's transit-focused role while transforming it into a vibrant community hub, complementing surrounding development, expanding sustainable mobility options, and elevating the overall 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 through two phases of outreach. Phase I was conducted from September 30 to November 10, 2024. This report provides an overview of the results from the Phase II outreach campaign, implemented from February 24 through April 7, 2025.

The outreach campaign aimed to understand community preferences for conceptual uses at the Fullerton Park and Ride Facility, which were developed based on feedback from Phase I. Phase II provided an opportunity to further connect with a diverse range of stakeholders, including residents, property and business owners, local schools, and community-based organizations. Additional interviews were conducted with housing and real estate industry experts to validate the proposed conceptual designs. To facilitate high-quality engagement, stakeholders were encouraged to participate in community meetings, local events, and pop-up tables at key destinations, and by completing the Phase II survey. The survey gathered community preferences for future conceptual land uses, such as the mix of residential, commercial, and parking space, as well as respondents' preferred amenities at the Fullerton Park and Ride Facility.

The survey research employed qualitative methods and, as such, is not intended to produce statistically representative findings. Rather, it provides valuable insights into community perspectives, helping to identify emerging themes, inform future areas of study, and guide the development of innovative strategies.

i. Community and Stakeholder Engagement Approach

The Fullerton Park and Ride Facility, 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 participation from various communities, the engagement approach for this Study featured a multi-lingual campaign in English, Spanish, and Korean. The team developed a comprehensive outreach strategy to raise awareness about the Study, invite key stakeholders to learn more, and gather feedback through an online survey and interviews with industry professionals.

Building on lessons learned during Phase I, the outreach strategy for Phase II was refined to prioritize engagement methods that demonstrated the highest public participation. Based on Phase I outcomes, the number of community meetings was reduced by one, while the number of pop-up events increased from four to five. This adjustment reflected the community's greater interest in connecting through in-person events and informal interactions at community-based locations.

The plan actively engaged the community through various outreach activities, including two community meetings (one virtual and one in-person) and five community events. To promote the community meetings and survey, the team implemented a combination of traditional and digital notification tactics targeting the diverse audience in a variety of ways, including:

Digital Notification

- Electronic notifications to key stakeholders and interested parties identified in the project's contact database
- Organic social media posts with support from partner cities
- Online 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
- Postcard mailed directly to residents and property owners surrounding the facility
- Posted lawn signs and banners at key destinations
- Targeted outreach via local community events and pop-up tables
- 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 USA Properties Fund to gain greater insight into the potential uses of the facility.

Table 1: Community Meetings, Events and Other Engagements

| Event Type | Date | Location | Event Name |
|---------------------------------|----------|-----------|---|
| Industry Professional Interview | 02/11/25 | Virtual | Roger Kinoshita, VP, Acquisitions, Jamboree Housing |
| Public Meeting | 03/20/25 | Virtual | Virtual Webinar |
| Public Meeting | 03/26/25 | Fullerton | In-Person Community Meeting |
| Pop Up Event | 03/14/25 | Fullerton | Gilbert Community Center Food Distribution |
| Pop Up Event | 03/19/25 | Fullerton | Fullerton Park and Ride Intercept |
| Community Event | 03/26/25 | Fullerton | Fullerton Certified Farmers' Market |

| Event Type | Date | Location | Event Name |
|---------------------------------|----------|------------|---|
| Community Event | 03/30/25 | Fullerton | Fullerton Health and Wellness Fair |
| Community Event | 04/05/25 | Buena Park | Buena Park Korean Resource Fair |
| Industry Professional Interview | 04/24/25 | Virtual | Le Anne Thomas, Director of Acquisitions, USA Properties Fund |

ii. Comprehensive Engagement

The outreach team engaged a wide range of community groups, with a focus on reaching underrepresented populations. The team ensured participation from all segments of the community, regardless of ethnicity, language preference, or socioeconomic background.

To facilitate meaningful engagement, all survey instruments, project collateral, and notification materials, such as fact sheets, mailers, flyers, eblasts, and ads, were made available in English, Spanish, and Korean. The outreach team strategically connected with the community by participating in pop-ups and events throughout geographically diverse areas of the study zone, raising awareness of the Study and encouraging survey participation. Notably, this effort included a targeted pop-up at the Gilbert Community Center in the City of Fullerton, a location that primarily serves monolingual Spanish speakers, and participation in the Korean Resource Fair, an event that successfully engaged a large number of Korean-language speakers. These focused efforts directly supported OCTA's goals by removing language barriers, building trust within traditionally underserved communities, and ensuring their voices were meaningfully represented in the Study.

Figure 1: Study Area



iii. Survey Implementation

The survey was available from February 24 through April 7, 2025, with a total of **484 survey** responses collected (369 English, 39 Spanish, and 76 Korean). The following is a summary of the survey implementation.

- The survey was available to the public for a total of 43 days.
- The survey was offered in three languages (English, Spanish, and Korean).
- Print and digital formats were made available to further enhance accessibility.
- 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 announcement, as well as in-person events and pop-ups executed with support from partner cities.
- Printed notices and signs included a QR code for easy access via smartphone camera.
- To generate additional interest and increase response rates, survey respondents qualified for an opportunity to win one of two \$50 gift cards.

II. OUTREACH AND SURVEY IMPLEMENTATION

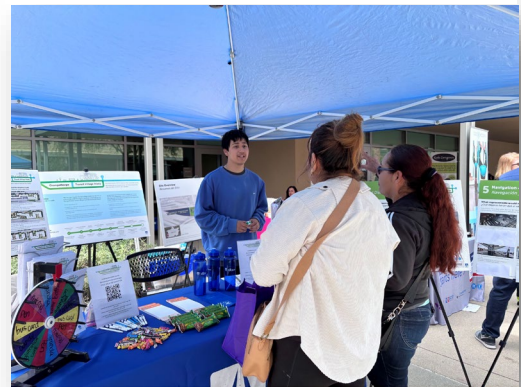
A comprehensive outreach and engagement plan was implemented to promote the survey to the local community and commuters. The survey featured 10 questions designed to gather detailed feedback about community preferences on conceptual development options. Among the questions, four (4) were multiple-choice and four (4) were optional demographic questions aimed at capturing the diversity of respondents. Additionally, two (2) questions invited respondents to sign up for project updates and to be entered into the opportunity drawing.

i. Outreach

The team used multiple methods to raise project awareness and gather community feedback across the cities of Fullerton, Buena Park, Anaheim, surrounding communities, and from the commuting public. To maximize the reach of project messaging and support diverse and underrepresented community engagement, survey notifications were 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 484 surveys were collected. Outreach included:

- Hosted one (1) virtual community meeting, one (1) in-person community meeting, and two (2) industry professional interviews
- Engaged over 270 community members at five (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 four (4) Instagram story posts
- Paid social media advertising produced more than 88,000 impressions
- Featured two (2) times in the March 2025 newsletter issues of the Fullerton Forward City Manager's Report
- Distributed more than 1,625 fact sheets and 1,375 multi-lingual 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
- Reached over 1,000 community members through digital/email notices
- Placed 12 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 nearly 200 local community leaders and community-based organizations, as well as OCTA committee and stakeholder organizations

Figure 2: Community Events



ii. Survey Accessibility

Encouraging broad community participation, particularly among diverse and historically disadvantaged communities, was vital to the success and value of the survey. To promote accessibility, two (2) survey formats were available, an online version and a print version, each available in English, Spanish, and Korean. The digital survey was prepared using Typeform, allowed stakeholders to conveniently complete the survey anytime, anywhere via their desktop or mobile devices.

Recognizing that some communities face limited internet access or lower comfort levels with digital platforms, the outreach team also provided a print version of the survey (Appendix A) to further reduce participation barriers. Both the digital and print surveys were actively distributed at community events and pop-ups, ensuring that interested parties from all backgrounds had an opportunity to engage. This dual-format approach directly supported OCTA's commitment to representation and helped amplify the voices of underrepresented groups within the study area.

Figure 3: Print Survey Access



III. SURVEY RESULTS AND ANALYSIS

The subsequent section highlights the findings for each survey question.

i. Language Distribution

When participants began the survey, the default language was English; however, respondents had the option to select Spanish or Korean based on their language preference. The majority of survey responses (76.2%) came from English-speaking participants, with 369 out of 484 total responses submitted in English. Korean speakers made up the second-largest group, contributing 76 responses (15.7%), followed by Spanish speakers with 39 responses (8.1%). While English responses dominated the dataset, participation from Korean and Spanish-speaking communities underscores the importance of offering multilingual options to ensure broader community engagement.

Table 2. Survey Language Breakdown

| | Participants | Percentage |
|--------------------|--------------|------------|
| English | 369 | 76.2% |
| Spanish | 39 | 8.1% |
| Korean | 76 | 15.7% |
| Total Participants | 484 | |

Based on 484 responses.

ii. Geographic Distribution

Q1. What is your home zip code?

The vast majority of respondents reside within Orange County, with only a small share living in adjacent areas or outside the region. West Fullerton, northwest Buena Park, and east Fullerton (including Cal State Fullerton) had the highest levels of participation among local areas.

Table 3. Zip Code Breakdown

| | Participants | Percentage |
|--------------------------|--------------|------------|
| Orange County (OC) | 457 | 94% |
| Near OC (adjacent areas) | 9 | 2% |
| Outside OC (regional) | 18 | 4% |

Based on 484 responses.

Based on 484 responses, West Fullerton (21%), Northwest Buena Park (12%), East Fullerton (8%), Downtown Fullerton (8%), Northeast Fullerton (5%), Central Buena Park (5%), and North Anaheim (4%) were the top participating areas, accounting for 63% of all survey participation.

Table 4. Top Participating Areas

| | Participants | Percent of Total Responses |
|---|--------------|----------------------------|
| West Fullerton | 101 | 21% |
| Northwest Buena Park | 57 | 12% |
| East Fullerton (includes Cal State Fullerton) | 40 | 8% |
| Downtown Fullerton | 40 | 8% |
| Northeast Fullerton | 25 | 5% |
| Central Buena Park | 23 | 5% |
| North Anaheim | 20 | 4% |

Based on 484 responses.

iii. Community Preferences and Site Improvements

This section presents community feedback regarding preferred development concepts, amenity features, and site improvements for the Fullerton Park and Ride Facility. The findings offer insights into user priorities that can inform planning decisions, design strategies, and future project development.

Several survey questions in this section allowed respondents to select multiple options. Instructions for these questions clearly indicated the number of responses participants could choose (e.g., “select up to three”), and this guidance was also included as a note beneath each results table to minimize confusion. For these questions, percentages represent the share of total respondents who selected each option, which may result in totals exceeding 100%. This approach provides a more complete picture of community priorities and interest areas.

Q2. For the East Development Area, which option do you prefer? (select one)

Responses were fairly divided, with a slight preference for fewer residential units paired with larger community spaces, followed closely by a preference for more units with medium-sized spaces.

Table 5. East Development Area Preferences

| | Participants | Percentage |
|--|--------------|------------|
| A lower number of residential units with larger community/commercial spaces. | 159 | 34.6% |
| A moderate number of residential units with smaller community/commercial spaces. | 126 | 27.5% |
| A higher number of residential units with medium-sized community/commercial spaces. | 149 | 32.5% |
| None of the above. (Please explain) | 25 | 5.4% |

Based on 459 responses.

Q3. For the West Development Area, which option do you prefer? (select one)

Most respondents favored a parking lot for transit users in the West Development Area, with residential development as the next preferred option.

Table 6: West Development Area Preferences

| | Participants | Percentage |
|--------------------------------------|--------------|------------|
| Residential units | 119 | 26.9% |
| Office space | 59 | 13.3% |
| Parking lot for transit users | 232 | 52.4% |
| None of the above | 33 | 7.4% |

Based on 443 responses.

Q4. What features would make the transit plaza more welcoming and useful for you?
(select top three)

Respondents expressed a range of preferences for improving the transit plaza, with security features (43%) and more landscaping or greenery (40%) being the most commonly selected. Other popular enhancements included small retail or café space (36%) and covered seating with good lighting (33%).

Table 7: Design Features

| | Participants | Percentage |
|---|--------------|------------|
| Security features (e.g. cameras, lighting, etc.) | 201 | 43% |
| More landscaping or greenery (e.g., trees, plants, etc.) | 188 | 40% |
| Small retail/café space | 169 | 36% |
| Covered seating areas with good lighting | 153 | 33% |
| Interactive features, like public art, water fountains, or play areas | 127 | 27% |
| Event space/gathering areas (e.g. farmers market) | 117 | 25% |
| Secure bicycle parking | 77 | 17% |
| Noise reduction elements (e.g. sound walls) | 60 | 13% |
| Bicycle repair/station | 39 | 8% |
| Delivery/parcel storage lockers | 25 | 5% |

Based on 466 responses. Participants were able to select up to three choices.

Q5. What improvements would make the Fullerton Park and Ride site more accessible and easier to use? (select top two choices)

Respondents prioritized additional crosswalks and improved pedestrian signals (37%), better wayfinding signage (35%), and improved lighting (32%) to make the Fullerton Park and Ride site more accessible and easier to use.

Table 8: Navigation & Accessibility

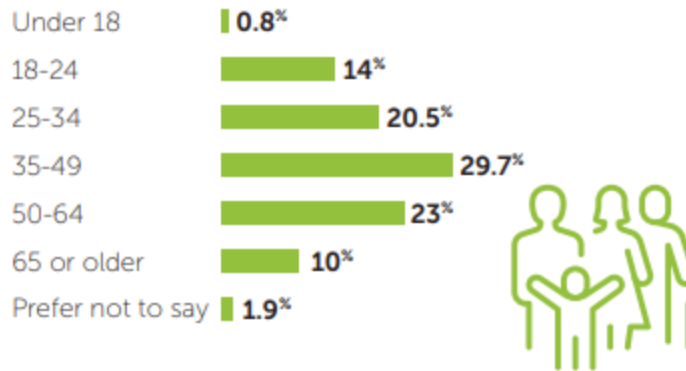
| | Participants | Percentage |
|---|--------------|------------|
| Additional crosswalks and improved pedestrian signals on surrounding streets (e.g. Orangethorpe Ave and Magnolia Ave) | 176 | 37% |
| Better wayfinding signage for transit, parking, amenities, and nearby destinations | 164 | 35% |
| Improved lighting | 152 | 32% |
| Pick-up/drop-off zones for rideshare and personal vehicles | 112 | 24% |
| On street bike lanes (e.g. Orangethorpe Avenue and Magnolia Avenue) | 88 | 19% |
| More accessible pathways | 81 | 17% |
| Accessibility features (e.g. curb ramps, tactile sidewalk strips, etc.) | 58 | 12% |

Based on 473 responses. Participants were able to select up to two choices.

iv. Demographics

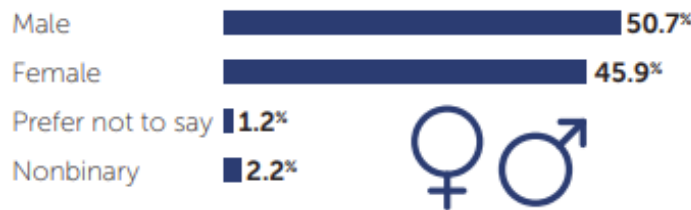
The survey ended with four (4) optional demographics questions regarding age, gender, race, and income. The results are detailed below.

Q6. How old are you?



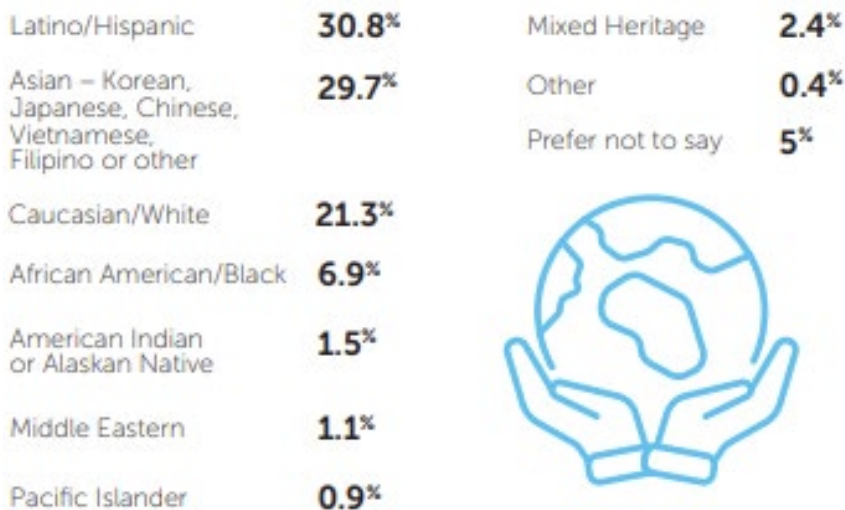
Based on 478 responses

Q7. What is your gender?



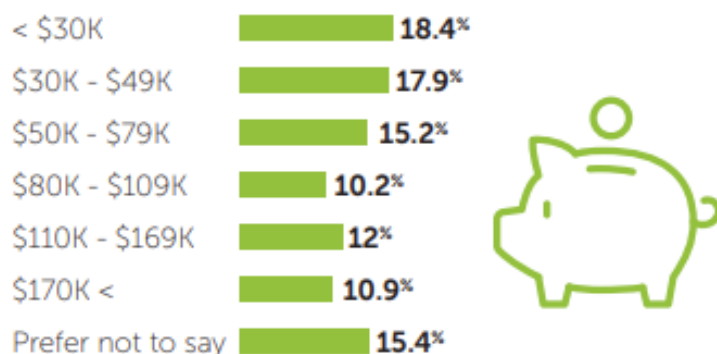
Based on 414 responses

Q8. What ethnic group do you consider yourself a part of or feel closest to?



Based on 462 responses

Q9. What is your combined annual household income?



Based on 441 responses

Table 9. Key Demographic Findings

| Survey Question | Response Rate | Findings |
|---|---------------|--|
| Q6. How old are you? | 99% (478) | About a third of respondents are between the ages of 35–49. Nearly a quarter are between 50–64, and one in five are 25–34. |
| Q7. What is your gender? | 86% (414) | Men accounted for a slight majority of responses at approximately 51%. |
| Q8. What ethnic group do you consider yourself a part of or feel closest to? | 95% (462) | Latino/Hispanic individuals comprised the largest share of responses (30.8%), followed closely by Asian respondents (29.7%) and Caucasian/White individuals (21.3%). |
| Q9. What is your combined annual household income? | 91% (441) | Respondents' income varied across brackets, with the largest share (18.4%) reporting a combined annual household income of less than \$30,000. |

An infographic was prepared to visually communicate the Phase II 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

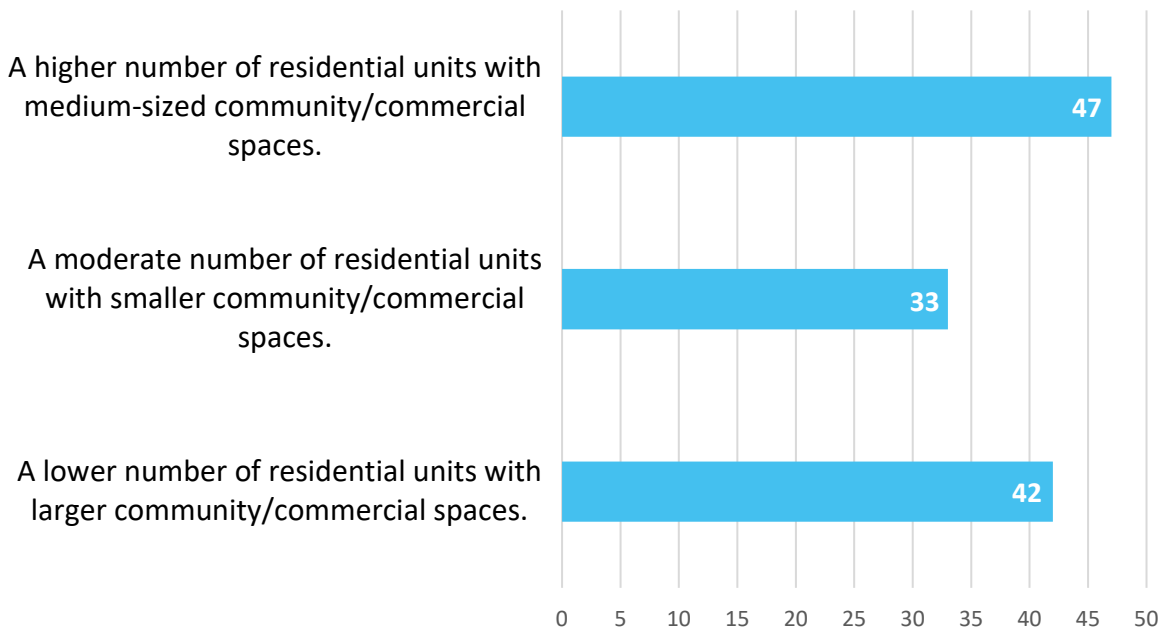
At the community events and meetings listed in Table 1, the outreach team gathered stakeholder feedback using interactive activity boards designed to gather input on suggested improvements and land uses for the Fullerton Park and Ride Facility. To complement the survey findings and provide an additional avenue for feedback, the project team selected four (4) key questions from the public opinion survey for this activity.

Participants were invited to place stickers on the boards to visually indicate their preferences, creating an immediate and tangible representation of community priorities. For example, attendees could express their support for specific enhancements such as improved lighting, public art installations, and more accessible pathways. This hands-on engagement method not only fostered direct interaction but also generated clear, actionable insights that will inform the future planning decisions for the site. The following figures capture input received via the activity boards.

Activity Board - For East Development Area, which option do you prefer? (select one)

Participants voting on this board preferred that the East Development Area be utilized for a higher number of residential units with medium sized community/commercial spaces, which account for 39% of votes.

Figure 4: Activity Board Input – East Development Area Preferences

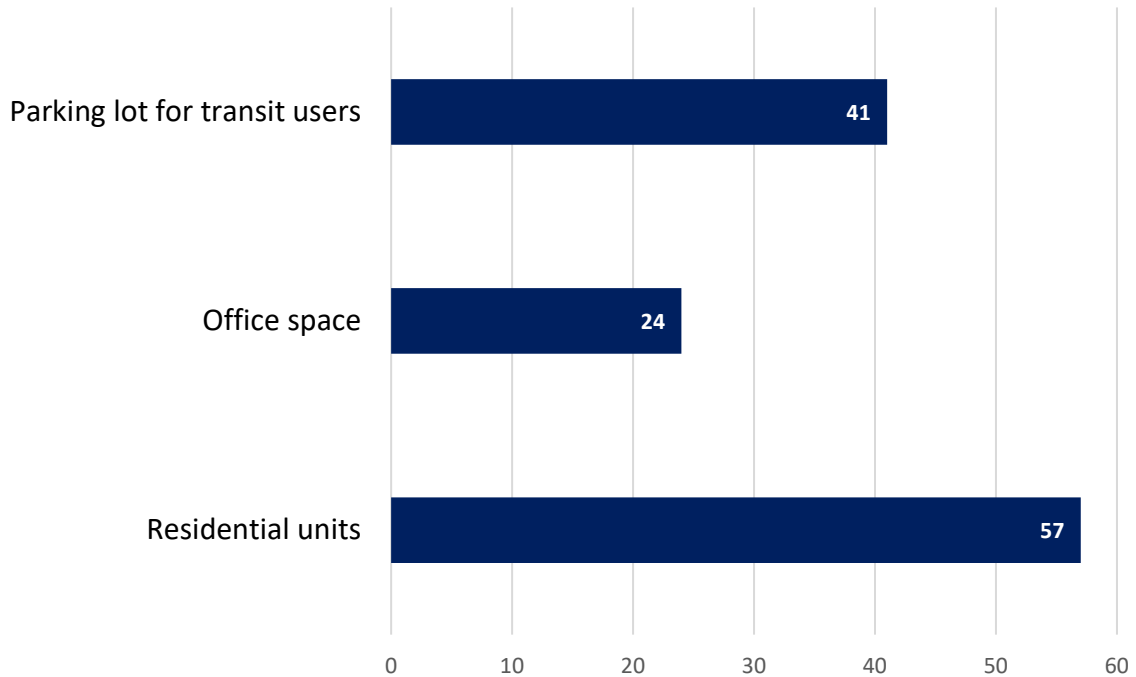


Based on 122 sticker responses

Activity Board - For West Development Area, which option do you prefer? (select one)

Residential units were the most popular choice for the West Development Area, with 47% of participants selecting it as their top preference.

Figure 5. Activity Board Input – West Development Area Preferences

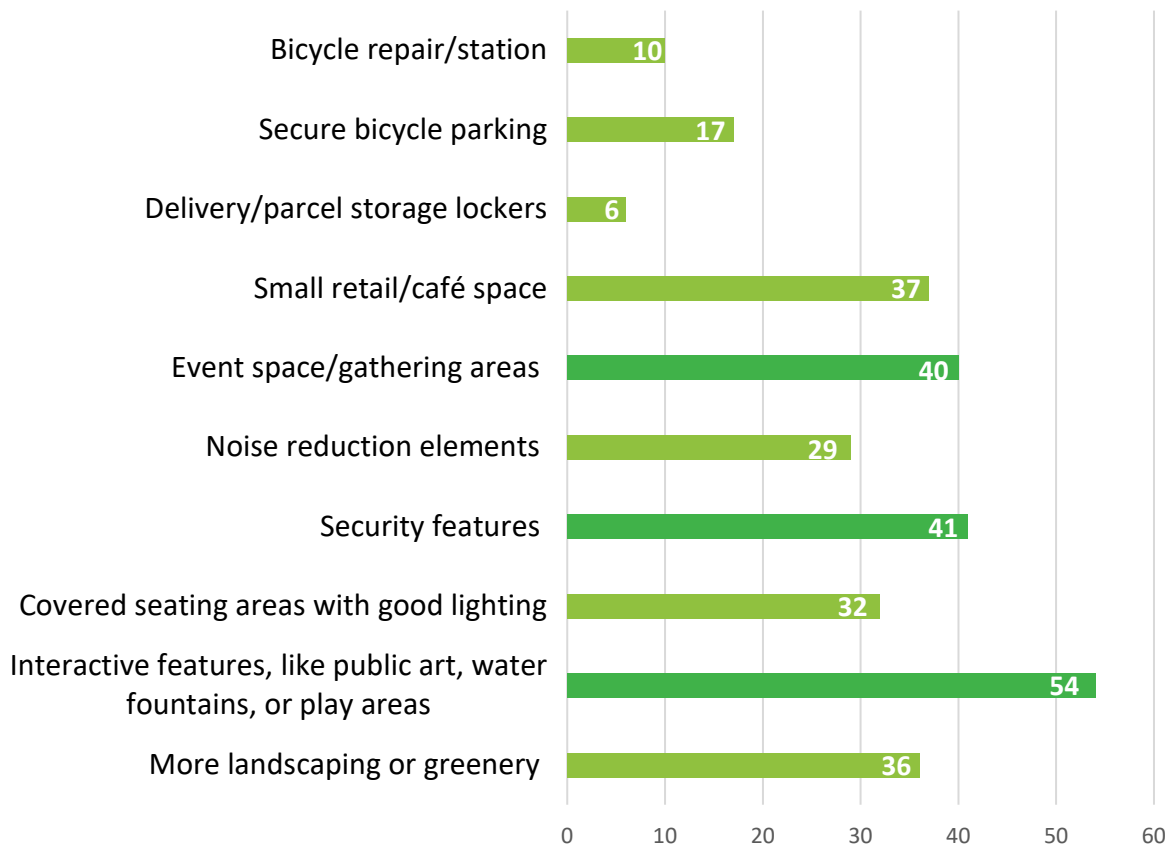


Based on 122 sticker responses

Activity Board – What features would make the transit plaza more welcoming and useful for you? (Select top three)

The top three selected transit plaza features were interactive feature (e.g., public art, play areas, etc.) (18%), security features like cameras and lighting (14%), and event spaces for community gatherings (13%).

Figure 6: Activity Board Input – Preferred Transit Plaza Features

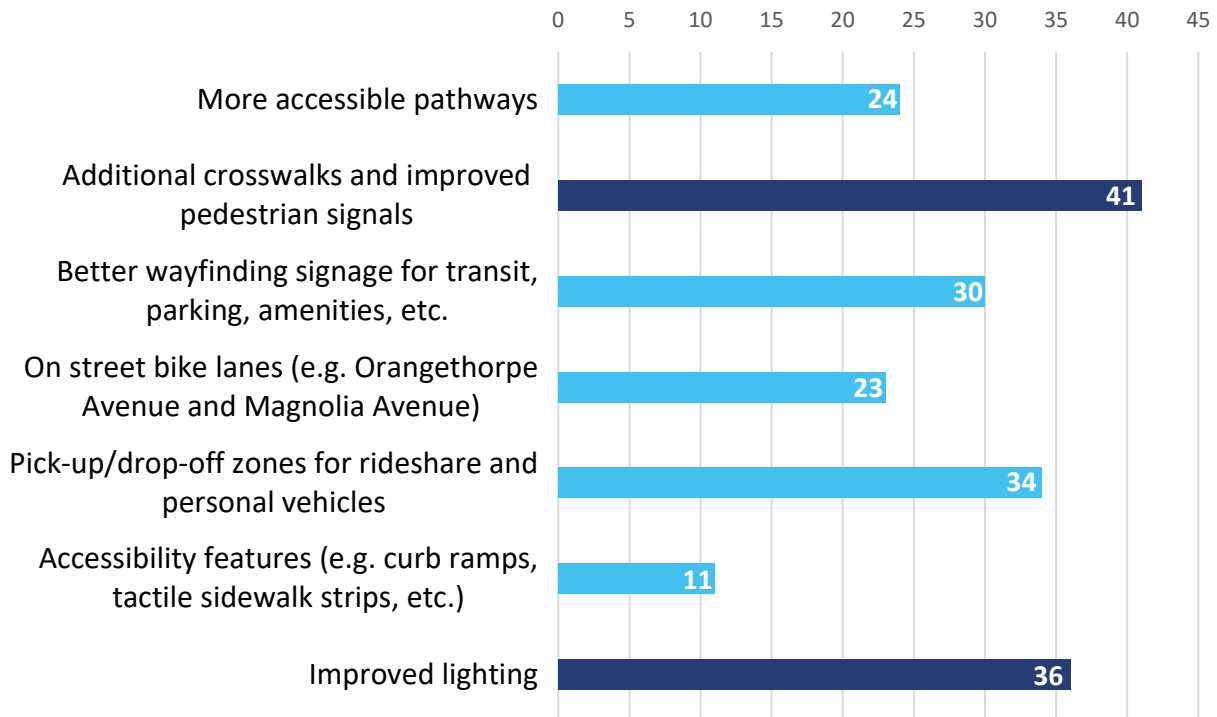


Based on 302 sticker responses

Activity Board – What improvements would make the Fullerton Park and Ride site more accessible and easier to use? (Select top two)

Participants selected additional crosswalks and improved pedestrian signals on surrounding streets (21%) and improved lighting (18%) as their top two choices.

Figure 7: Activity Board Input – Preferred Improvements



Based on 199 sticker responses

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

Improved Amenities

- Providing spaces for trees and gardening
- Reinforcing facility fencing along Magnolia
- Installing real-time passenger information systems (e.g., announcements, screens)
- Addressing presence of unhoused population at the facility
- Installing pay-to-use restroom facilities
- Providing charging facilities for electric vehicles
- Installing kiosks to purchase TAP cards, OCTA Pass, and other transit fares

Exploring Facility Uses

- Incorporating low-income units into potential housing development
- Enhancing small and local businesses
- Developing senior living facilities
- Providing a dog park within the facility
- Creating a medical clinic or community center in the West Development Area

vi. New Contacts

A total of 420 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 in future phases of project work.

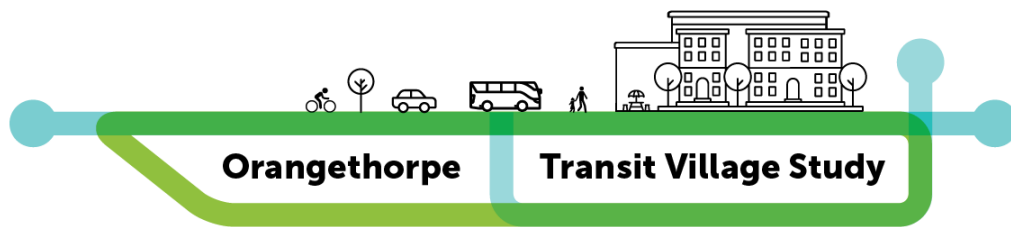
IV. CONCLUSION

Public engagement efforts in Phase II were instrumental in raising awareness of the Orangethorpe Transit Village Conceptual Study and gathering valuable community input. Through a comprehensive, inclusive, and multilingual outreach strategy, Phase II successfully amplified voices from across the study area – with a particular focus on historically underrepresented communities. The participation and feedback collected during this phase demonstrates a shared community commitment to shaping the future of the Fullerton Park and Ride Facility in alignment with local needs, values, and aspirations.

The findings from this Survey Analysis Report will directly inform the development of the final Study Report. By integrating the community's priorities into future planning decisions, OCTA continues to advance its goals of enhancing transit rider experience and supporting sustainable, community-driven development.

APPENDIX

Appendix A: Print Surveys



Reimagining the OCTA Fullerton Park and Ride Facility

Community Survey

The Orange County Transportation Authority (OCTA) is conducting the Orangethorpe Transit Village Conceptual Study that is exploring potential transit supportive development at the Fullerton Park and Ride Facility. The study will analyze mixed-use development concepts that could include neighborhood retail, offices, and housing.

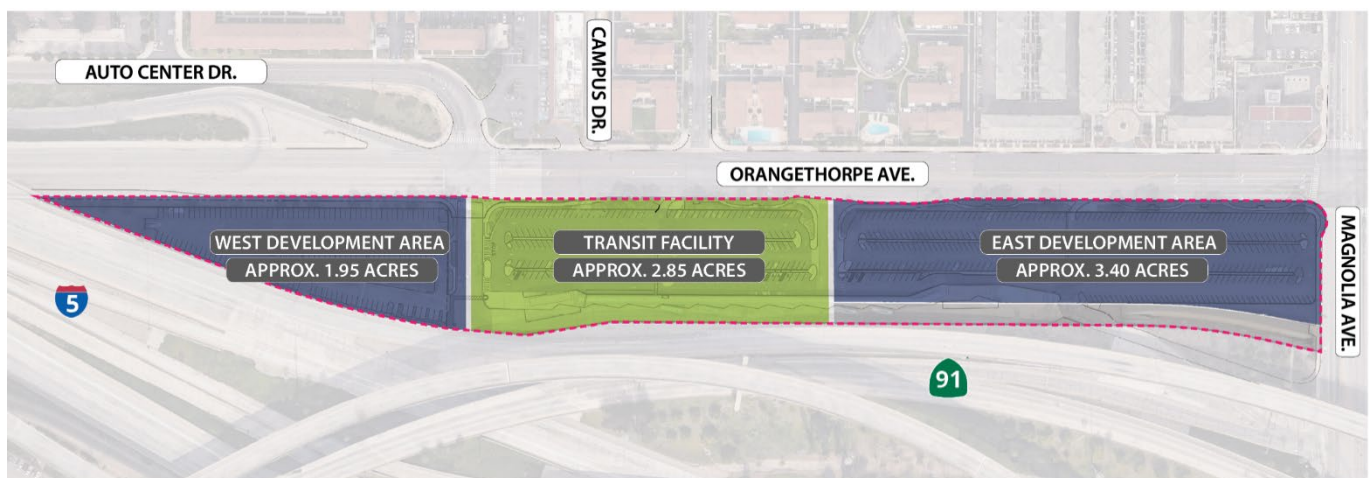
In the first community survey conducted in Fall 2024, the local community provided valuable feedback on riding habits, preferred transit-supportive features, and facility improvements. Now, the project team is seeking feedback on development concepts, key amenities, and priorities for improving site access. Your feedback will help guide the creation of a space that meets the needs of residents and transit users.

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.

I. What is your home zip code? *

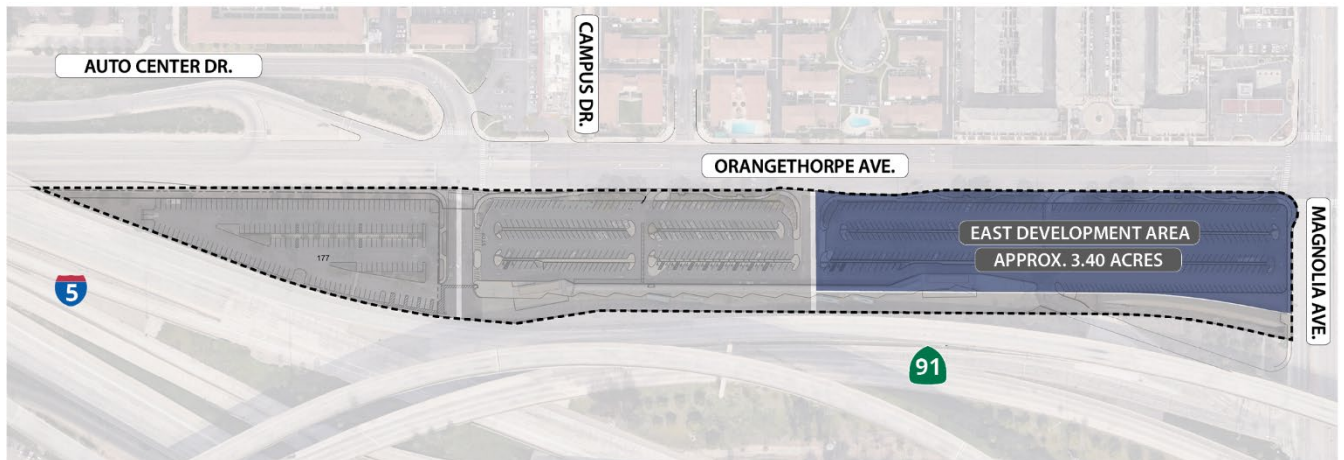
The design concept for the Fullerton Park and Ride facility is divided into three sections: the East Development Area, the West Development Area, and the Transit Facility. The following four questions will ask for your input on your preferred conceptual design options and priorities for each section of the facility.



**This question is required*

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

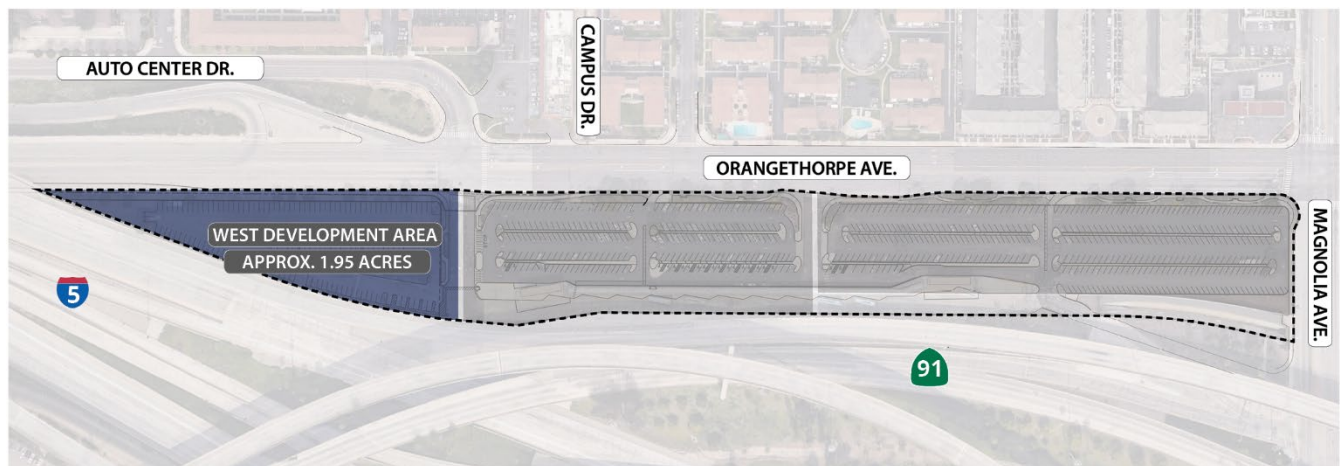
Multiple choice (choose one)



- ☐ A lower number of residential units with larger community/commercial spaces.
 - ☐ A moderate number of residential units with smaller community/commercial spaces.
 - ☐ A higher number of residential units with medium-sized community/commercial spaces.
 - ☐ None of the above. (Please explain)
-

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

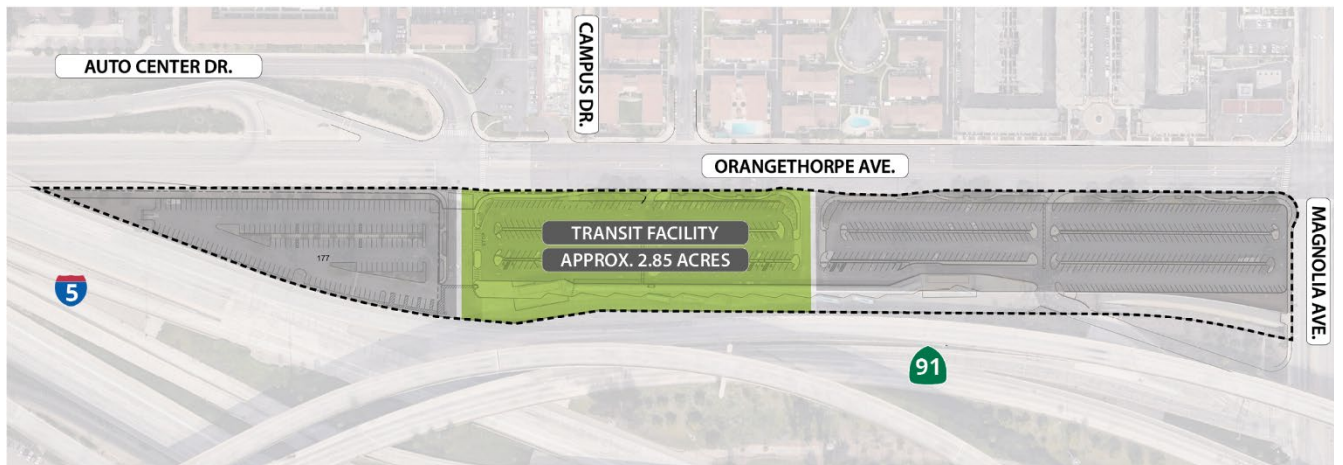
Multiple choice (choose one)



- ☐ Residential units
- ☐ Office space
- ☐ Parkin lot for transit users
- ☐ None of the above.

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

Multiple choice (select top 3)



- ☐ More landscaping or greenery (e.g., trees, plants, etc.)
- ☐ Interactive features, like public art, water fountains, or play areas
- ☐ Covered seating areas with good lighting
- ☐ Security features (e.g. cameras, lighting, etc.)
- ☐ Noise reduction elements (e.g. sound walls)
- ☐ Event space/gathering areas (e.g. farmers market)
- ☐ Small retail/café space
- ☐ Delivery/parcel storage lockers
- ☐ Secure bicycle parking
- ☐ Bicycle repair/station

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

Multiple choice (select top 2)

- ☐ More accessible pathways
- ☐ Additional crosswalks and improved pedestrian signals on surrounding streets (e.g. Orangethorpe Avenue and Magnolia Avenue)
- ☐ Better wayfinding signage for transit, parking, amenities, and nearby destinations
- ☐ On street bike lanes (e.g. Orangethorpe Avenue and Magnolia Avenue)
- ☐ Pick-up/drop-off zones for rideshare and personal vehicles
- ☐ Accessibility features (e.g. curb ramps, tactile sidewalk strips, etc.)
- ☐ Improved lighting

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
- ☐ None of the above (Please explain)

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
- ☐ Prefer not to say
- ☐ None of the above. (Please explain)

4. What is your combined annual household income?

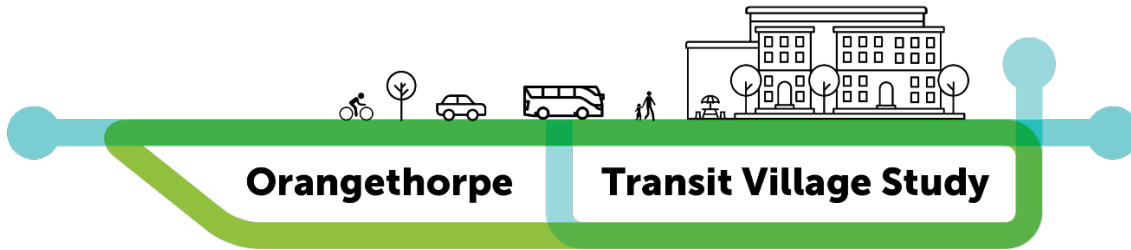
- ☐ Less than \$30,000
- ☐ \$30,000 – \$49,000
- ☐ \$50,000 – \$79,000
- ☐ \$80,000 – \$109,000
- ☐ \$110,000 – \$169,000
- ☐ \$170,000 – or more
- ☐ Prefer not to answer

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!



OCTA 풀러턴 주차하고 타는 (파크 앤 라이드) 시설 재해석

커뮤니티 지역 사회 설문조사

오렌지 카운티 교통청(OCTA)은 풀러턴 주차 및 환승 (파크 앤 라이드) 시설에서 대중교통을 더 잘 이용할 수 있는 방법을 찾기 위해 오렌지슬프 교통 마을 개념 연구를 진행하고 있습니다. 이 연구에서는 가게, 사무실, 집이 함께 있는 새로운 마을을 만드는 아이디어를 살펴볼겁니다.

2024년 가을에 진행된 첫 번째 지역 사회 설문 조사에서 지역 주민들은 이용 습관, 선호하는 대중교통 편의 시설, 그리고 시설 개선에 대한 소중한 의견을 나눠주었습니다. 이제 프로젝트 팀은 개발 아이디어, 중요한 편의 시설, 그리고 출입구 개선을 위한 우선순위에 대한 여러분의 의견을 듣고자 합니다. 여러분의 의견은 지역 주민과 대중교통 이용자의 필요를 충족하는 공간을 만드는 데 큰 도움이 될 것입니다.

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.

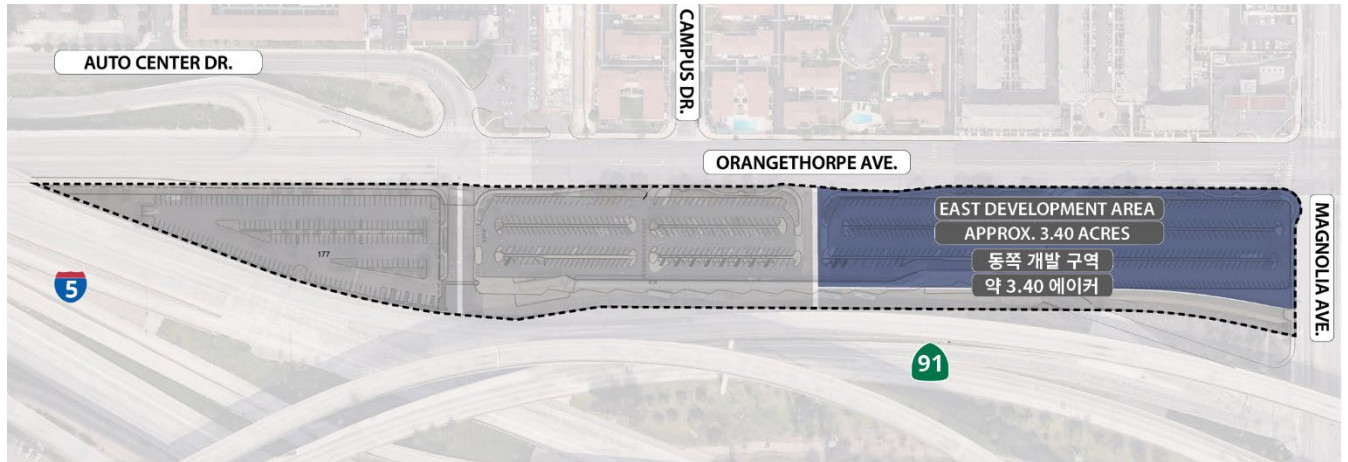
1. 우편코드가 어떻게 되십니까? *

풀러턴 주차 및 환승 (파크 앤 라이드) 시설의 디자인 개념은 동쪽 개발 구역, 서쪽 개발 구역, 그리고 대중교통 시설 이렇게 세 부분으로 나누어져 있습니다. 이제 나오는 네 가지 질문은 각 구역에 대한 선호하는 디자인 옵션과 우선순위에 대한 여러분의 의견을 묻는 질문입니다.



2. 동쪽 개발 구역에서는 어떤 옵션이 더 마음에 드나요?

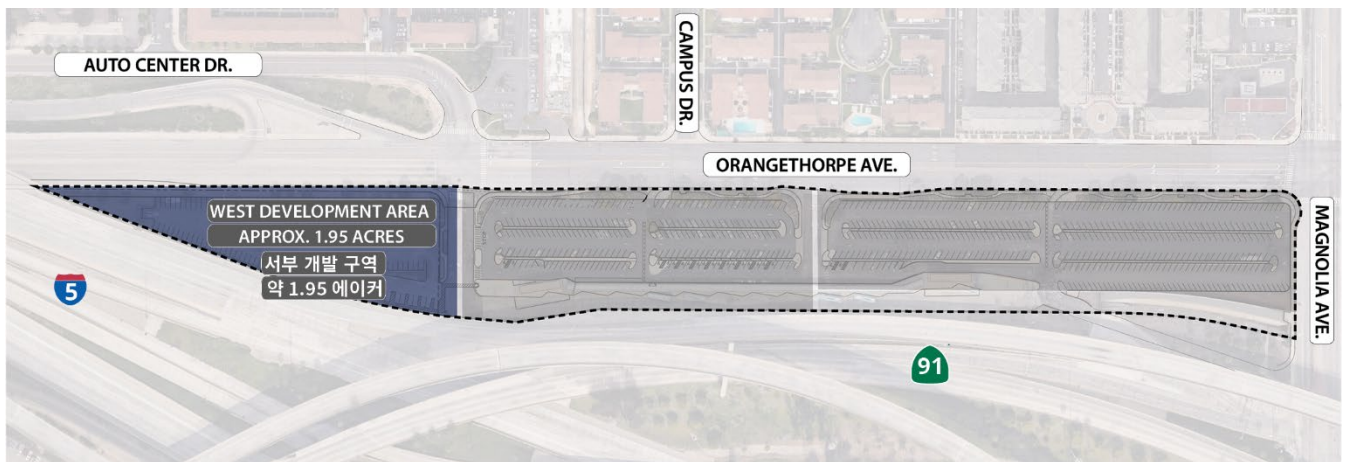
객관식 (하나 선택)



- ☐ 적은 수의 주거 공간과 큰 규모의 커뮤니티 및/또는 상업 공간.
- ☐ 적당한 수의 주거 공간과 작은 규모의 커뮤니티 및/또는 상업 공간.
- ☐ 더 많은 수의 주거 공간과 중간 규모의 커뮤니티 및/또는 상업 공간.
- ☐ 위의 내용 중 해당 사항 없음. (이유를 설명해 주세요.)

3. 서쪽 개발 구역에서는 어떤 옵션이 더 마음에 드나요?

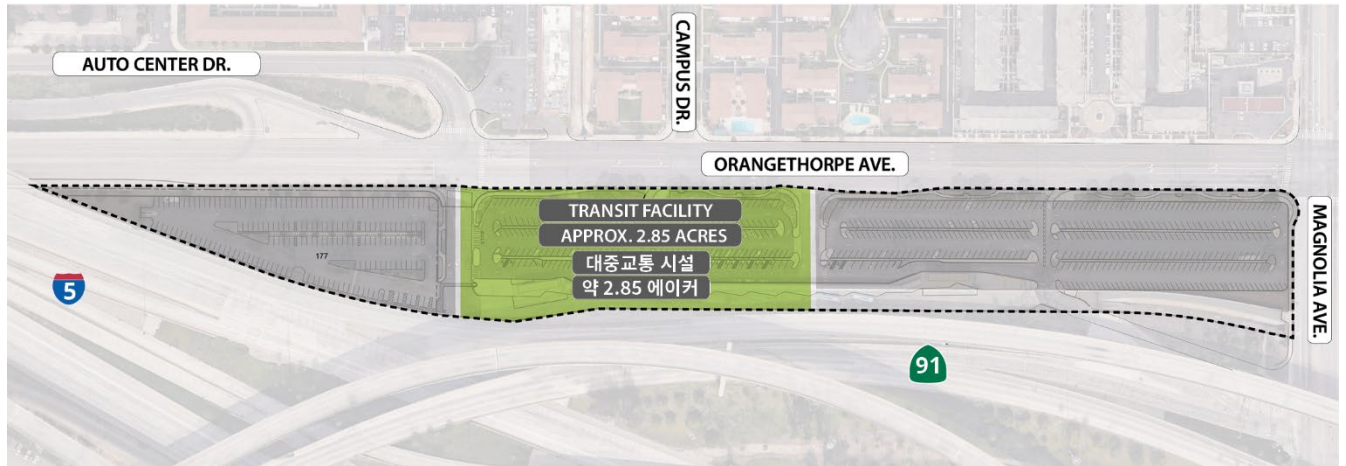
객관식 (하나 선택)



- ☐ 주택 공간
- ☐ 사무실 공간
- ☐ 대중교통 이용자를 위한 주차장
- ☐ 위의 내용 중 해당 사항 없음

4. 대중교통 광장을 더 친근하고 유용하게 만들기 위해 어떤 기능이 필요합니까?

(가장 중요한 3가지를 선택해 주세요)



- ☐ 더 많은 조경이나 녹지 공간 (예: 나무, 식물 등)
- ☐ 공공 미술, 분수대, 놀이 공간과 같은 인터랙티브 기능 공간
- ☐ 좋은 조명과 지붕이 있는 좌석 공간
- ☐ 안전 기능 (예: 카메라, 조명 등)
- ☐ 소음 감소 요소 (예: 방음벽)
- ☐ 이벤트 공간/모임 장소 (예: 농산물 시장)
- ☐ 작은 상점/카페 공간
- ☐ 배달/소포 보관함
- ☐ 안전한 자전거 주차장
- ☐ 자전거 수리소/역

5. 풀러턴 주차 및 환승 (파크 앤 라이드) 시설 공간을 더 쉽게 접근하고 사용하기 쉽게 만들기 위해 어떤 개선이 필요합니까?

(가장 중요한 2가지를 선택해 주세요)

- ☐ 더 접근하기 쉬운 길
- ☐ 주변 도로의 추가 횡단보도 및 개선된 보행자 신호 (예: 오렌지슬프 애비뉴 와 매그놀리아 애비뉴)
- ☐ 대중교통, 주차장, 편의 시설, 그리고 근처 목적지에 대한 더 나은 안내 표지판
- ☐ 거리 자전거 도로 (예: 오렌지슬프 애비뉴 및 매그놀리아 애비뉴)
- ☐ 승차 공유 (라이드쉐어) 및 개인 차량을 위한 픽업/드롭오프 구역
- ☐ 접근성 기능 (예: 연석 경사로, 촉각 보도 스트립 등)
- ☐ 개선된 조명

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. 어=어떤 민족 집단에 속하거나 가장 가까운 것 같다고 생각하십니까?

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

4. 귀하의 합산 연간 가계 소득은 얼마입니까?

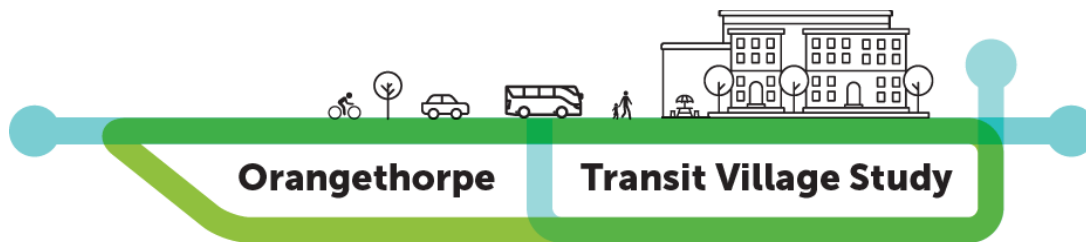
- ☐ \$30,000 미만
- ☐ \$30,000 - \$49,000
- ☐ \$50,000 - \$79,000
- ☐ \$80,000 - \$109,000
- ☐ \$110,000 - \$169,000
- ☐ \$170,000 이상
- ☐ 대답하지 않는 것을 선호합니다

5. 아래에, 이메일 또는 휴대전화 번호를 입력하시면, 프로젝트 최신 정보 및 회의 초대장을 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:

여해 주셔서 감사합니다!



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

Encuesta Comunitaria

La Autoridad de Transporte del Condado de Orange (OCTA) está realizando el Estudio Conceptual de la Villa de Tránsito de Orangethorpe que explorará distintos tipos de desarrollo que apoyen los servicios de transporte público en las instalaciones del Estacionamiento Park and Ride de Fullerton. El estudio analizará conceptos de desarrollo de uso mixto que podrían incluir locales de venta del vecindario, oficinas y viviendas.

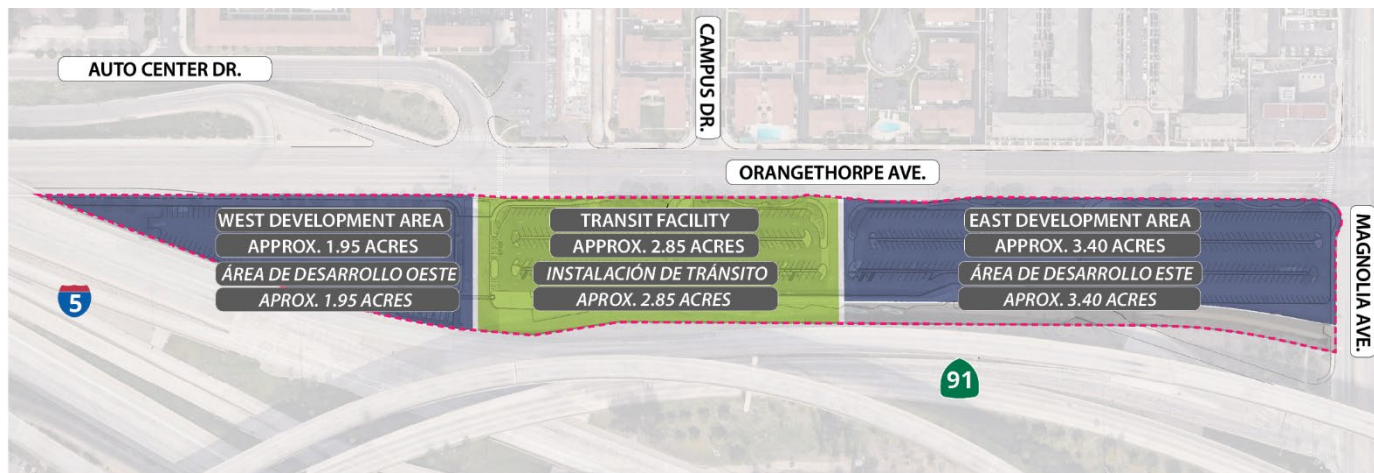
En la primera encuesta comunitaria realizada en el otoño de 2024, la comunidad local proporcionó valiosos comentarios sobre los hábitos de viaje, las características preferidas para el transporte público y las mejoras en las instalaciones. Ahora, el equipo del proyecto busca opiniones sobre conceptos de desarrollo, servicios clave y prioridades para mejorar el acceso al sitio. Sus comentarios ayudarán a guiar la creación de un espacio que satisfaga las necesidades de los residentes y usuarios del transporte público.

¡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.

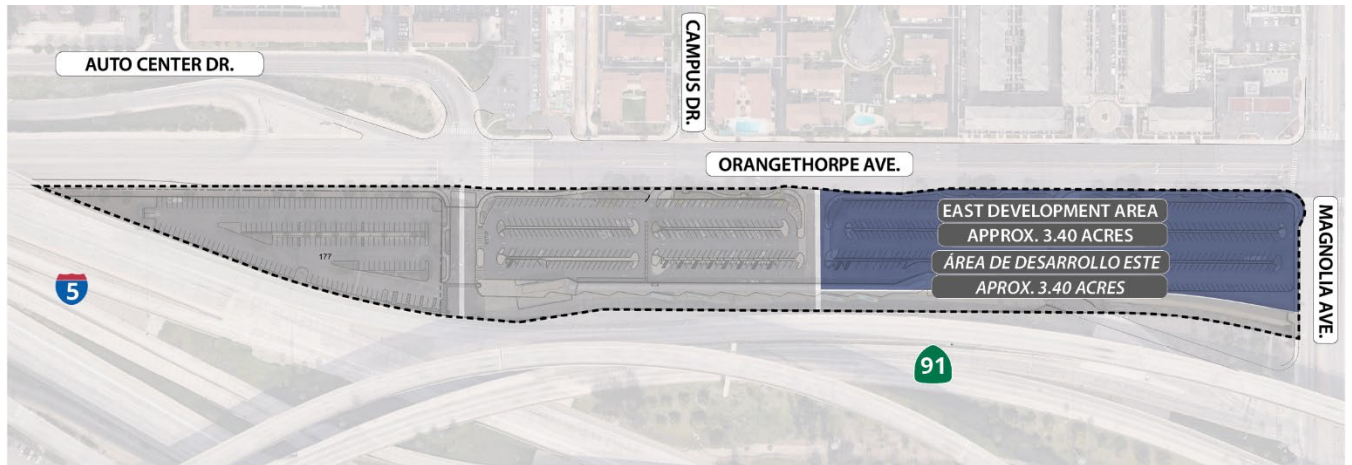
1. ¿Cuál es su código postal? *

El concepto de diseño para la instalación de Estacionamiento Park and Ride de Fullerton está dividido en tres secciones: el Área de Desarrollo Este, el Área de Desarrollo Oeste y la Instalación de Transporte. Las siguientes cuatro preguntas solicitarán su opinión sobre sus opciones de diseño conceptual preferidas y sus prioridades para cada sección de la instalación.



2. ¿Para el Área de Desarrollo Este, ¿qué opción prefiere?

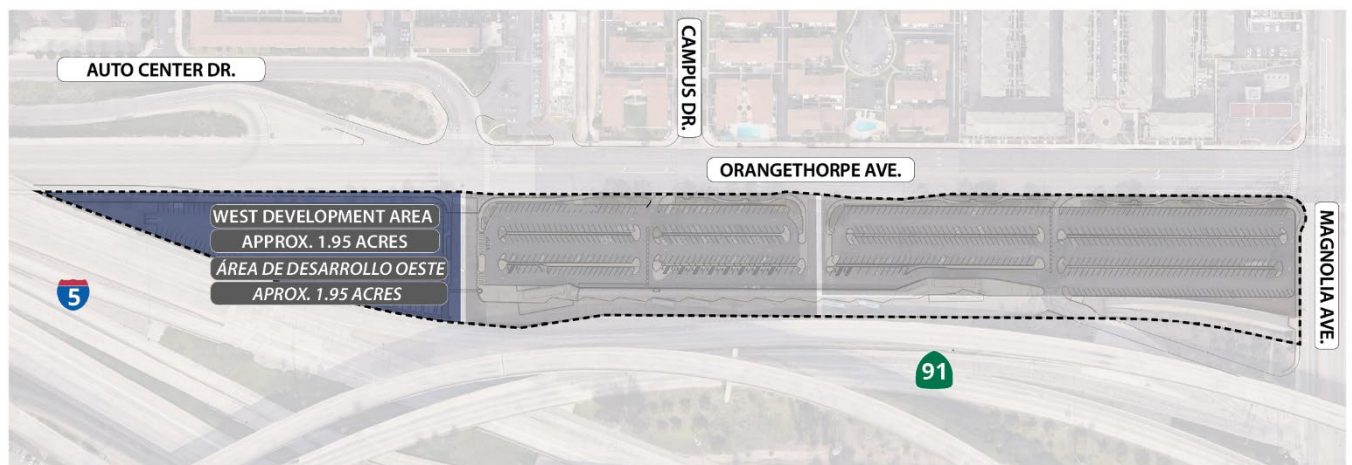
Opción múltiple (elija una)



- ☐ Un número moderado de unidades residenciales con espacios comunitarios/comerciales más pequeños.
 - ☐ Un mayor número de unidades residenciales con espacios comunitarios/comerciales de tamaño mediano.
 - ☐ Un número menor de unidades residenciales con espacios comunitarios/comerciales más grandes.
 - ☐ Ninguna de las anteriores. (Por favor, explique.)
-

3. ¿Para el Área de Desarrollo Oeste, ¿qué opción prefiere?

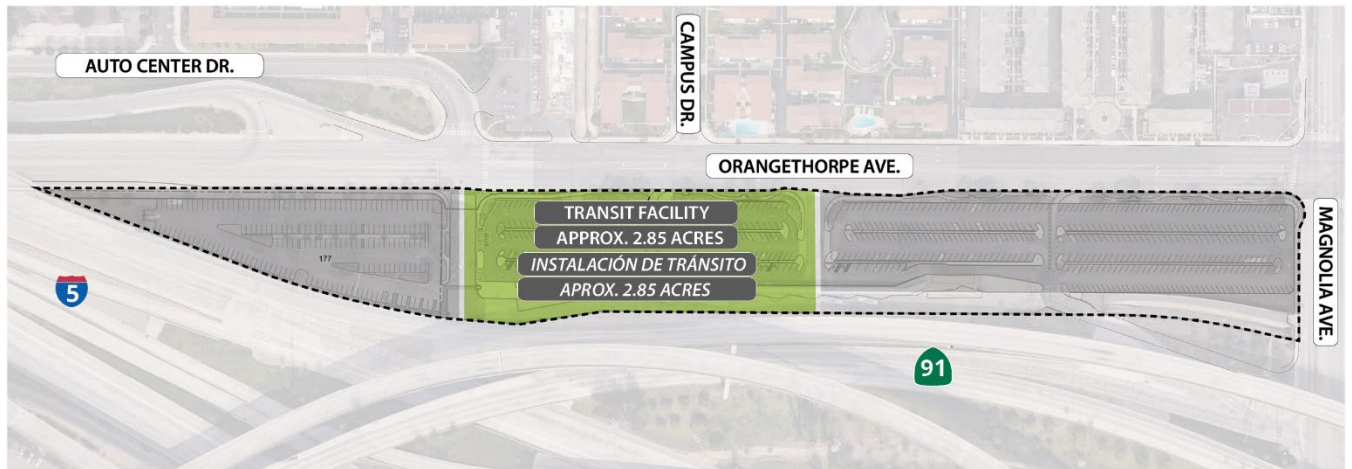
Opción múltiple (elija una)



- ☐ Unidades residenciales
- ☐ Espacio para oficinas
- ☐ Estacionamiento para usuarios del transporte público
- ☐ Ninguna de las anteriores.

4. ¿Qué características harían que la plaza de transporte sea más acogedora y útil para usted?

Opción múltiple (Seleccione las 3 principales)



- ☐ Más áreas verdes o jardinería (por ejemplo, árboles, plantas, etc.)
- ☐ Características interactivas, como arte público, fuentes de agua o áreas de juegos
- ☐ Áreas de descanso cubiertas con buena iluminación
- ☐ Características de seguridad (por ejemplo, cámaras, iluminación, etc.)
- ☐ Elementos de reducción de ruido (por ejemplo, muros acústicos)
- ☐ Espacios para eventos/áreas de reunión (por ejemplo, mercado de agricultores)
- ☐ Pequeño comercios/cafeeterías
- ☐ Taquillas para almacenamiento de entregas/paquetes
- ☐ Estacionamiento seguro para bicicletas
- ☐ Estación de reparación de bicicletas

5. ¿Qué mejoras harían que el sitio Fullerton Park and Ride fuera más accesible y fácil de usar?

Opción múltiple (Seleccione las 2 principales)

- ☐ Más caminos accesibles
- ☐ Más cruces peatonales y señales peatonales mejoradas en las calles circundantes (por ejemplo, Avenida Orangethorpe y Avenida Magnolia)
- ☐ Mejor señalización para orientación para el tránsito, estacionamiento, servicios y destinos cercanos
- ☐ Carriles bici en la calle (por ejemplo, Avenida Orangethorpe y Avenida Magnolia)
- ☐ Zonas de recogida/devolución para transporte compartido y vehículos personales
- ☐ Características de accesibilidad (por ejemplo, rampas para bordillos, franjas táctiles en las aceras, etc.)
- ☐ Mejor iluminación

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
 - ☐ Ninguna de las anteriores.
(Por favor, explique)
-

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
- ☐ Prefiero no responder
- ☐ Ninguna de las anteriores. (Por favor, explique) _____

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!

Appendix B: Table of Respondent Zip Codes

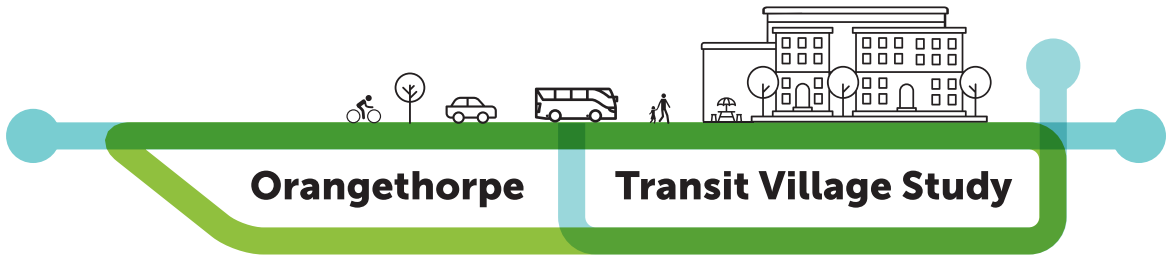
| ZIP Code | Count | % of Participants |
|----------|-------|-------------------|
| 92833 | 101 | 20.87% |
| 90621 | 57 | 11.78% |
| 92831 | 40 | 8.26% |
| 92832 | 40 | 8.26% |
| 92835 | 25 | 5.17% |
| 90620 | 23 | 4.75% |
| 92801 | 20 | 4.13% |
| 92804 | 13 | 2.69% |
| 92805 | 10 | 2.07% |
| 92840 | 8 | 1.65% |
| 90680 | 7 | 1.45% |
| 92704 | 6 | 1.24% |
| 90631 | 6 | 1.24% |
| 92701 | 5 | 1.03% |
| 92602 | 5 | 1.03% |
| 92866 | 5 | 1.03% |
| 92705 | 4 | 0.83% |
| 90630 | 4 | 0.83% |
| 92870 | 4 | 0.83% |
| 92703 | 3 | 0.62% |
| 92707 | 3 | 0.62% |
| 90623 | 3 | 0.62% |
| 90638 | 3 | 0.62% |
| 92620 | 3 | 0.62% |
| 92683 | 2 | 0.41% |
| 92708 | 2 | 0.41% |
| 92782 | 2 | 0.41% |
| 92802 | 2 | 0.41% |
| 90015 | 2 | 0.41% |
| 92807 | 2 | 0.41% |
| 92821 | 2 | 0.41% |
| 92834 | 2 | 0.41% |
| 92837 | 2 | 0.41% |
| 92838 | 2 | 0.41% |
| 90810 | 2 | 0.41% |
| 92646 | 2 | 0.41% |
| 92647 | 2 | 0.41% |
| 92841 | 2 | 0.41% |
| 92844 | 2 | 0.41% |
| 92854 | 2 | 0.41% |
| 92865 | 2 | 0.41% |
| 92867 | 2 | 0.41% |
| 92886 | 2 | 0.41% |
| 92664 | 1 | 0.21% |
| 92706 | 1 | 0.21% |
| 90650 | 1 | 0.21% |
| 92082 | 1 | 0.21% |
| 92728 | 1 | 0.21% |
| 92780 | 1 | 0.21% |
| 92130 | 1 | 0.21% |
| 90720 | 1 | 0.21% |
| 92336 | 1 | 0.21% |

Top Areas

| |
|---|
| West Fullerton |
| Northwest Buena Park |
| East Fullerton (includes Cal State Fullerton) |
| Downtown Fullerton |
| Northeast Fullerton |
| Central Buena Park |
| North Anaheim |

| | | |
|------------|---|-------|
| 92376 | 1 | 0.21% |
| 92806 | 1 | 0.21% |
| 92823 | 1 | 0.21% |
| 92824 | 1 | 0.21% |
| 92830 | 1 | 0.21% |
| 92836 | 1 | 0.21% |
| 9088 | 1 | 0.21% |
| 90011 | 1 | 0.21% |
| 90242 | 1 | 0.21% |
| 90640 | 1 | 0.21% |
| 90808 | 1 | 0.21% |
| 91107 | 1 | 0.21% |
| 91294 | 1 | 0.21% |
| 91724 | 1 | 0.21% |
| 91733 | 1 | 0.21% |
| 91745 | 1 | 0.21% |
| 91748 | 1 | 0.21% |
| 91752 | 1 | 0.21% |
| 91784 | 1 | 0.21% |
| 92582 | 1 | 0.21% |
| 92604 | 1 | 0.21% |
| 92617 | 1 | 0.21% |
| 92618 | 1 | 0.21% |
| 92626 | 1 | 0.21% |
| 92627 | 1 | 0.21% |
| 92630 | 1 | 0.21% |
| 92637 | 1 | 0.21% |
| 92649 | 1 | 0.21% |
| 92651 | 1 | 0.21% |
| 92655 | 1 | 0.21% |
| 92839 | 1 | 0.21% |
| 92845 | 1 | 0.21% |
| 92847 | 1 | 0.21% |
| 92868 | 1 | 0.21% |
| 92869 | 1 | 0.21% |
| 93101 | 1 | 0.21% |
| 93382 | 1 | 0.21% |
| 93529 | 1 | 0.21% |
| 93833 | 1 | 0.21% |
| 484 | | |

Appendix C: Survey Infographic

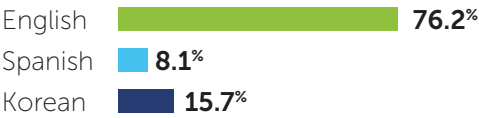


Reimagining the OCTA Fullerton Park and Ride Facility

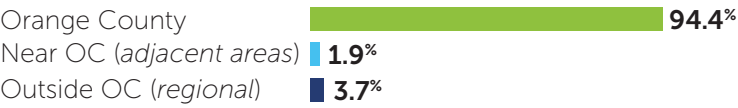
Community Survey Results and Outreach - Spring 2025

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.

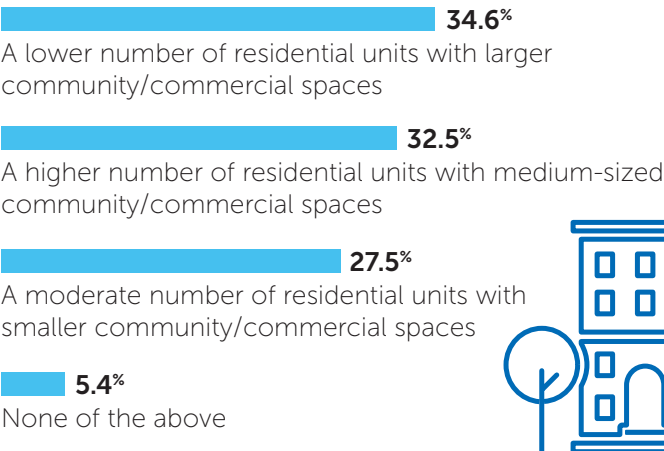
Participation by language:



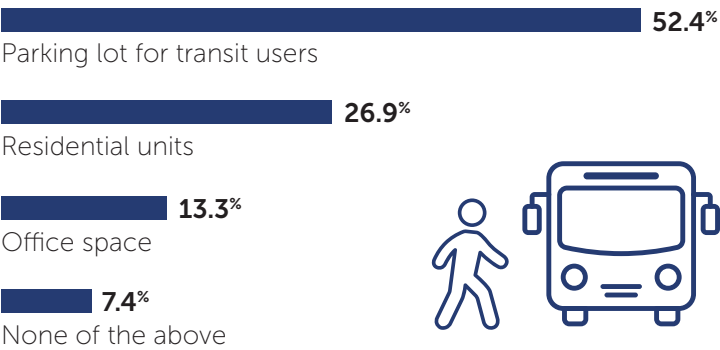
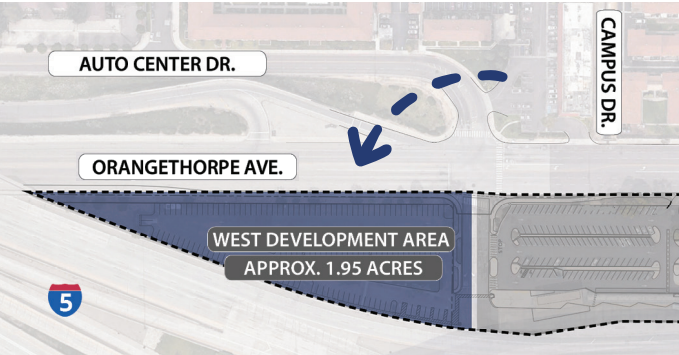
1. What is your zip code?



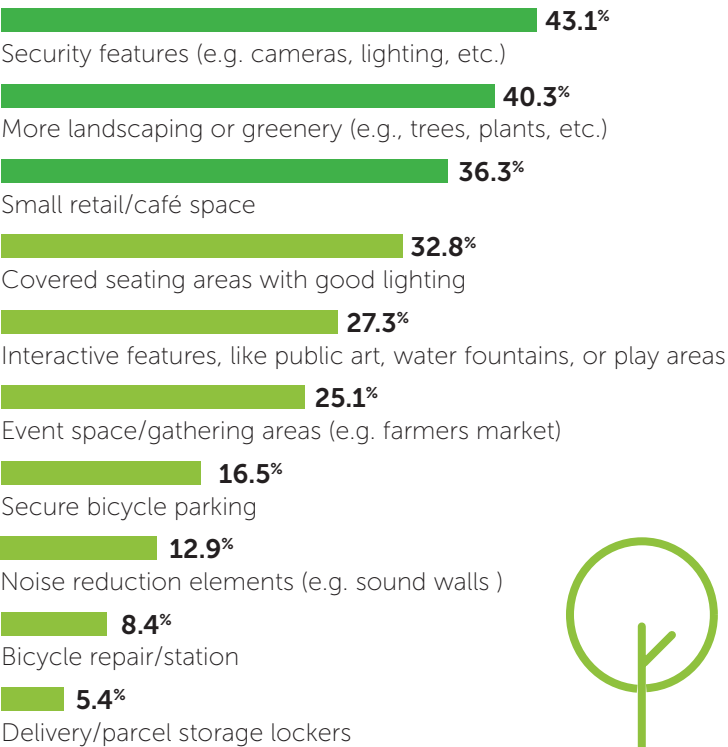
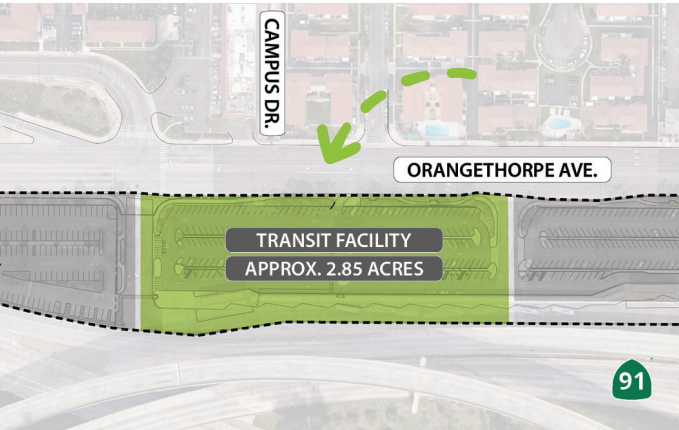
2. For the East Development Area, which option do you prefer? Choose one.



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.



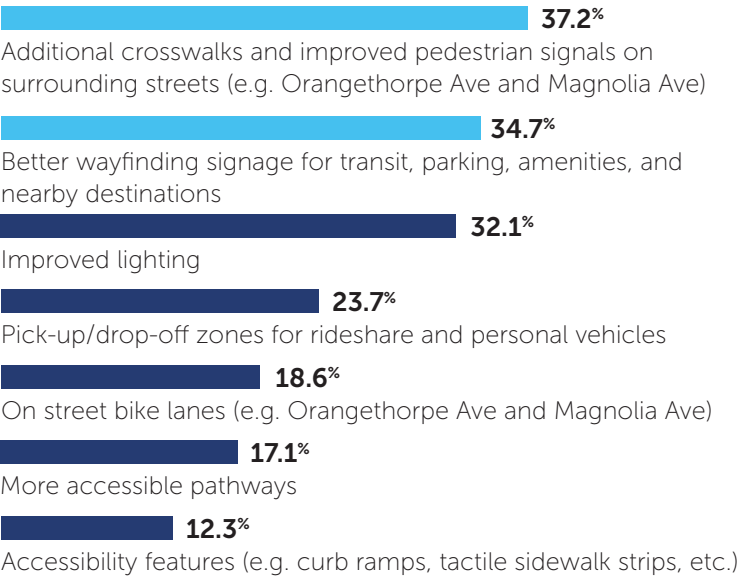
Orangethorpe Transit Village Study

Reimagining the OCTA Fullerton Park and Ride Facility

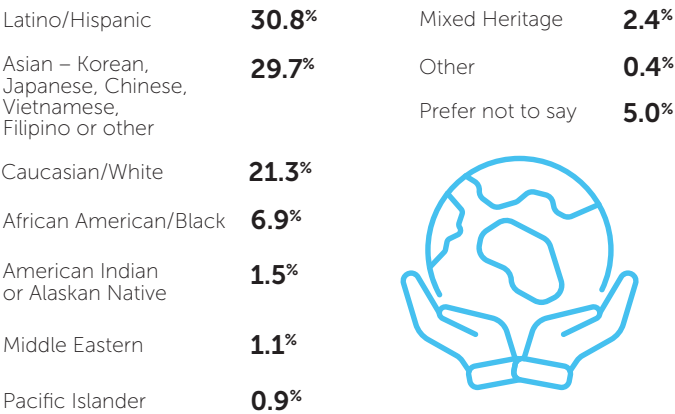
Community Survey Results and Outreach - Spring 2025



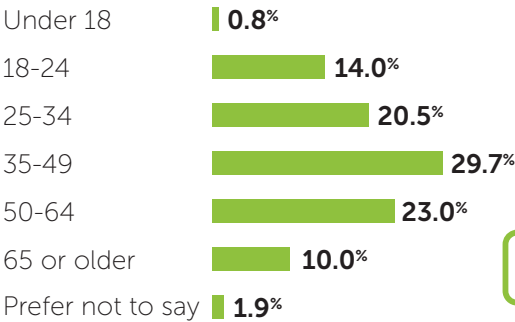
5. What improvements would make the Fullerton Park and Ride site more accessible and easier to use? Choose two.



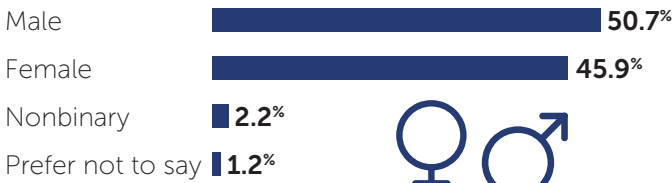
8. What ethnic group do you consider yourself a part of or feel closest to?



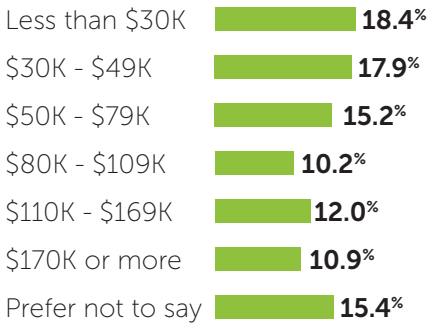
6. How old are you?



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**