3 PUBLIC ENGAGEMENT

The OC Transit Vision reflects extensive public input collected throughout 2016 and 2017 using a combination of in-person and online engagement techniques:

- *Stakeholder Engagement.* The project team led four focus group discussions and conducted interviews with nearly 20 groups and individuals representing a broad cross-section of the Orange County community.

- *Interactive Surveys.* The project team conducted three primary interactive online surveys to solicit feedback regarding the existing transit system and proposed OC Transit Vision recommendations.

- *Citizens Advisory Committee, Elected Officials, and Planning Directors Meetings.* The project team met quarterly with the OCTA Citizens Advisory Committee and participated in two meetings with county elected officials and planning directors.

Across these various engagements and from the thousands of people who shared their feedback, a number of priorities emerged. People expressed support for the following improvements to transit in Orange County:

Faster and more frequent transit that is time-competitive with driving, such as rapid transit or express bus serving trips over long distances, across the county.

Longer hours of operation, and more frequent service during off-peak periods, including mid-day on weekdays, evenings, and weekends.

High-capacity or rapid transit modes (rail or bus rapid transit) serving the busiest corridors.

Easier connections to, from, and between transit routes, including improvements to walking and biking access as well as park-and-rides.

More seasonal and special event services, similar to the existing Newport Trolley, OC Fair Express, and Angels Express.

The following sections briefly describe the findings from each of the major public touchpoints, focusing specifically on those that connect to the recommendations included in the OC Transit Vision. Appendix B provides detailed summaries of each interactive survey.

STAKEHOLDER ENGAGEMENT

Initial stakeholder engagement provided opportunities for direct connections with individuals and groups who could offer a range of feedback about their goals for the OC Transit Vision. The project team posed open-ended questions to gather insight on what works and what could be improved to encourage more people to use transit in Orange County.

Stakeholder Interviews

The project team interviewed representatives from the following communities and organizations in the first four months of the project:

- Automobile Club of Southern California
- California Department of Transportation District 12
- Calvary Chapel Costa Mesa
- County of Orange
- County of Orange Executive Staff
- Irvine Company
- Irvine Transportation Commission
- John Wayne Airport
- Mariners Church
- North Orange County Chamber
- OCTA Bus Customer Roundtable
- OCTA Diverse Community Leaders
- OCTA Committees, including: Citizens Advisory Committee, Special Needs Advisory Committee, and Technical Advisory Committee
- Orange County Visitors Association
- Rancho Mission Viejo
- Saddleback Church
- South Coast Metro Alliance
- Spectrumotion, Irvine
- The Disneyland Resort
- Transportation advocate and former OCTA Board Member Sarah Catz
- WTS-OC Executive Board

Each group was asked to describe its vision for the future of Orange County transit. Interviews generally followed a script of about 15 questions geared to the interviewee's background and expertise. Transit-related questions focused on identifying barriers, priorities, and opportunities, as well as what is already working well.

Interviewees shared a wide range of ideas, issues, and insights. Recurring themes included the following:

- Demographic change is driving changing travel needs. As baby boomers reach retirement age, there will be a greater need for transportation tailored to seniors. At the same time, millennials are pushing changes, including an increase in creative office space and greater demand for evening travel.
- A number of popular non-commute travel markets in Orange County are poorly served by transit, including evening, weekend, and special-event service.
- High-capacity transit modes may be appropriate for Orange County, including both rail and higher-quality bus service (bus-only lanes and express buses with park-and-ride lots).

OC TransitVISION

- Improving connectivity will be key to the future success of transit in Orange County, including both first-/last-mile feeder connections and connections between longer distance destinations, such as inland and coastal areas and North and South County.

- Transportation network companies such as Uber and Lyft could play an important role in improving first-/last-mile connectivity. They could also supplement transit by providing alternative service to lower-demand areas.

- Similarly, autonomous vehicle technology could benefit transit by reducing transit operating costs.

Focus Groups

The project team met with four focus groups and found that transit is viewed as an essential element of the future transportation system in Orange County. However, it must be affordable, efficient, accessible, convenient, and reliable.

Additional findings relevant to the OC Transit Vision included the following:

- Transit improvements are the top priority for investment in the transportation system.

- Increasing service in areas of high demand is more important than greater coverage to all areas.

- Orange County needs improved regional connections, including connections to the Los Angeles Metro Rail system and LAX Airport.

- The existing transit system in Orange County is good relative to those in other areas, including Los Angeles County.

Stakeholder discusson with Caltrans staff

INTERACTIVE SURVEYS

The project team conducted three primary interactive, qualitative online surveys to solicit feedback regarding the existing transit system and proposed recommendations:

- A Transit Master Plan Vision Survey to gather high-level feedback at the beginning of the project;
- A "Build Your Own System" survey of the community's transit-related priorities conducted midway through the project, following release of the *State of OC Transit Report* and prior to development of project recommendations;
- An OC Transit Vision Recommendations Survey, conducted toward the end of the project to gather feedback on potential OC Transit Vision recommendations, including the 10 TOCs (see Chapter 5).

These surveys were solicited via social media, e-blasts, OCTA's *On the Move* blog, press releases, and during more than 20 community events. The team directly reached out to more than a dozen target audiences, including local jurisdictions, industry and diversity leaders, college students, express lanes customers as well as bus, train, and vanpool riders.

The following sections summarize the key findings from each survey; full survey results, including results from secondary surveys, are available in Appendix B.

Transit Master Plan Vision Survey

The Transit Master Plan Vision Survey was conducted early in the project and closed in January 2017. Its purpose was to introduce the project and gather feedback on the types of transit investments respondents would like to see included in the OC Transit Vision. A total of 191 respondents completed the survey, with the following results:

- Nearly all (94 percent) of respondents believed that Orange County needs more transit options.
- Light rail, streetcar, and commuter rail were the top three transit modes that respondents most desired and believed would help achieve the OC Transit Vision (Figure 3-1).
- When asked which areas of the county would benefit most from new or improved transit options, the most common responses were Disneyland, John Wayne Airport, the Anaheim resort area, Downtown Anaheim, and along the I-405 and I-5 corridors.

Figure 3-1   Preferred Transit Modes
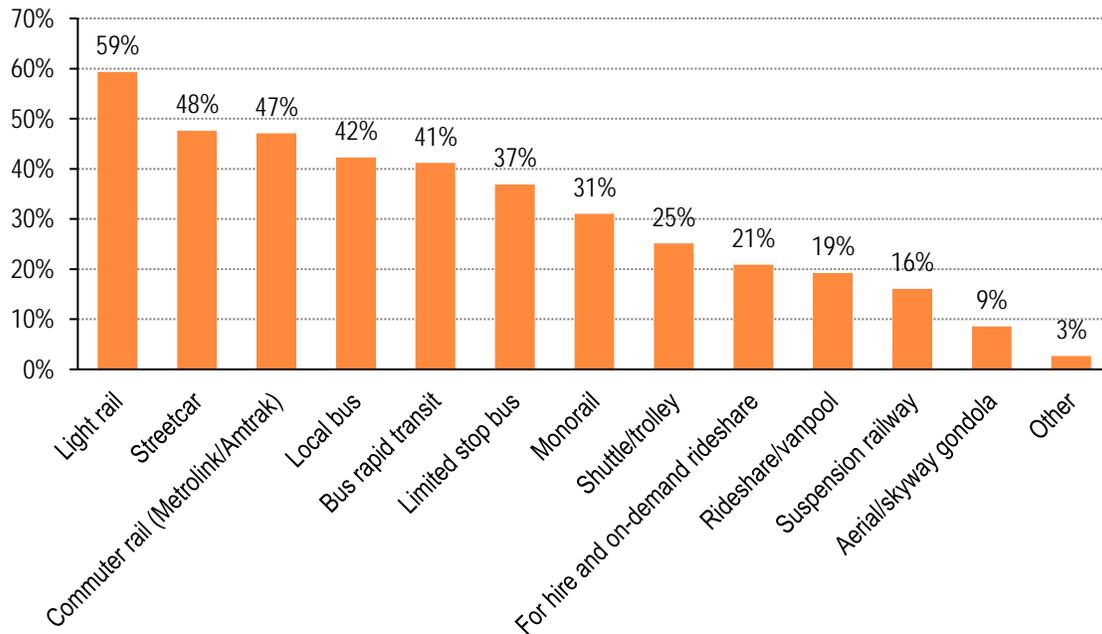
Build Your Own System Survey

The Build Your Own System Survey was open from March 31 to June 23, 2017 and generated 1,694 responses to the first interactive survey and 1,370 responses to the follow-up survey. The purpose of the survey was to identify community priorities related to potential transit improvements.

As part of the interactive exercise, respondents were given a hypothetical budget of $100 to prioritize various transit improvements. Each improvement had a cost of $5 to $25 relative to actual costs for implementation. In addition to spending their $100 budget, respondents could also maximize benefits in real time—including speed and reliability, the passenger experience, accessibility, and ridership impacts—based on the improvements selected. A screen capture of the introduction to the Build Your Own System survey is shown in Figure 3-2 and a screenshot of select response choices for Information and Amenities improvements is shown in Figure 3-3.

Figure 3-2   Build Your Own System Survey – Introduction

Figure 3-3   Build Your Own System Survey – Select Improvements

The results of the interactive exercise are shown in Figure 3-4 and summarized below:

- Despite being the most expensive improvement, high-capacity transit/rapid transit services were desired by both existing riders (66%) and non-riders (76%).

- The second and third most popular improvements were service and amenities enhancements. Riders preferred more frequent service and real-time information at bus stops. Non-riders preferred real-time information at bus stops and service to jobs.

- The lowest priority investment was park-and-ride lots.

Figure 3-4   Preferred Transit Improvements for Riders and Non-Riders
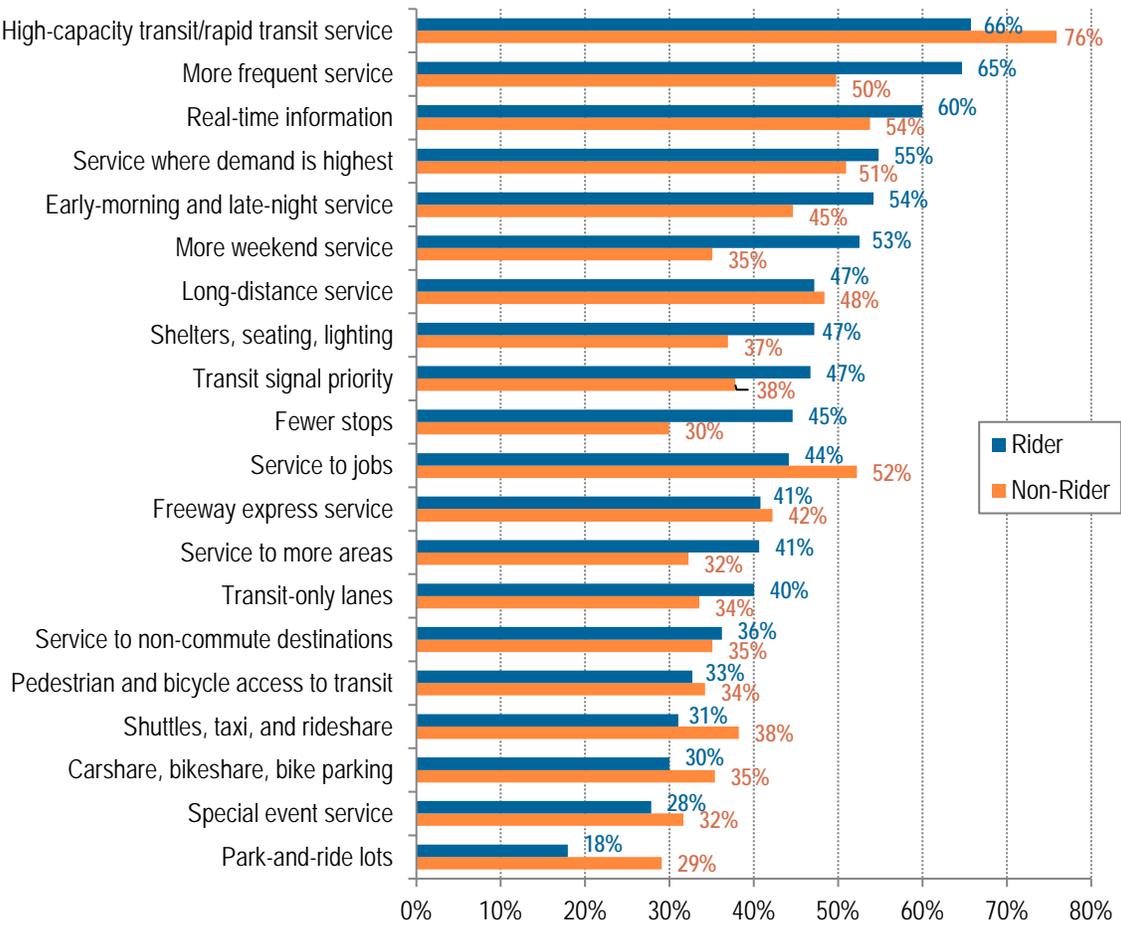
After spending their $100 to improve transit in Orange County, participants were directed to a follow-up survey that asked questions about their decision-making process when building their own system, their impressions of the interactive exercise, as well as their individual travel behavior and demographic characteristics. Key findings include the following:

- A desire to "make transit more available" and "making it easier for people to use the bus" ranked as the top two considerations in the decision-making process (Figure 3-5).

- Most respondents do not ride OCTA services more often because the bus takes too long and it does not take them where they need to go (Figure 3-6). This sentiment likely contributed to the priority placed on "High-Capacity/Rapid Transit" in the Build Your Own System survey, an improvement selected by more than half of the respondents.

Figure 3-5   Importance of Decision-Making Criteria

(1 is most important; 6 is least important)

1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6

Criteria	1	2	3	4	5	6
Making transit available in more places at more times of day	33%	23%	17%	11%	9%	7%
Making it easier for more people to use the bus	23%	22%	19%	17%	12%	7%
Expanding transit access to jobs	19%	19%	19%	15%	15%	12%
Improving air quality and making our community more sustainable	15%	13%	15%	14%	18%	25%
Making it easier to access transit on foot or by bike	12%	14%	17%	20%	21%	16%
Making it more comfortable to wait for and ride the bus	8%	12%	15%	19%	23%	23%

Figure 3-6   Reasons for Not Riding OCTA Services

Reason	Percentage
Takes too long	57%
Can't get where I need to go	52%
Need car for work or errands	35%
Doesn't run at the right times	33%
Hard to understand how to get where I need to go	26%
Makes me feel uncomfortable or unsafe	20%
Other	18%
Doesn't run on time / Scheduling	15%
Cost of bus	7%
Not sure / No particular reason	5%
I bike or walk most places	4%
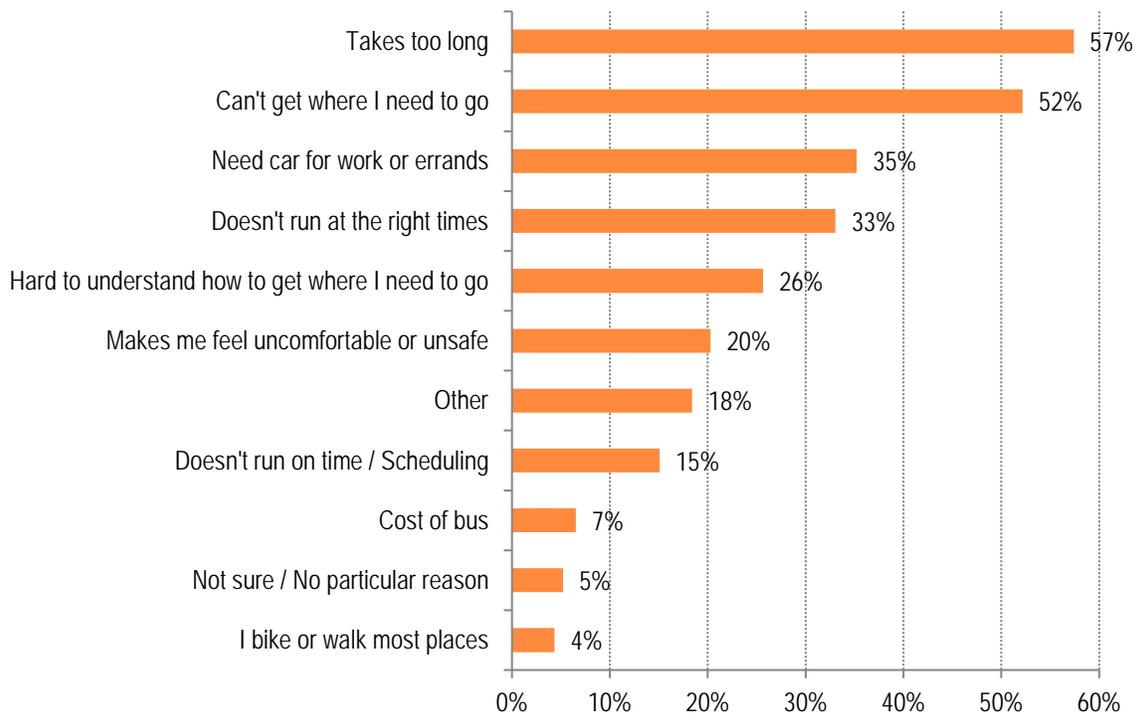
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OC Transit Vision Recommendations Survey

The OC Transit Vision Recommendations Survey was conducted from November 17 to January 21, 2018 to collect feedback on draft recommendations of the OC Transit Vision. The interactive survey captured nearly 1,000 respondents. The survey included five screens or pages. The first Welcome screen provided a brief introduction to the OC Transit Vision. The remaining four screens contained questions related to final Transit Opportunity Corridor recommendations, options for other types of transit service improvements, potential enhancements to access, connections, and policies, and respondent demographics.

In order to distinguish preferences among different user groups, results were analyzed separately for transit riders and non-riders. For purposes of this analysis, "transit riders" consists of respondents who indicated that they used transit at least 12 times per year, or once per month. A number of survey respondents selected "decline to state," and are not included in either category.

The second screen showed an interactive map of 11 potential high capacity or rapid transit lines based on the Transit Opportunity Corridors (TOCs) identified through the OC Transit Vision analysis of potential transit demand. Participants were asked to select up to five lines that they would prioritize for high capacity or rapid transit investment (Figure 3-7).

Figure 3-7   OC Transit Vision Recommendations Survey – Transit Opportunity Corridors
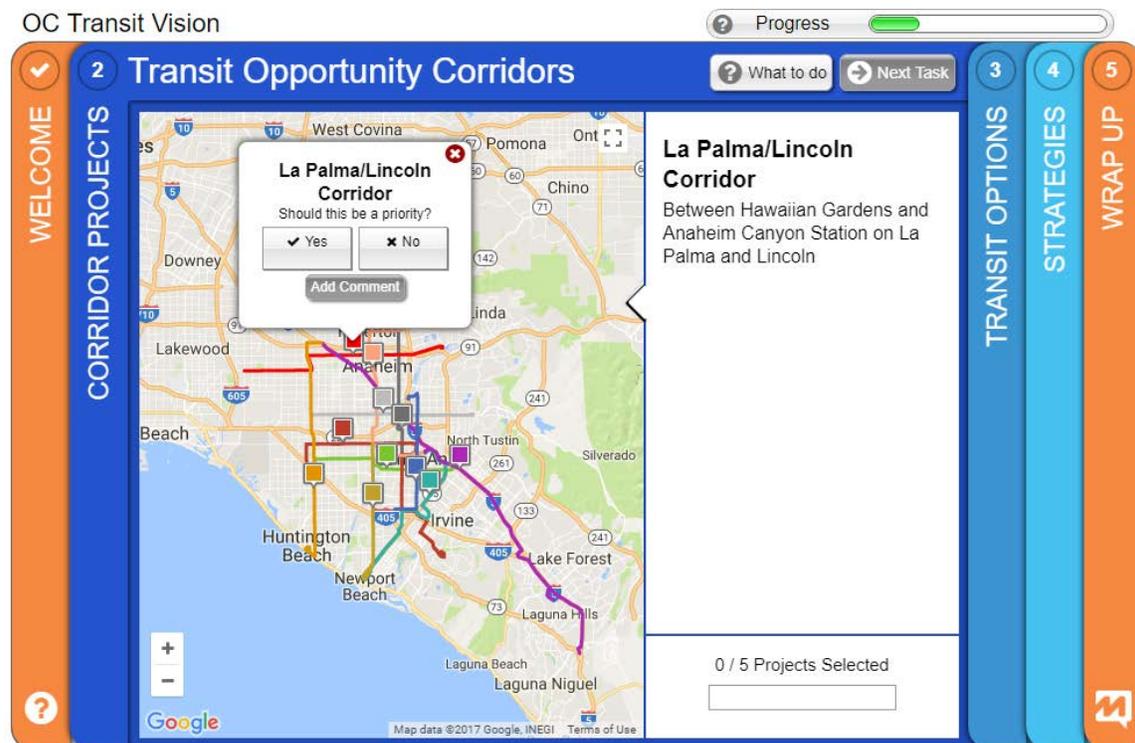

Figure 3-8 shows the percent of respondents who voted "yes" for each corridor. As reflected in the Transit Opportunity Corridor Survey described previously, the majority of respondents supported the I-5 corridor. The following next most popular corridors for transit riders were: Main, Beach, SR-55, Westminster/Bristol. Non-riders prioritized Beach, Harbor, SR-55, and La Palma/Lincoln. There was limited support for the McFadden/Bolsa and Chapman corridors.

Figure 3-8   Percent of Respondents Voting "Yes" by Transit Corridor
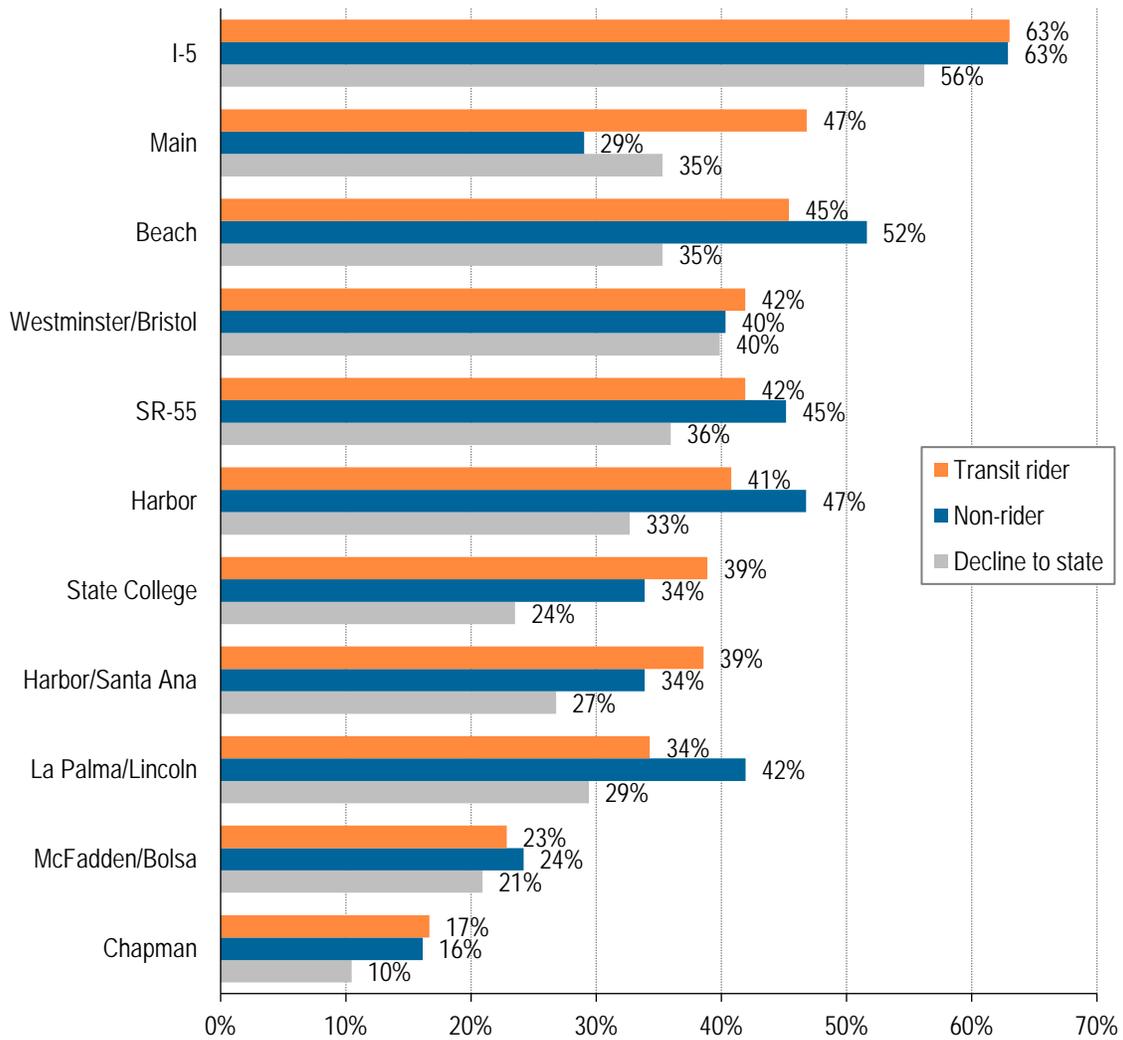
The second content screen asked respondents to rank their top five (out of seven) transit investment priorities in order, with "1" representing most important and "5" representing least (see Figure 3-9).

Figure 3-9   OC Transit Vision Recommendations Survey – More Transit Improvements
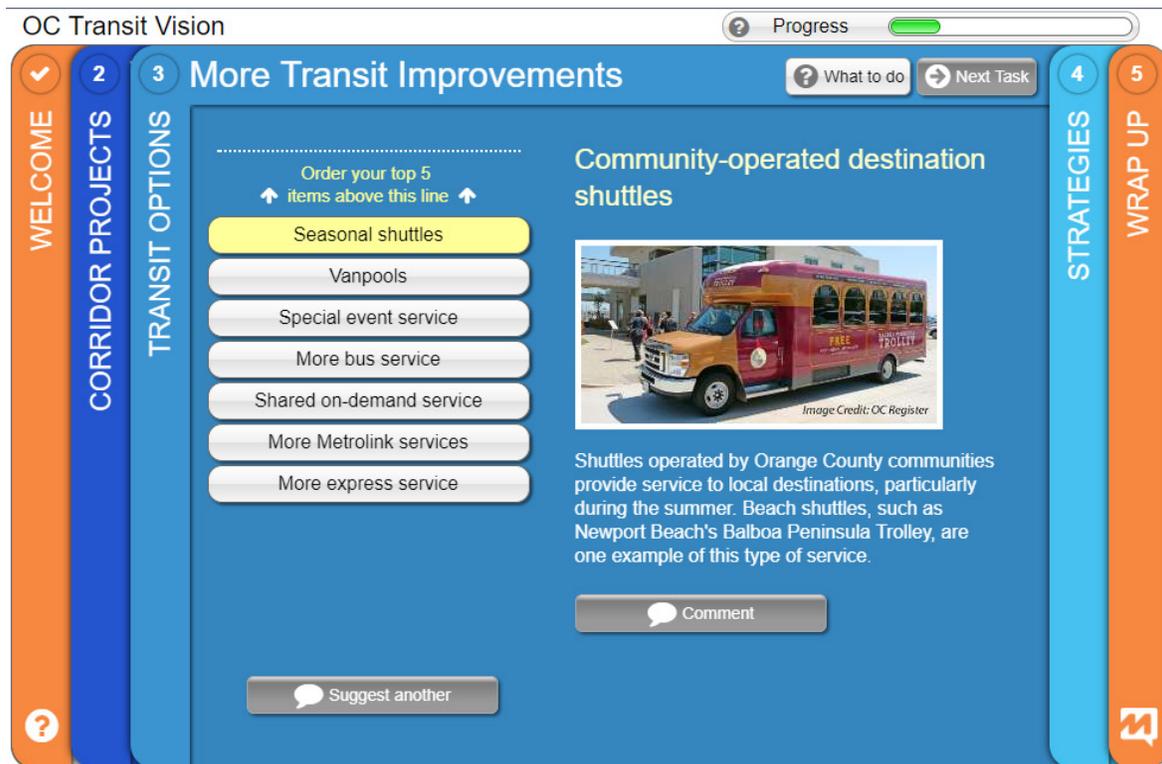

Figure 3-10 through Figure 3-12 show the overall ranking of priorities by transit user type (transit riders, non-riders, and those who declined to state). More Metrolink service was most commonly selected as a top priority ("1") across all user groups, with 40 percent of respondents choosing this option.

The following five improvements were identified as a top priority by the greatest numbers of transit riders: more Metrolink service, more bus service, more express service, special event service, and shared on-demand service. Non-riders prioritized more Metrolink service, more bus service, vanpools, special event service, and shared on-demand service.

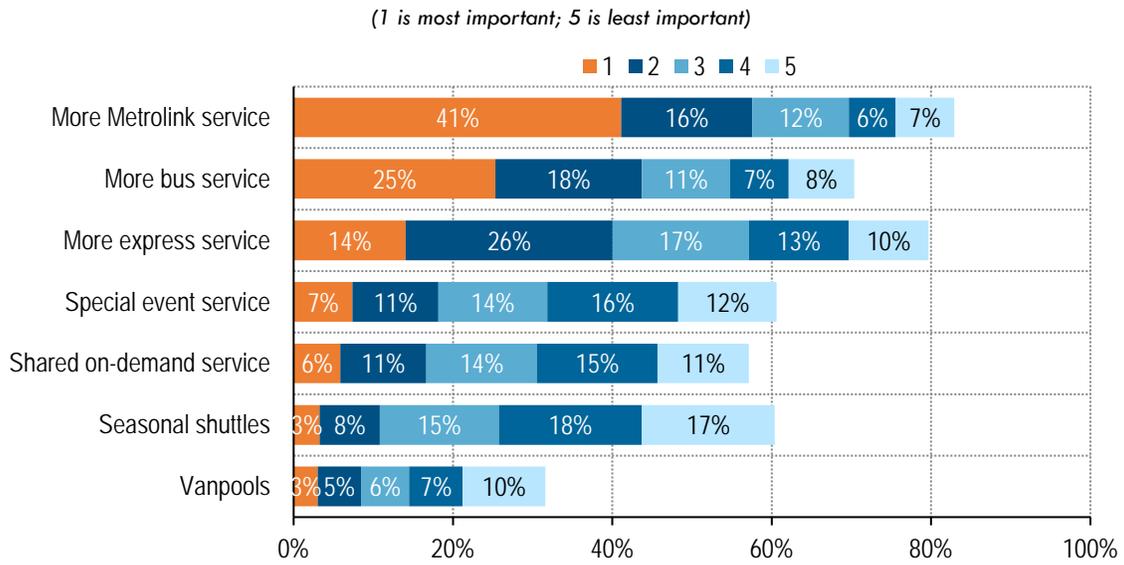Figure 3-10   Ranking of Transit Investment Priorities for Transit Riders

(1 is most important; 5 is least important)

Legend: ■1 ■2 ■3 ■4 ■5

Category	1	2	3	4	5
More Metrolink service	41%	16%	12%	6%	7%
More bus service	25%	18%	11%	7%	8%
More express service	14%	26%	17%	13%	10%
Special event service	7%	11%	14%	16%	12%
Shared on-demand service	6%	11%	14%	15%	11%
Seasonal shuttles	3%	8%	15%	18%	17%
Vanpools	3%	5%	6%	7%	10%

Figure 3-11 Ranking of Transit Investment Priorities for Non-Riders

(1 is most important; 5 is least important)

Legend: ■1 ■2 ■3 ■4 ■5

Category	1	2	3	4	5
More Metrolink service	40%	15%	10%	10%	5%
More bus service	13%	13%	10%	18%	8%
Vanpools	13%	5%	13%	5%	13%
Special event service	10%	23%	13%	18%	10%
Shared on-demand service	10%	10%	18%	15%	13%
More express service	8%	23%	23%	18%	15%
Seasonal shuttles	8%	10%	13%	10%	23%
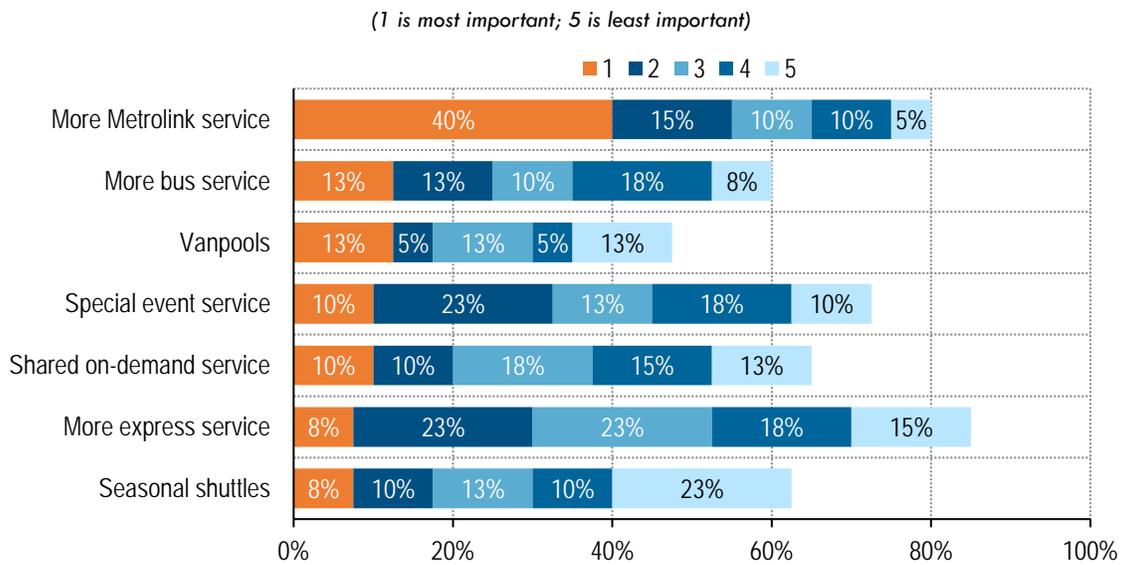
Figure 3-12 Ranking of Transit Investment Priorities for "Decline to State"

(1 is most important; 5 is least important)
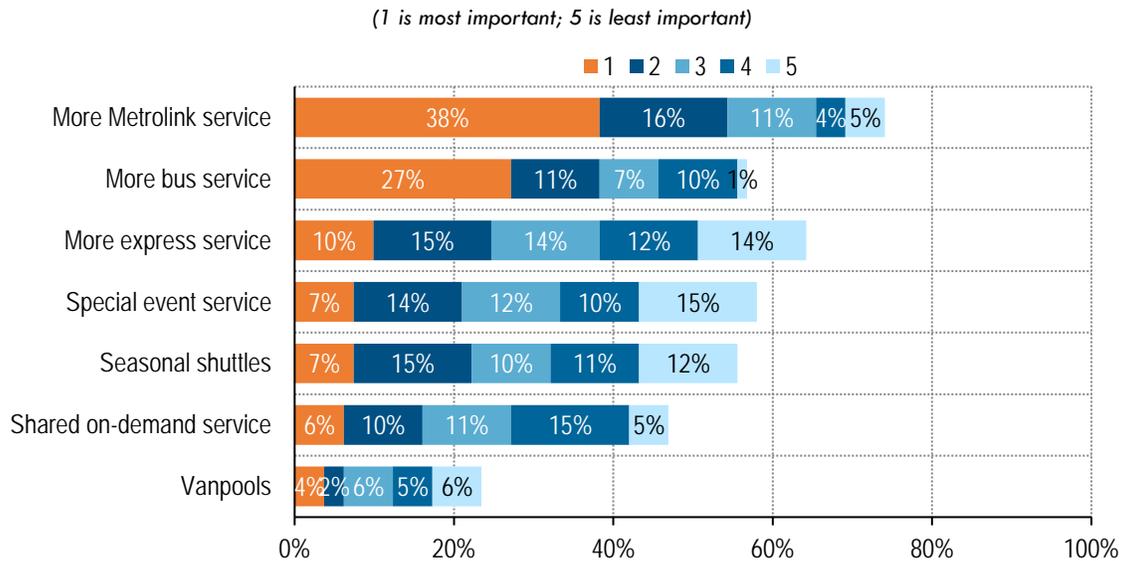
The fourth screen asked respondents to choose their preferred strategies for improving access and connections to transit. Strategies were grouped into three categories: passenger amenities, land use and polices, and connections to transit (see Figure 3-13). The top priorities for each category and user group were the following, with the percent of respondents to this question selecting that improvement shown in parentheses:

- **Passenger Amenities** (see Figure 3-14)
  - Transit riders, non-riders, and "decline to state" all selected real-time arrival info as a top priority (46, 58, and 50 percent, respectively)
- **Land Use & Policies** (see Figure 3-15)
  - Transit riders: give transit priority over cars (41 percent)
  - Non-riders: create additional park-and-ride lots (39 percent)
  - "Decline to state": concentrate new developments near transit centers (38 percent)
- **Connections to Transit** (see Figure 3-16)
  - Transit riders: improve nearby sidewalks and pedestrian crossings (34 percent)
  - Non-riders: provide space for shuttles, taxis, and Uber/Lyft (37 percent)
  - "Decline to state": improve nearby sidewalks and pedestrian crossings (36 percent)

Figure 3-13 OC Transit Vision Recommendations Survey – Improving Access and Connections
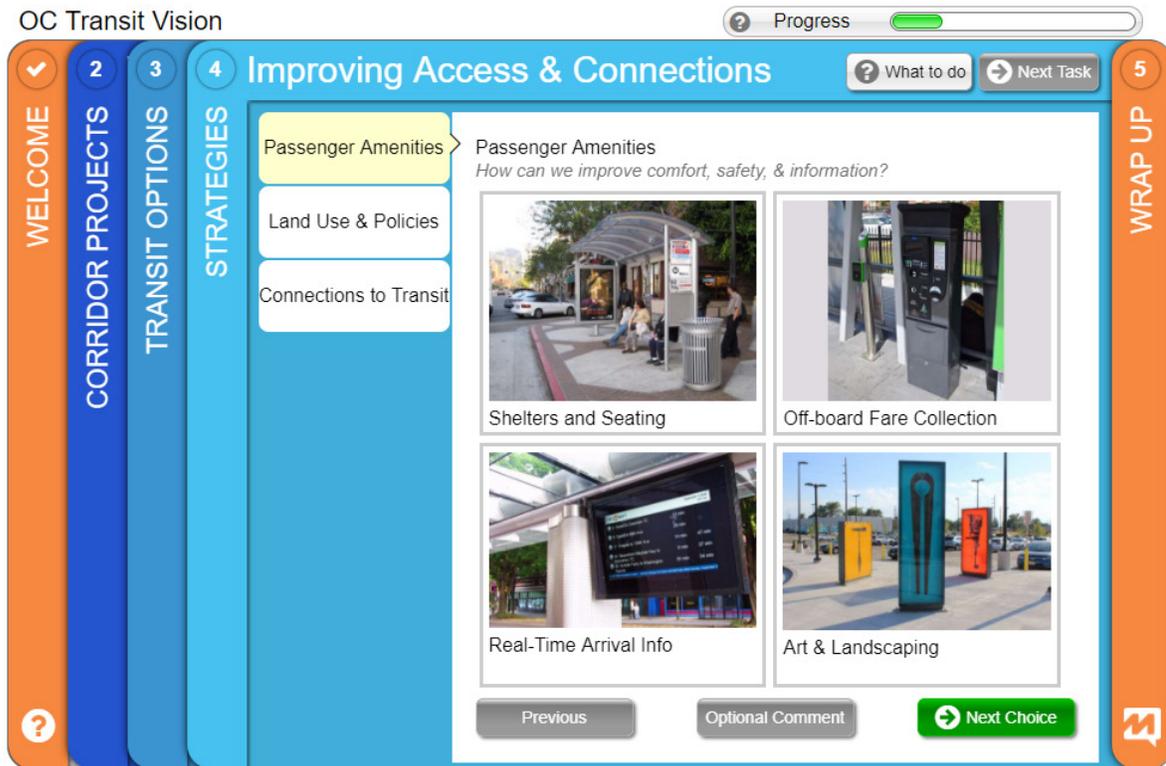

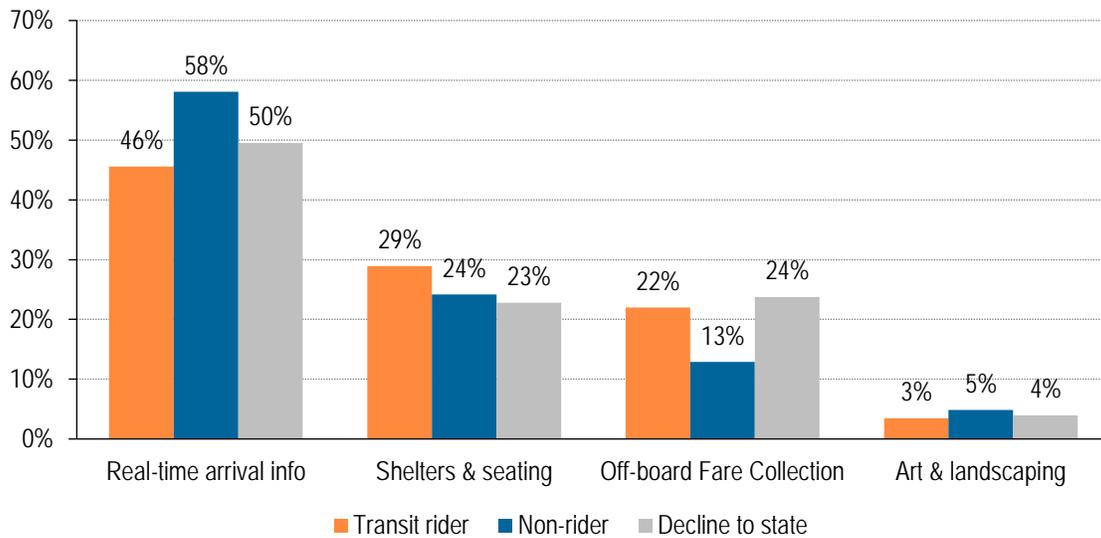Figure 3-14 Passenger Amenities Preference by Transit Use

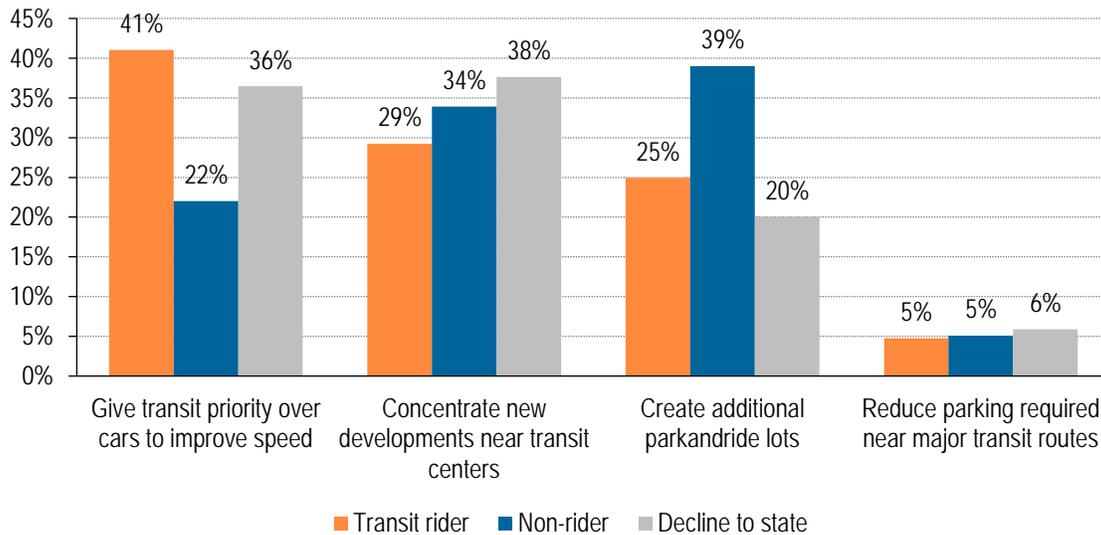Figure 3-15 Land Use & Policies Preference by Transit Use

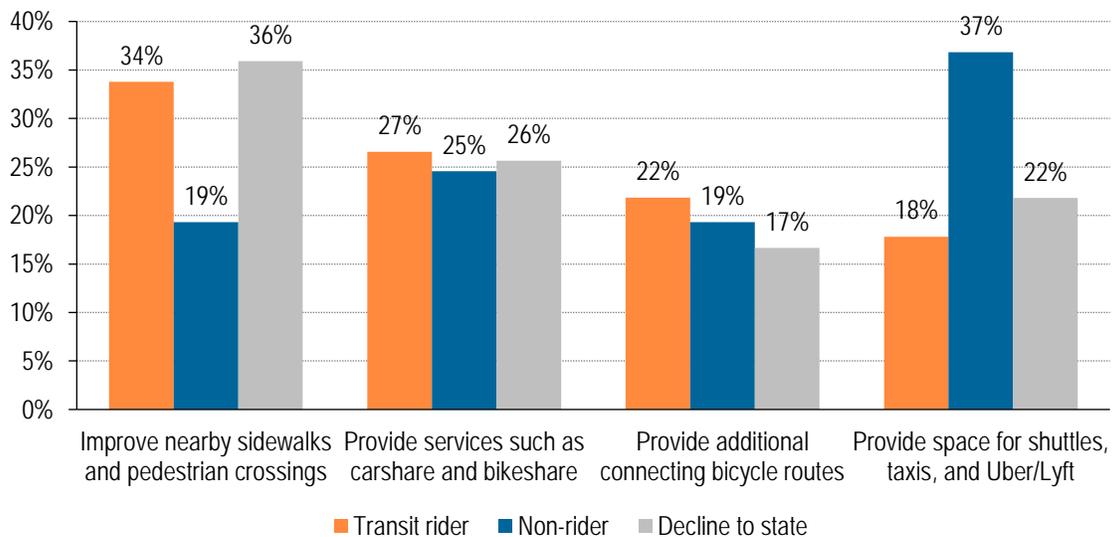Legend: ■ Transit rider ■ Non-rider ■ Decline to state

Categories: Give transit priority over cars to improve speed (41%, 22%, 36%); Concentrate new developments near transit centers (29%, 34%, 38%); Create additional parkandride lots (25%, 39%, 20%); Reduce parking required near major transit routes (5%, 5%, 6%)

Figure 3-16 Connections to Transit Preference by Transit Use

Legend: ■ Transit rider ■ Non-rider ■ Decline to state

Categories: Improve nearby sidewalks and pedestrian crossings (34%, 19%, 36%); Provide services such as carshare and bikeshare (27%, 25%, 26%); Provide additional connecting bicycle routes (22%, 19%, 17%); Provide space for shuttles, taxis, and Uber/Lyft (18%, 37%, 22%)

The last screen included demographic questions asking about respondents' transit use, age, gender, and ZIP code (see Figure 3-17). Characteristics of respondents included the following:

- **Transit Use:** The majority of respondents were transit users; only 9 percent have never ridden a bus or train. Forty-three percent of respondents use transit at least 12 times per week, indicating that transit is their primary mode of transportation (see Figure 3-18).

- **Age:** The majority of respondents were between the ages of 20 and 65. Age 51 to 65 was the most common age group, making up 32 percent of respondents (see Figure 3-19).

- **Gender:** There was an equal representation of males and females, with each accounting for 49 percent of respondents. Remaining respondents did not answer this question.

- **Zip:** Figure 3-20 shows the top 12 ZIP codes where respondents live. The most common ZIP codes are associated with Costa Mesa, Santa Ana, and Anaheim.

Figure 3-17   OC Transit Vision Recommendations Survey – Wrap Up

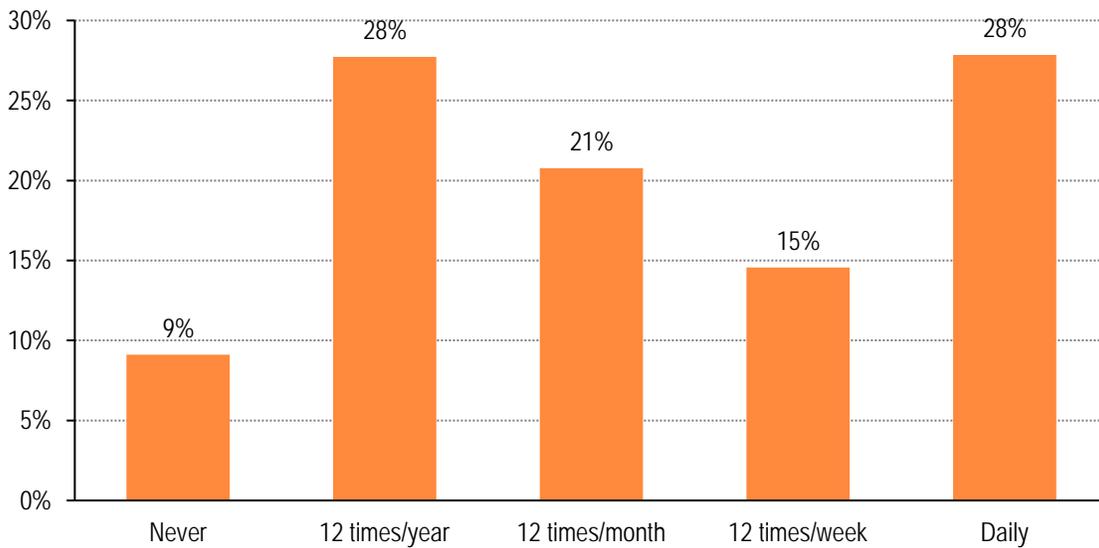Figure 3-18   Transit Use of Respondents
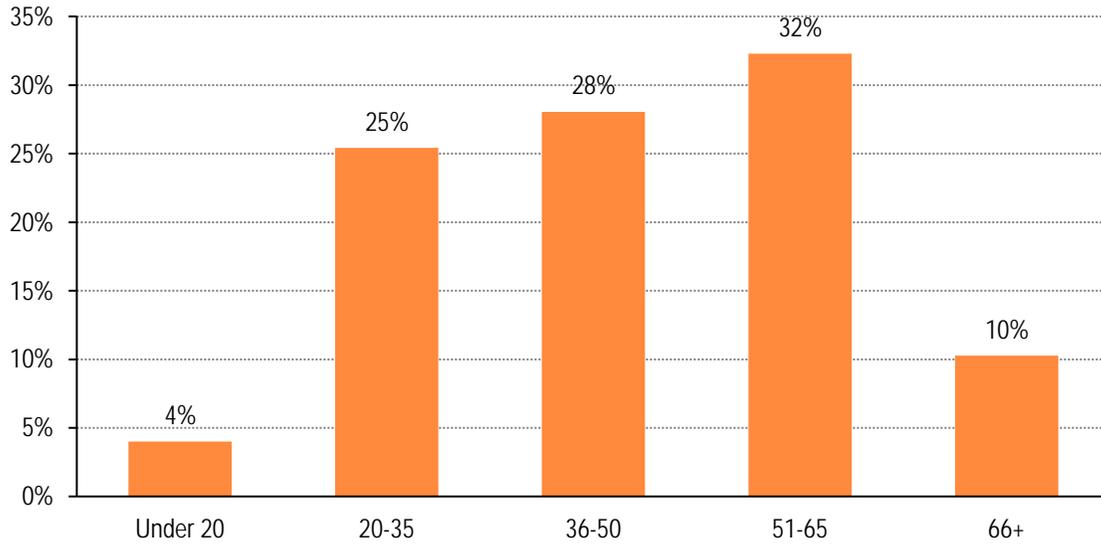
Figure 3-19 Age of Respondents

Figure 3-20 Top ZIP Codes of Respondents

Zip Code	Associated City(s)	Count	Percent
92627	Costa Mesa, Santa Ana Heights	22	3%
92673	San Clemente, San Juan Capistrano	21	3%
92626	Costa Mesa	19	2%
92701	Santa Ana	19	2%
92630	Lake Forest	18	2%
92707	Santa Ana, Costa Mesa	18	2%
92832	Fullerton, Anaheim	18	2%
92706	Santa Ana, Orange	17	2%
92805	Anaheim	16	2%
92648	Huntington Beach	15	2%
92780	Tustin	15	2%
92804	Anaheim, Stanton	15	2%

CITIZENS ADVISORY COMMITTEE, ELECTED OFFICIALS, AND PLANNING DIRECTORS MEETINGS

Throughout the development of the OC Transit Vision, the project team met quarterly with the OCTA Citizens Advisory Committee and twice with Orange County elected officials and planning

directors. These meetings provided the opportunity to gather feedback at key milestones, including input on preliminary recommendations.

The Citizens Advisory Committee provided input on the following topics:

- Framing the OC Transit Vision, with a focus on strengths and opportunities for transit in Orange County (October 2016)
- *State of OC Transit* report, including feedback on the transit propensity analysis and key findings (January 2017)
- The OCTA Transit Investment Framework, with an exercise to identify priorities tied to the Build Your Own System survey (April 2017)
- Transit Opportunity Corridors, including the screening of segments and stops (July 2017)
- Preliminary OC Transit Vision recommendations, focusing on the results of the corridor evaluation and other service improvement opportunities (October 2017)

Citizens Advisory Committee meeting

Orange County elected officials and planning directors were engaged to provide input on the OC Transit Vision as well as the update to OCTA's Long-Range Transportation Plan. Like the Citizens Advisory Committee, the feedback from these groups was tied to key milestones and helped to shape the final recommendations. The first meetings were held in May 2017, to present key findings from the *State of OC Transit Report* and to introduce the Transit Investment Framework, and in September 2017 to share preliminary recommendations for the Transit Opportunity Corridors and other service enhancements.

At both the May and September meetings, "Poll Anywhere," an interactive audience participation surveying tool, was used to solicit feedback on elements of the OC Transit Vision. Appendix B contains full results of these polls, and

Figure 3-21 shows the elected officials' responses to a question asking, "What improvements to transit service are most important?" Much like the feedback received through the surveys described in the previous section, more frequent service and faster service were the most popular answers. This information helped to shape recommendations around improving service on current OC Bus routes and advancing studies on promising Transit Opportunity Corridors.

Figure 3-21 Elected Officials Workshop Feedback on Priority Transit Improvements