



2024 OC Transit Vision *Outreach Summary Report*

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I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) developed the 2024 OC Transit Vision (Plan), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. This study builds upon the previous 2018 OC Transit Vision and other recent studies to establish a framework for future transit investments that include high-capacity transit corridors, which aims to move a lot of people quickly and often, along with other recommendations ranging from fixed-route bus to on-demand services. Community engagement and stakeholder feedback was an integral part of building and updating the plan. As part of the recent 18-month study, a comprehensive community outreach program was conducted to inform and engage stakeholders of the plan and receive feedback. These informative opportunities included two virtual webinars and multiple briefings and presentations with key stakeholder groups. Two surveys were also developed and conducted to gauge the public's input on their travel patterns and transit corridor preferences. Throughout the engagement periods, the outreach team promoted the draft plan and survey questions at dozens of community and cultural events as well as through post and digital advertisements in Orange County. Feedback from the engagement efforts was used to develop and identify transit priorities for the 2024 Transit Vision.

i. Community Engagement Approach

A comprehensive and flexible outreach plan was developed at the start of the Plan development to outline the outreach strategies used to gather feedback from stakeholders and the public during the three key project milestones. The three project milestones included:

- **Phase 1:** Development of the State of OC Transit Report
- **Phase 2:** Development of Project Recommendations
- **Phase 3:** Draft Project Recommendations

The engagement plan also outlined the anticipated timeline, identified target audiences, and detailed strategies for effectively engaging with them. Inclusive outreach strategies prioritized connecting with underserved communities while ensuring broad reach across the county.

Phase 1 of the approach focused on gathering feedback from OCTA committees, including the Community Advisory Committee, Diverse Community Leaders Group, and Accessible Transit Advisory Group. Individual key stakeholder interviews were also held to gauge input and recommendations on the transit vision in a focused setting. Informational resources, including website updates and trilingual fact sheets, were also developed to inform stakeholders of the Plan.

Phases 2 and 3 included engagement with the general public and two qualitative surveys. The first survey, conducted from October 11 to November 12, 2023, focused on travel patterns and Plan feedback. The second survey centered on transit corridors and was implemented from May 3 through July 14, 2024. Each survey period included additional meetings and briefings with OCTA

committees, community leaders, planning directors, and elected officials to inform about the Plan development and outreach strategies and encourage feedback. In addition, two virtual webinars were held to update the public on the Plan development, gather feedback, and answer questions.

To expand outreach to underserved communities, notification efforts for each survey used both traditional and digital methods including newspaper advertisements, emails, organic social media posts, and a promotional digital toolkit. These efforts were further broadened by engaging with stakeholders at community and cultural events and distributing flyers at key locations such as community centers and libraries. The second survey introduced additional tactics including bus interior advertising and promotion of the Plan on the OC Bus App. The notification approach aimed to engage a diverse range of stakeholders and incorporate their feedback in the Plan development process.

ii. Diversity Outreach

A key objective of the outreach plan was to ensure strategies were designed to engage with communities that have been historically underserved and underrepresented. It was essential to OCTA and the Plan that feedback received reflected the range of diverse stakeholder populations in the county. To that end, the outreach plan focused on engaging members of the communities from various backgrounds, age groups, and socioeconomic status. Reaching diverse audiences was made possible by targeting cultural events, collaborating with community leaders from diverse Orange County organizations, conducting stakeholder interviews, and promoting the survey on OCTA buses to reach current transit riders. A dedicated effort was also made to engage multilingual residents. All informational materials, including fact sheets, surveys, and webinar presentations, were translated into Spanish and Vietnamese. Newspaper advertisements were placed in prominent Spanish and Vietnamese newspapers. In addition, the public webinars offered simultaneous interpretation in Spanish, Vietnamese, and American Sign Language (ASL) languages to ensure accessibility for a wider audience.

iii. Key Themes

The following is a summary of key themes collected from stakeholders on transit mobility.

- The top three preferred transit service considerations included more frequent services on major routes, fast bus service, and service to more areas, including lower-usage areas.
- The top three transit improvements the community would like to see include high-capacity rail, bus rapid transit, and increased OC Bus service.
- The top five corridors preferred for potential transit improvements include Harbor Blvd, Beach Blvd, Garden Grove Blvd, Katella Ave, and Main St.
- Non-bus riders do not ride because the bus takes too long and does not take them where they need to go.

- Focus on improving system wide efficiency and accessibility.

iv. Engagement Highlights

Comprehensive outreach efforts were conducted throughout the study. The highlights of the combined outreach efforts for both phases and meeting details are as follows:

Figure 1: Community Engagement Highlights

Community Engagement



Collected **5,839** respondent surveys between Fall 2023 and Summer 2024



Held **2** Community Webinars, **3** Community Leader Roundtables, **1** Planning Forum, **1** Elected Officials and presented at **5** Citizen Advisory Committee Meetings, **3** Diverse Community Leaders Groups Meetings, **3** OC Bus Customer Roundtables, **1** Teen Council Meeting



Engaged **4,700+** community members across **32** events in Orange County, spanning all five Orange County Supervisor Districts



Reached **163,000+** readers through Spanish and Vietnamese newspapers



Sent **10** email notices to **4,000+** interested community stakeholders



Promoted the project and website on interior bus advertisements in **OC Buses** and on the **OC Bus App**



Advertised the survey and community webinar through **8** Facebook posts, **3** Instagram posts and **9** X (Twitter) posts



Developed digital communication toolkits with project information and survey links and shared it with more than **218** local municipalities, community leaders and stakeholder organizations



Created and shared materials in **English, Spanish,** and **Vietnamese**

II. MEETINGS & EVENTS

As part of the outreach process, a robust series of meetings and events were conducted to engage with the community, key stakeholders, and city and elected representatives on the Plan. This section provides an overview of the various engagement touchpoints conducted throughout the project.

i. Virtual Public Webinars

Two (2) virtual public webinars were held to gather feedback from Orange County stakeholders during the study. Each webinar followed a similar format, beginning with an overview of the project, followed by an interactive poll, Q&A and discussion section. The first webinar was held on November 2, 2023, and focused on introducing the Plan to the community and gathering feedback on their priorities for transit services and potential improvements. The second webinar was held on July 9, 2024, and focused on identifying corridors for transit service improvements and collecting input from the public on their preferred corridors. To increase engagement with non-English speakers, Spanish and Vietnamese interpretation was provided during each webinar. At the request of community leaders, American Sign Language (ASL) interpretation was provided for the second webinar. Both webinars were posted on the study webpage as an opportunity to view the webinars at any time. For an overview of virtual meeting participation, please see Table 1 below.

Figure 2: Webinar Screenshot



Table 1: Virtual Public Webinar Overview

Webinar Details	Webinar #1	Webinar #2
Registrants	152	278
Meeting Participants	67	133
Questions/ Comments	54	50

Please see **Appendix A** to view the full webinar summary reports and presentations.

ii. Agency Stakeholder Engagements

During the third phase of engagement, a series of meetings were conducted with agency stakeholders, elected officials, and city staff to discuss and gather input on the Plan.

In May and June 2024, the project team held a virtual Planning Forum and Elected Officials Roundtable.

A. Planning Forum

On May 30, 2024, the project team held a Planning Forum to engage Orange County planning directors and other city staff on the background, process, and goals of the Plan. The forum also included a summary of outreach conducted to date, an overview of the 12 draft transit opportunity corridors and a question-and-answer segment. Participation details of the Planning Forum are found in the table below:

Table 2: Planning Forum Overview

Forum Details		Planning Forum Thursday May 30, 2024 9:00 – 10:00 AM	
Zoom Presenters		3 OCTA Staff Presenters <ul style="list-style-type: none"> • Kia Mortazavi, Executive Director of Planning • Marissa Espino, Public Outreach Senior Manager • Charles Main, 2024 OC Transit Vision Project Manager 	
Attendance		<ul style="list-style-type: none"> • 25 Total Participants 	
OC Cities Represented		<ul style="list-style-type: none"> • City of Anaheim • City of Fountain Valley • City of Fullerton • City of Garden Grove • City of Huntington Beach • City of La Palma • City of Laguna Beach • City of Orange • City of Rancho Santa Margarita • City of Seal Beach • City of Tustin • City of Westminster 	

Please see **Appendix B** to view the full Planning Forum summary, including presentation, Q&A and virtual poll results.

B. Elected Officials Roundtable

On June 6, 2024, an in-person roundtable was held for Orange County mayors and councilmembers at the OCTA Administrative Offices. The roundtable featured presentations from OCTA staff on current and upcoming planning studies, background and goals of the Plan, and an overview of the 12 draft transit opportunity corridors. Attendees participated in a robust discussion session and in interactive polls and shared their preferences on transit strategies and identified corridors. The roundtable emphasized the importance of feedback from local leaders,

with a focus on improving transit planning and outreach efforts. An overview of the participation is detailed below.

Table 3: Elected Roundtable Overview

Roundtable Details		Elected Officials Roundtable Thursday June 6, 2024 1:30 – 2:30 PM	
Presenters	4 OCTA Staff Members <ul style="list-style-type: none">Jennifer Bergener, Deputy Chief Executive OfficerKia Mortazavi, Executive Director of PlanningMarissa Espino, Public Outreach Senior ManagerCharles Main, 2024 OC Transit Vision Project Manager		
Attendance	<ul style="list-style-type: none">20 Elected Office / City Staff Attendees		
OC Cities Represented	10 Elected officials from the following cities represented: <ul style="list-style-type: none">City of FullertonCity of Fountain ValleyCity of Huntington BeachCity of IrvineCity of Laguna WoodsCity of Los AlamitosCity of Newport BeachCity of PlacentiaCity of Rancho Santa MargaritaCity of Seal Beach		

Please see **Appendix C** to view the full Elected Roundtable summary, including full poll results and discussion themes.

iii. Stakeholder Briefings

Stakeholder briefings were conducted to engage community leaders and key stakeholders on the Plan. This included three community leader roundtables and several stakeholder interviews of Orange County organizations. These briefings were focused on gathering input from leaders on the Plan, understanding their vision for OC transit, and encouraging their participation in the planning process.

A. Stakeholder Interviews

During Phase 1 of the Plan development, the project team conducted one-on-one stakeholder interviews with representatives from various Orange County organizations to gather feedback on the Plan. Participants represented industries and groups that ranged from: healthcare, building,

educational institutions, tourism, major employers; business and chamber groups, and countywide city organizations. Stakeholders were asked a series of targeted questions tailored to each specific participant’s background and industry expertise to understand their vision for improved transit in Orange County. Key themes included the need for mobility hubs to enhance connectivity, improved biking infrastructure for first and last-mile access, and the integration of technology to optimize transit efficiency. Participating organizations are listed below:

- Caltrans
- The Irvine Company
- UCI Health
- Rancho Mission Viejo
- Visit Anaheim
- South Coast Metro Alliance
- South Orange County Economic Coalition Advocacy Committee

B. Community Leaders Roundtables

Engaging with Orange County community leaders is a critical way to foster collaboration and gather their valuable insight and input on the Plan. For the engagement effort, two Community Leaders Roundtable Meetings were held on October 25 and November 8, 2023 to introduce the background, process, and goals of the Plan. The roundtable also asked leaders a series of discussion questions about the travel habits of their constituents, challenges and opportunities for OC transit, and their vision for success. The third roundtable was held on June 11, 2024 to provide an update on the Plan development and to ask for input on transit corridor improvements. Following each presentation, a lively discussion session was encouraged and held to ensure each leader could contribute to the conversation. All community leaders were also asked to promote the survey among their own audiences and stakeholders. Table 4 highlights a summary of participation for each roundtable.

Table 4: Community Leaders Roundtables Overview

Roundtable Details	Roundtable #1	Roundtable #2	Roundtable #3
Date	October 25 th 10-11:30 AM	November 8 th 1-2:30 PM	June 11 th 10-11:30 AM
Attendance	21	16	19
Organizations Represented	12	8	11
Question/Comments Received	34	16	9

Please see **Appendix D** for Community Leaders Roundtable summaries, including poll results, discussion questions, roster and feedback received.

C. OCTA Committee Briefings

Throughout the Plan development, the project team participated in 13 briefings with various OCTA-led stakeholder committees and groups. This enabled the project team to provide an overview of the Plan, garner feedback, and answer questions from community leaders, youth councils, and current riders. Table 5 highlights an overview of briefings held with OCTA.

Table 5: OCTA Committee Briefings Overview

No	Date	Committee/Group
1	7/18/23	OCTA Community Advisory Committee (CAC)
2	9/19/23	OC Bus Customer Roundtable
3	10/17/23	OCTA Community Advisory Committee (CAC)
4	11/7/23	OCTA Teen Council
5	11/16/23	OCTA Diverse Community Leaders Group (DCL)
6	1/16/24	OCTA Community Advisory Committee (CAC)
7	3/5/24	OCTA Diverse Community Leaders Group (DCL)
8	3/19/24	OC Bus Customer Roundtable
9	4/16/24	OCTA Community Advisory Committee (CAC)
10	6/20/24	OCTA Diverse Community Leaders Group (DCL)
11	6/25/24	OC Bus Customer Roundtable
12	7/16/24	OCTA Community Advisory Committee (CAC)
13	8/21/24	District Legislative Staff Briefing

iv. Community & Pop-up Events

A key component of the overall community engagement plan involved participating in community events. Given the county-wide scope of the Plan, event selection focused on covering all five Orange County supervisorial districts, with additional events held in Anaheim and Santa Ana. Community events were identified and selected based on their significance within the community, cultural relevance, and large-scale attendance. Pop-up events were also strategically selected to increase participation in areas where English is a second language to ensure underserved communities were well informed about the Plan and had opportunities to provide feedback.

Figure 3: Community Event



In fall 2023, the focus of participating in pop-up events was to gather community feedback through survey participation. Survey questions asked respondents to provide input on their travel habits and preferences for transit services. To promote the first survey and webinar, the outreach

team participated in 12 events. For the second phase of engagement in the summer of 2024, the outreach team also attended 12 community events to promote the second survey, which encouraged the community to provide feedback on which specific corridors should receive improvements. See Table 6 for the full list of pop-up events held. Separately, OCTA's Diversity Outreach Team also helped to promote the surveys by attending an additional eight pop-up events across Orange County.

Pop-up events were staffed by bilingual project team members due to the prominence of Vietnamese and Spanish speakers in the county. All surveys, flyers, and factsheets were made available in Spanish, Vietnamese, and English to encourage participation, inclusivity, and accessibility of information. To attract engagement at booths, a variety of giveaways were also distributed.

Table 6: Community & Pop-Up Events Held

#	Event Name	Supervisory District	City
Fall 2023 Community Events			
1	Certified Farmer's Market	1	Alamitos
2	Weekend Night Market	1	Huntington Beach
3	Weekend Night Market	1	Los Alamitos
4	Nightmare on Center Street	2	Anaheim
5	Dia De los Muertos Festival	2	Anaheim
6	Santa Ana Zoo – Resident's Day	2	Santa Ana
7	Movies in the Park	3	Yorba Linda
8	Veterans Day Hero Pop Up	3	Irvine
9	Octoboofest	4	Fullerton
10	Placentia Heritage Festival	4	Placentia
11	Trunk or Treat	5	Costa Mesa
12	Costa Mesa Farmer's Market	5	Costa Mesa
Summer 2024 Community Events			
13	Fountain Valley Summer Fest	1	Fountain Valley
14	Senior Center Community Resource Fair	1	Cypress
15	Movies in the Park	2	Santa Ana
16	Santa Ana Zoo - Resident Day	2	Santa Ana
17	Downtown Mother's Day event*	2	Santa Ana
18	Southwest Mother's Day*	2	Santa Ana
19	Take & Make: Happy Father's Day Event*	2	Santa Ana

#	Event Name	Supervisory District	City
20	Coffee with the Mayor*	2	Santa Ana
21	Juneteenth Celebration	2	Anaheim
22	Pride at the Farmers Market	2	Anaheim
23	Cinco de Mayo Day 1*	2	Anaheim
24	Cinco de Mayo Day 2*	2	Anaheim
25	Movies in the Park	3	Orange
26	Irvine Pride*	3	Irvine
27	Small Business Diversity Network's Resource Conference*	3	Irvine
28	Philippines Independence Day*	3	Irvine
29	Downtown Fullerton Farmer's Market	4	Fullerton
30	Buena Park Certified Farmer's Market	4	Buena Park
31	Costa Mesa Farmer's Market	5	Costa Mesa
32	Donald Dungan Library Pop-up	5	Costa Mesa

**Attended by the OCTA Diversity Outreach Team*

III. INFORMATIONAL RESOURCES & TOOLS

Informational resources included a combination of a stakeholder database, development of a factsheet, and OCTA's website to inform the community about the latest Plan updates and engagement opportunities. Community surveys were used to gather feedback and input on the Plan.

i. Stakeholder Database

A stakeholder database was created to connect with stakeholders to share and promote information regarding the Plan, survey information and to increase participation for upcoming virtual public webinar meetings. The initial database list was compiled through an opt-in campaign to existing OCTA stakeholder lists. The campaign asked stakeholders to subscribe to receive specific information from the Plan. The database was continuously updated to include new contact information from stakeholders who signed up on the website, at community events, those who attended a webinar, or took the survey. As a result, 1,157 new contacts were added throughout the engagement process.

ii. Fact Sheet

A fact sheet was developed for the Plan to provide the community with a Plan overview, background, and a proposed development schedule. The fact sheet was updated at each phase and translated into Spanish and Vietnamese. This collateral piece was printed and distributed at all community events, hosted in the electronic resource toolkit, and included in email campaigns. See **Appendix E**.

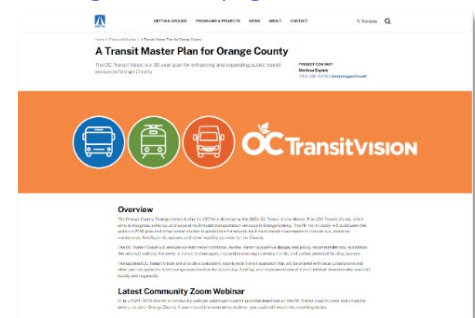
Figure 4: Factsheet



iii. Webpage

The OC Transit Vision webpage was updated during each outreach phase. Features and updates included promoting each survey, information about public webinars, and other useful project-related resources. Orange County residents were encouraged to visit octa.net/OCTransitVision to learn more about the study, public meetings, and to receive updates.

Figure 5: Webpage Screenshot



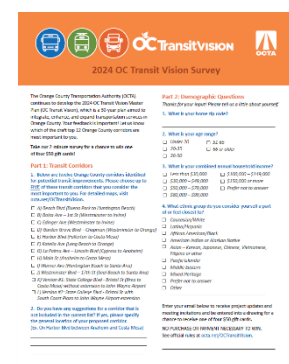
iv. Community Surveys

Two (2) survey campaigns were developed to engage with and gather feedback from Orange County residents and stakeholders. The qualitative surveys garnered valuable community feedback used to further enhance the development of the Plan.

The first phase of the survey was conducted from October through November 2023 and focused on gathering input from stakeholders about their travel habits and preferences for transit service priorities and improvements. The second survey, conducted from May through July 2024, aimed to gather feedback from the community on which Orange County corridors they would like to see prioritized for potential transit improvements.

Each survey was made available in English, Spanish, and Vietnamese to ensure inclusivity and greater reach, especially among diverse and disadvantaged communities. Notification outreach campaigns followed a similar approach, promoting the survey through traditional and online tactics, including eblasts, social media, advertisements, flyer distribution, and key stakeholder engagements. Emphasis was also placed on local community events, which facilitated direct interaction with residents and helped boost survey participation.

Figure 6: Paper Survey



For a full overview and analysis of both surveys, visit **Appendix F**.

Table 7: Community Surveys Metrics

Phase	Date	Survey Collected by Language			Total Surveys Collected
		English	Spanish	Vietnamese	
Phase 1	10/11/23 - 11/12/23	1,317	96	3	1,416
Phase 2	5/3/24 - 6/14/24	3,655	505	263	4,423
Total		4,972	601	266	5,839

IV. NOTIFICATION EFFORTS

Notification efforts were made through the combined utilization of electronic blast notifications (eblasts), print advertisements, social media posts, website notices, a stakeholder electronic toolkit, and advertisement and promotion through bus interior advertisements and the OC Bus App.

i. Eblasts

Electronic mail distributions (**Appendix G**) were a fundamental method of communicating with public stakeholders for both engagement phases, including the Spanish and Vietnamese language communities. In all, 10 eblasts were distributed in English, Spanish, and Vietnamese to invite interested stakeholders and community organizations to encourage public input, survey participation, and webinar attendance. Eblasts were directed to the project's stakeholder database list, which was updated routinely as new interested parties and community organizations engaged with the Plan. Please see Table 8 for a full list of electronic email distribution for both phases of the project.

Table 8: Eblast Distribution Metrics

Date	Type of Eblast	Sent	Open Rate
Fall 2023 Eblasts			
10/12/23	Public Meeting Save The Date Eblast #1	1,463	38%
10/24/23	Public Meeting Reminder Eblast #2	1,458	35%
11/2/23	Public Meeting Reminder Eblast #3	1,458	35%
11/6/23	Public Meeting Thank You Eblast	1,590	39%
11/16/23	Final Thank You & Survey Closure Eblast	1,599	41%
Summer 2024 Eblasts			
5/29/24	Public Meeting Reminder Eblast #1	2,190	39%
6/12/24	Public Meeting Reminder Eblast #2	2,356	48%
7/2/24	Public Meeting Reminder Eblast #3	2,345	44%
7/9/24	Public Meeting Reminder Eblast #4	2,339	37%
7/11/24	Public Meeting Thank You Eblast	2,545	54%

ii. Print Advertisements

Advertisements (**Appendix G**) were created and published in prominent Spanish and Vietnamese newspapers covering Orange County. Advertisements were strategically placed to engage with the multilingual OC communities and used to promote each survey and community webinar. Excelsior and Nguoi Viet Daily published the Spanish and Vietnamese pieces, reaching a circulation of approximately 88,000 readers. In summer 2024, El Aviso and Nguoi Viet Daily ran similar advertisements, reaching approximately 163,000 readers to promote the latter survey and featured webinar.

Figure 7: Newspaper Advertisement



Figure 8: Social Media Post

iii. Social Media Posts

Social media posts on Facebook (FB), X, and Instagram (IG) were used to promote community surveys and webinars to OCTA's community of followers. To promote the first survey, four posts were made on Facebook, three on Instagram, and four on X. The second phase included four posts each on Facebook and X. A complete list of posting dates is shown in Table 9 below.



Table 9: Social Media Post Metrics

Date	Type of Social Media Post	Platforms Distributed
Fall 2023 Social Media Posts		
10/12/23	Social Media Post #1	IG, FB, X
10/19/23	Social Media Post #2	IG, FB, X
11/1/23	Social Media Post #3	IG, FB, X
11/9/23	Social Media Post #4	IG, FB, X
Summer 2024 Social Media Posts		
5/29/24	Social Media Post #1	FB, X
6/5/24	Social Media Post #2	FB, X
6/17/24	Social Media Post #3	FB, X
7/3/24	Social Media Post #4	FB, X

iv. Website Notice

OCTA's feature project website was updated to promote each survey, community webinar, and other informational resources. Keeping the website updated ensured visitors had easy access to the latest engagement opportunities, presentations, and materials, and could stay informed about the Plan's development.

v. Stakeholder Electronic Communications Toolkit

As a component of the digital outreach tactics, a comprehensive electronic toolkit was distributed to promote both surveys. The toolkit comprised of copy, content, and graphics for community organizations and key stakeholders to share information with their audiences. The toolkit was posted online on the OCTA digital toolkit repository for their active campaign. Furthermore, the toolkits were also distributed to over 109 local municipalities, community organizations, and organizations associated with OCTA committees and stakeholders. Suggested promotional tactics included content for eblasts, newsletters, social media (in English, Spanish, and Vietnamese), website, cable slides, and calendar postings. Toolkits developed for the Plan are found in **Appendix G**.

vi. Flyer Distribution

Bilingual flyers (**Appendix G**) promoting the community webinar and survey were distributed at 14 libraries and community centers across the county. Repositories were selected based on their proximity to key neighborhoods and high foot traffic to increase outreach to underserved communities. A complete list of the locations where flyers were distributed and displayed can be found in Table 10 below.

Table 10: Flyer Distribution Locations

No	Location	City
1	Anaheim Central Public Library	Anaheim
2	Downtown Anaheim Community Center	Anaheim
3	Community Action Partnership of Orange County Food Bank	Garden Grove
4	Garden Grove Main Library	Garden Grove
5	Garden Grove Sports & Recreation Center	Garden Grove
6	Delhi Center	Santa Ana
7	El Salvador Community Center	Santa Ana
8	SEVA Collective	Santa Ana
9	Santa Ana Main Public Library	Santa Ana
10	Families Forward	Irvine
11	Stanton Community Center	Stanton
12	Stanton Library	Stanton
13	South Orange County Family Resource Center	Lake Forest
14	(CHEC) Family Resource Center	San Juan Capistrano

vii. Bus Interior Advertisements

To increase awareness and engagement, the Plan website was advertised on OC buses across the county. The bus ads (**Appendix G**) featured a QR code directed to the Plan website to drive

participation for the corridors survey and the second public webinar. These advertisements were promoted in English, Spanish, and Vietnamese across buses in the OCTA system.

viii. OC Bus App

The Plan and second survey were also promoted on the OC Bus App, strategically positioning the project information where frequent users could easily access it. Integrating the project details into a platform regularly used by active transit riders also enhanced awareness of the project and encouraged greater and broader community involvement. Promoting the Plan within the OC Bus App represents a successful added strategy to connect with OC transit riders quickly and conveniently.

V. CONCLUSION

The 2024 OC Transit Vision outreach plan aimed to engage, inform, and gather a wide range of feedback from stakeholders representing the diversity of Orange County. Each outreach and notification tactic were thoughtfully selected to broaden the reach to key stakeholders, the general public, and underrepresented groups. Following the first phase of engagement, the outreach plan was enhanced to include additional tactics to better connect with underserved communities. The cumulative input received reflects the diverse range of stakeholders in the county. The feedback received from stakeholders helped shape the Plan's final recommendations, ensuring that the community's priorities are reflected.

Appendix A: Community Webinar

- Summary Report- Fall 2023
- Presentation- Fall 2023
- Summary Report- Summer 2024
- Presentation- Summer 2024



ZOOM WEBINAR Thursday, November 2, 2023 5:30 – 6:30 PM	
Zoom Panelists	<ul style="list-style-type: none"> 8 Total Panelists <ul style="list-style-type: none"> 4 OCTA 3 Outreach consulting staff 1 Interpreter: Spanish
Registered	<ul style="list-style-type: none"> 152 Registrants
Attendance	<ul style="list-style-type: none"> 67 Total Participants <ul style="list-style-type: none"> 8 Panelist/project team (OCTA & outreach consultants) 59 Non-team attendees <ul style="list-style-type: none"> 4 Additional OCTA staff 55 Other attendees
Oral Statements	<ul style="list-style-type: none"> 9 Questions/Comments <ul style="list-style-type: none"> Presented by 8 named stakeholders
Written Statements*	<ul style="list-style-type: none"> 54 Zoom Q&A Questions/Comments <ul style="list-style-type: none"> Comments from 25 named stakeholders
Stakeholder Contacts	<ul style="list-style-type: none"> 107 New contact emails
Agency Staff	<ul style="list-style-type: none"> City of Irvine, Joe Alcock City of Costa Mesa, Brett Atencio Thomas City of Irvine, Justin Equina City of La Habra, Susan Kim City of San Clemente, Susan Ambrose Caltrans, Jesus Navidad Caltrans, Luisa Easter
Key Stakeholders	<ul style="list-style-type: none"> South Coast Metro Alliance, Diane Pritchett Rail Passenger Association of CA (RailPAC), Brian Yanity Cal State Fullerton, Andrea Aguilera Streets for All, Marc Vukceovich Streets for All, David Martinez



Poll Results

1. How often do you ride public transit?

- 1 to 3 days per week **(25%)**
- 4 to 7 days per week **(14%)**
- 1 to 3 times per month **(17%)**
- 1 to 3 times per year **(25%)**
- Never **(19%)**

2. If you could increase transit service in Orange County, what would be the most important to you? (Select up to three)

- Faster bus service with fewer stops **(41%)**
- More frequent service on major routes **(66%)**
- More weekend services **(27%)**
- More early-morning and late-night service **(32%)**
- More service for commuters during rush hour **(25%)**
- Service to more areas, including lower usage areas **(30%)**
- More special events service (Concerts, fairs, festivals) **(18%)**
- More long-distance service outside of OC **(25%)**
- Direct service to key activity and employment centers **(36%)**

3. What kind of transit improvements would you like to see more of?

- High-capacity rail (train, light rail, streetcars) **(58%)**
- Bus rapid transit (limited stops, dedicated lanes, more frequent service) **(40%)**
- Dedicated lanes for transit **(40%)**
- Increased OC Bus service (improved frequencies and service coverage) **(45%)**
- More long-distance service (freeway express routes, Metrolink, Amtrack) **(20%)**
- Traffic signals priority for transit (keeping lights green for a few seconds longer to avoid delays) **(25%)**
- Improved pedestrian and bicycle access to transit **(38%)**
- On demand micro transit service (OC Flex), community shuttles, taxis, and ridesharing services (Uber/Lyft) in areas with lower transit demand **(25%)**

Appendix

- [Q&A Log](#)
- [Discussion Log](#)
- [Poll Responses](#)



OC TransitVision

**2024 OC Transit Vision
Community Webinar
November 2, 2023**

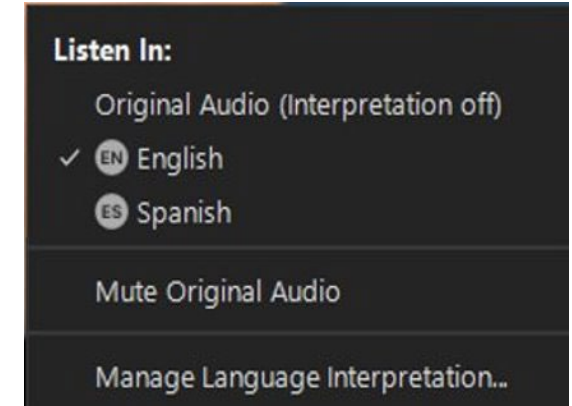


Accessing Spanish Interpretation

Spanish Interpretation

Via Zoom

- Click on the “Interpretation” icon
- Pick the language you would like to listen to (Spanish)
- To hear the interpreted language only, click Mute Original Audio



Interpretación en español

Vía Zoom

- Haga clic en el icono de “Interpretación”
- Escoja la opción para escuchar en español
- Para escuchar solo el idioma interpretado, haga clic en “Mute Original Audio” para “Silenciar audio original”

Today's Webinar Format



Attendee cameras are off, and microphones are muted



To use closed captioning, select the "cc" at the bottom of your Zoom screen



Questions can be submitted throughout the presentation using the 'Q&A' function. The team will respond to questions during the Q&A sessions.



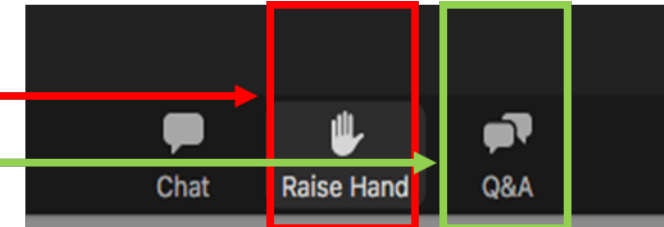
Please use the '*Raise Hand*' icon to ask a question verbally during the 'Discussion' sessions.

How to Participate

You may submit multiple comments/questions, as needed:

Via web

- Verbal Comments: Click Participants > “**raise hand**”
- Type comments: Click the “**Q&A**” function
- State your name and organization (if any)
- When announced, unmute your audio, you can then ask your question(s)
- You will be re-muted once you complete your comment(s)



Via the phone (calling in):

- Press “*9” on your keypad to “raise hand”
- You will be announced by the last four digits of your phone number
- Press “*6” to unmute your audio
- You will be re-muted once you complete your comment(s)

Today's Agenda

- Welcome and Introductions
- Overview
- Project Schedule
- Public & Stakeholder Engagement
- Q&A and Discussion



Poll Question 1

How often do you ride public transit?

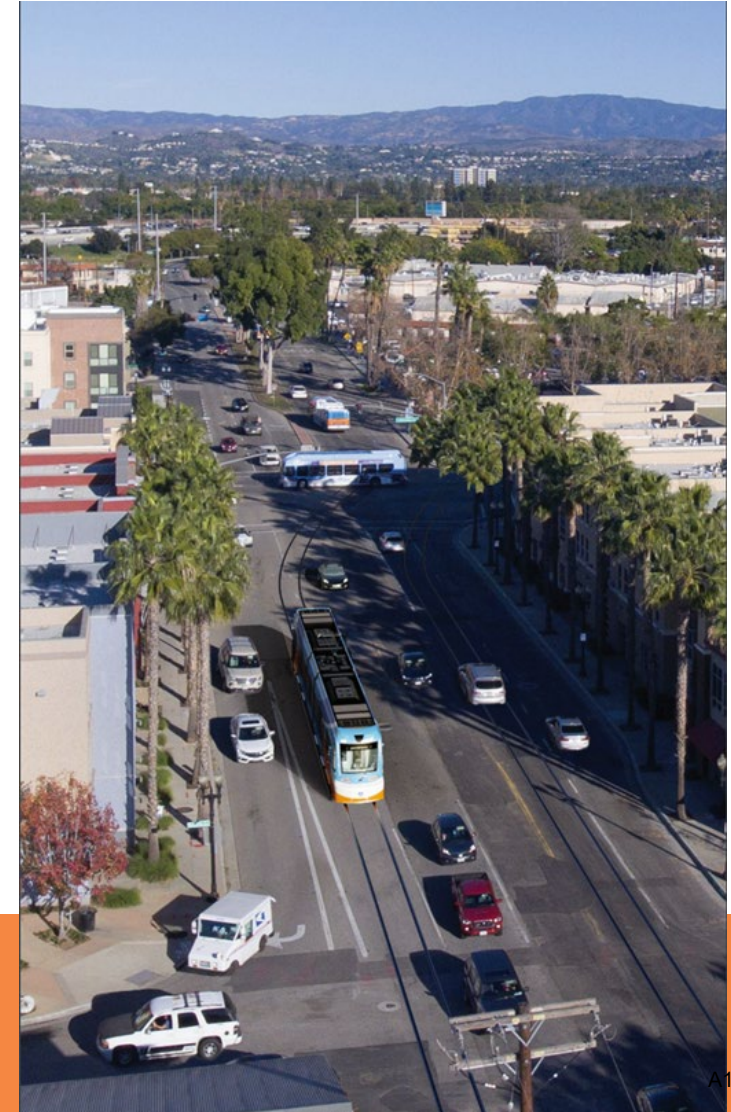
- a. 1 to 3 days per week
- b. 4 to 7 days per week
- c. 1 to 3 times per month
- d. 1 to 3 times per year
- e. Never

Project Overview

- OC Transit Vision, 30-year plan to improve transit services in the county
- Establishes vision, goals, framework for future transit investments
- Identifies corridors for investment in high-quality transit
- Transit-related recommendations
 - Fixed-route bus
 - Streetcar
 - Microtransit
 - First/Last Mile: bike, ped, micromobility, mobility hubs
- Policy guidance to cities, developers, and other stakeholders
- This process will inform the OCTA Long Range Transportation Plan

Project Overview

- Completed projects from the 2018 Transit Vision
 - OC Flex – 2019
 - Beach Blvd Bravo! Launch - 2019
 - Main Street Bravo! Launch – 2022
 - Making Better Connections Study – 2022
- Upcoming projects from the 2018 Transit Vision
 - OC Streetcar
 - Bus-Rail Interface Plan



OC Transit Vision

Project Overview

- Builds upon the 2018 OC Transit Vision
 - Review 2018 transit opportunity corridors with possible revisions to recommendations
 - Update ridership trends and travel patterns since the pandemic
 - Explore emerging transit technologies and travel modes
 - Revise funding sources and opportunities
 - Incorporate Making Better Connections Study (2022)



Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach	Fall 2023
Corridors and Fixed Route Recs	Winter 2023
Other Transit Modes Recs (paratransit, microtransit, first/last mile)	Early 2024
Transit Supportive Design/Policies Recs	Spring 2024
Public Outreach	Spring/Summer 2024
Final Report	Fall/Winter 2024

Public Outreach

- Multilingual survey
- Webinar
- Stakeholder/Diversity outreach
- Pop-ups
- Digital Media
- Mailers
- Local Agencies





Q&A Session

Poll Question 2

If you could increase transit service in Orange County, what would be the most important to you? (pick top 3)

- a. Faster bus service with fewer stops
- b. More frequent service on major routes
- c. More weekend service
- d. More early-morning and late-night service
- e. More service for commuters during rush hour
- f. Service to more areas, including lower-usage areas
- g. More special event service (concerts, fairs, festivals)
- h. More long-distance service outside of OC
- i. Direct service to key activity and employment centers

Poll Question 3

What kind of transit improvements would you like to see more of?

- a. High-capacity rail (train, light rail, streetcars)
- b. Bus rapid transit (limited stops, dedicated lanes, more frequent service)
- c. Dedicated lanes for transit
- d. Increased OC Bus service (improved frequencies and service coverage)
- e. More long-distance service (freeway express routes, Metrolink, Amtrak)
- f. Traffic signal priority for transit (keeping lights green a few seconds longer to avoid delays)
- g. Improved pedestrian and bicycle access to transit
- h. On demand microtransit service (OC Flex), community shuttles, taxis, and ridesharing services (Uber/Lyft) in areas with lower transit demand

Discussion

What are the opportunities to improve access and connections to transit?

Discussion

Are there communities which OCTA
could serve better?

Discussion

What challenges are holding Orange County back from improving transit? What are the opportunities?

Stay Connected

octa.net/OCTransitVision

Charles Main

Project Manager

cmain@octa.net

Marissa Espino

Public Outreach

Mespino@octa.net



**WE WANT TO
HEAR FROM YOU!**



OC TransitVision



OC TransitVision

Thank you for participating!

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OC TransitVision

**2024 OC Transit Vision
Seminario Web Comunitario
2 de noviembre, 2023**

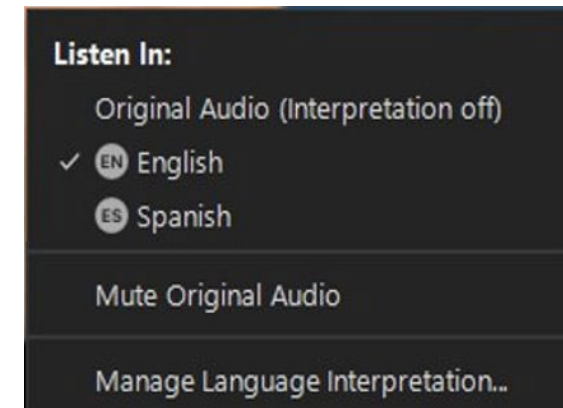


Acceder a la interpretación en español

Interpretación en español

Vía Zoom

- Haga clic en el icono de “Interpretación”
- Escoja la opción para escuchar en español
- Para escuchar solo el idioma interpretado, haga clic en “Mute Original Audio” para “Silenciar audio original”



Formato del seminario web de hoy



Las cámaras de los asistentes están apagadas y los micrófonos silenciados.



Para utilizar los subtítulos, seleccione "cc" en la parte inferior de la pantalla de Zoom.



Podrá enviar sus preguntas a lo largo de la presentación a través de la función "Q&A". El equipo responderá a las preguntas durante las sesiones de preguntas y respuestas.



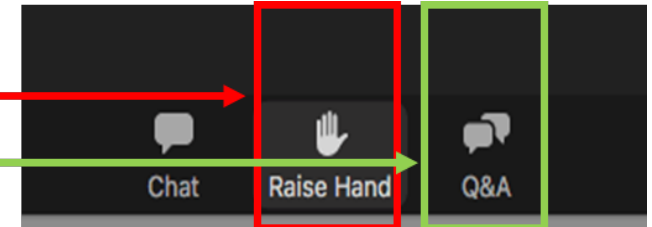
Utilice el icono "Raise Hand" (levantar la mano) para hacer una pregunta verbal durante las sesiones de discusión.

Cómo participar

Puede enviar múltiples comentarios/preguntas:

A través de la web

- Comentarios verbales: Haga clic en Participants > “raise hand”
- Escriba sus comentarios: Haga clic en la función “Q&A”
- Diga su nombre y organización (si la tiene)
- Cuando se anuncie, active el sonido y podrá hacer sus preguntas
- Se le volverá a silenciar una vez que haya terminado su(s) comentario(s)



Por teléfono:

- Presione "*9" en el teclado para levantar la mano
- Se le anunciará por los últimos cuatro dígitos de su número de teléfono
- Presione "*6" para desactivar el silencio
- Se le volverá a silenciar cuando termine su(s) comentario(s)

Agenda de hoy

- Bienvenida y presentaciones
- Resumen del proyecto
- Calendario del Proyecto
- Participación pública y de las partes interesadas
- Preguntas y respuestas y discusión

Poll Q1

¿Qué tan seguido usa el transporte público?

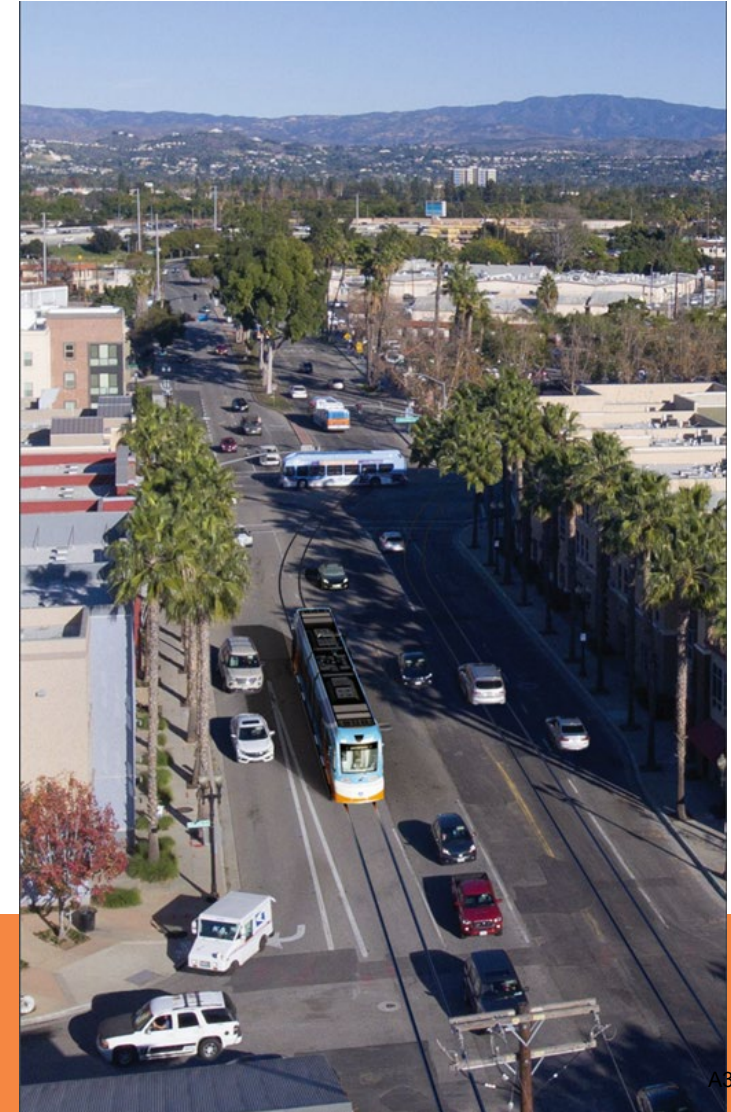
- a. 1 a 3 días por semana
- b. 4 a 7 días por semana
- c. 1 a 3 veces por mes
- d. 1 a 3 veces por año
- e. Nunca

Resumen del proyecto

- OC Transit Vision es un plan de 30 años para mejorar y ampliar el servicio de transporte público en el Condado de Orange.
- Establece la visión, los objetivos y el marco de las futuras inversiones en tránsito
- Identifica corredores para la inversión en transporte público de alta calidad
- Recomendaciones sobre el transporte
 - Autobús de ruta fija
 - Tranvía
 - Microtránsito
 - Primera/Última milla: bicicleta, peatónal, micromovilidad, centros de movilidad
- Políticas de guía para ciudades, promotores y otras partes interesadas
- Este proceso informará el Plan de Transporte a Largo Plazo de la OCTA

Resumen del proyecto

- Proyectos finalizados de Transit Vision 2018
 - OC Flex – 2019
 - Beach Blvd Bravo! Comenzar - 2019
 - Main Street Bravo! Comenzar – 2022
 - Estudio - Making Better Connections – 2022
- Próximos proyectos de Transit Vision 2018
 - OC Streetcar
 - Bus-Rail Interface Plan



Resumen del proyecto

- Se basa en la Visión de Tránsito de OC de 2018
- Revisión de los corredores de oportunidades de tránsito de 2018 con posibles modificaciones a las recomendaciones
 - Actualizar las tendencias del número de pasajeros y las tendencias en los desplazamientos desde la pandemia
 - Explorar tecnologías de transporte y modos de desplazamiento emergentes
 - Revisar las fuentes y oportunidades de financiación
 - Incorporar el estudio "Mejorando las Conexiones" (2022)



Calendario del proyecto - Resumen

Activity/Task	Completion Date
Metas y objetivos	Otoño 2023
Divulgación pública	Otoño 2023
Corredores y rutas fijas	Invierno 2023
Otros modos de tránsito Recs (paratránsito, microtránsito, primera/última milla)	Principios de 2024
Recomendaciones de diseño y políticas de apoyo al transporte público	Primavera de 2024
Divulgación pública	Primavera/Verano 2024
Reporte final	Otoño/Invierno 2024

Participación pública

- Encuesta multilingüe
- Seminario web
- Divulgación entre las partes interesadas y diversas
- Eventos "pop-up"
- Medios digitales
- Correo
- Agencias locales





Preguntas y Respuestas

Poll Q2

Si pudiera aumentar el servicio de transporte público en el condado de Orange, ¿qué sería lo más importante para usted? (Seleccione sus 3 opciones principales)

- a. Servicio de autobús más rápido con menos paradas
- b. Servicio más frecuente en las principales rutas
- c. Más servicio los fines de semana
- d. Más servicio de madrugada y de noche
- e. Más servicio para los pasajeros en las horas punta
- f. Servicio a más áreas, incluidas las áreas de menor uso
- g. Más servicio en ocasiones de eventos especiales (conciertos, ferias, festivales, etc.)
- h. Más servicio de larga distancia fuera del condado de Orange
- i. Servicio directo a centros clave de actividad y empleo

Poll Q3

¿Qué tipo de mejoras en el transporte público le gustaría que hubiera más?

- a. Tren de alta capacidad (tren, tren ligero, tranvías)
- b. Autobús de tránsito rápido (menos paradas, carriles exclusivos, servicio más frecuente)
- c. Carriles exclusivos para el transporte público
- d. Más servicio de autobuses de OC (mejores frecuencias y cobertura de servicio)
- e. Más servicio de larga distancia (rutas exprés por autopistas, Metrolink, Amtrak)
- f. Prioridad de las señales de tráfico para el transporte público (mantener las luces en verde unos segundos más para evitar demoras)
- g. Mejora del acceso de peatones y bicicletas al tránsito
- h. Servicio de microtránsito a demanda (OC Flex), servicios de traslado comunitarios, taxis y servicios de aplicaciones de una red de vehículos de transporte (Uber/Lyft) en áreas con menor demanda de transporte público

Discusión

¿Cuáles son las oportunidades para mejorar el acceso y las conexiones con el transporte público?

Discusión

¿Hay comunidades a las que OCTA podría prestar un mejor servicio?

Discusión

¿Cuáles son los desafíos que impiden que el Condado de Orange mejore el tránsito? ¿Cuáles son las oportunidades?

Manténgase conectado

octa.net/OCTransitVision

Charles Main

Gerente del Proyecto

cmain@octa.net

Marissa Espino

Divulgación pública

Mespino@octa.net



**WE WANT TO
HEAR FROM YOU!**



OC TransitVision

¡Gracias por participar!
octa.net/OCTransitVision





ZOOM WEBINAR Tuesday, July 9, 2024 5:30 – 6:30 PM	
Zoom Panelists	<ul style="list-style-type: none">• 13 Total Panelists<ul style="list-style-type: none">○ 6 OCTA Staff○ 3 Outreach consulting staff○ 4 Interpreters: (1) Spanish, (1) Vietnamese, (2) ASL
Registered	<ul style="list-style-type: none">• 278 Registrants
Attendance	<ul style="list-style-type: none">• 133 Total Participants<ul style="list-style-type: none">○ 13 Panelist/project team (OCTA & outreach consultants)○ 7 Additional OCTA staff○ 113 Meeting participants
Verbal Comments	<ul style="list-style-type: none">• 0 Questions/Comments
Written Comments*	<ul style="list-style-type: none">• 50 Zoom Q&A Questions/Comments
Stakeholder Contacts	<ul style="list-style-type: none">• 78 New contact emails
Elected/Staff	<ul style="list-style-type: none">• Office of O.C. Supervisor Vincente Sarmiento, Manuel Escamilla• City of Sunnyvale, Mayor Larry Klein
Agency Staff	<ul style="list-style-type: none">• City of Anaheim, Joe Alcock• City of Garden Grove, Chris Chung• City of Laguna Niguel, Jacob Wong• City of Newport Beach, Eric Loke• California State Senate, Alex Davis• Caltrans, Luisa Easter• OCTA, Alice Rogan• OCTA, Charlie Larwood• OCTA, Charvalen Alacar• OCTA, Christina Bryne• OCTA, David Sanchez• OCTA, Kisten Tso• OCTA, Jose Vaglienty
Key Stakeholders	<ul style="list-style-type: none">• OCTA Citizens Advisory Committee, Adam Zibell• Eli Home, Lorri Galloway• Friends of Harbors, Beaches and Parks' (FHBP), Connie Gallippi• KidWorks, Maria Ruvalcaba• The Honda Center, Eva Martin• The Toll Roads, Wayne Brown• The Walt Disney Company, Deanna Detchemendy

Poll Results	<p><i>Choose up to THREE transit corridors that you consider most important to Orange County.</i></p> <ol style="list-style-type: none"> 1. Harbor Blvd (62%) 2. Bristol St and State College Blvd to John Wayne Airport (50%) 3. Beach Blvd (37%) 4. Katella Ave (33%) 5. Bristol St and State College Blvd to South Coast Plaza (29%) 6. Garden Grove Blvd and Chapman Ave (21%) 7. Edinger Ave (19%) 8. Main St (13%) 9. Bolsa Ave and First St (12%) 10. Westminster Blvd and 17th St (8%) 11. La Palma Ave and Lincoln Ave (4%) 12. Warner Ave (4%) <p><i>Choose THREE countywide transit strategies that you consider the most important to Orange County and your community.</i></p> <ol style="list-style-type: none"> 1. Cross County Express Bus Service (61%) 2. Integration with partner transit agencies (54%) 3. OC Bus Improvements (46%) 4. First/Last Mile Connections (43%) 5. Mobility Hubs (39%) 6. More Seasonal and Special Event Services (24%) 7. Other (11%) 8. Vanpool Expansion (4%)
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Appendix

- [Q&A Log](#)
- [Presentations \(English, Spanish, Vietnamese\)](#)



 **OC TransitVision**

**2024 OC Transit Vision
Public Webinar
July 9, 2024**



Accessing Language Interpretation

Spanish or Vietnamese Interpretation

Via Zoom

- Click on the “Interpretation” icon
- Pick the language you would like to listen to
- To hear the interpreted language only, click Mute Original Audio



Interpretación en español / *Phiên dịch tiếng Tây Ban Nha hoặc tiếng*

Vía Zoom / *Việt qua Zoom*

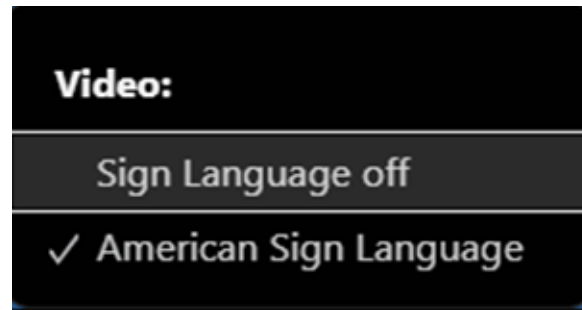
- Haga clic en el icono de “Interpretación” / *Nhấn vào biểu tượng “Interpretation”/”Thông Dịch”*
- Escoja la opción para escuchar en español / *Chọn ngôn ngữ bạn muốn nghe*
- Para escuchar solo el idioma interpretado, haga clic en “Mute Original Audio” para “Silenciar audio original” / *Để nghe ngôn ngữ được dịch, nhấn vào Tắt Âm Thanh Gốc (Mute Original Audio)*

Accessing ASL Interpretation

American Sign Language Interpretation

Via Zoom

- Click on the “Interpretation” icon
- Click “American Sign Language”
- A separate video window will pop out to show the ASL interpreter



Today's Webinar Format

Today's webinar is being recorded



Attendee cameras are off, and microphones are muted



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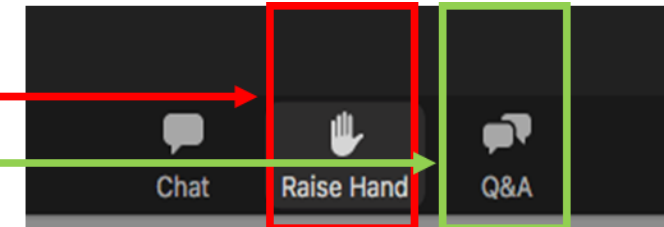
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- Press “*6” to unmute your audio
- You will be re-muted once you complete your comment(s)

Today's Speakers

Charles Main

Project Manager

OC Transit Vision Master Plan

Marissa Espino

Public Outreach Section Manager



OC Transit Vision

Today's Agenda

- Welcome and Introductions
- Overview
- Project Schedule
- Transit Opportunity Corridors Overview
- Public & Stakeholder Engagement
- Transit Opportunity Corridor Maps
- Q&A and Discussion



Project Overview

The OC Transit Vision is a 30-year plan to improve transit services in the county

WHAT ARE OUR GOALS FOR TRANSIT?



ENHANCE



CONNECT



SIMPLIFY



COLLABORATE



SUSTAIN

- Analyzes existing conditions in Orange County
- Identifies corridors for investment in high-quality transit
- Other transit-related recommendations and policy guidance
- Informs the OCTA Long Range Transportation Plan

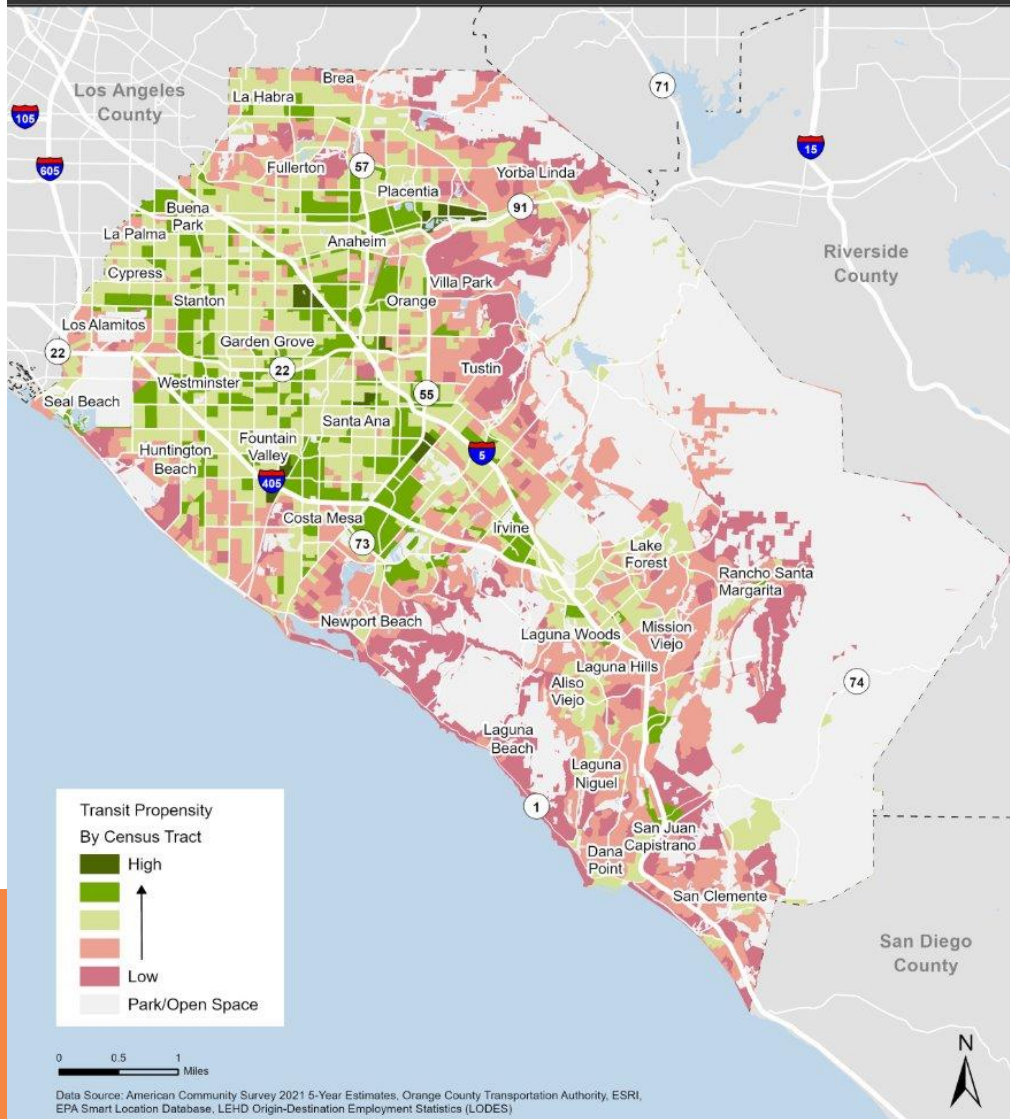
Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach (Phase I)	Fall 2023
Transit Opportunity Corridor Recommendations	Early 2024
Public Outreach (Phase II)	Spring/Summer 2024
Other Countywide Transit Strategies	Spring/Summer 2024
Transit Supportive Design/Policies Recs	Spring/Summer 2024
Final Report	Fall/Winter 2024

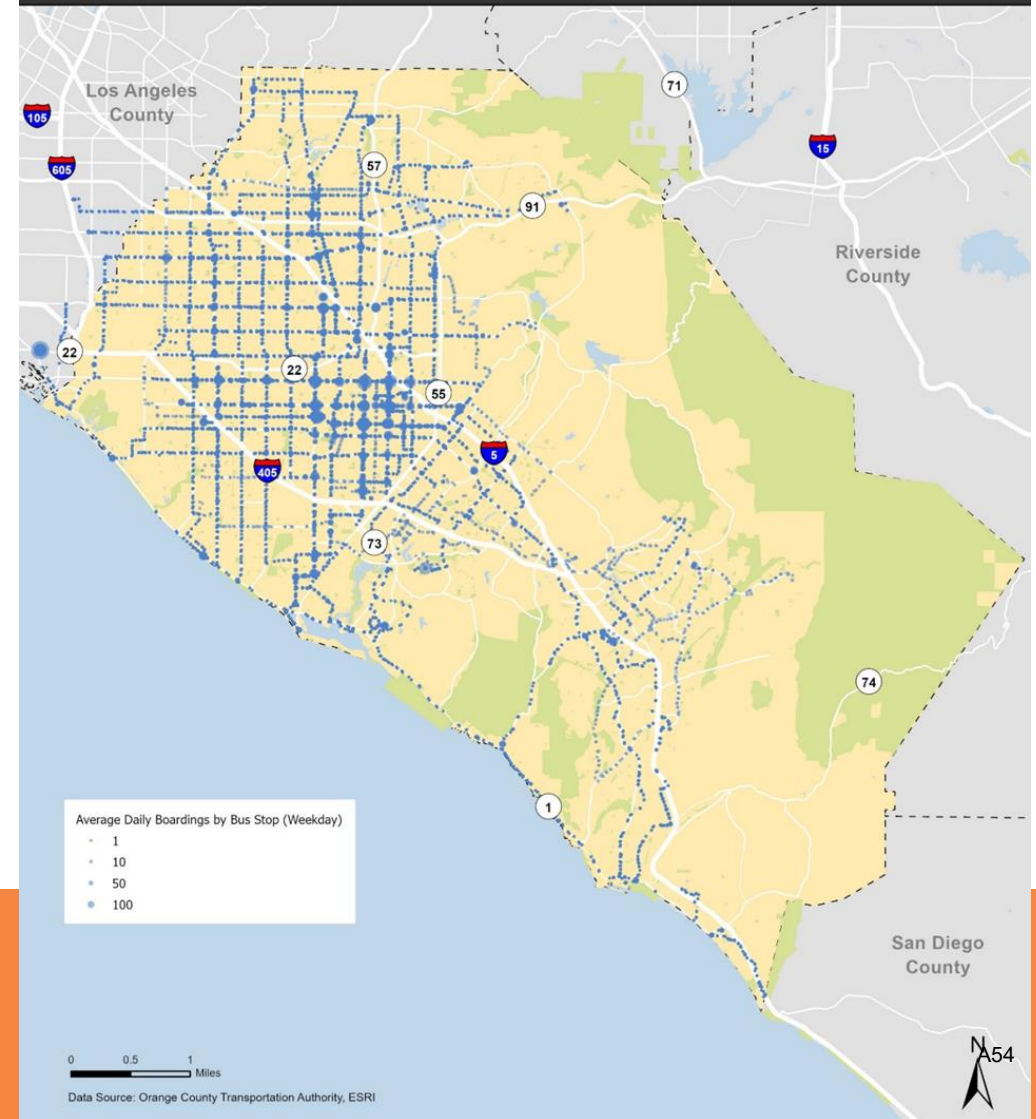


State of OC Transit

TRANSIT PROPENSITY



WEEKDAY BUS BOARDINGS



Transit Opportunity Corridors

- Identified 24 preliminary corridors for potential investments in high-capacity transit
- Reviewing and ranking the top 12 corridors
- Gather public feedback on the preferred five corridors
- Analyze service levels, multimodal connections, ridership and cost estimates for the top 10

Evaluation Criteria

Overall Travel Demand (all modes)

Existing Bus Ridership

Transit Mode Share

Equity/Transit Propensity

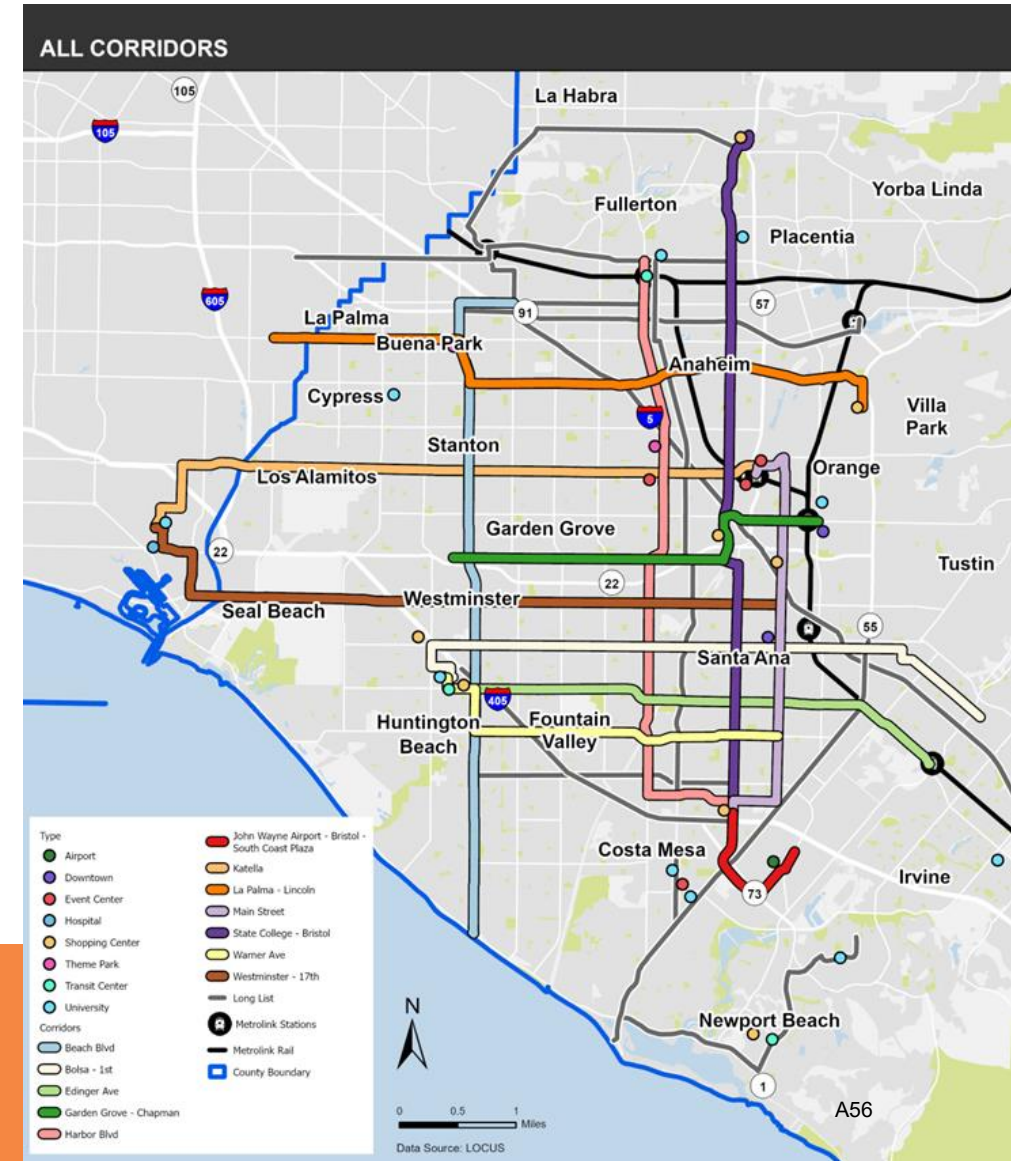
Key Destinations

Right of Way Availability*

*Will be applied later in the evaluation process

Transit Opportunity Corridors

- Beach Blvd
- Bolsa Ave and First St
- Bristol St and State College Blvd to South Coast Plaza
- Bristol St and State College Blvd to John Wayne Airport
- Edinger Ave
- Garden Grove Blvd and Chapman Ave
- Harbor Blvd
- Katella Ave
- La Palma Ave and Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd and 17th St



Countywide Transit Strategies

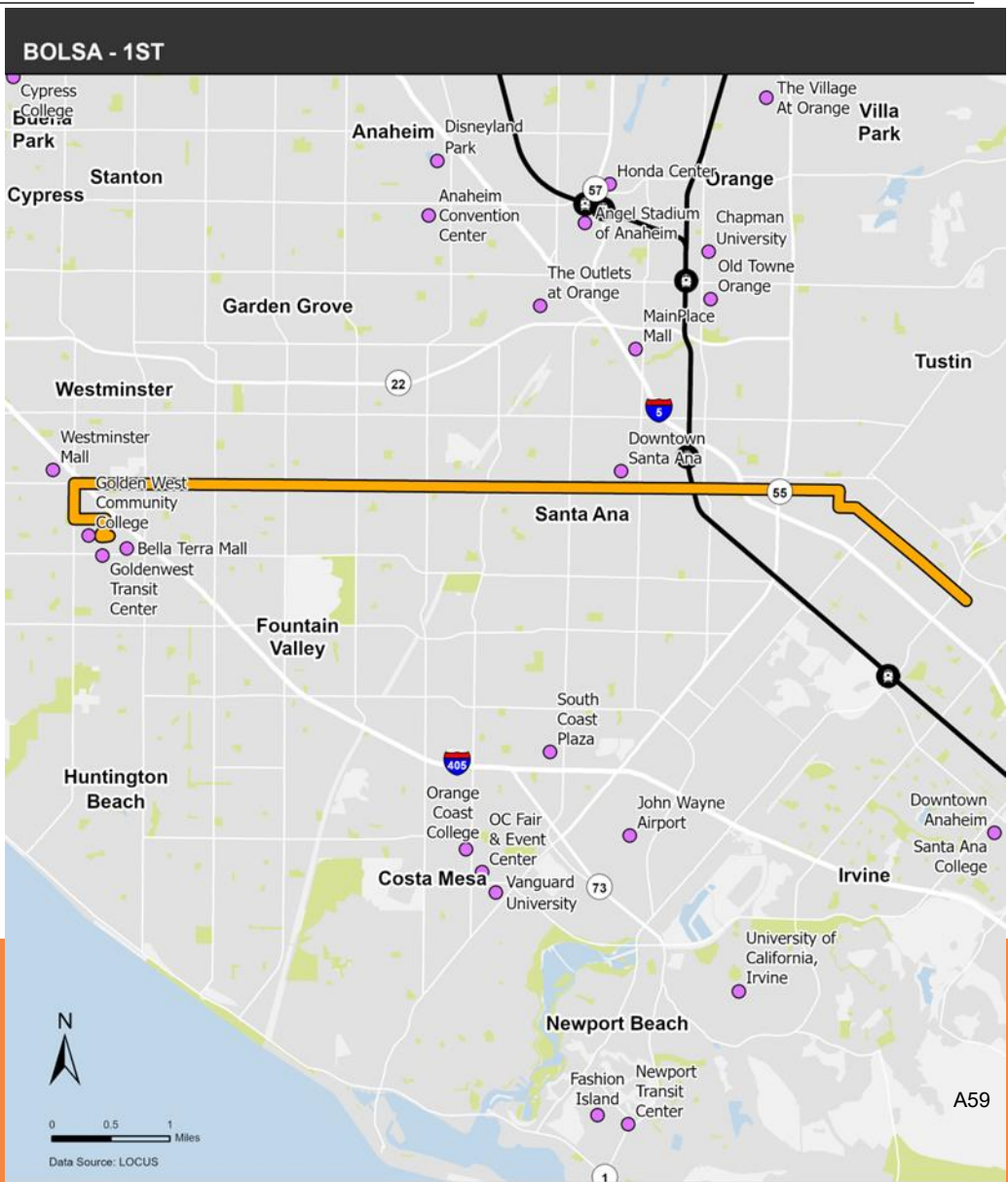
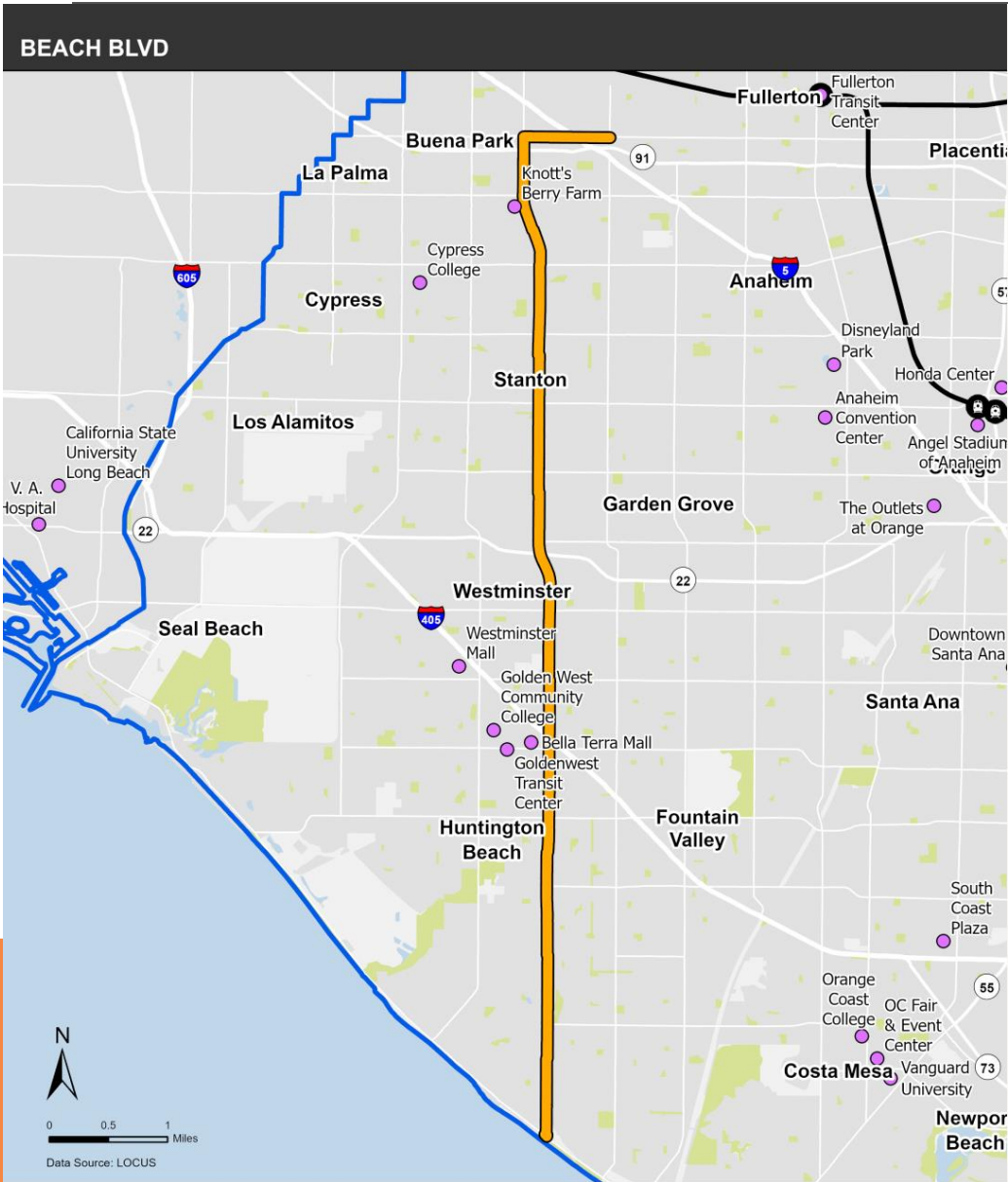
- South Orange County Multimodal Transportation Study
 - Strategies include high frequency transit, Project V circulators, mobility hubs, microtransit, expanded bike network, Transportation Demand Management strategies
- Metrolink SCORE Program
 - Long-term plan to increase passenger rail frequencies
 - Consider increasing OC Bus service to connect with additional rail trips
- Transit Oriented Development Opportunities
 - Fullerton Park & Ride, OC Vibe, OC River Walk, Doheny Village/Dana Point
- Mobility Hubs Strategy
 - Potential hubs identified to improve connectivity and convenience
- Monitor high-growth areas for potential new/increased OC Bus service
 - Disneyland Forward plan, Irvine, Rancho Mission Viejo

Public Outreach

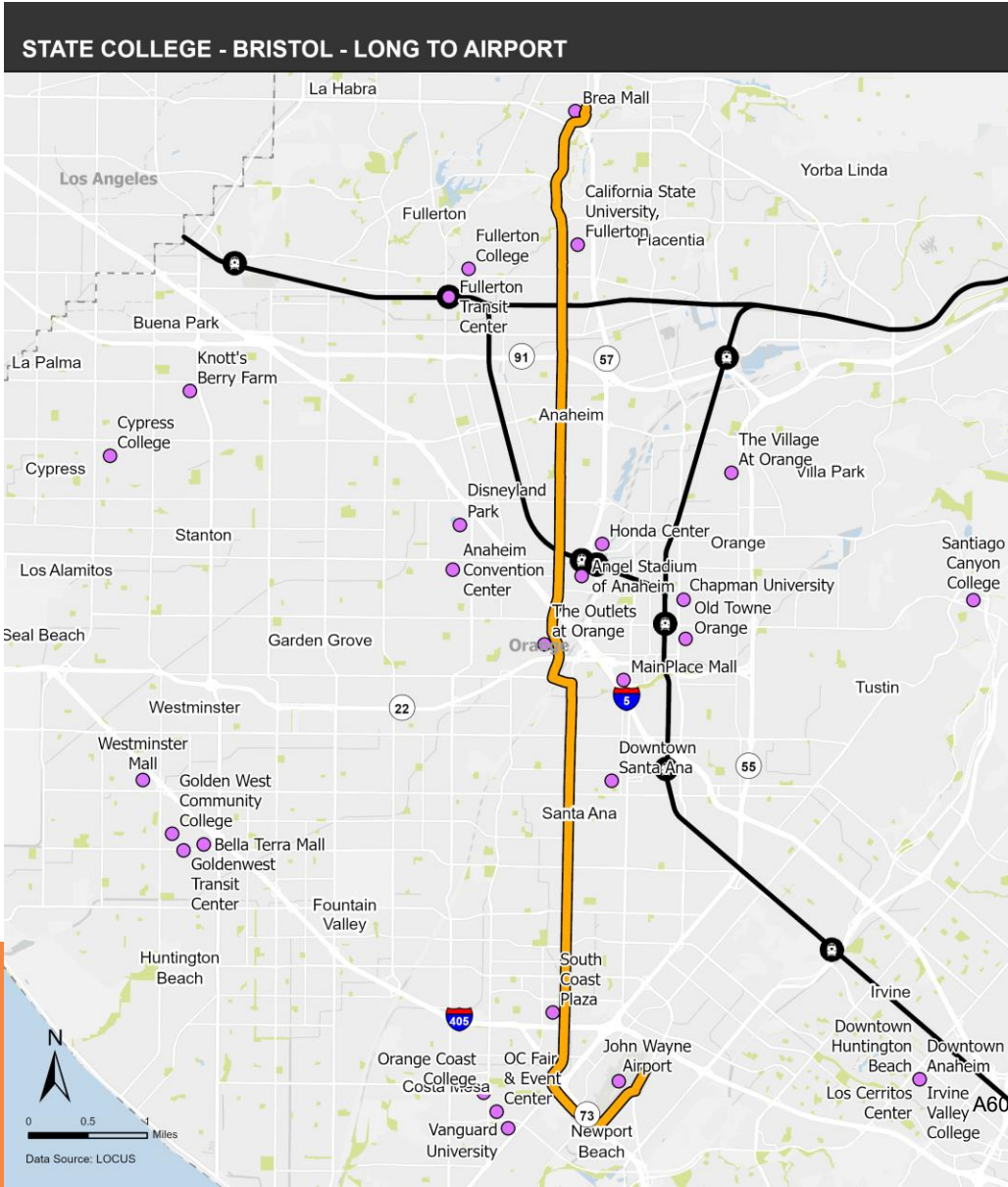
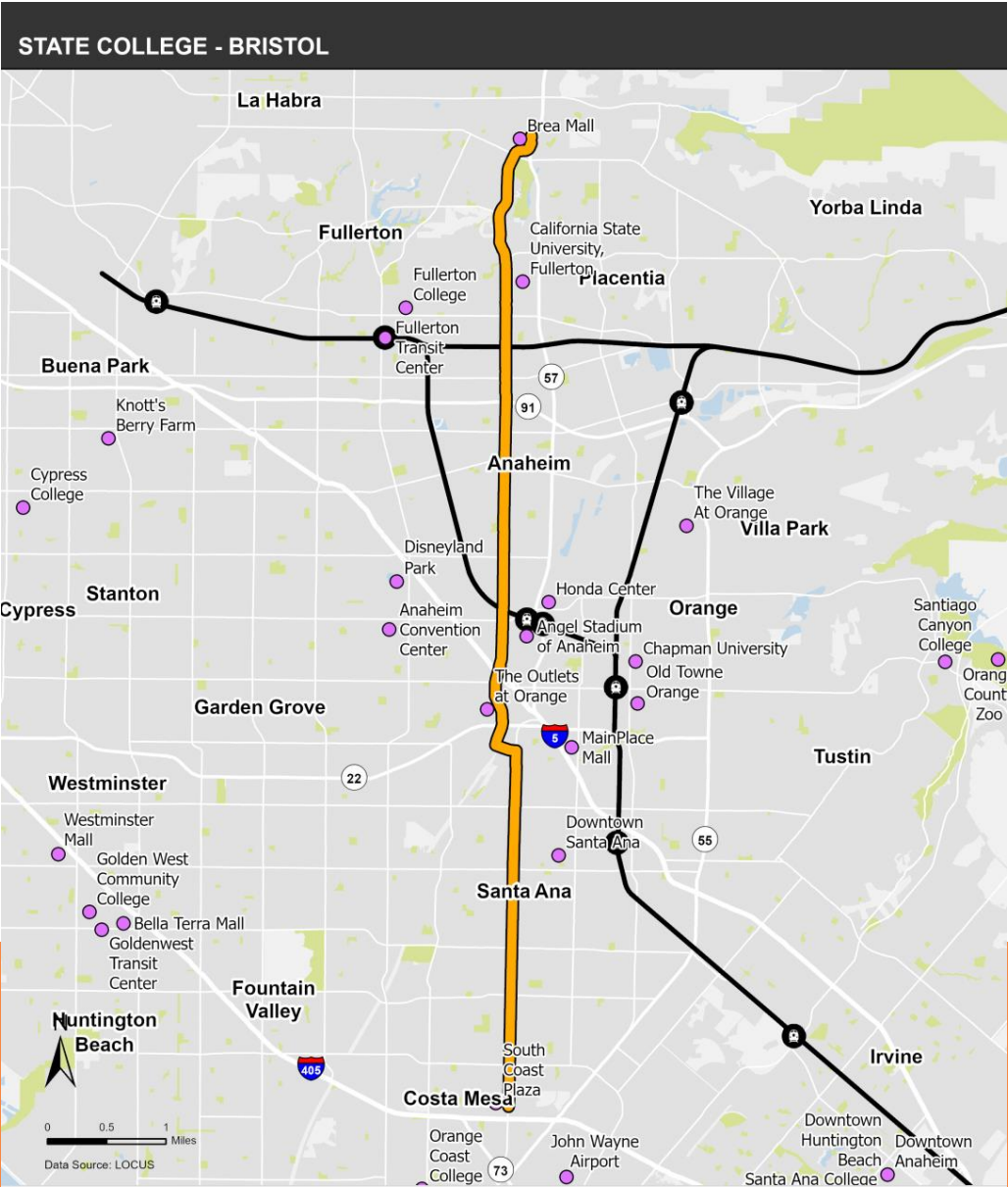
- Feedback on transit corridors (May-July)
- Roundtables: city staff/elected officials/CBOs/stakeholders
- Multilingual survey
- Webinar
- Pop-ups
- Digital media



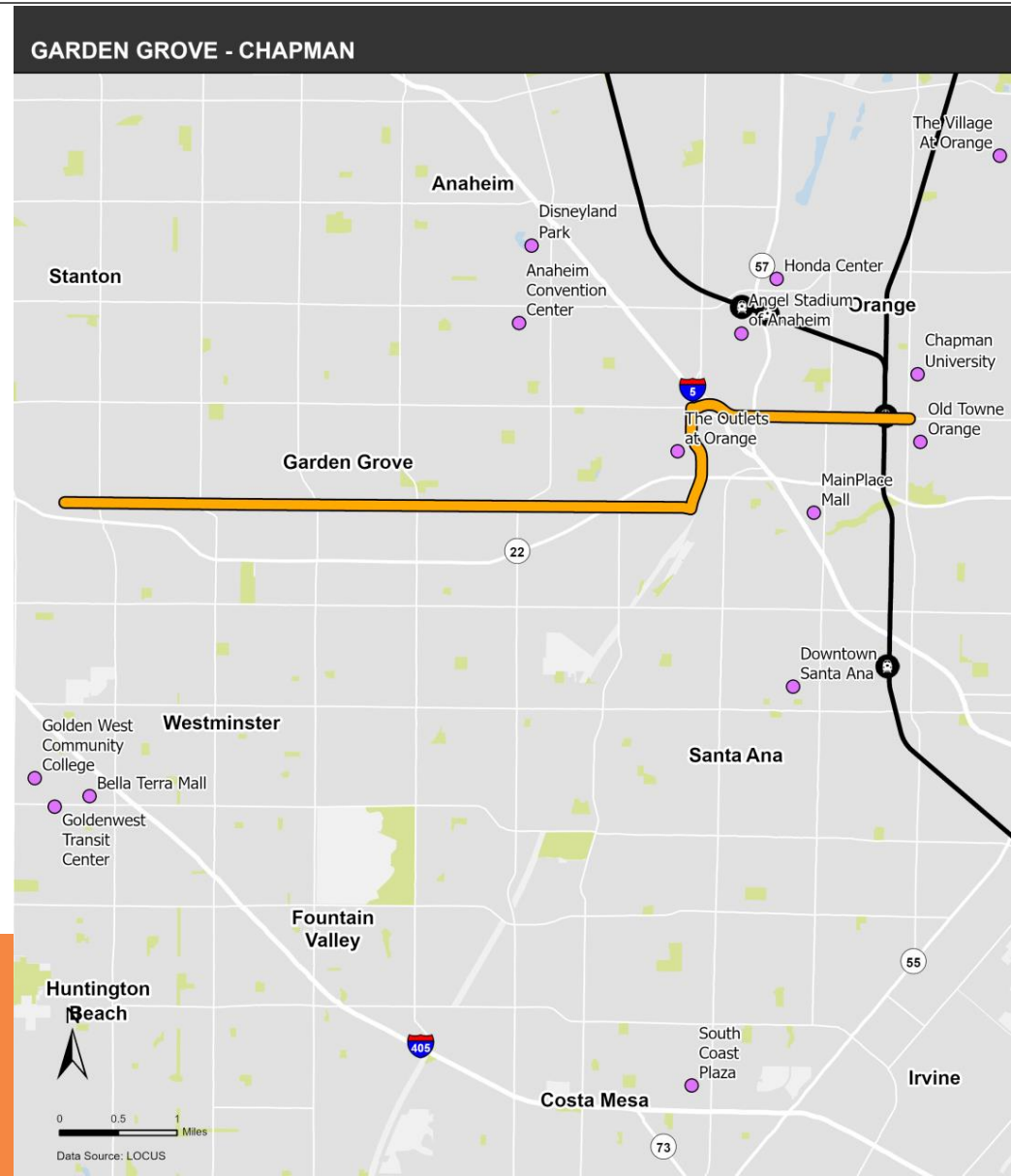
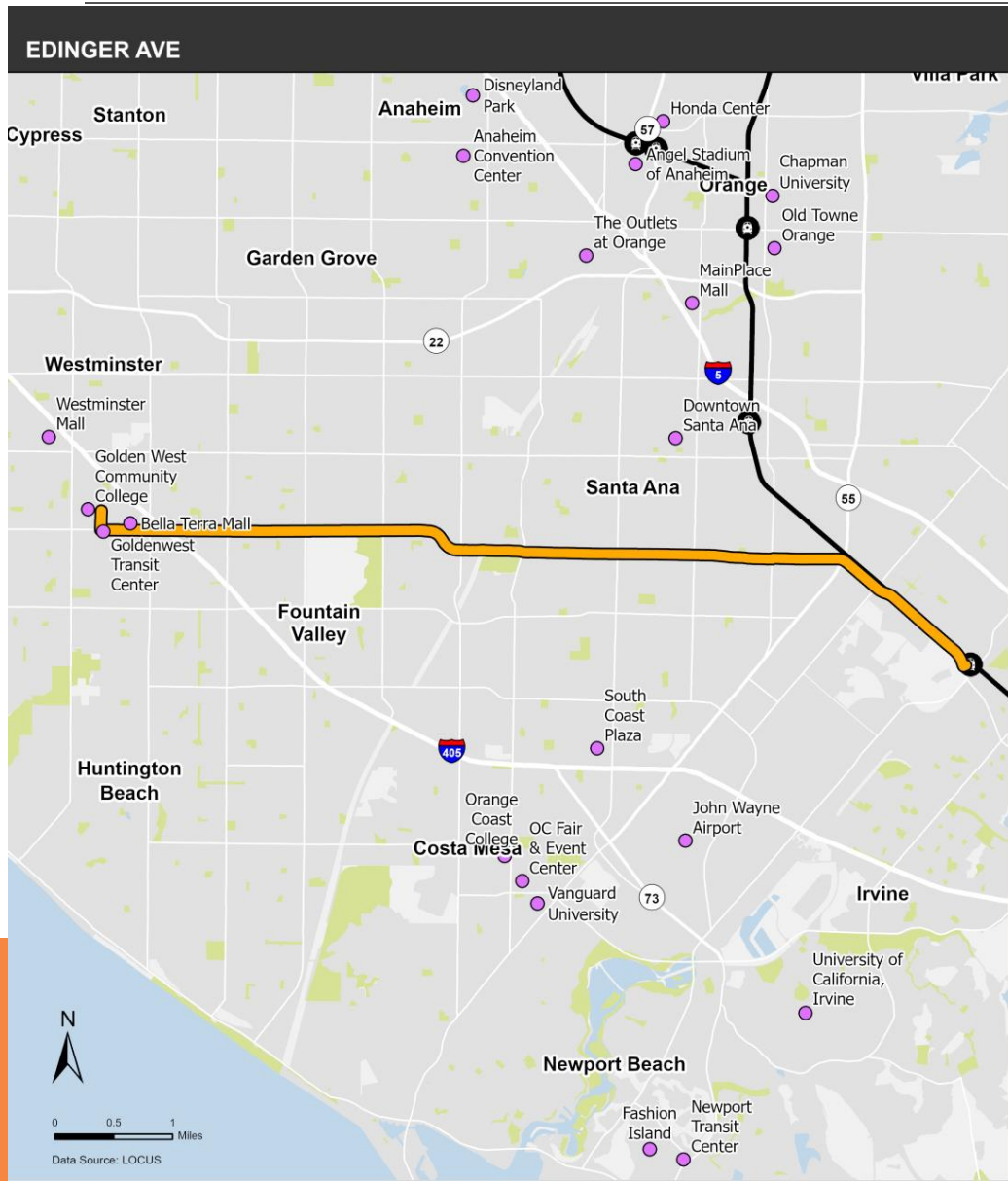
Transit Opportunity Corridors



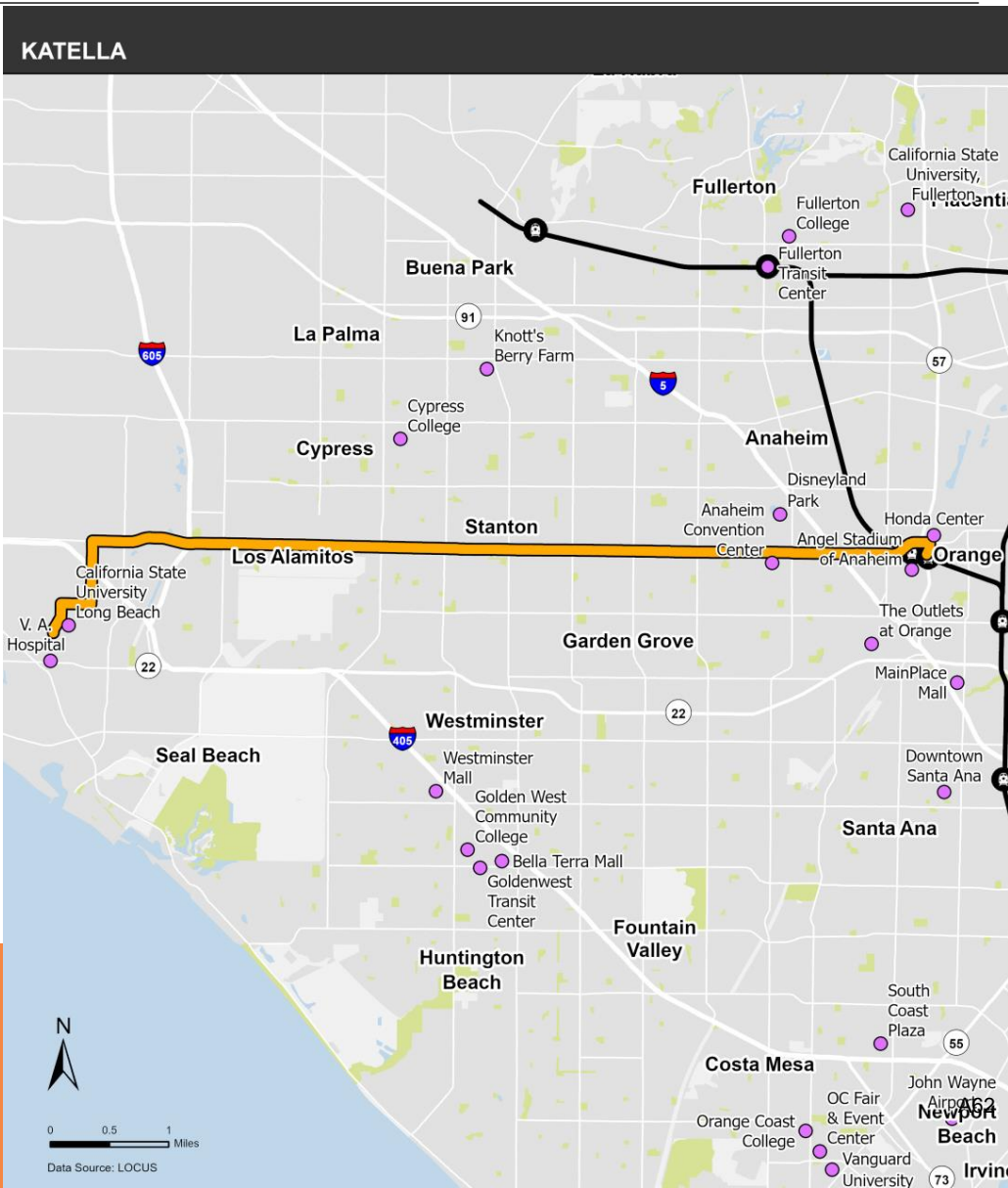
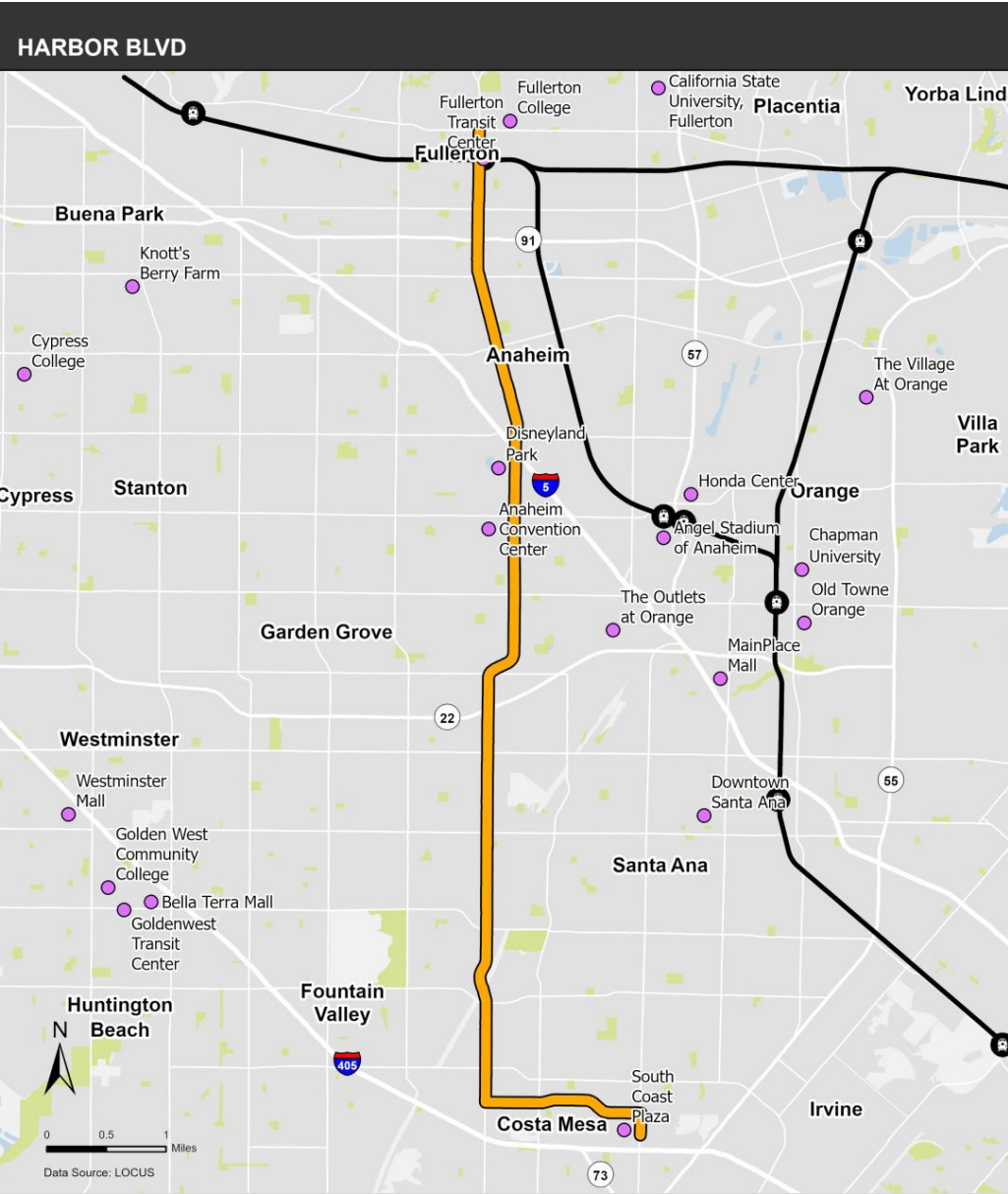
Transit Opportunity Corridors



Transit Opportunity Corridors

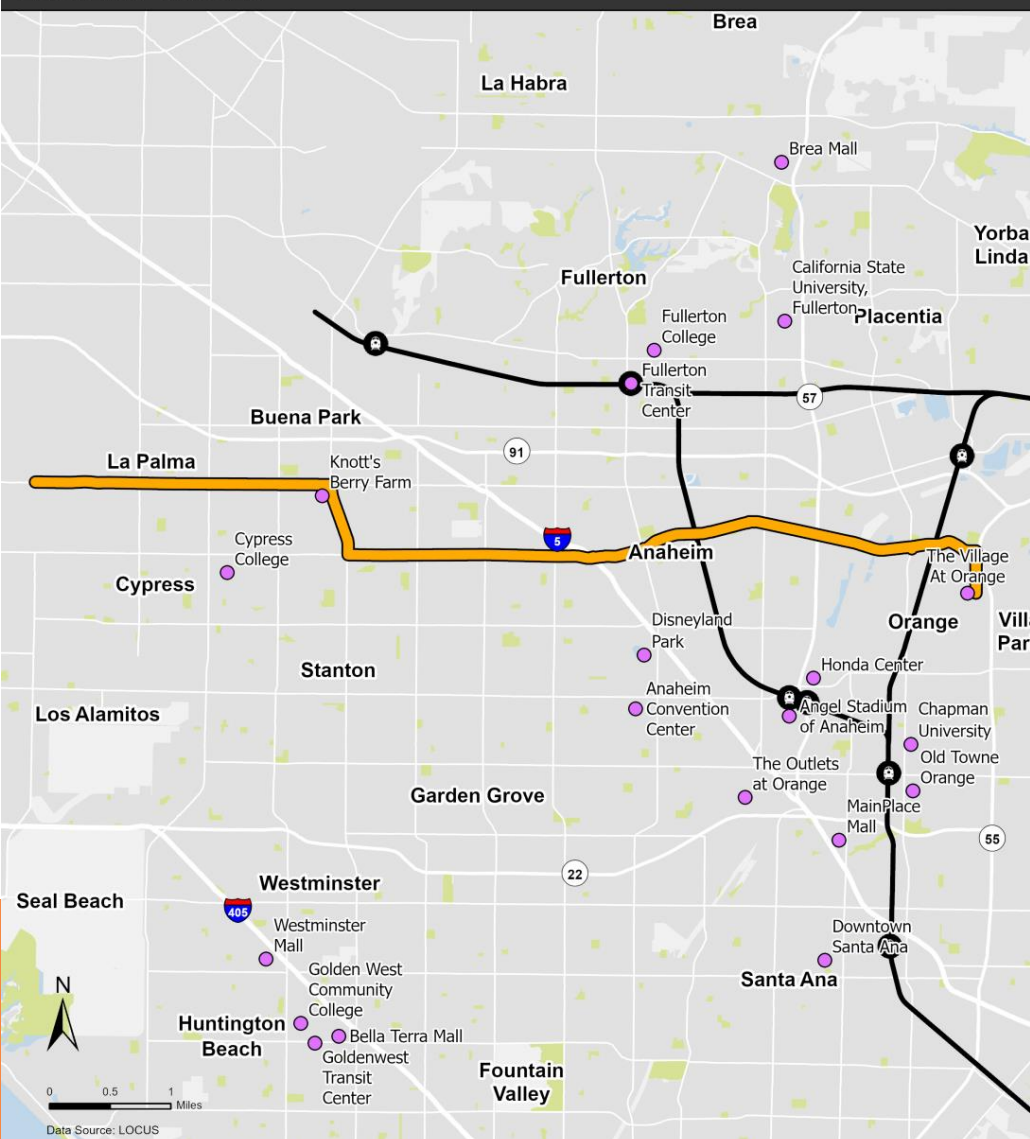


Transit Opportunity Corridors

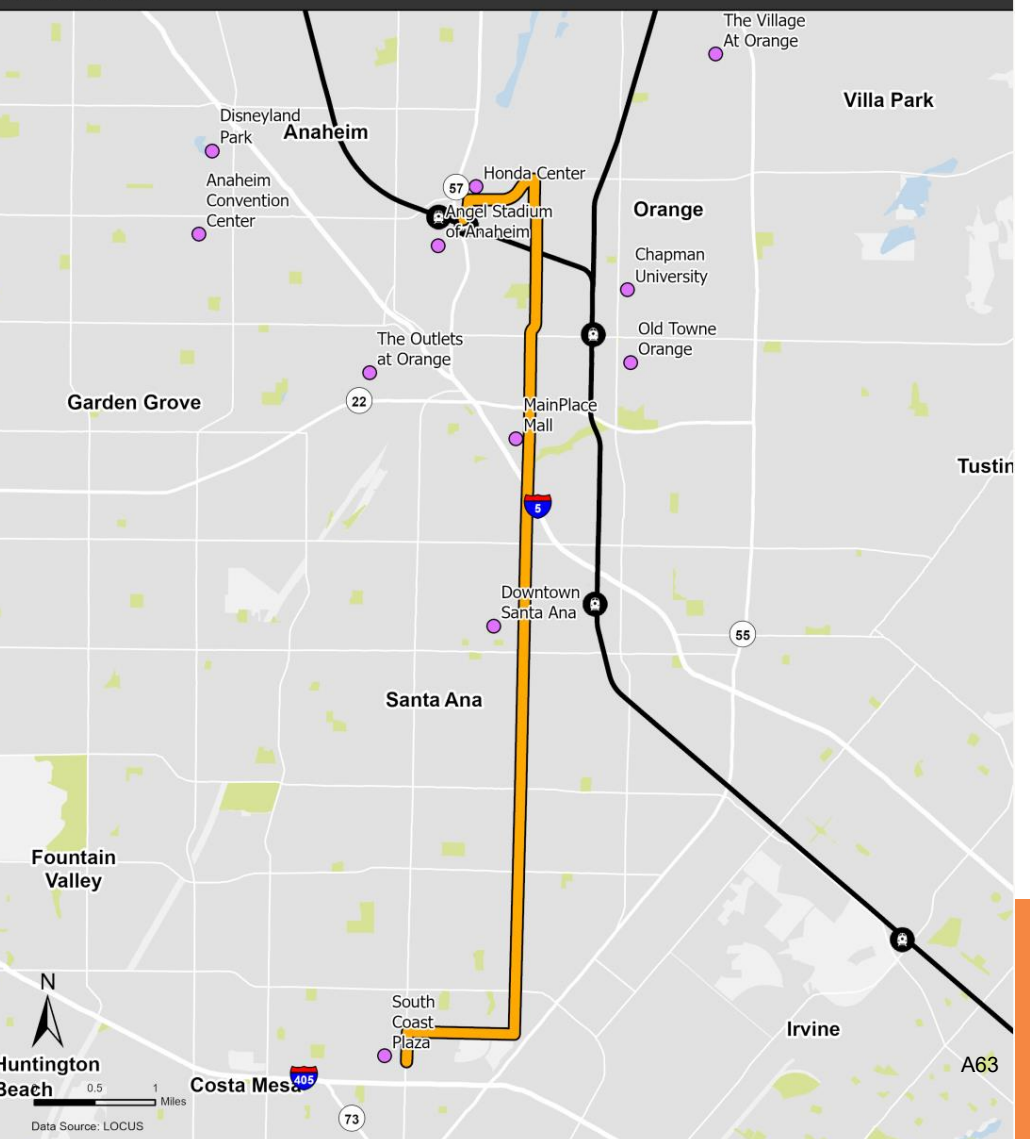


Transit Opportunity Corridors

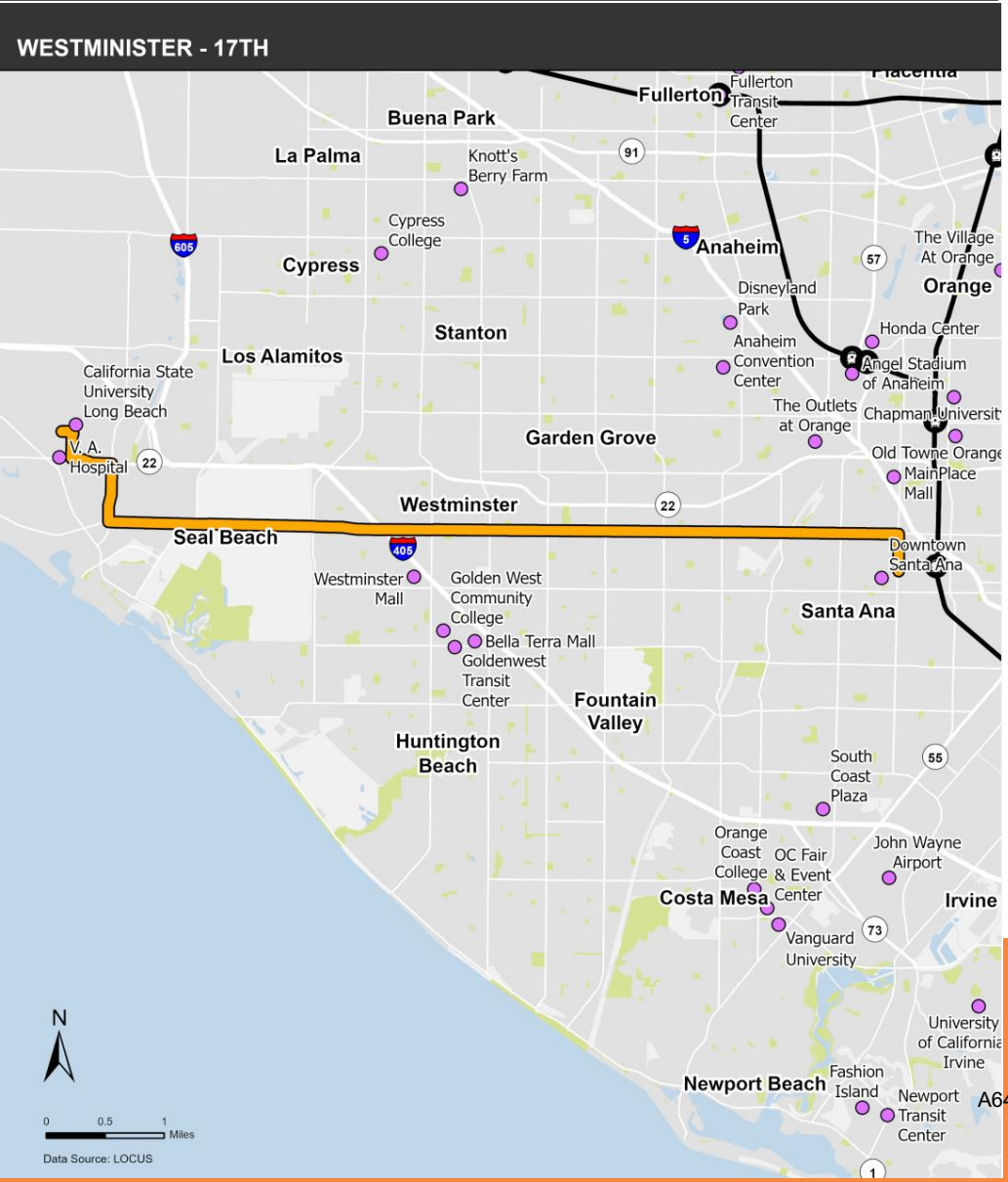
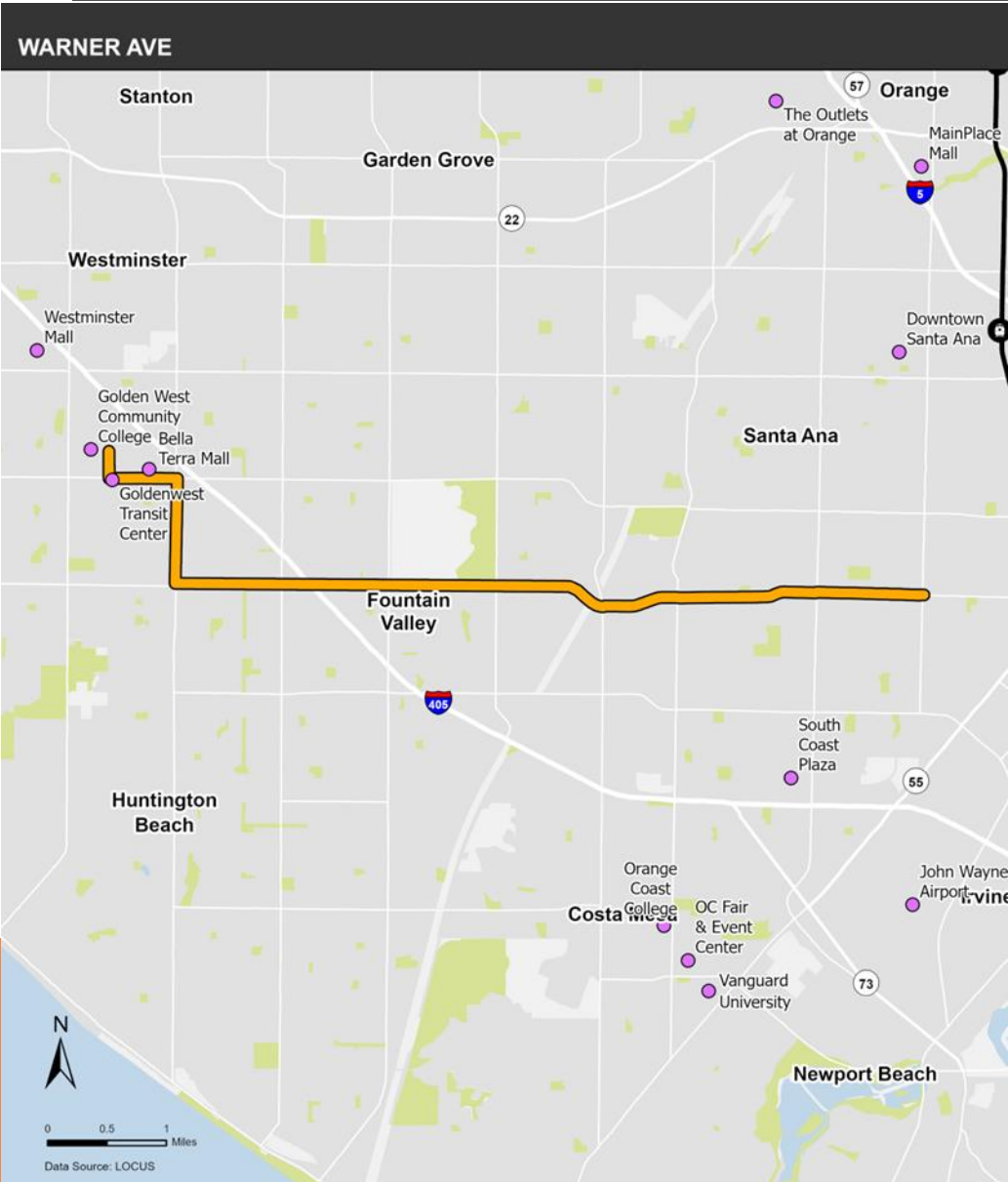
LA PALMA - LINCOLN



MAIN STREET



Transit Opportunity Corridors





Poll Questions

Poll Question #1

Choose up to THREE transit corridors that you consider the most important to Orange County.

- Beach Blvd
- Bolsa Ave and First St
- Bristol St and State College Blvd to South Coast Plaza
- Bristol St and State College Blvd to John Wayne Airport
- Edinger Ave
- Garden Grove Blvd and Chapman Ave
- Harbor Blvd
- Katella Ave
- La Palma Ave and Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd and 17th St

Poll Question #2

Choose up to THREE countywide transit strategies that you consider the most important to Orange County and your community.

- Cross County Express Bus Service
- First/Last Mile Connections
- Integration with partner transit agencies
- Mobility Hubs
- More Seasonal and Special Event Services
- OC Bus Improvements
- Vanpool Expansion
- Other (please type into the chat)

Next Steps

- Phase II of outreach
- Develop corridor operating plans
- Ridership and performance forecasts
- Other countywide transit strategies
- Update Transit-Supportive Guidelines
- Fall OCTA Board Meeting





 **OC TransitVision**

Thank you!

octa.net/OCTransitVision





OC TransitVision

Visión del Transporte de OC 2024
Seminario Web Público
9 de julio de 2024



Acceder a la interpretación en español

Interpretación en español

Vía Zoom

- Haga clic en el icono de “Interpretación”
- Escoja la opción para escuchar en español
- Para escuchar solo el idioma interpretado, haga clic en “Mute Original Audio” para “Silenciar audio original”



Formato del seminario web de hoy

La reunión de hoy se está grabando



Las cámaras de los asistentes están apagadas y los micrófonos silenciados.



Para utilizar los subtítulos, seleccione "cc" en la parte inferior de la pantalla de Zoom.



Podrá enviar sus preguntas a lo largo de la presentación a través de la función "Q&A". El equipo responderá a las preguntas durante las sesiones de preguntas y respuestas.



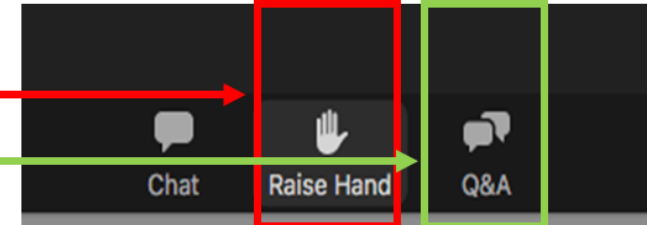
Utilice el icono "Raise Hand" (levantar la mano) para hacer una pregunta verbal durante las sesiones de discusión.

Cómo participar

Puede enviar múltiples comentarios/preguntas:

A través de la web

- Comentarios verbales: Haga clic en Participants > “raise hand”
- Escriba sus comentarios: Haga clic en la función “Q&A”
- Diga su nombre y organización (si la tiene)
- Cuando se anuncie, active el sonido y podrá hacer sus preguntas
- Se le volverá a silenciar una vez que haya terminado su(s) comentario(s)



Por teléfono:

- Presione "*9" en el teclado para levantar la mano
- Se le anunciará por los últimos cuatro dígitos de su número de teléfono
- Presione "*6" para desactivar el silencio
- Se le volverá a silenciar cuando termine su(s) comentario(s)

Los Oradores de Hoy

Charles Main

Gerente del proyecto

Plan Maestro de la Visión del Transporte de OC

Marissa Espino

Gerente de la Sección de Divulgación Publica



La Agenda de Hoy

- Bienvenida y Presentaciones
- Información General
- Calendario del Proyecto
- Información General de los Corredores de Oportunidades de Transporte
- Participación del Público y las Partes Interesadas
- Mapas de Corredores de Oportunidades de Transporte
- Preguntas y Respuestas y Discusión

Información General del Proyecto

La Visión del Transporte de OC es un plan de 30 años para mejorar los servicios de transporte en el condado.

¿Cuáles son nuestros objetivos para el transporte?



Mejorar



Conectar



Simplificar



Colaborar



Sustentar

- Analiza las condiciones existentes en el Condado de Orange
- Identifica corredores para la inversión en transporte de alta calidad
- Otras recomendaciones y orientaciones políticas
- Informa el Plan de Transporte de Largo Plazo de OCTA

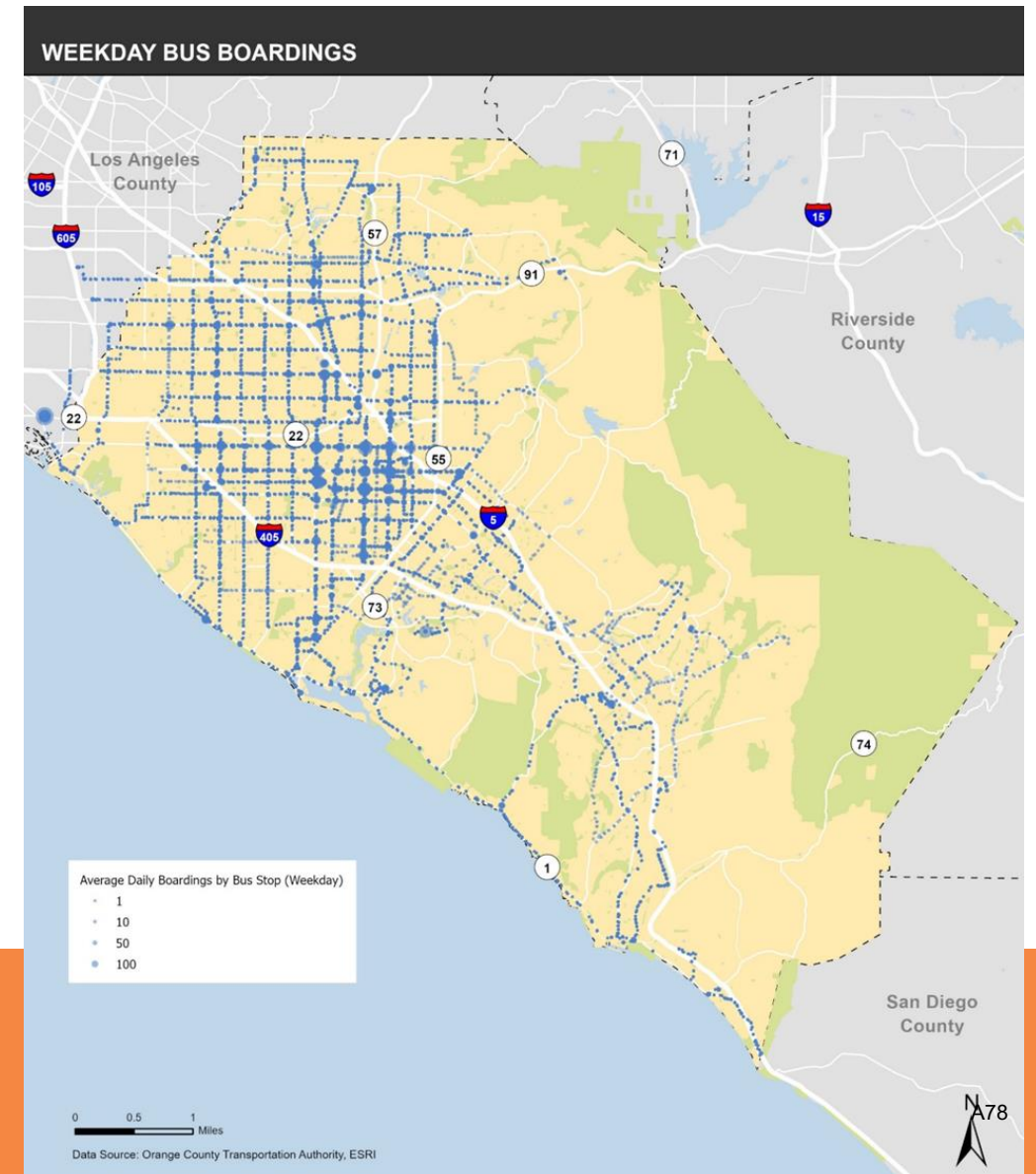
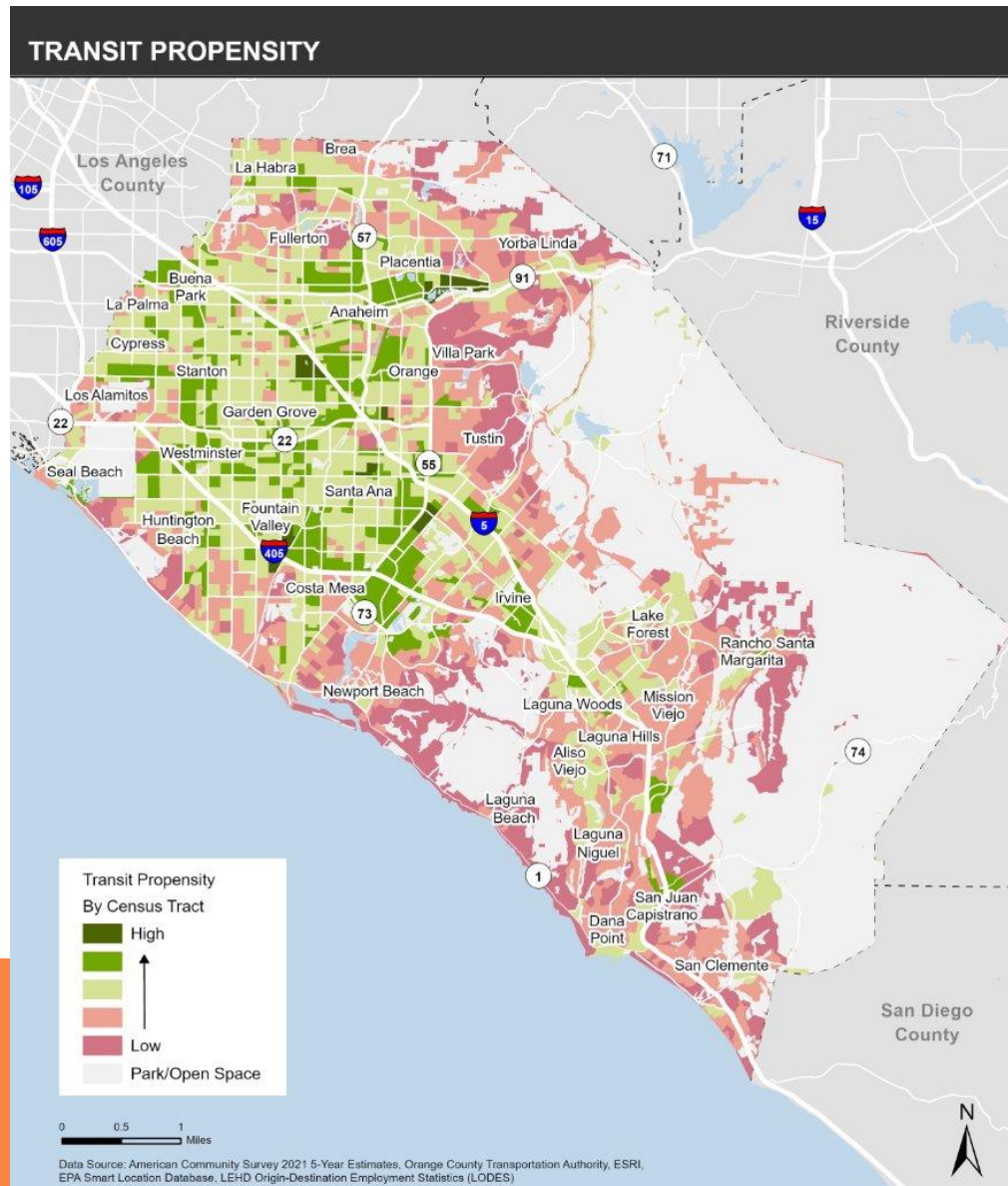
Calendario del Proyecto - Resumen

Actividad/Tarea	Fecha de Conclusión
Metas y Objetivos	Otoño 2023
Alcance Público (Fase I)	Otoño 2023
Recomendaciones para el Corredor de Oportunidades de Transporte	Principios de 2024
Alcance Público (Fase II)	Primavera/Verano 2024
Otras Estrategias de Transporte en Todo el Condado	Primavera/Verano 2024
Recomendaciones de Diseño/Políticas de Apoyo al Transporte	Primavera/Verano 2024
Informe Final	Otoño/Invierno 2024

Nosotros estamos aqui



Estado del Transporte de OC



Corredores de Oportunidades de Transporte

- Se identificaron 24 corredores preliminares para posibles inversiones en transporte de alta capacidad
- Revisión y clasificación de los 12 mejores corredores
- Recopilar comentarios del público sobre los cinco corredores preferidos
- Analizar los niveles de servicio, las conexiones multimodales, el número de pasajeros y las estimaciones de costos para los 10 principales

Criterios de Evaluación

Demanda General de Viajes (todas las modalidades)

Número de Usuarios de Autobuses Actual

Porción de la Modalidad de Transporte

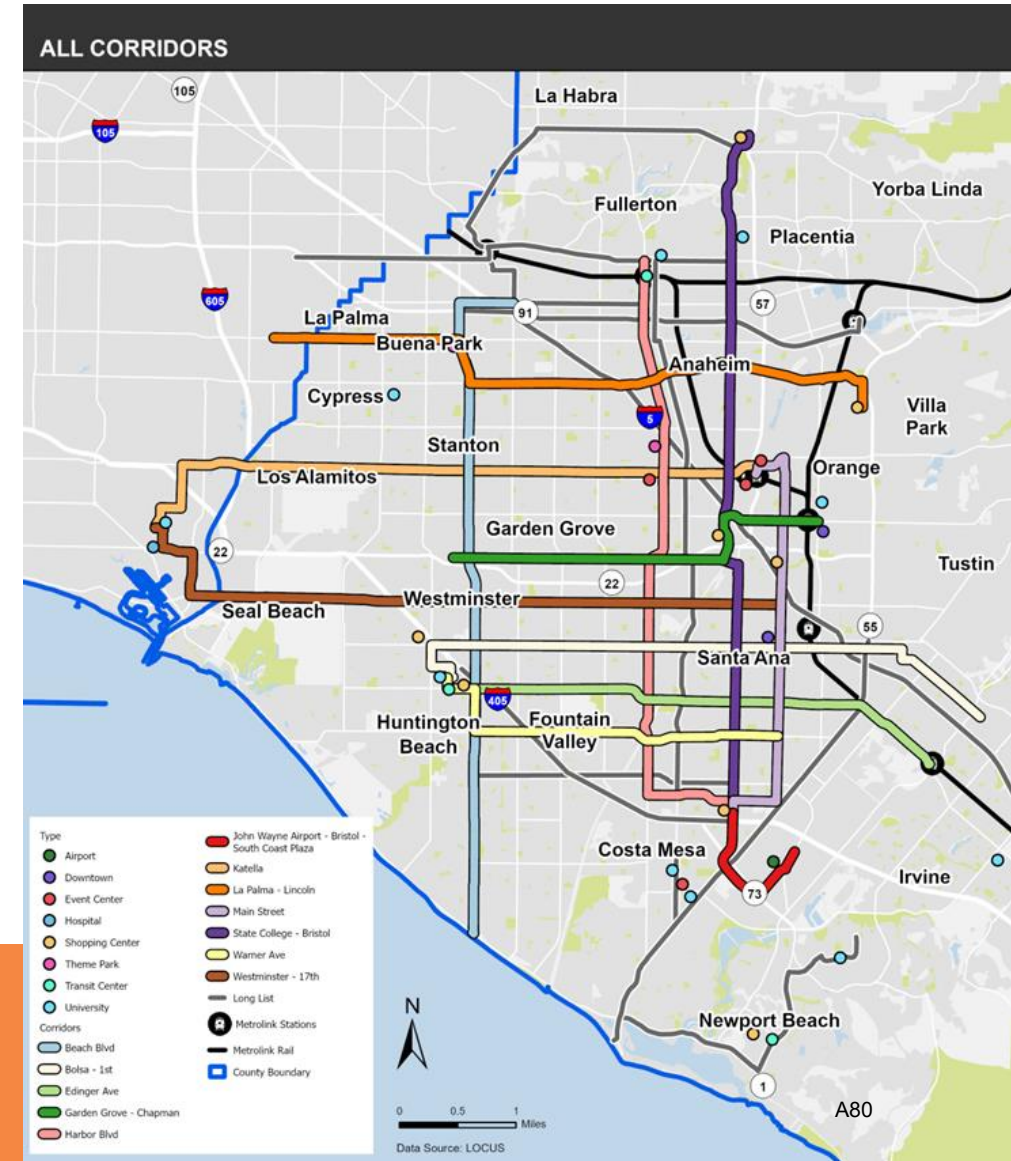
Propensión al Transporte/Equidad

Destinos Clave

Disponibilidad de Derecho de Vía*

Corredores de Oportunidades de Transporte

- Beach Blvd
- Bolsa Ave y First St
- Bristol St y State College Blvd a South Coast Plaza
- Bristol St y State College Blvd a John Wayne Airport
- Edinger Ave
- Garden Grove Blvd y Chapman Ave
- Harbor Blvd
- Katella Ave
- La Palma Ave y Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd y 17th St



Estrategias de Transporte en Todo el Condado

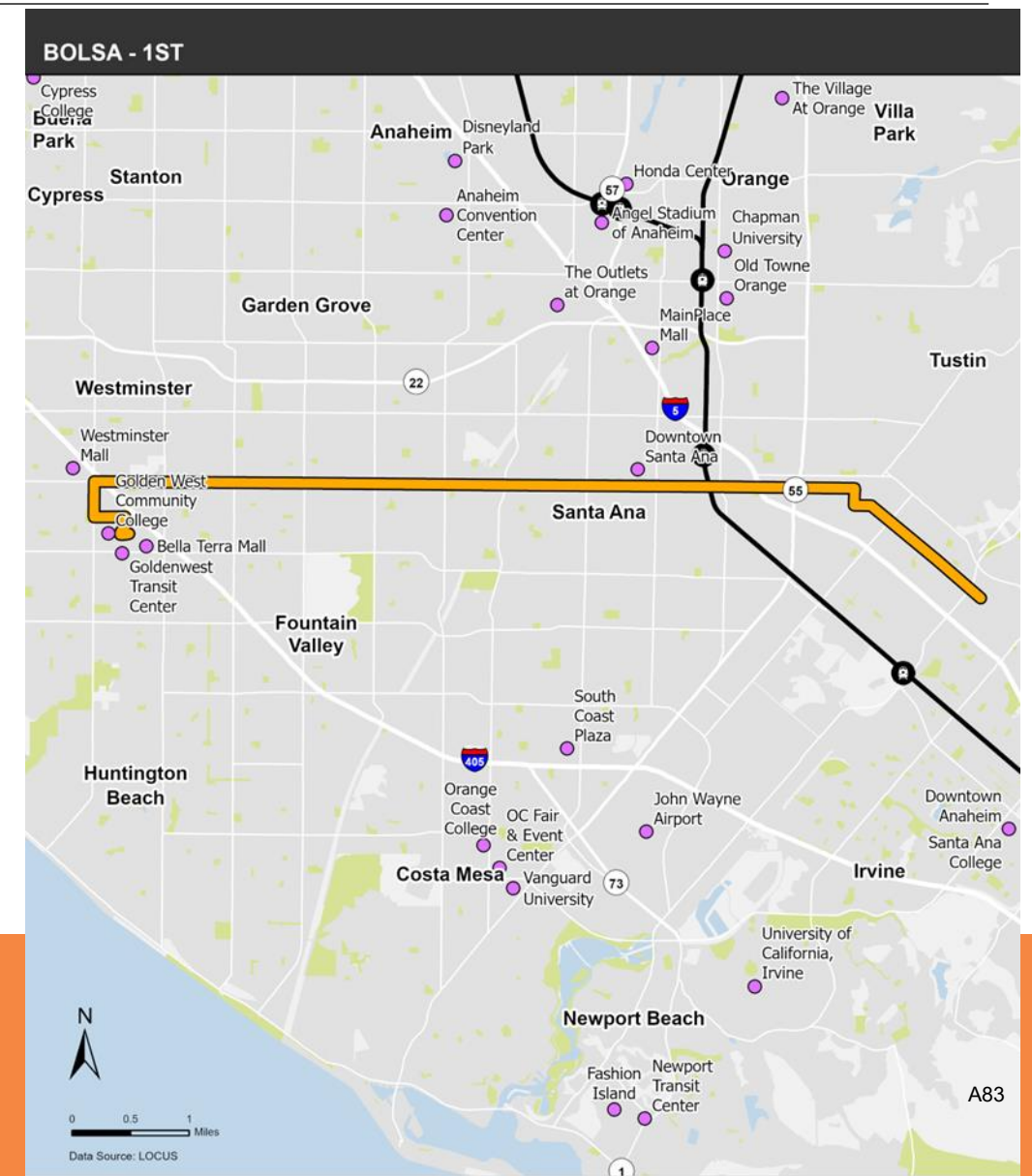
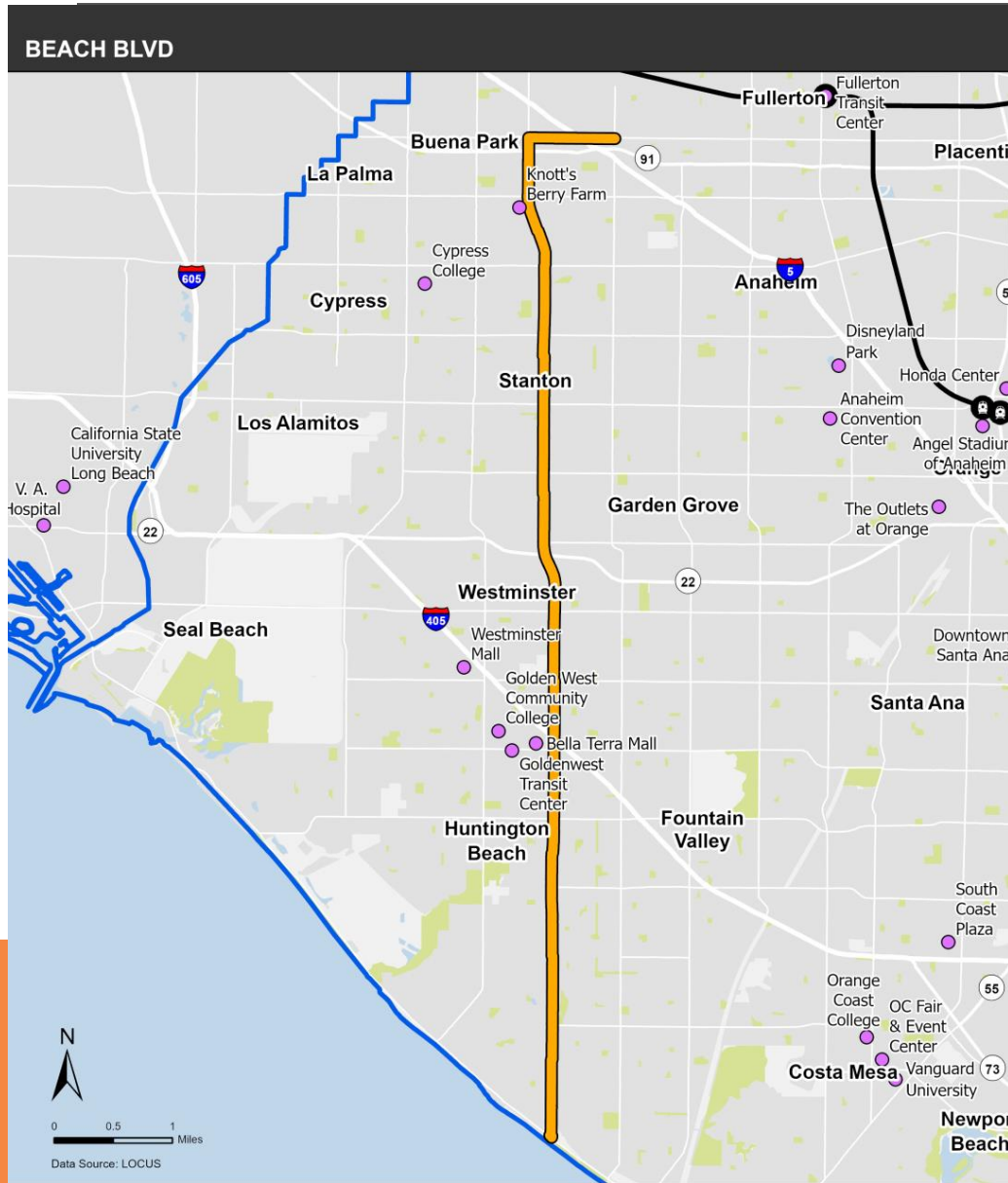
- Estudio de Transporte Multimodal del Sur del Condado de Orange
 - Las estrategias incluyen transporte de alta frecuencia, circuladores del Proyecto V, centros de movilidad, microtransporte, red ampliada de bicicletas y estrategias de Administración de la Demanda de Transporte.
- Programa SCORE de Metrolink
 - Plan a largo plazo para aumentar las frecuencias de los trenes de pasajeros
 - Considerar aumentar el servicio de OC Bus para que se conecte con viajes en tren adicionales
- Oportunidades de Desarrollo Orientadas al Transporte
 - Fullerton Park & Ride, OC Vibe, OC River Walk, Doheny Village/Dana Point
- Estrategia de Centros de Movilidad
 - Posibles centros identificados para mejorar la conectividad y conveniencia
- Monitorear áreas de alto crecimiento para posibles servicios nuevos/aumentados de OC Bus
 - Plan de Disneyland Forward, Irvine, Rancho Mission Viejo

Alcance Público

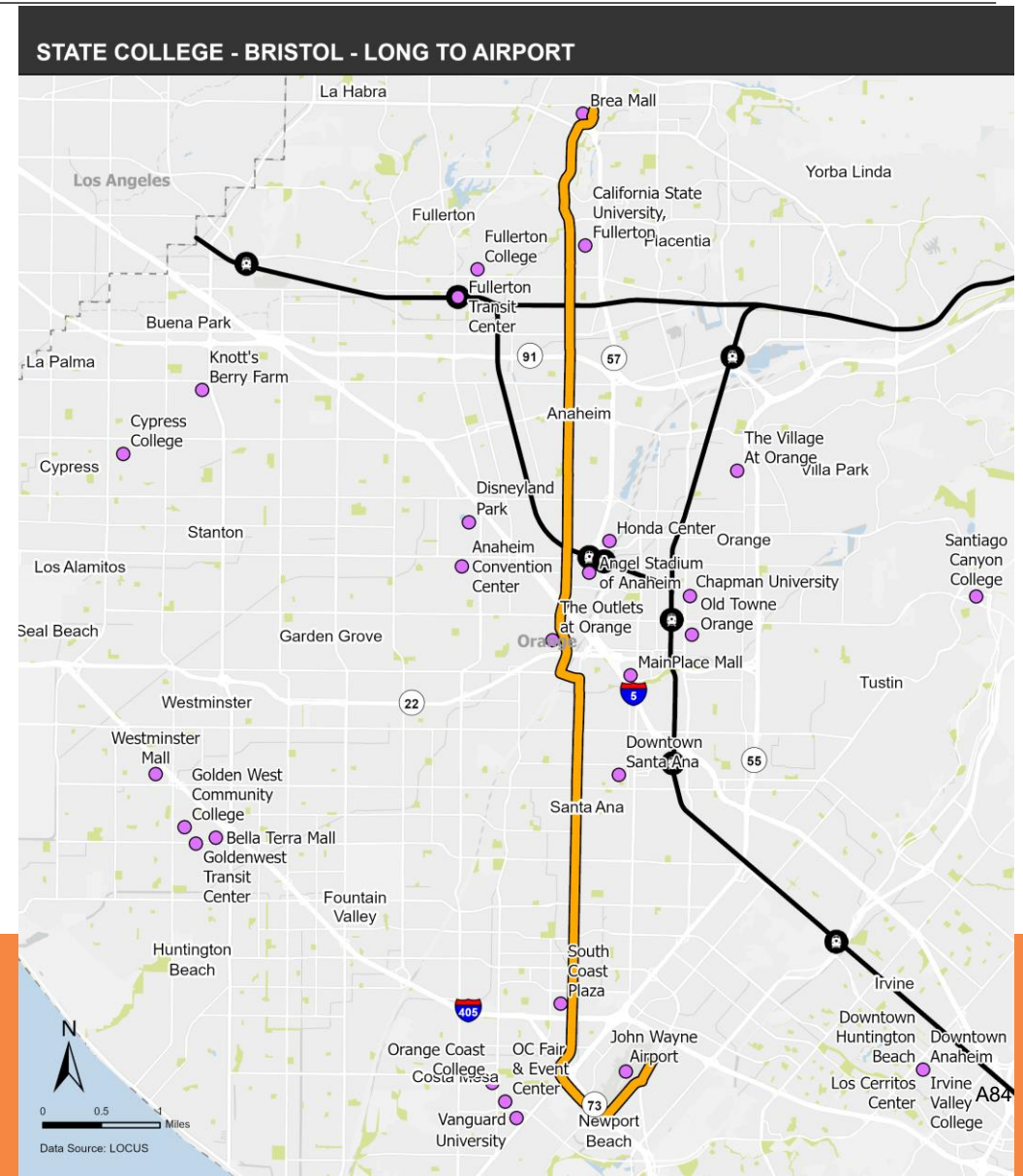
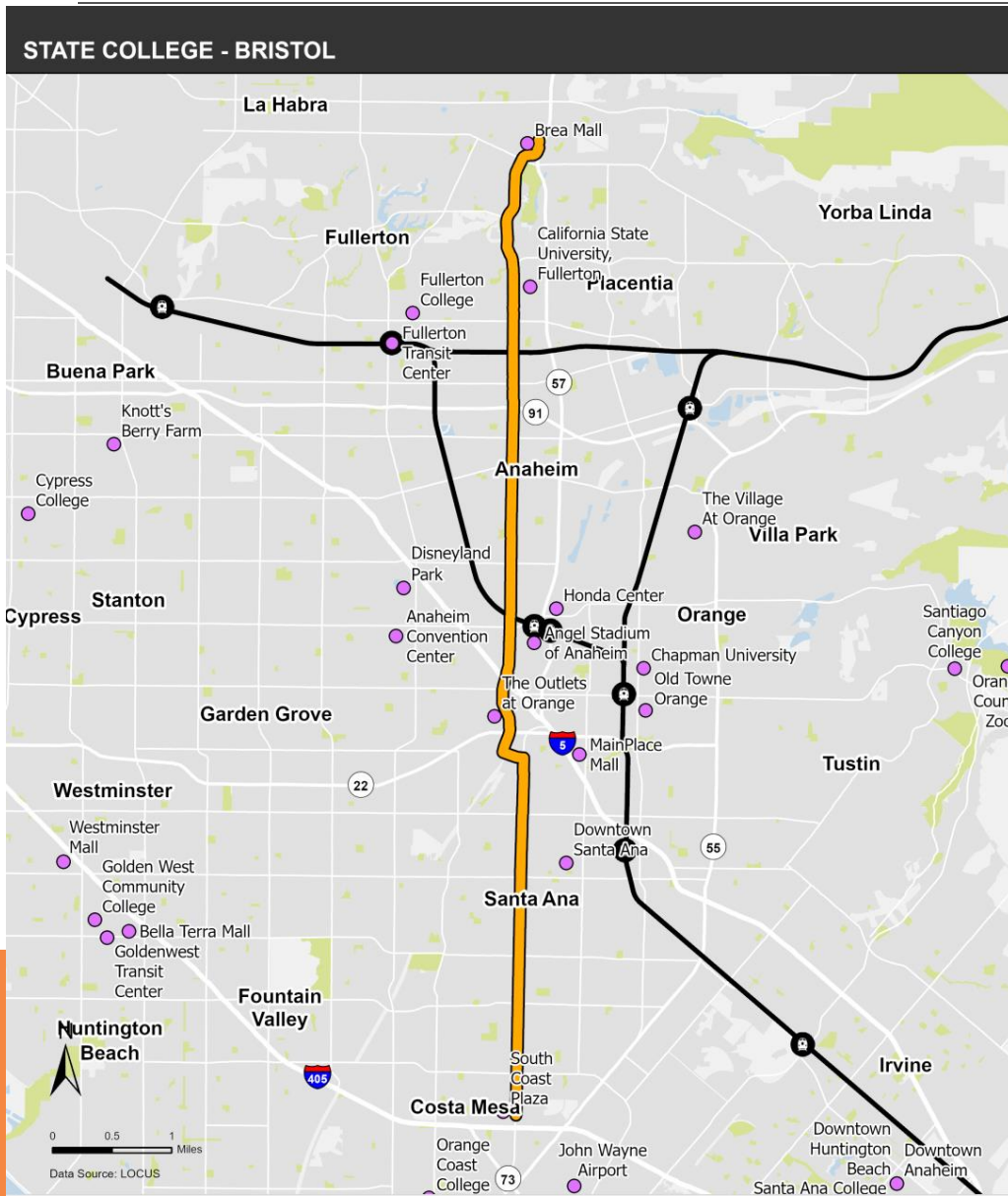
- Comentarios sobre los corredores de transporte (mayo-julio)
- Mesas redondas: personal de la ciudad/funcionarios electos/Organizaciones Comunitarias/Partes Interesadas
- Encuesta Multilingüe
- Seminario Web
- Eventos Temporales (pop-up)
- Medios Digitales



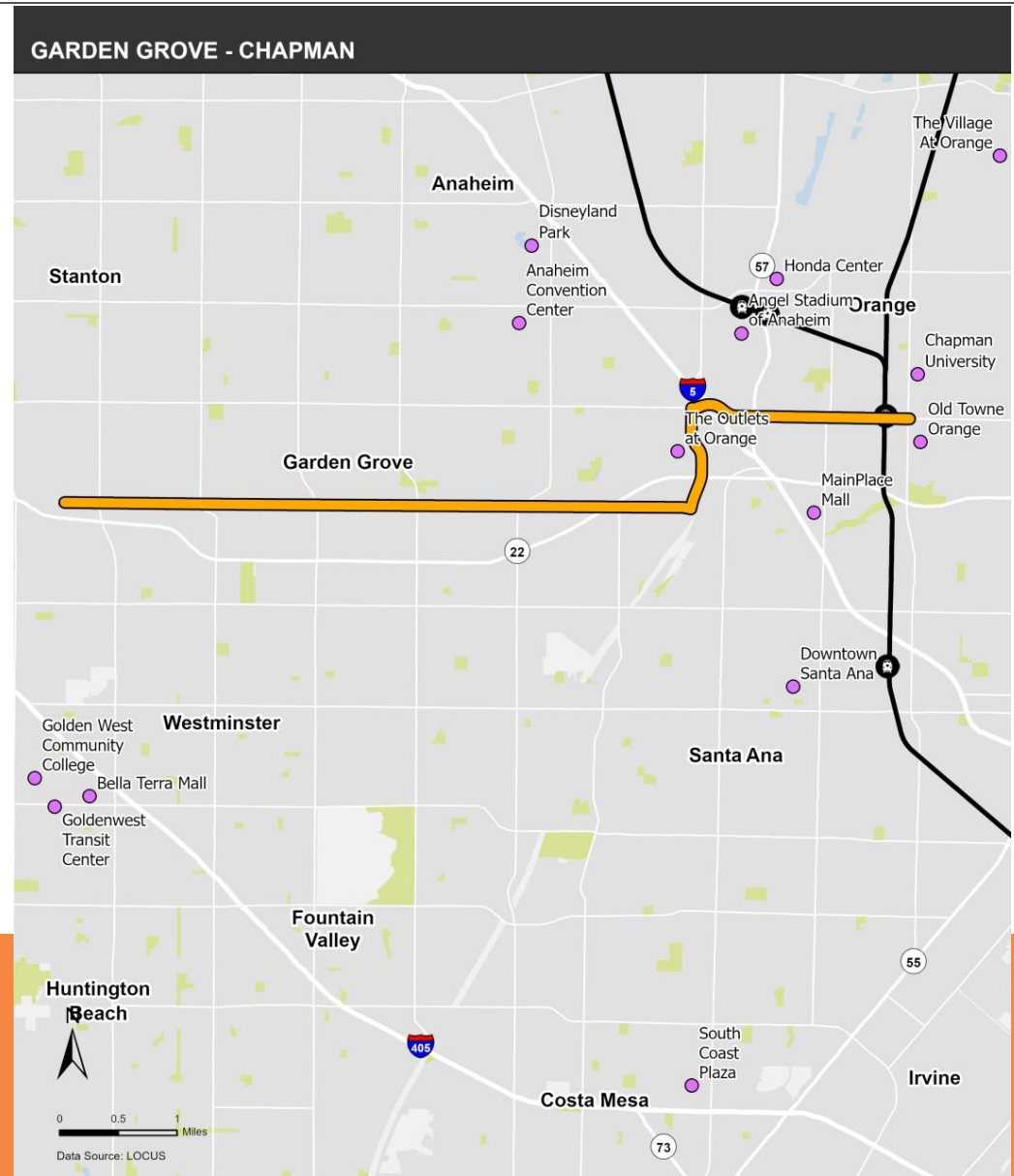
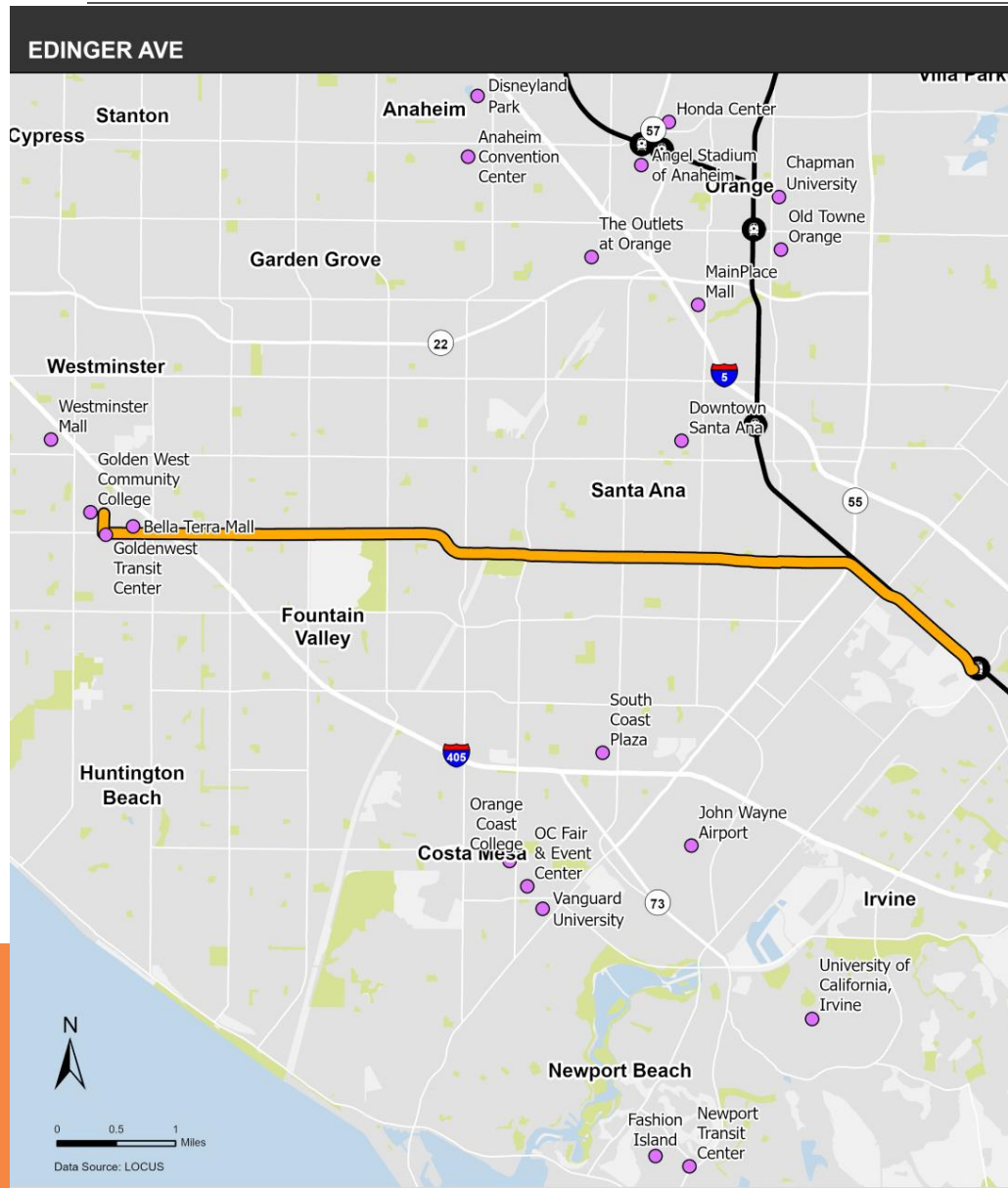
Corredores de Oportunidades de Transporte



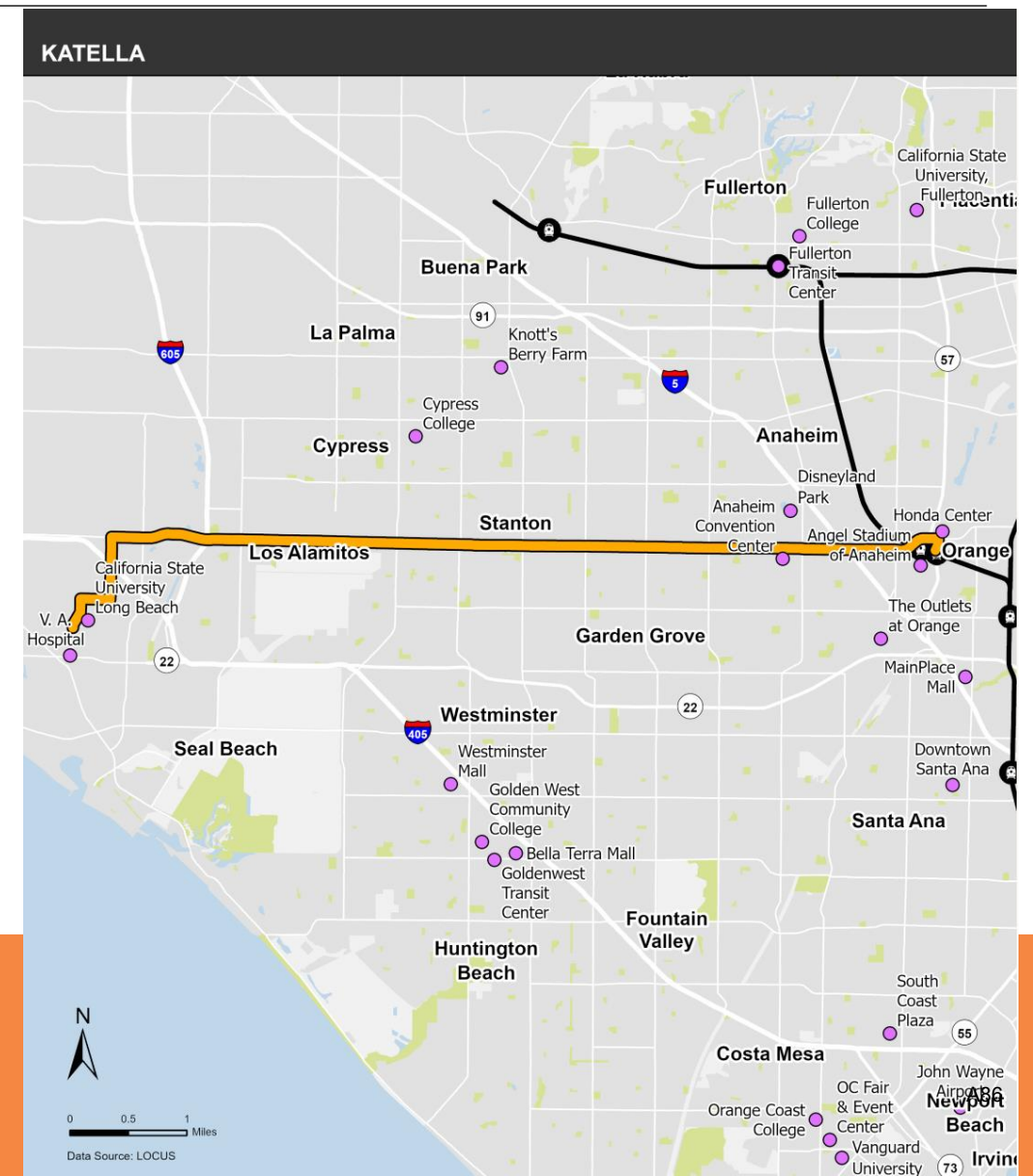
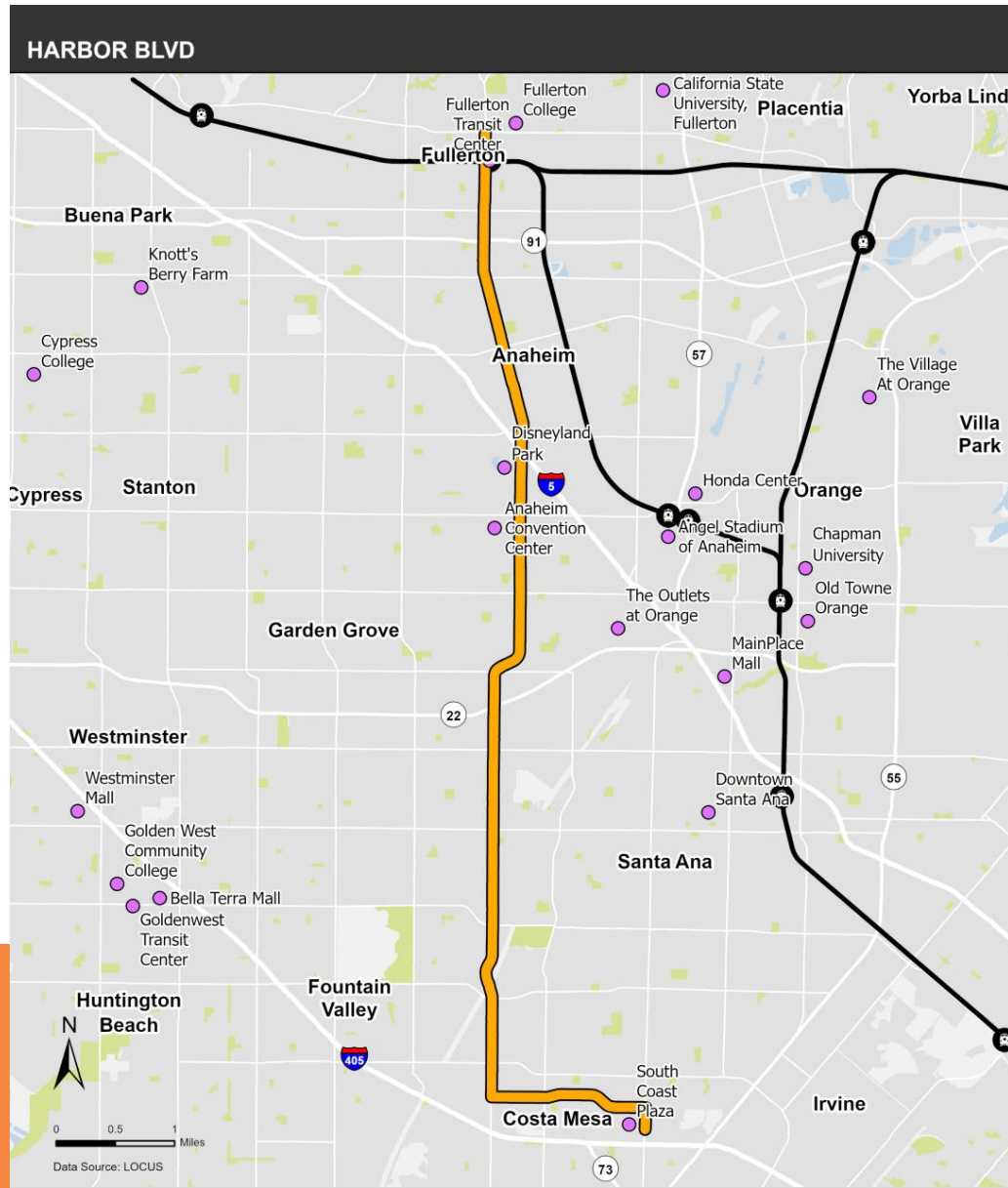
Corredores de Oportunidades de Transporte



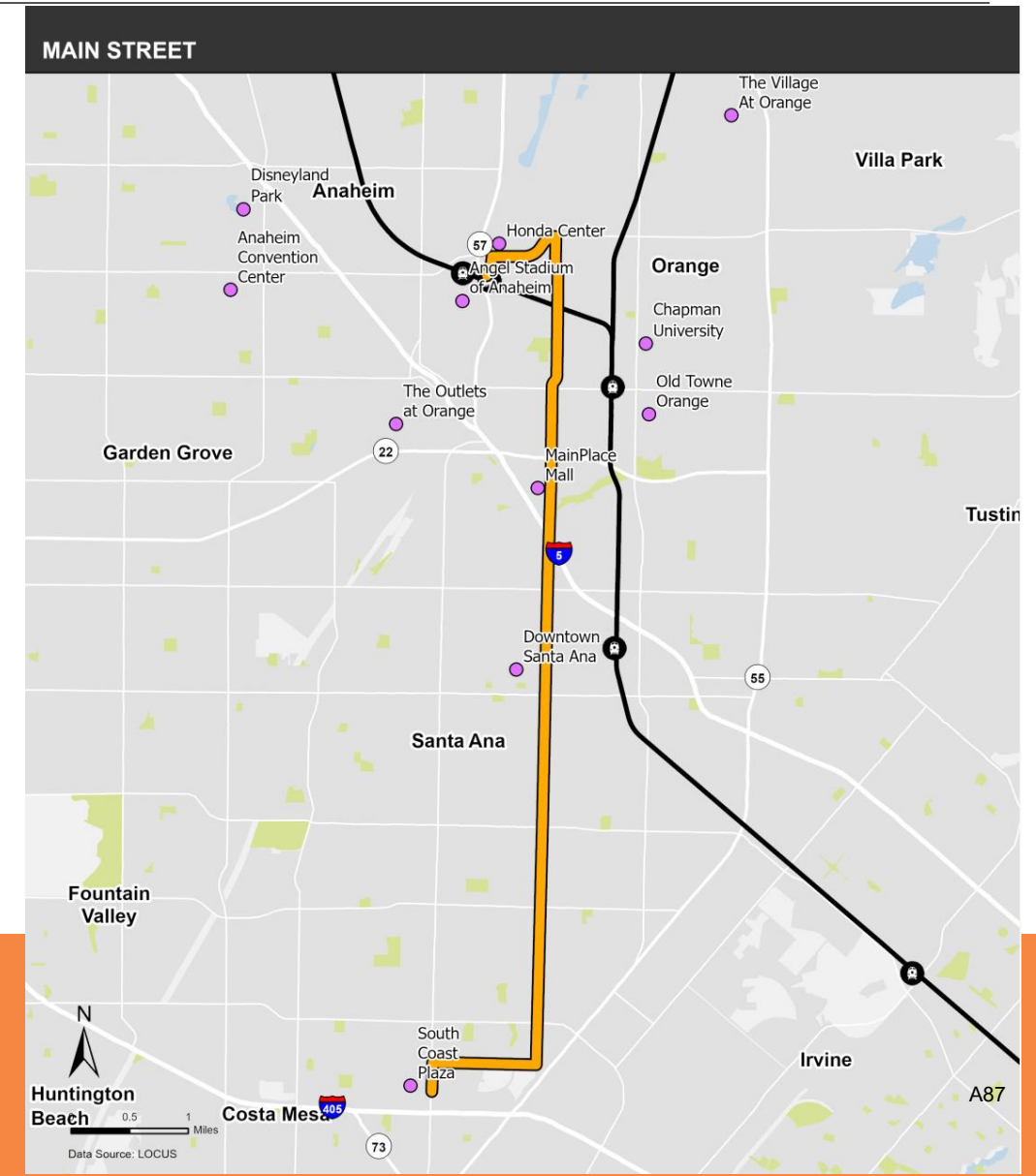
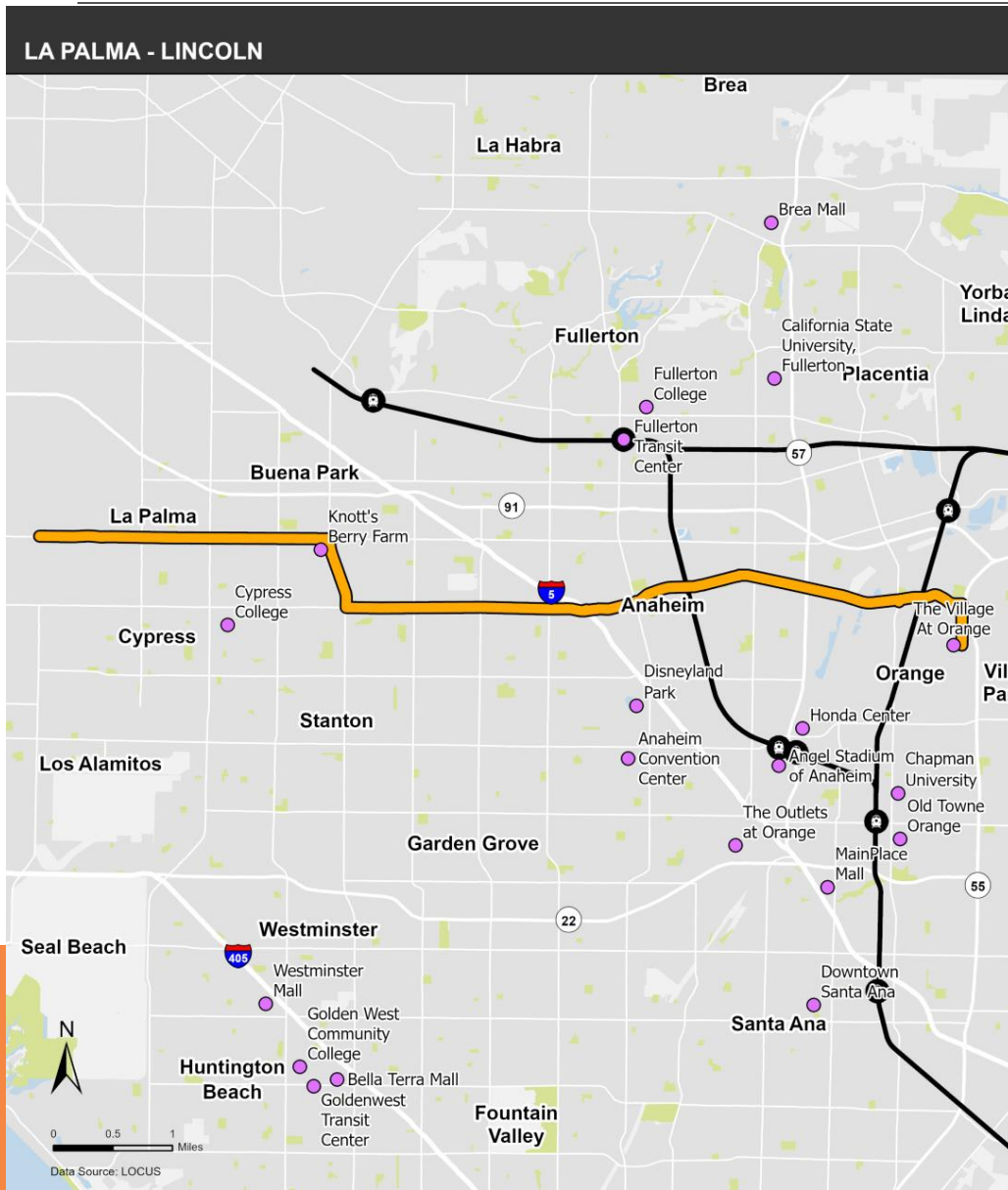
Corredores de Oportunidades de Transporte



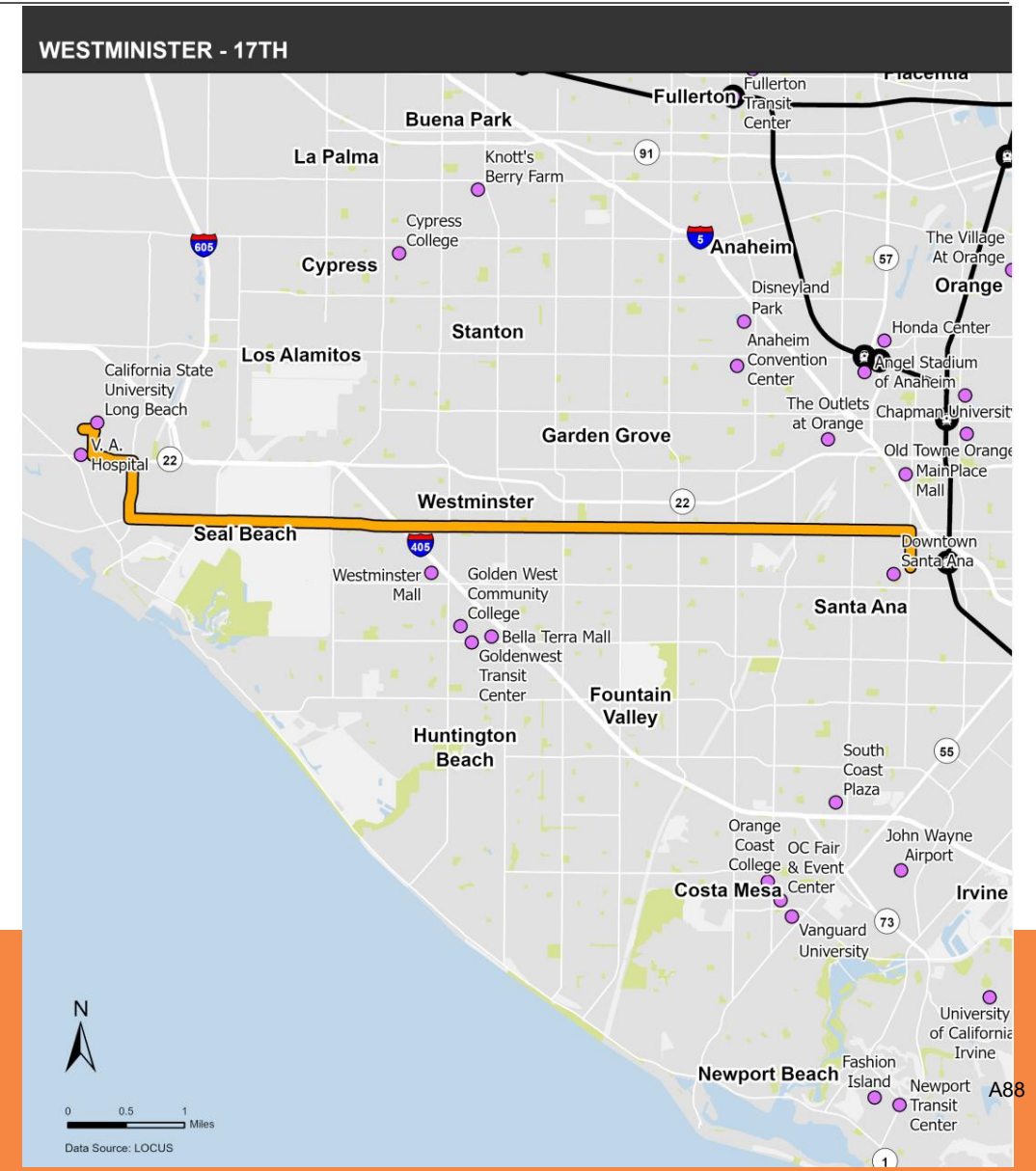
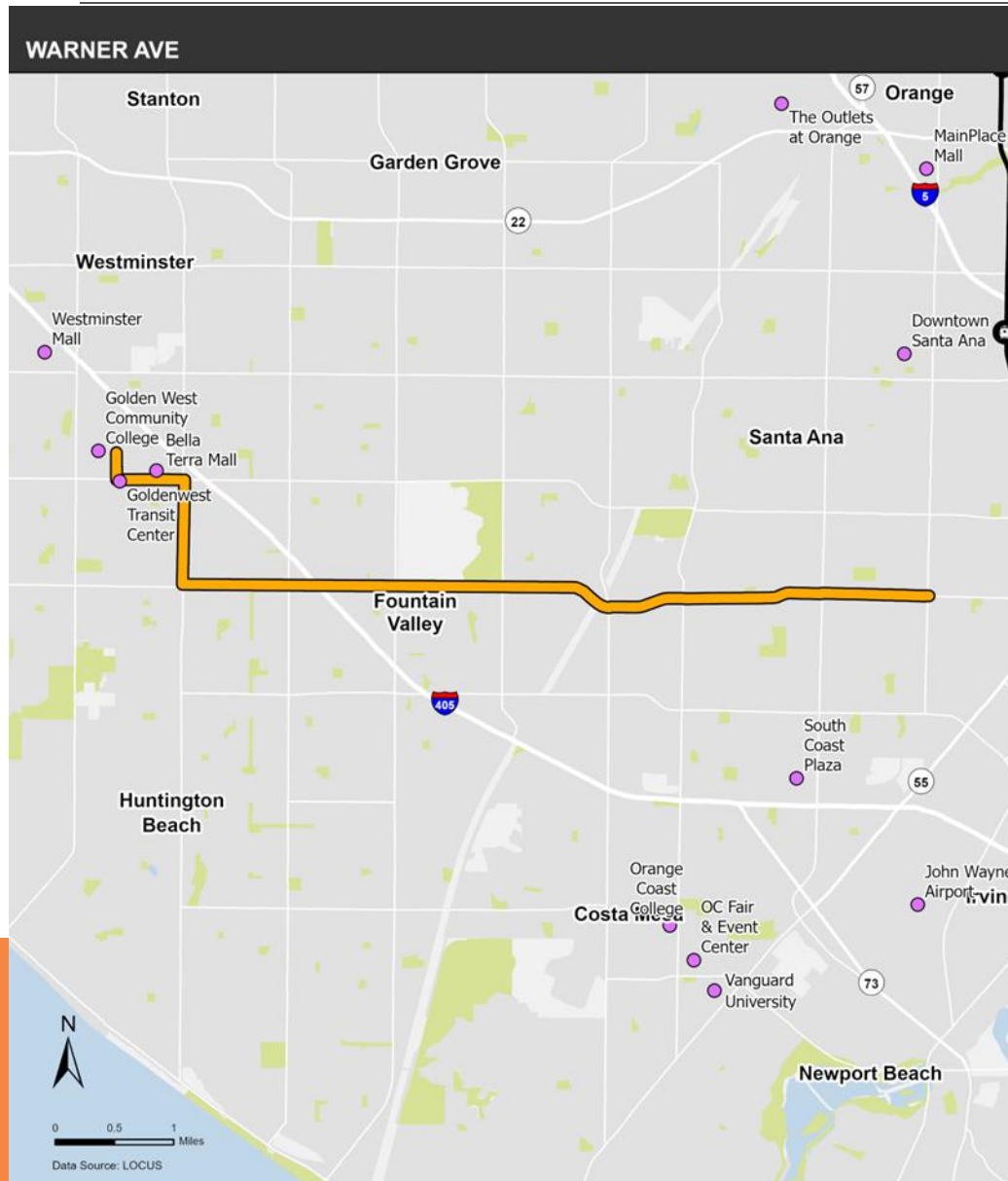
Corredores de Oportunidades de Transporte



Corredores de Oportunidades de Transporte



Corredores de Oportunidades de Transporte





Preguntas de Sondeo

Preguntas de Sondeo #1

Por favor, elija hasta **tres** de estos corredores de tránsito que considere más importantes para usted

- Beach Blvd
- Bolsa Ave y First St
- Bristol St y State College Blvd a South Coast Plaza
- Bristol St y State College Blvd a John Wayne Airport
- Edinger Ave
- Garden Grove Blvd y Chapman Ave
- Harbor Blvd
- Katella Ave
- La Palma Ave y Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd y 17th St

Preguntas de Sondeo #2

Elija hasta TRES estrategias de tránsito para todo el condado que considere las más importantes para el Condado de Orange y su comunidad.

- Servicio Cross County Express Bus
- Conexiones de primera/última milla
- Integración con agencias de transporte asociadas
- Centros de movilidad
- Más servicios por temporadas y para eventos especiales
- Mejoras de los autobuses OC
- Ampliación del uso de vehículos compartidos
- Otros (escriba en el chat)

Próximos Pasos

- Fase II del alcance
- Desarrollar planes operativos de corredores
- Pronóstico de número de usuarios y rendimiento
- Otras estrategias de transporte en todo el condado
- Actualizar las Directrices de Apoyo al Transporte
- Reunión de la Junta de OCTA en el Otoño





OC TransitVision

¡Gracias por participar!
octa.net/OCTransitVision





OC TransitVision

**Tầm Nhìn Giao Thông OC 2024
Hội Thảo Công Cộng Trực Tuyến
Ngày 9 tháng 7, 2024**



Truy Cập Phiên Dịch

Phiên dịch tiếng Tây Ban Nha hoặc tiếng Việt qua Zoom

- - Nhấn vào biểu tượng “Interpretation”/”Thông Dịch”
- - Chọn ngôn ngữ bạn muốn nghe
- - Để nghe ngôn ngữ được dịch, nhấn vào Tắt Âm Thanh Gốc (Mute Original Audio)



Hình Thức Hội Thảo Hôm Nay



Camera của người tham gia bị tắt và micro sẽ được tắt tiếng



Để sử dụng phụ đề, chọn "cc" ở dưới màn hình Zoom của bạn



Câu hỏi có thể được gửi trong suốt buổi thuyết trình qua chức năng 'Q&A'/'Hỏi Đáp'. Đội ngũ sẽ trả lời câu hỏi trong các phiên Q&A



Vui lòng sử dụng biểu tượng 'Raise Hand' để đặt câu hỏi bằng lời trong các phiên 'Thảo luận'

Cách Tham Gia

Bạn có thể gửi nhiều nhận xét/câu hỏi nếu cần:

Qua web

- Nhận xét bằng lời: Nhấn vào Participants > “Tham gia”Đưa tay”>
- Gửi nhận xét: Nhấn vào chức năng “Q&A”/Hỏi Đáp
- Nêu tên và tổ chức của bạn (nếu có)
- Khi được thông báo, bật tiếng micro của bạn, sau đó bạn có thể đặt câu hỏi của mình
- Bạn sẽ bị tắt tiếng lại sau khi phát biểu xong nhận xét của mình



Qua điện thoại (gọi vào)::

- Nhấn “*9” trên bàn phím để “đưa tay”/“raise hand”
- Bạn sẽ được thông báo qua bốn con số cuối của số điện thoại của bạn
- Nhấn “*6” để bật tiếng micro
- Bạn sẽ bị tắt tiếng lại sau khi phát biểu xong nhận xét của mình

Chương Trình Hôm Nay

- Chào Mừng Và Giới Thiệu
- Tổng Quan
- Lịch Trình Dự Án
- Tổng Quan Về Các Lối Hành Lang Cơ Hội Giao Thông
- Kết Nối Công Chúng & Các Đối Tác Liên Quan
- Bản Đồ Các Lối Hành Lang Cơ Hội Giao Thông
- Hỏi Đáp và Thảo Luận

Tổng Quan Dự Án

Tầm Nhìn Giao Thông OC là một kế hoạch 30 năm để cải thiện dịch vụ giao thông trong quận

Mục tiêu của chúng ta đối với giao thông là gì?



Nâng cao



Kết nối



Đơn giản hóa



Hợp tác



Bền vững

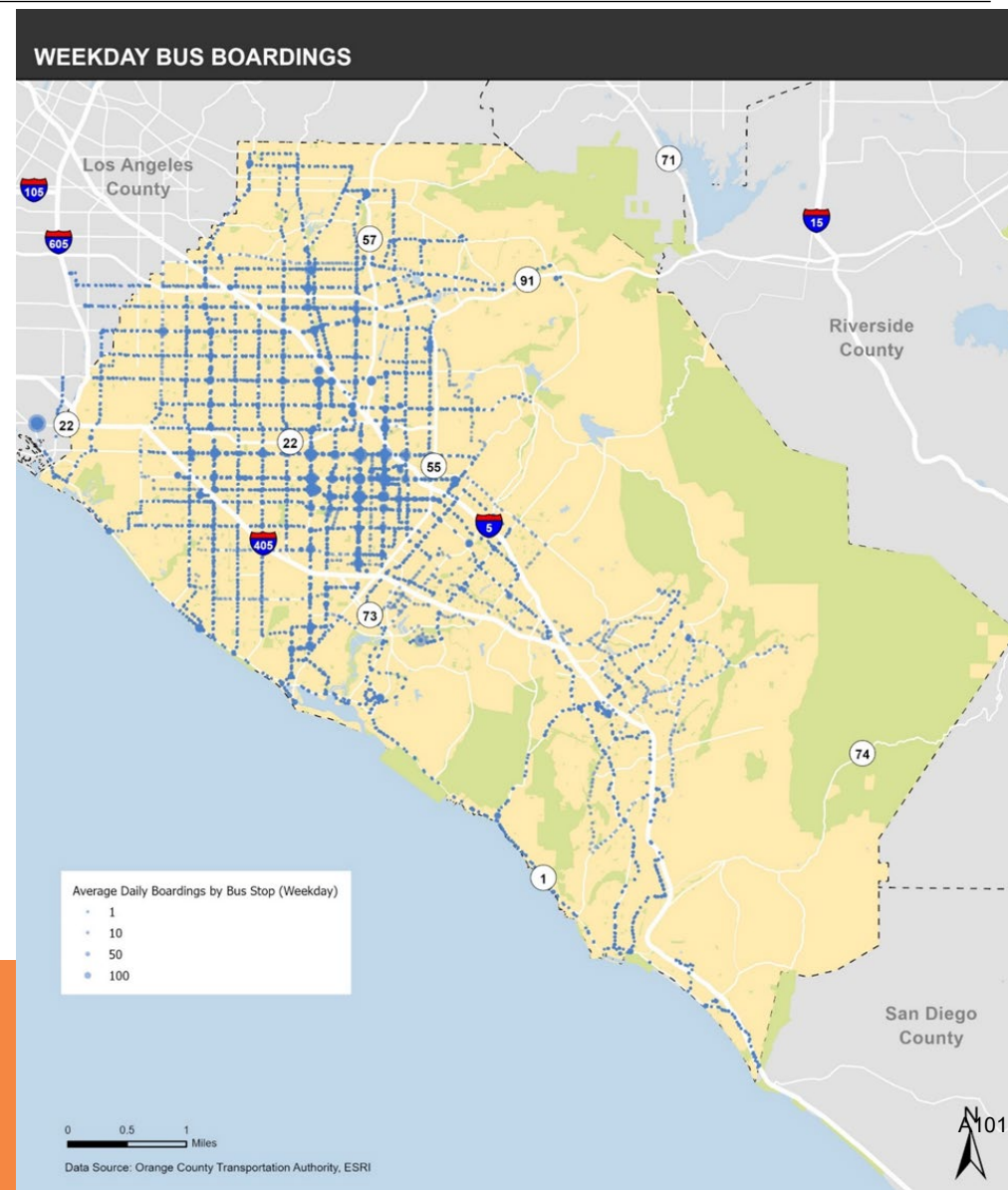
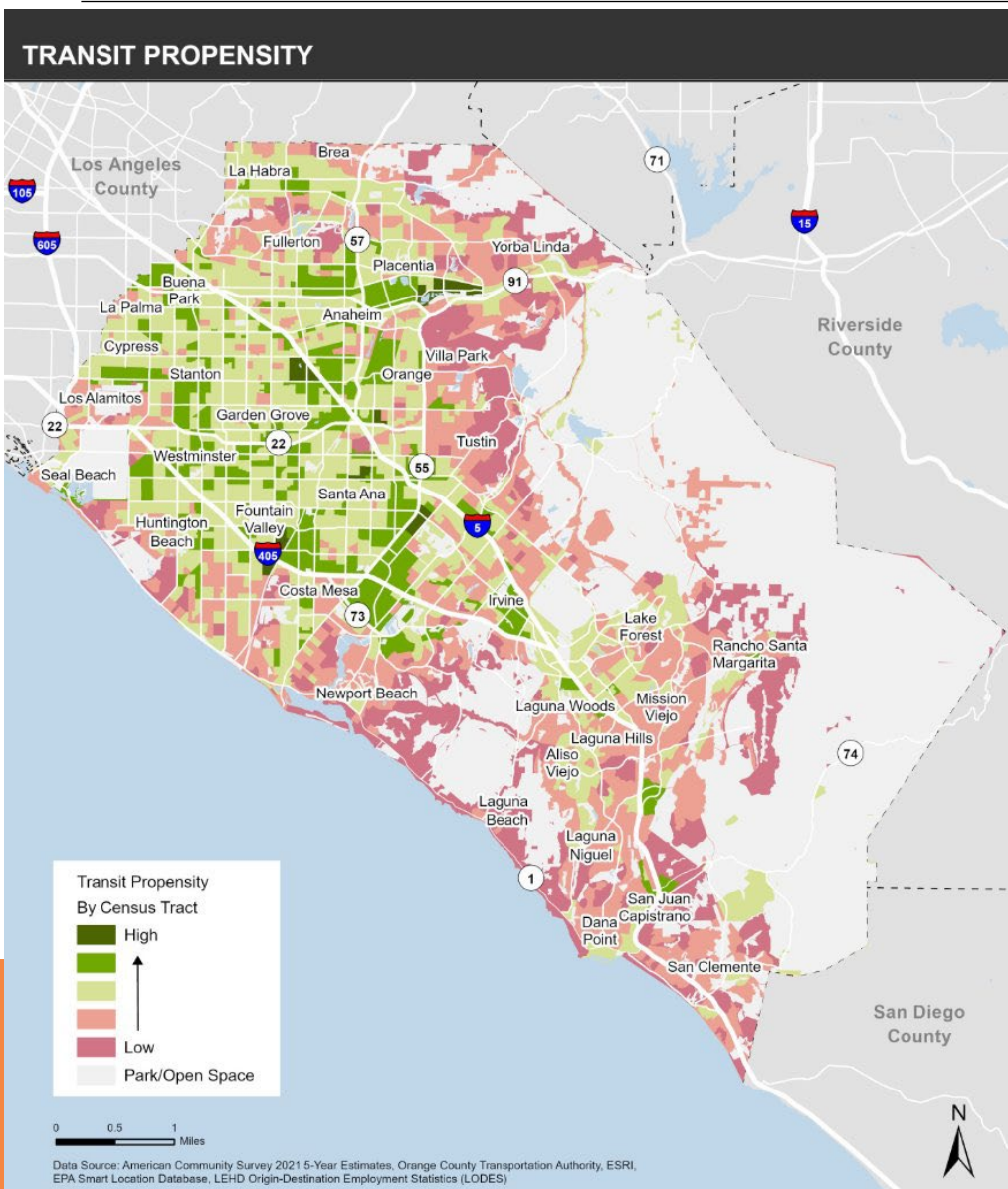
- Phân tích các điều kiện hiện tại ở Quận Cam
- Xác định các lối hành lang để đầu tư vào giao thông chất lượng cao
- Các khuyến nghị và hướng dẫn chính sách khác liên quan đến giao thông
- Thông báo cho Kế hoạch Giao thông Dài hạn của OCTA

Lịch Trình Dự Án - Tóm Tắt

Hoạt động/Nhiệm vụ	Ngày Hoàn Thành
Mục tiêu và Mục đích	Mùa Thu 2023
Tiếp cận Công chúng (Giai đoạn I)	Mùa Thu 2023
Khuyến nghị về Lối Hành Lang Cơ Hội Giao Thông	Đầu Năm 2024
Tiếp cận Công chúng (Giai đoạn II)	Mùa Xuân/Mùa Hè 2024
Các Chiến lược khác về Giao thông Toàn quận	Mùa Xuân/Mùa Hè 2024
Thiết kế/Hướng dẫn Chính sách Hỗ trợ Giao thông	Mùa Xuân/Mùa Hè 2024
Báo cáo Cuối cùng	Mùa Thu/Mùa Đông 2024



Tình Trạng Giao Thông OC



Lối Hành Lang Cơ Hội Giao Thông

- Xác định 24 hành lang sơ bộ để đầu tư tiềm năng vào giao thông cao cấp
- Đánh giá và xếp hạng 12 hành lang hàng đầu
- Thu thập phản hồi từ công chúng về năm hành lang ưu tiên
- Phân tích mức dịch vụ, kết nối đa phương tiện, lượng khách và ước tính chi phí cho 10 lối hành lang hàng đầu

Tiêu Chí Đánh Giá

Tổng thể nhu cầu đi lại (tất cả các phương tiện)

Lượng khách xe buýt hiện tại

Tỷ lệ sử dụng phương tiện giao thông công cộng

Sự công bằng/Tỷ lệ sử dụng giao thông

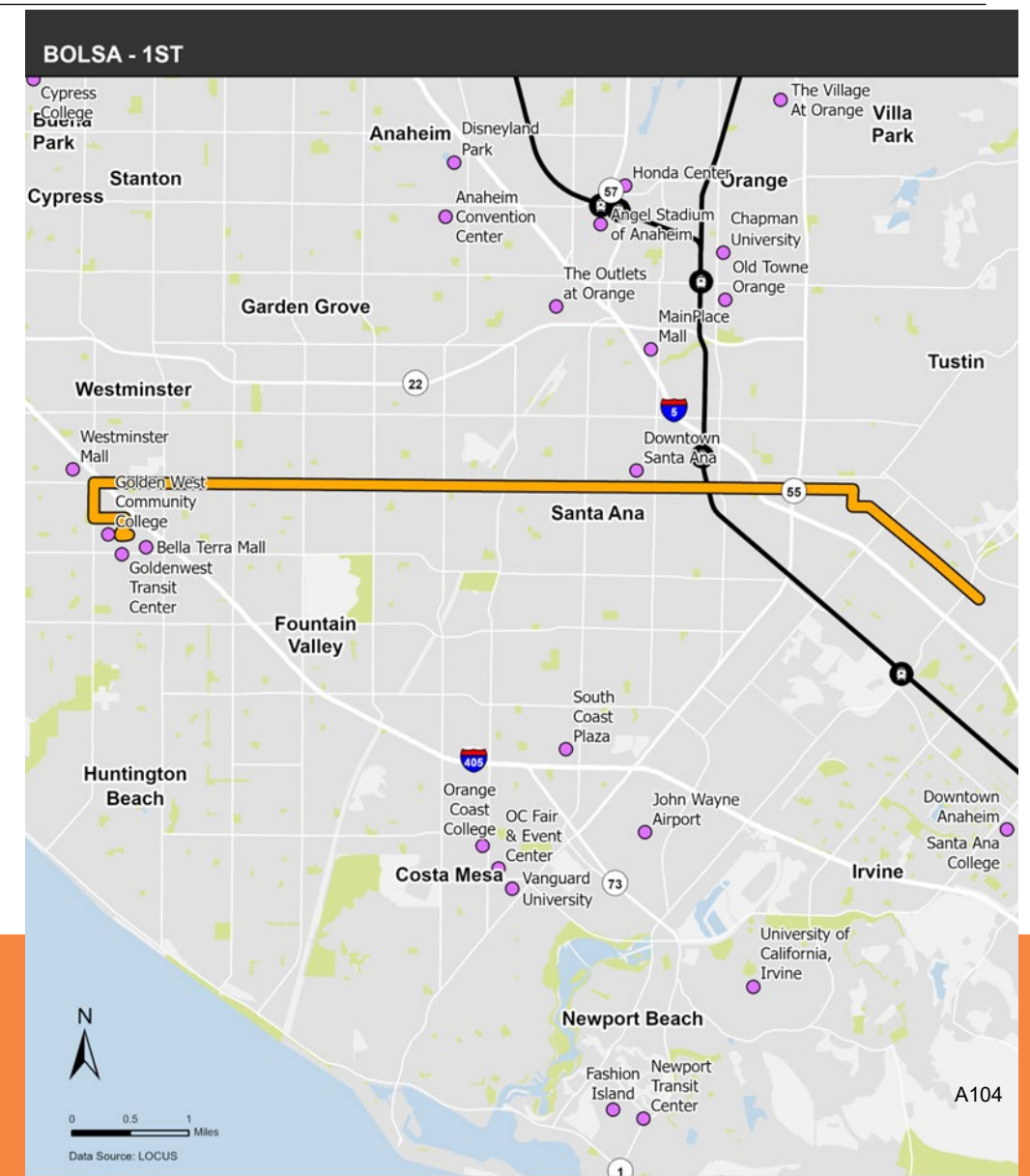
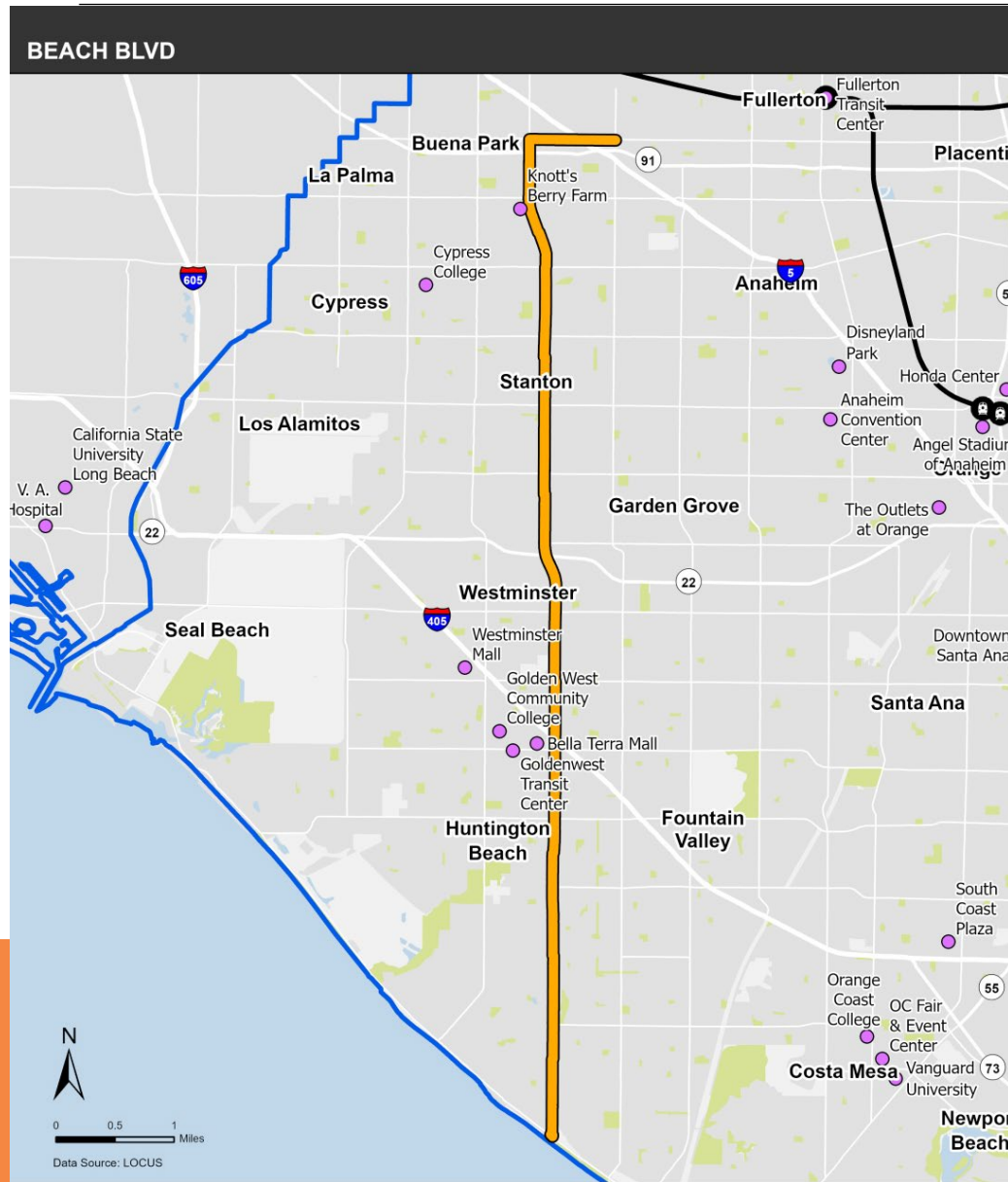
Các điểm đến chính

Khả năng có sẵn quyền ưu tiên*

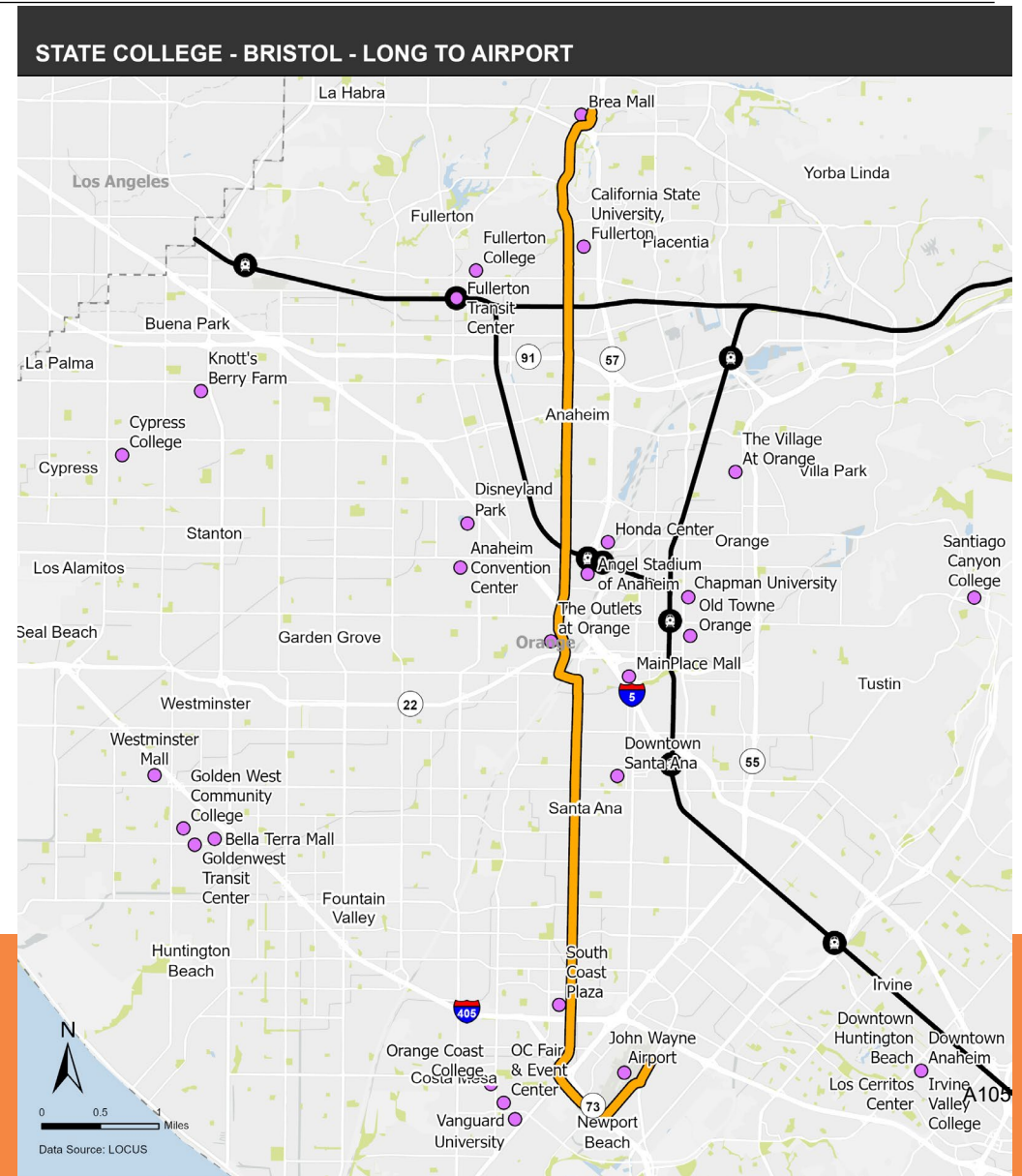
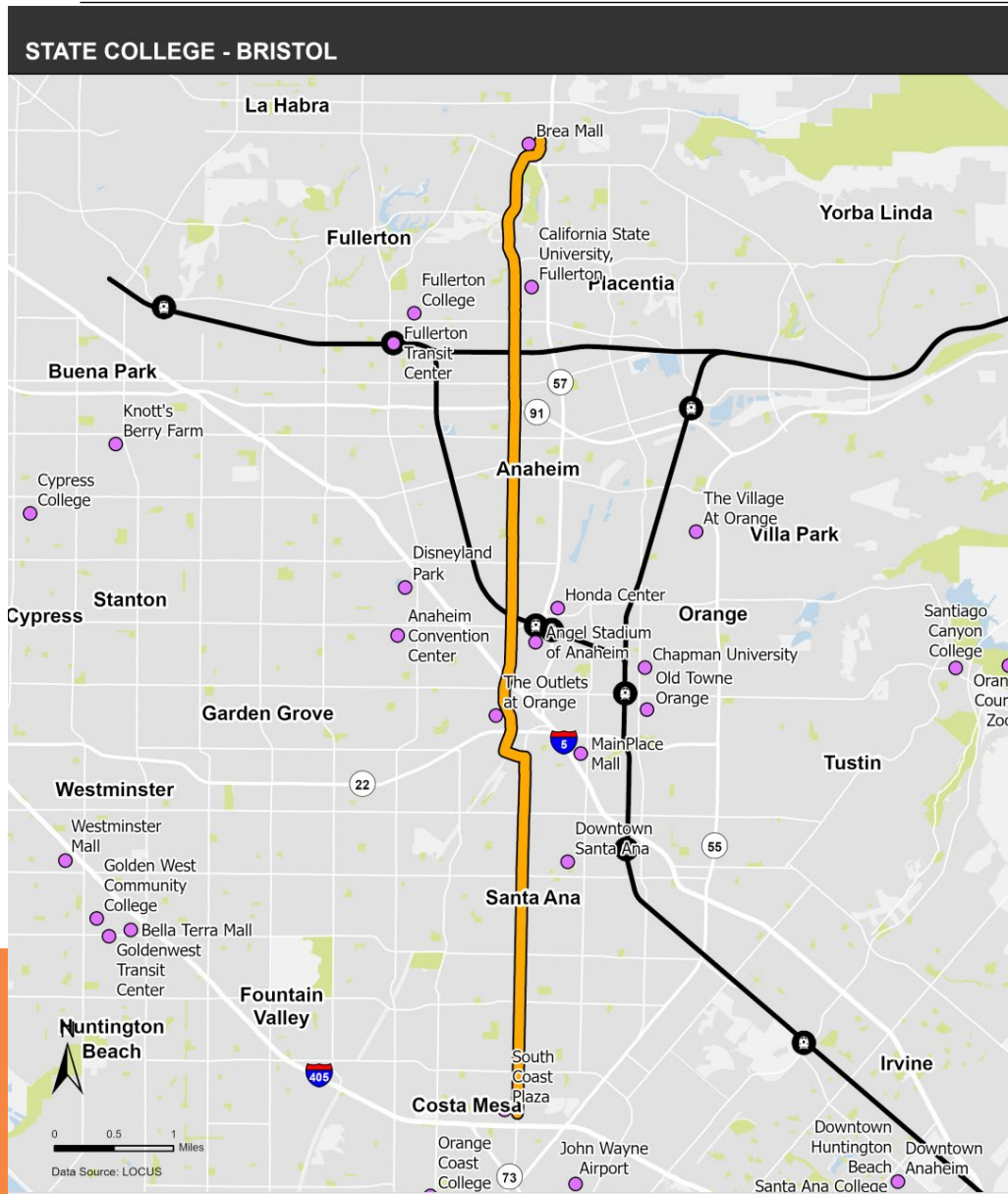
Các Chiến Lược Giao Thông Toàn Quận

- Các chiến lược bao gồm giao thông cao tần, hệ thống V, trung tâm di chuyển, giao thông vi mô, mạng lưới xe đạp mở rộng, các chiến lược Quản Lý Nhu Cầu Giao thông
- Kế hoạch dài hạn để tăng tần suất chuyển tàu cho hành khách
- Xem xét tăng dịch vụ xe buýt OC để kết nối với các chuyển tàu bổ sung
- Fullerton Đâu & Đi, Bầu Không Khí OC, Dạo Hồ OC, Làng Doheny/Dana Point
- - Xác định các trung tâm tiềm năng để cải thiện kết nối và tiện ích
- Kế hoạch Disneyland Forward, Irvine, Rancho Mission Viejo

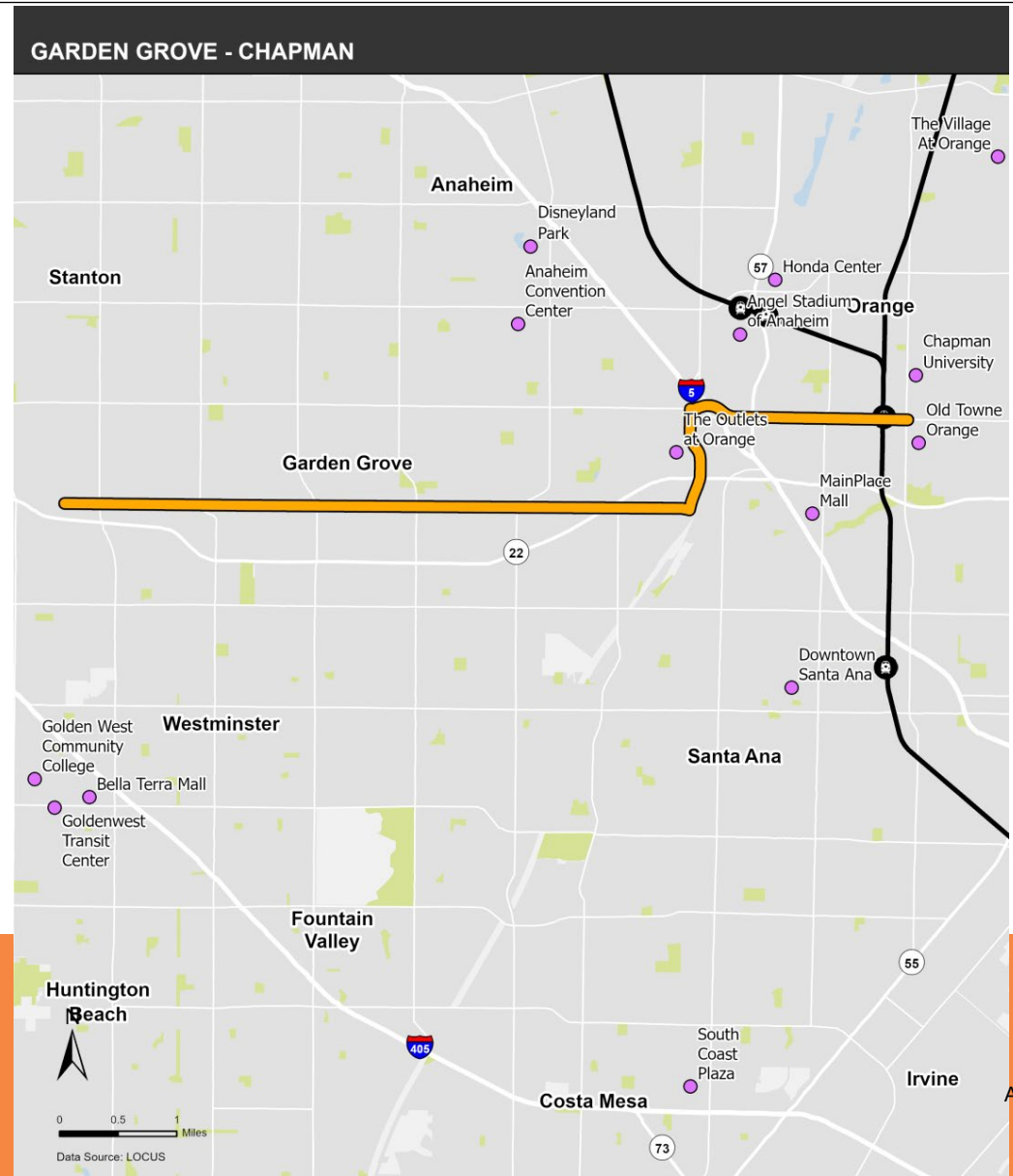
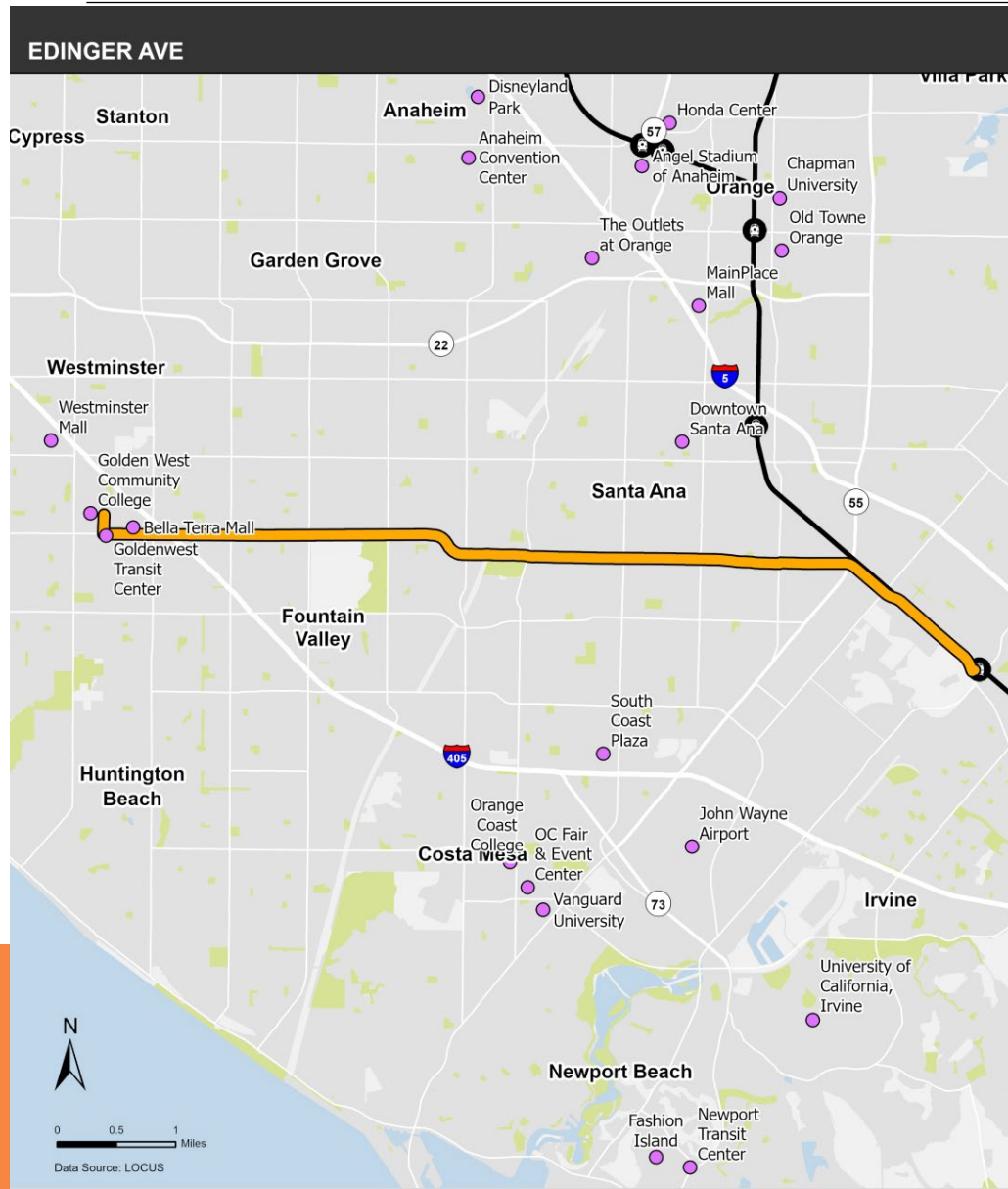
Các Lối Hành Lang Cơ Hội Giao Thông



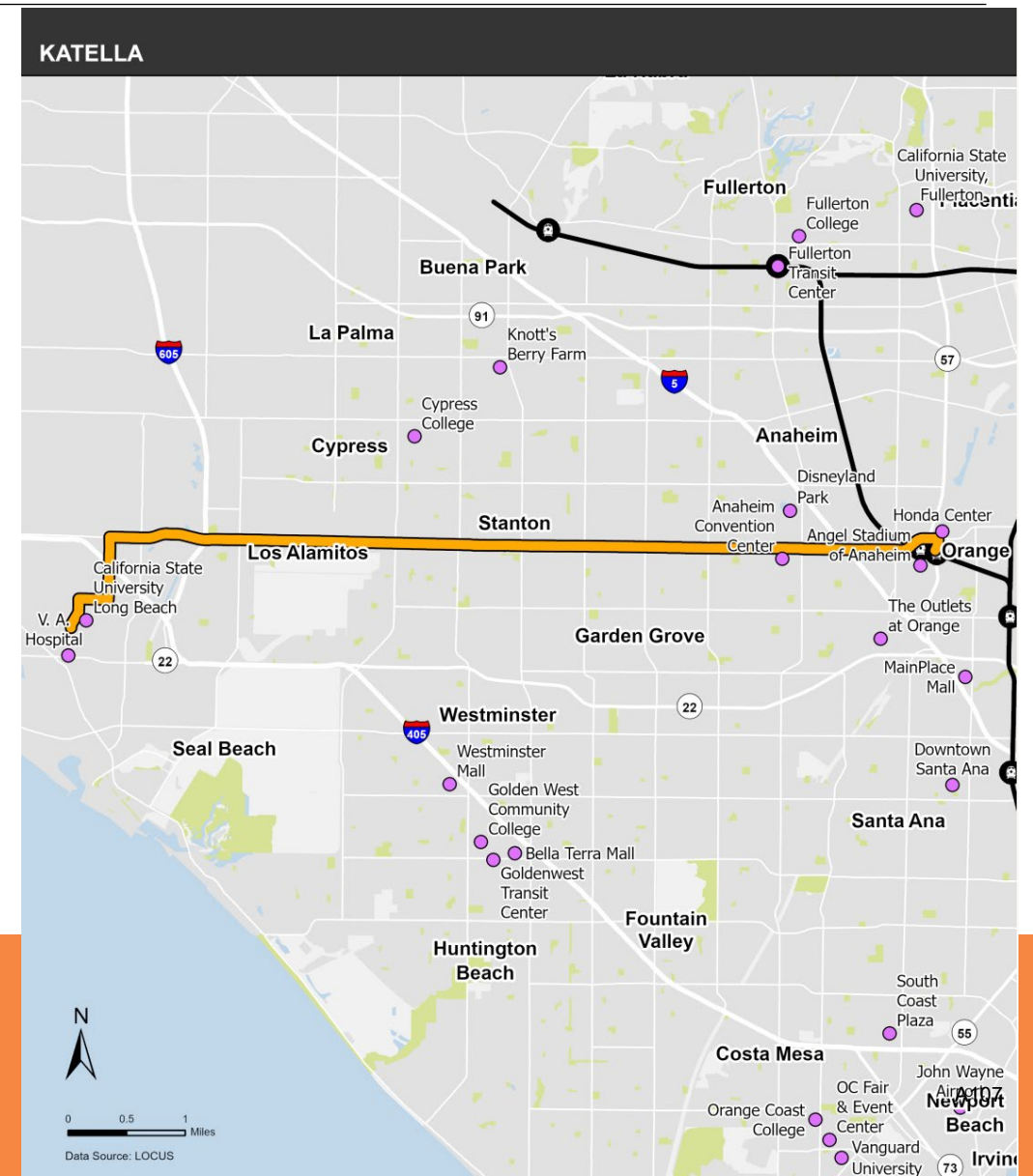
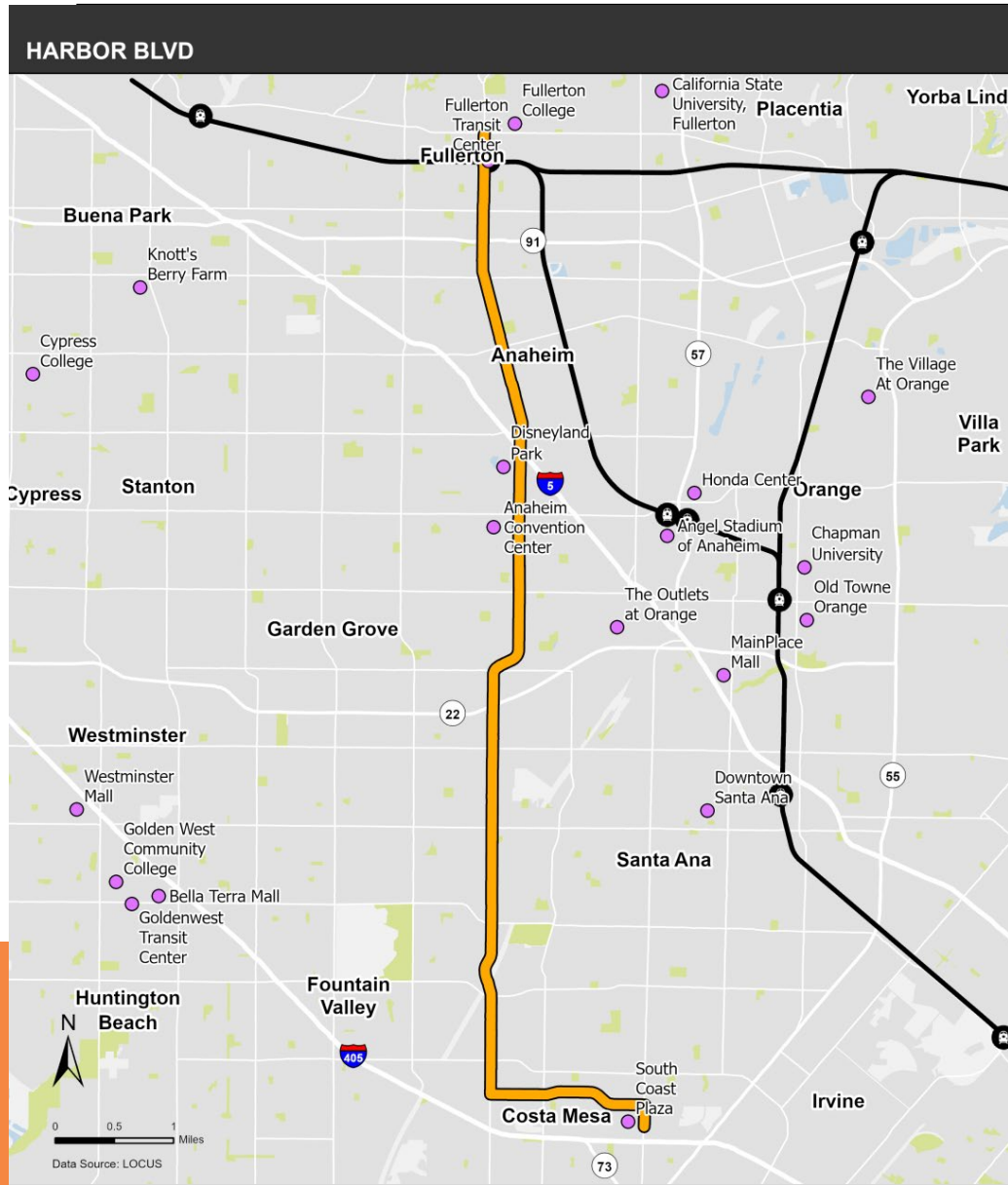
Các Lối Hành Lang Cơ Hội Giao Thông



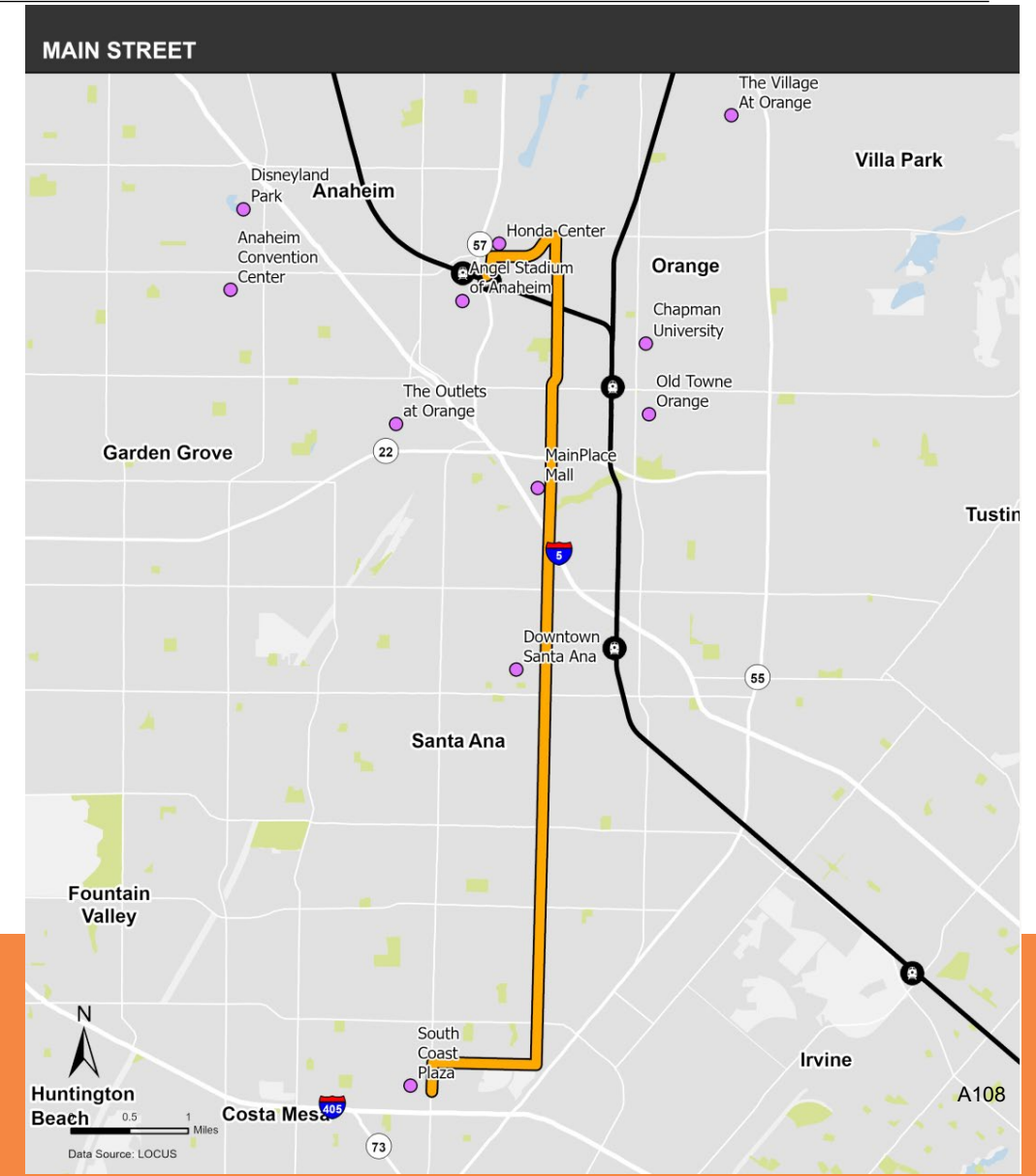
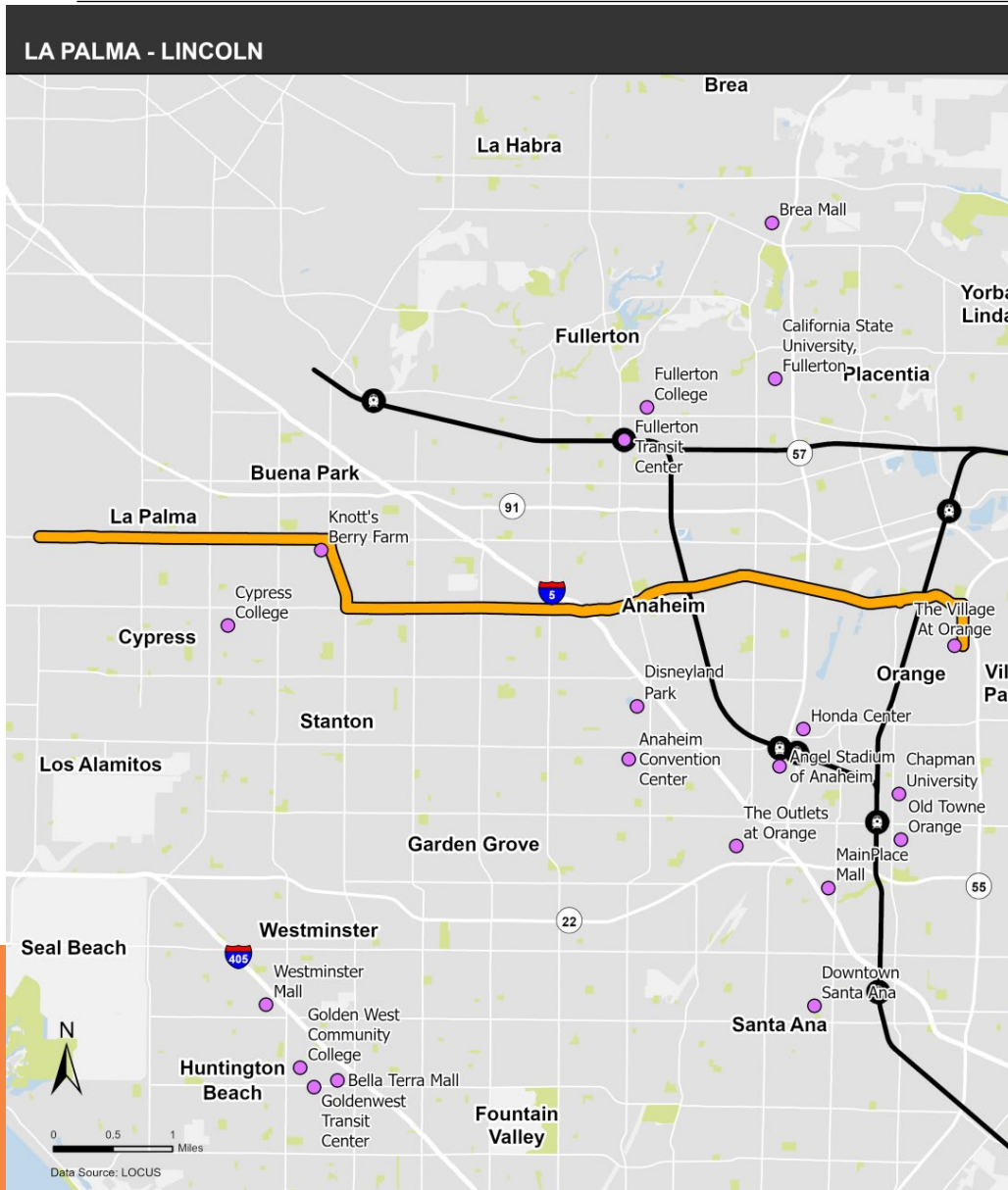
Các Lối Hành Lang Cơ Hội Giao Thông



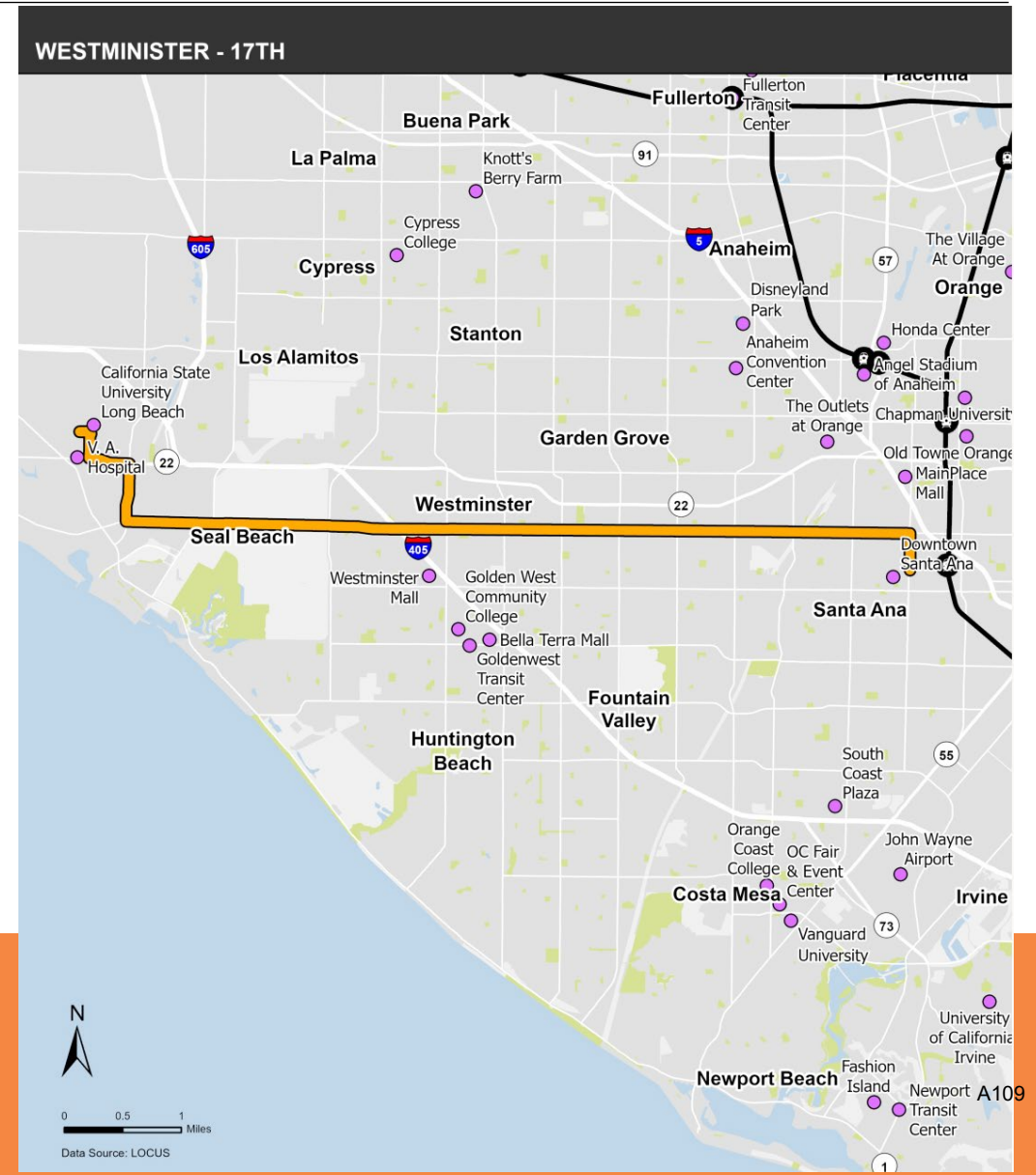
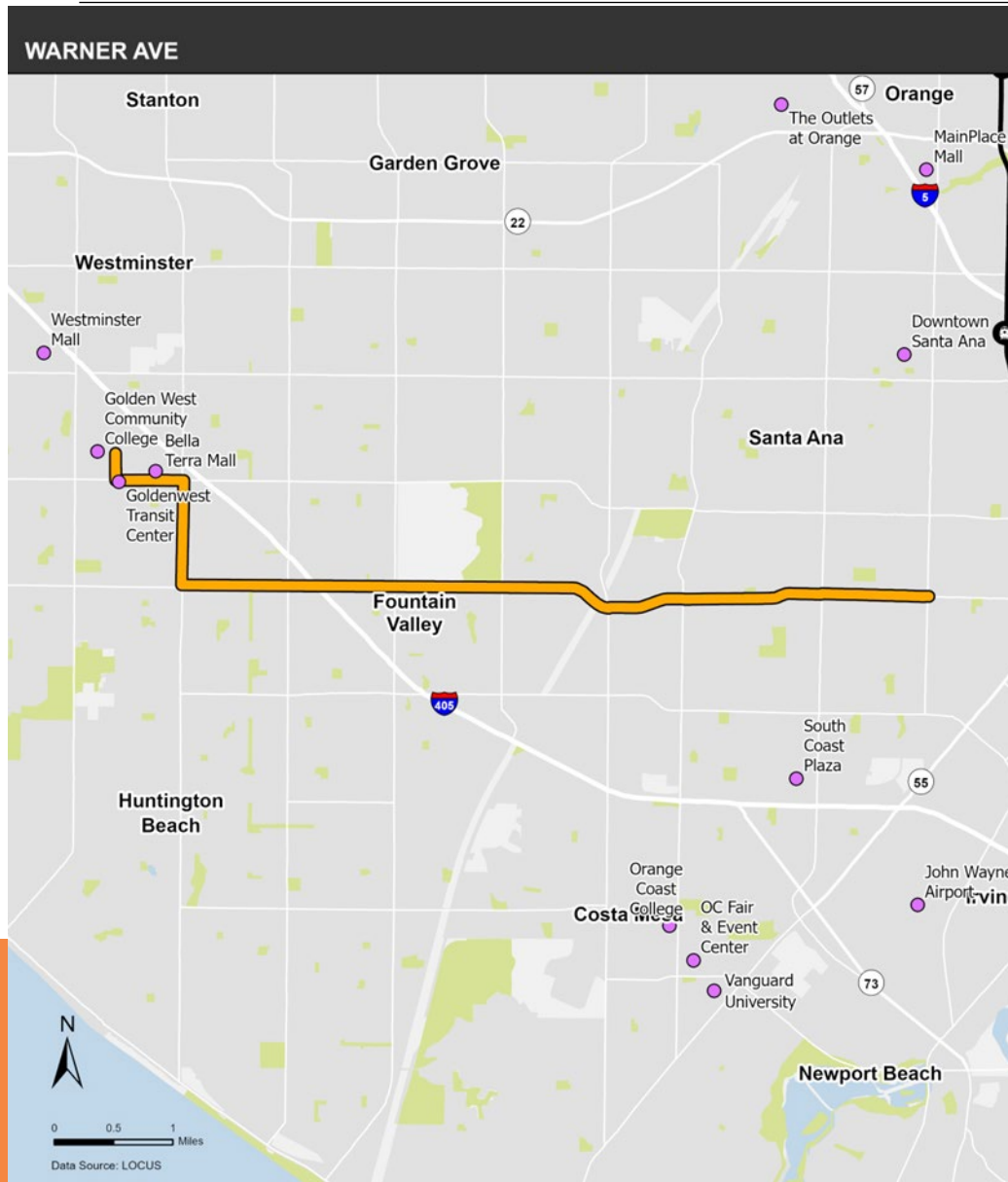
Các Lối Hành Lang Cơ Hội Giao Thông



Các Lối Hành Lang Cơ Hội Giao Thông



Các Lối Hành Lang Cơ Hội Giao Thông





Câu Hỏi Thăm Dò Ý Kiến

Câu Hỏi Thăm Dò Ý Kiến #1

Vui lòng chọn tối đa **ba** trong số các tuyến đường giao thông mà quý vị xem là quan trọng nhất đối với mình. Để xem bản đồ chi tiết, nhấn vào đây.

tới South Coast Plaza
tới John Wayne Airport

- Harbor Blvd
- Katella Ave
- La Palma Ave đến Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd đến 17th St

Câu Hỏi Thăm Dò Ý Kiến #2

- Dịch Vụ Xe Buýt Nhanh Xuyên Quận
- Kết Nối Đầu/Cuối Chặng
- Tích hợp với các cơ quan giao thông đối tác
- Các Trạm Di Chuyển Nối Kết
- Thêm các Dịch Vụ Theo Mùa và Sự Kiện Đặc biệt
- Cải Thiện Dịch Vụ Xe buýt OC
- Mở Rộng Dịch Vụ Đi Chung Xe Tải Nhỏ
- Khác (vui lòng gõ vào khung chat)

Các Bước Tiếp Theo

- Giai đoạn II của tiếp cận công chúng
- Phát triển các kế hoạch hoạt động hành lang
- Dự báo lượng khách và hiệu suất
- Các chiến lược giao thông toàn quận khác
- Cập nhật Hướng dẫn Hỗ trợ Giao thông
- Cuộc họp Hội Đồng OCTA vào mùa thu





 **OC TransitVision**

Cảm ơn!

octa.net/OCTransitVision



Appendix B: Planning Forum

- Planning Forum Summary- Summer 2024
- Presentation- Summer 2024



OC Transit Vision Master Plan

Planning Forum – Summary Recap

May 2024

MEETING DETAILS

MEETING DETAILS		Thursday May 30, 2024 9:00 – 10:00 AM
Zoom Presenters	<ul style="list-style-type: none">• Total Presenters<ul style="list-style-type: none">○ 3 OCTA<ul style="list-style-type: none">○ Marissa Espino○ Charles Main○ Kia Mortazavi	
Attendance	<ul style="list-style-type: none">• 25 Total Participants<ul style="list-style-type: none">○ 10 Non-Panelist Project Team (OCTA)○ 2 Outreach Consulting Staff○ 13 City Attendees	
Poll	<ul style="list-style-type: none">• 2 Polling Questions	
City Planner Attendees	<ul style="list-style-type: none">• Stephen Bise, City of Fullerton• Sunayana Thomas, City of Fullerton• Belinda Deines, City of La Palma• Jay Eastman, City of Tustin• Rudy Emami, City of Anaheim• Nabila Guzman, City of Laguna Beach• Iris Lee, City of Seal Beach• Maria Parra, City of Garden Grove• Bill Pham, City of Westminster• Scott Smith, City of Fountain Valley• Wendy Starks, City of Rancho Santa Margarita• Larry Tay, City of Orange• Madalyn Welch, City of Huntington Beach	

I. WELCOME & PRESENTATION

A. Welcome/Introductions

A planning forum was held on May 30th to engage Orange County planning directors on the OC Transit Vision Master Plan (TVMP) background, process, and goals. The meeting began with a welcome from Kia Mortazavi, Executive Director of Planning. Charles Main Project Manager for TVMP, led the formal presentation and Marissa Espino, Public Outreach Section Manager, provided an overview of outreach conducted and facilitated the question-and-answer segment.

B. Presentation

OCTA staff provided an overview of the current and upcoming OCTA planning studies before delving into a project overview and detailing the draft transit opportunity corridors under consideration. Participants were encouraged to ask questions throughout the presentation. Following an overview of draft transit opportunity corridors, the facilitator introduced the discussion section and a series of polls for meeting attendees to participate in. Following the discussion section, the meeting facilitator thanked the leaders for participating and encouraged them to share the survey with their communities. Below are the presenting team members.

- Welcome and Opening Remarks/ Current & Upcoming Planning Studies - Kia Mortazavi
- TVMP Overview and Schedule/ State of OC Transit– Charles Main
- Public Outreach – Marissa Espino
- Draft Transit Opportunity Corridors – Charles Main
- Meeting moderator/Zoom polls/Question and Answer – Marissa Espino

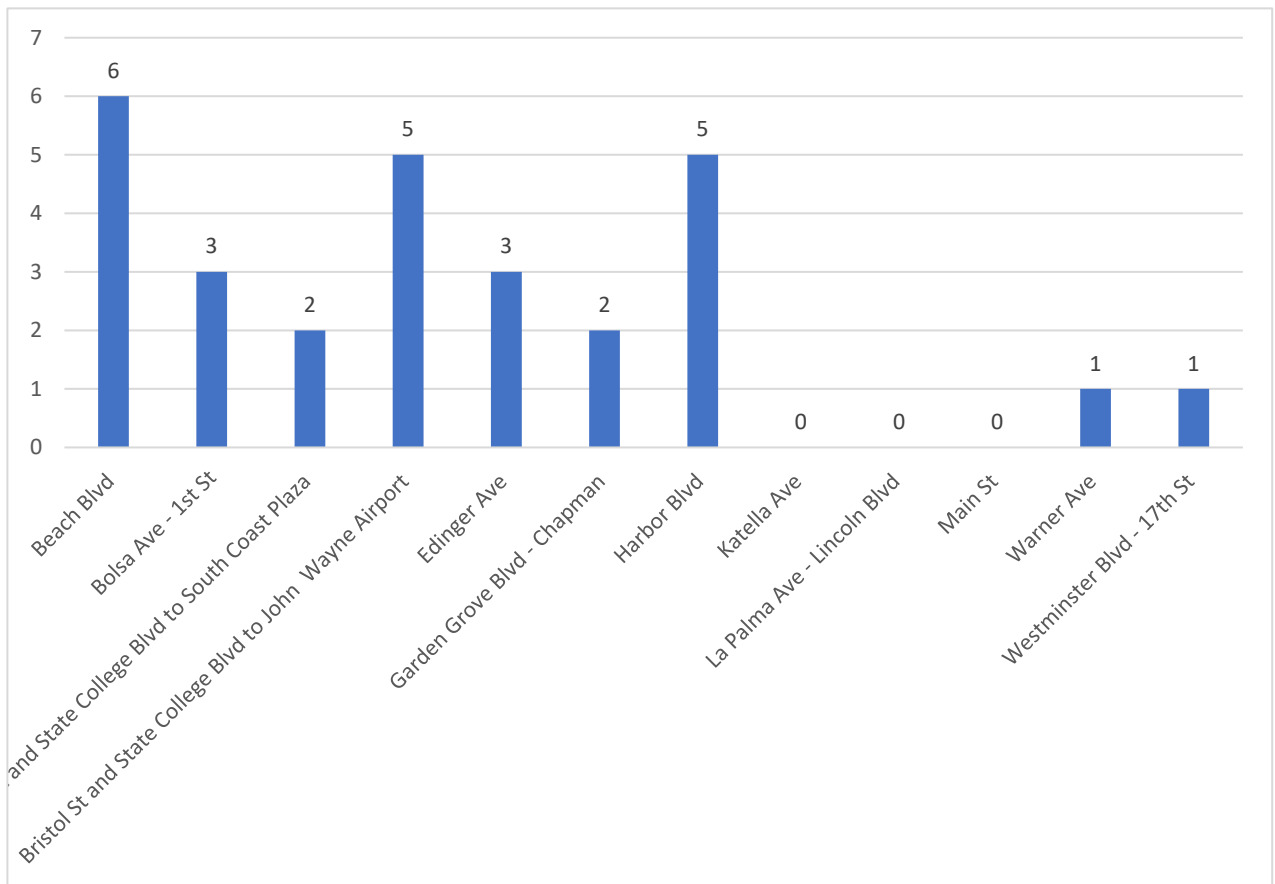
II. POLL Q & A DISCUSSION

Participants were given the opportunity to provide comments and engage in discussion following each of the two (2) Zoom poll questions. Following each poll, the meeting facilitator led the discussion by calling upon the city planners, asking them to provide comments or questions based on their individual responses to the poll questions. Participants provided input by responding to questions related to transit service, opportunities and challenges and serving diverse communities. A total of 10 people participated in the Zoom poll. Polls results, questions and comments are summaries below:

A. Poll Question One

Choose up to THREE transit corridors that you consider the most important to Orange County.

The top three transit corridors are Beach Blvd (Buena Park to Huntington Beach), Bristol St and State College Blvd to John Wayne Airport, and Harbor Blvd (Fullerton to Costa Mesa). Based upon 10 poll respondents, results are the follows.



Question/Comment Summary:

1. Belinda Deines, City of La Palma

- Is there a major destination that terminates La Palma at Norwalk Ave?
- Agree with connection to Cerritos.

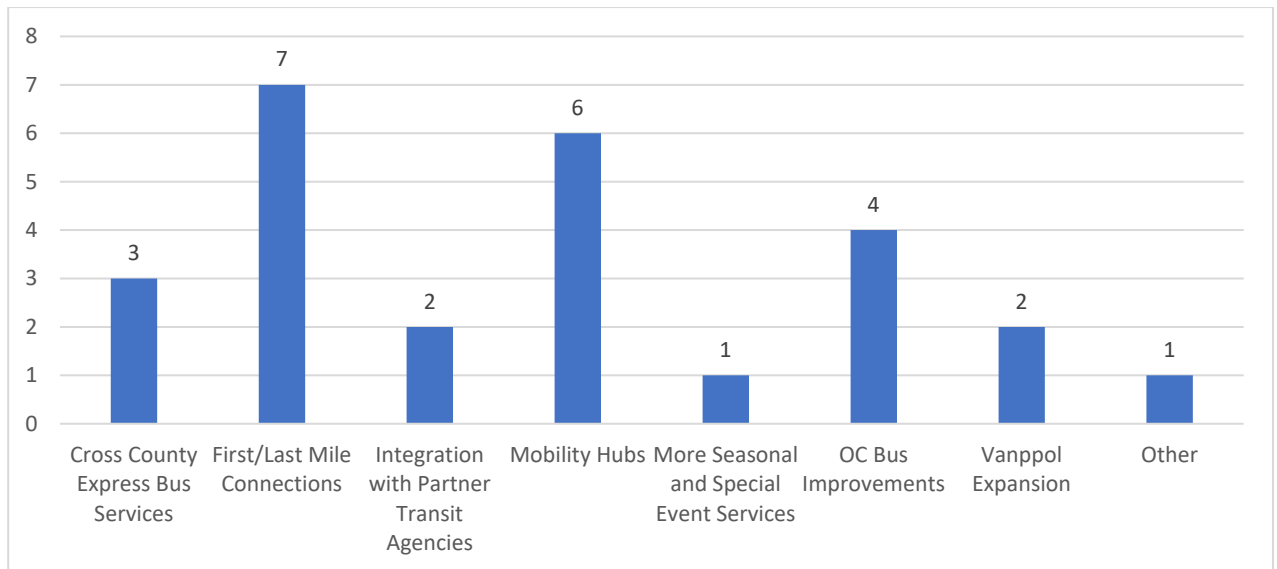
2. Jay Eastman, City of Tustin

- For the Bolsa Ave and 1 St transit corridor, where does it terminate?
- To what degree are the transit corridors correlated with expected local growth and development? For example, are housing growth plans integrated into these corridors?
- For the City of Tustin and other cities, the housing elements incentivizes density bonuses to create housing that may have less traditional parking, so it is important to coordinate these new developments along corridors to increase access to public transportation for residents. It is also important to get cities on board to make it happen.
- For my top three transit corridors, I chose the ones that included the City of Tustin.

B. Poll Question Two:

Choose up to **THREE** countywide transit strategies that you consider the most important to Orange County and your community.

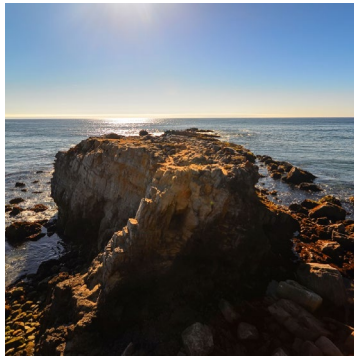
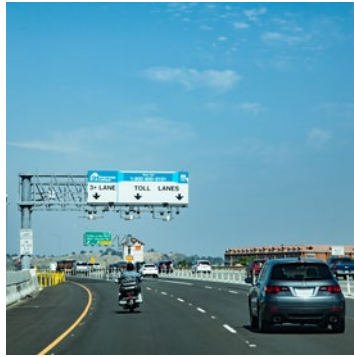
The top three countywide transit strategies chosen were first/last mile connections, mobility hubs, and OC Bus improvements. Based upon 10 poll respondents, results below.



Question/Comment Summary:

1. Jay Eastman, City of Tustin

- Poll #2 - Other = Integration with housing development opportunities.



Orange County Transportation Planning Forum

May 30, 2024

Today's Meeting Format



We encourage you to turn on your cameras.



Attendee microphones are muted to reduce background noise.



Please feel free to use the Zoom chat to provide input and ask questions throughout the meeting.



Please use the '*Raise Hand*' icon to ask a question verbally during the 'Question' sessions.

Agenda Overview



Welcome and Opening Remarks

Kia Mortazavi
Executive Director, Planning

2024 OC Transit Vision Master Plan

- OC Transit Vision Overview
- Draft Transit Opportunity Corridors
- Poll Questions/Discussion
- Next Steps

Charles Main
Principal Transportation Analyst, Transit
Service Planning

Marissa Espino
Section Manager, Public Outreach

Closing Comments

Kia Mortazavi
Executive Director, Planning

Current and Upcoming Planning Studies



Long-Range Planning Studies

Greg Nord

Section Manager

gnord@octa.net

Ongoing:

- State Route 57 Project Study Report
- Transportation Demand Management Study

Upcoming:

- Microsimulation Model Development for Harbor Blvd.
- Mobility Hubs Conceptual Operations (pending funding)
- Fullerton Park-and-Ride Joint Development Master Plan
- Master Plan of Arterial Highways – Bikeways Connectivity Study
- State Route 73 Multimodal Corridor Feasibility Study
- Orange County Highways System Study
- 2026 Long-Range Transportation Plan



Transit Planning and Sustainability Studies

Jorge Duran

Section Manager

jduran@octa.net

Dan Phu

Program Manager

dphu@octa.net

Ongoing:

- Transit Chokepoint Study
- Human Services Transportation Coordination Plan
- Bus Stop Safety and Accessibility Plan
- Coastal Rail Resiliency Study

Upcoming:

- Zero-Emission Transition Studies
- Strategic Rail Plan
- 2028 Olympic Games Coordination



Active Transportation Studies

Peter Sotherland

Section Manager

psotherland@octa.net

Ongoing:

- OC Connect Bike Trail
- Bike Counts
- E-bike Safety Study

Upcoming:

- Next STEP
- Active Transportation Outreach Support

Questions?



 **OC TransitVision**

**2024 OC Transit Vision
Planning Forum
May 30, 2024**



Project Overview

The OC Transit Vision is a 30-year plan to improve transit services in the county

WHAT ARE OUR GOALS FOR TRANSIT?



ENHANCE



CONNECT



SIMPLIFY



COLLABORATE

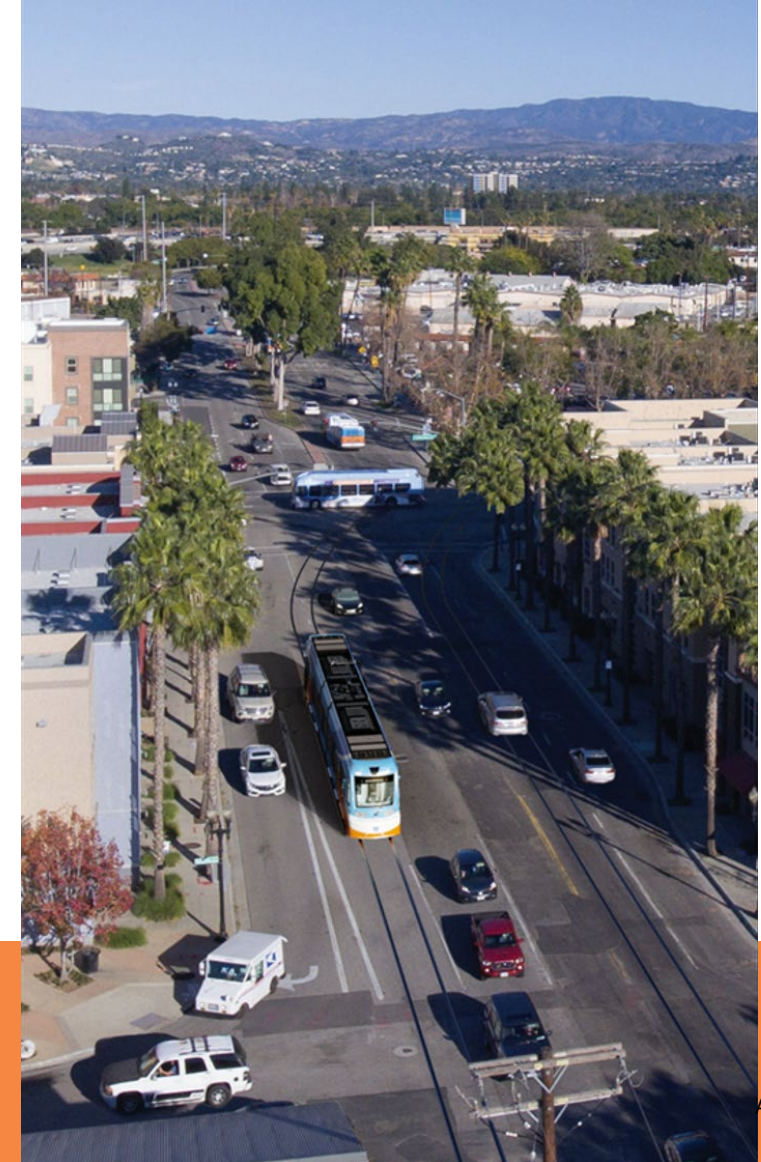


SUSTAIN

- Analyzes existing conditions in Orange County
- Identifies corridors for investment in high-quality transit
- Other transit-related recommendations and policy guidance
- Informs the OCTA Long Range Transportation Plan

Project Overview

- OC Flex (Pilot) – 2018
- Beach Blvd Bravo! (transitioned to OC Bus Rapid) Launch - 2019
- Main Street Bravo! (transitioned to OC Bus Rapid) Launch – 2022
- Making Better Connections Study – 2022
- OC Streetcar - Bus Interface Plan Update



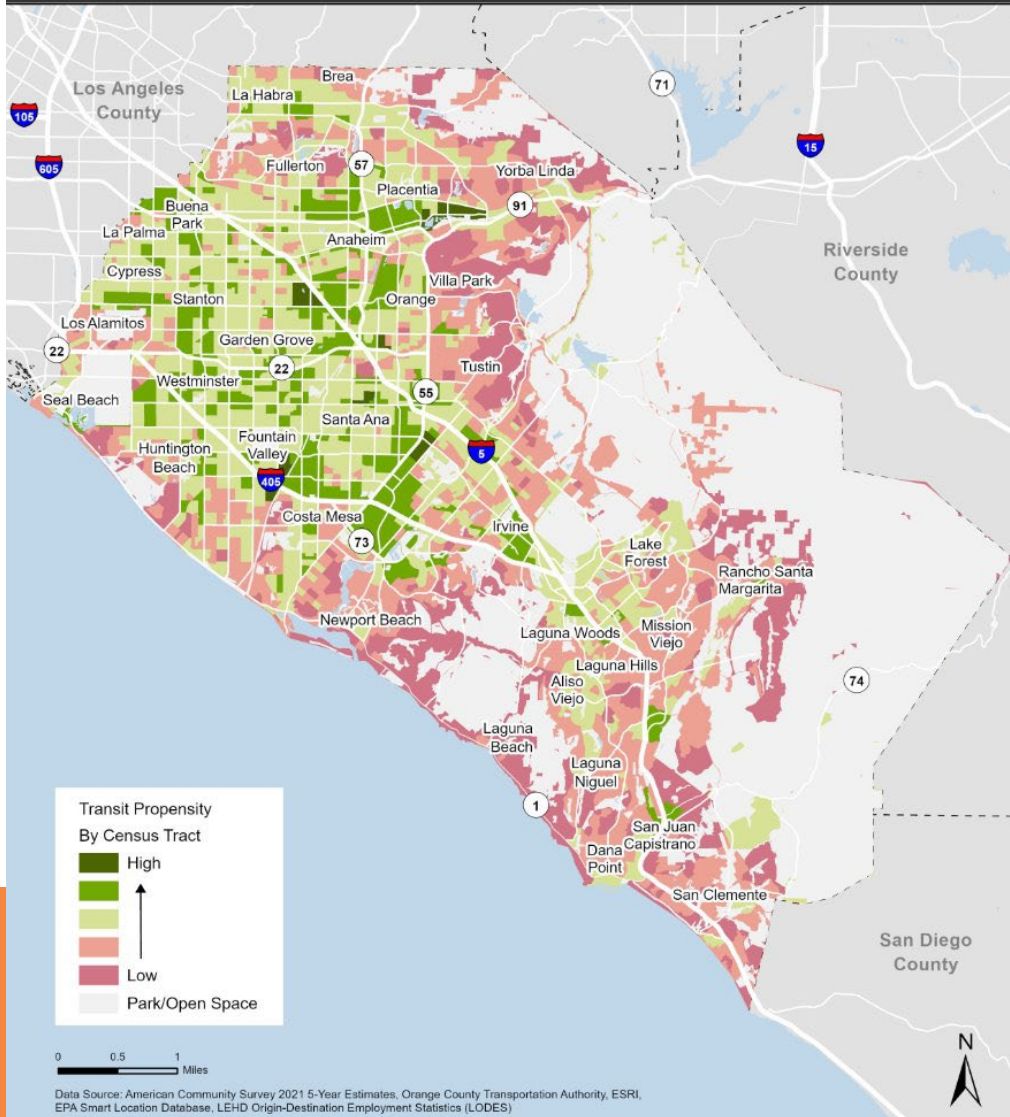
Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach (Phase I)	Fall 2023
Transit Opportunity Corridor Recommendations	Early 2024
Public Outreach (Phase II)	Spring 2024
Other Countywide Transit Strategies	Spring 2024
Transit Supportive Design/Policies Recs	Spring 2024
Final Report	Fall/Winter 2024

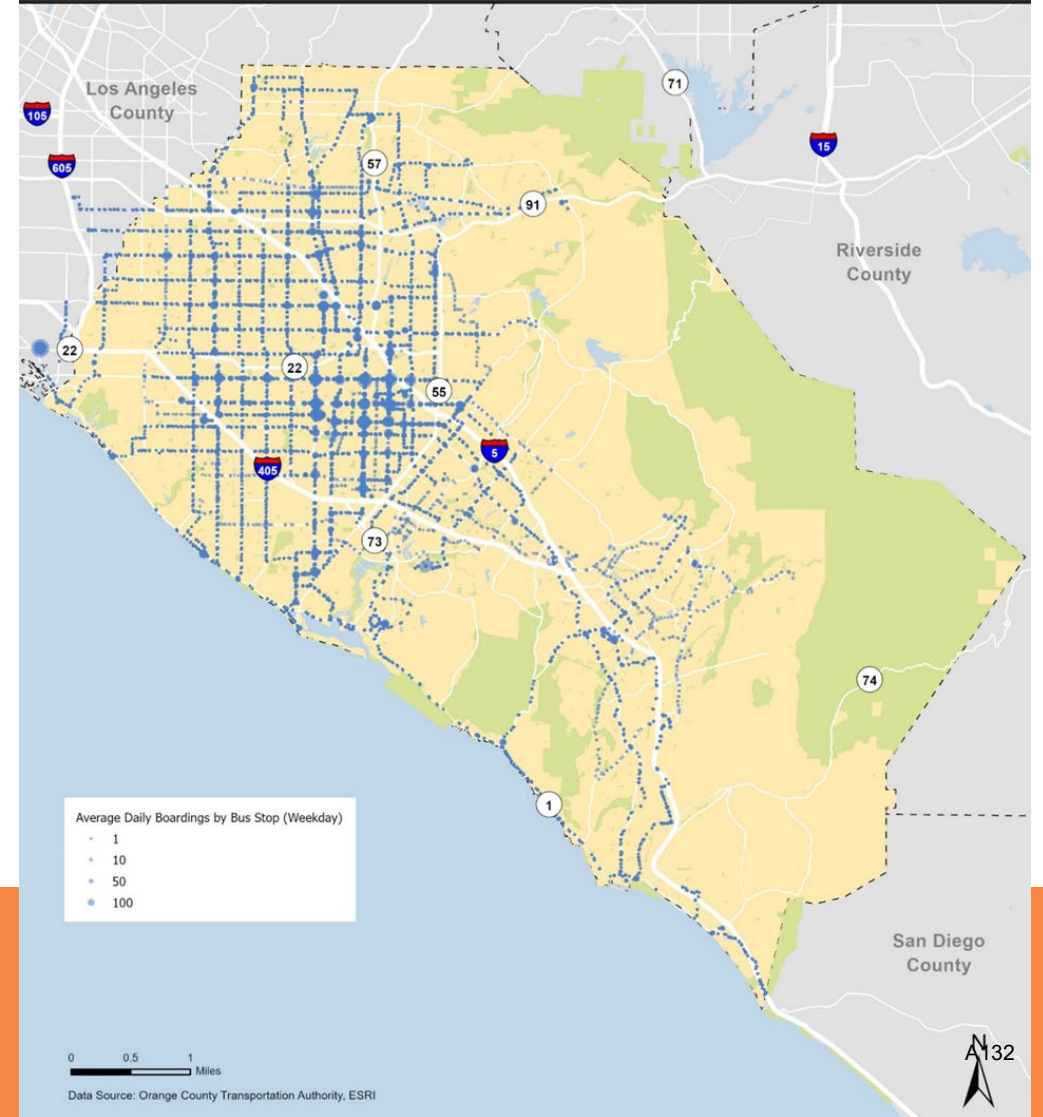


State of OC Transit

TRANSIT PROPENSITY



WEEKDAY BUS BOARDINGS



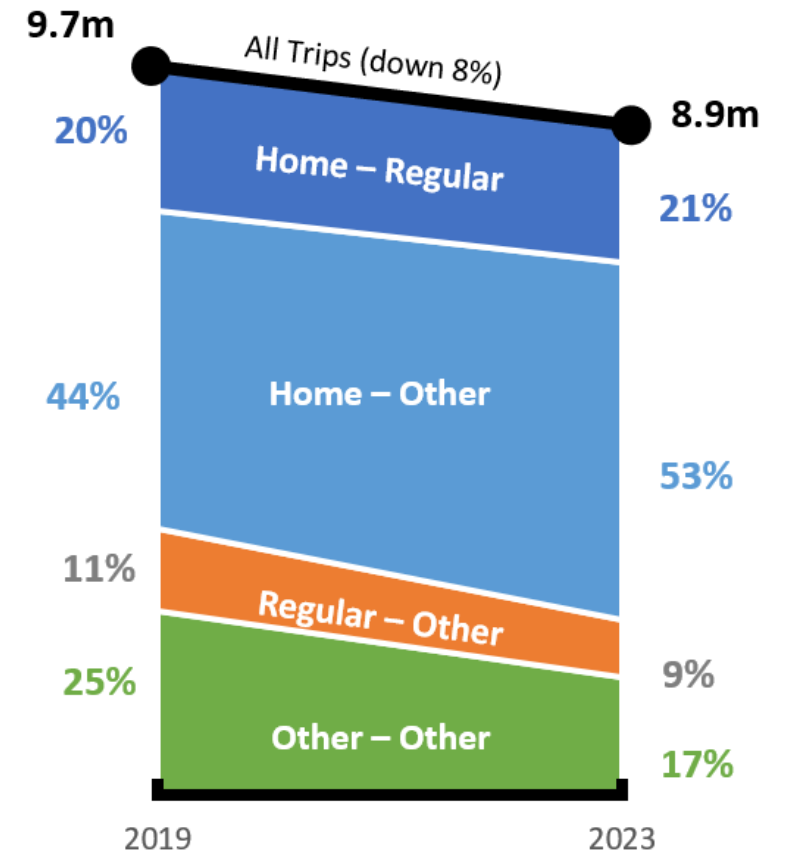
State of OC Transit

Home – Regular – Near-daily trips between home and work/school.

Home – Other – Irregular trips between home and locations such as shopping, community, and recreational facilities. **Largest increase.**

Regular – Other – Irregular trips between a non-home, regular destination (like work) and another non-home location; e.g, shopping on the way home from work.

Other – Other – travel between non-home and non-regular locations. **Largest decrease.**



Transit Opportunity Corridors

- Identified 24 preliminary corridors for potential investments in high-capacity transit
- Reviewing and ranking the top 12 corridors
- Gather public feedback on the preferred five corridors
- Analyze service levels, multimodal connections, ridership and cost estimates for the top 10

Evaluation Criteria

Overall Travel Demand (all modes)

Existing Bus Ridership

Transit Mode Share

Equity/Transit Propensity

Key Destinations

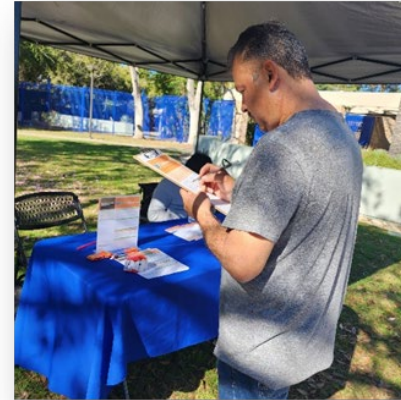
Right of Way Availability*

Countywide Transit Strategies

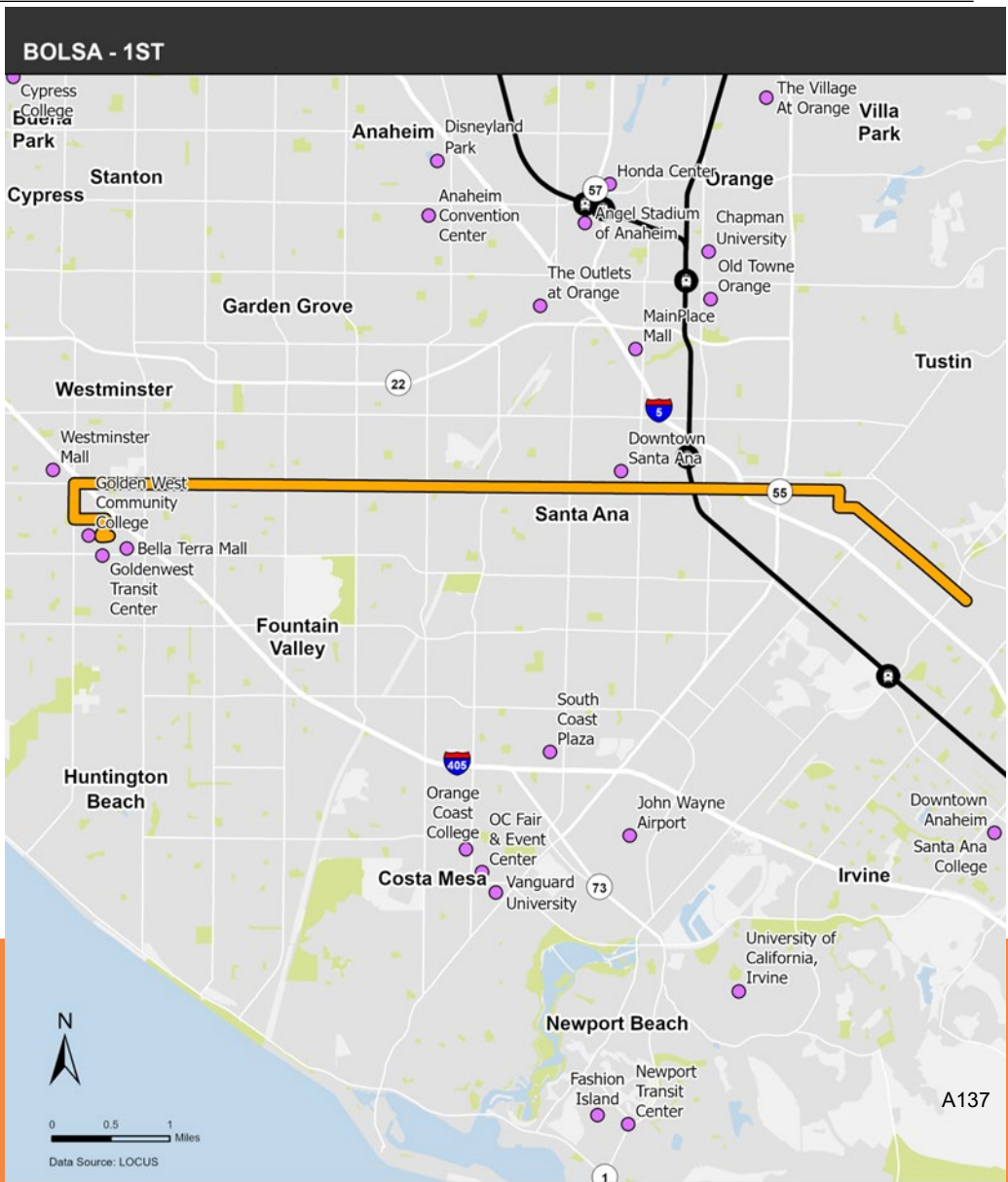
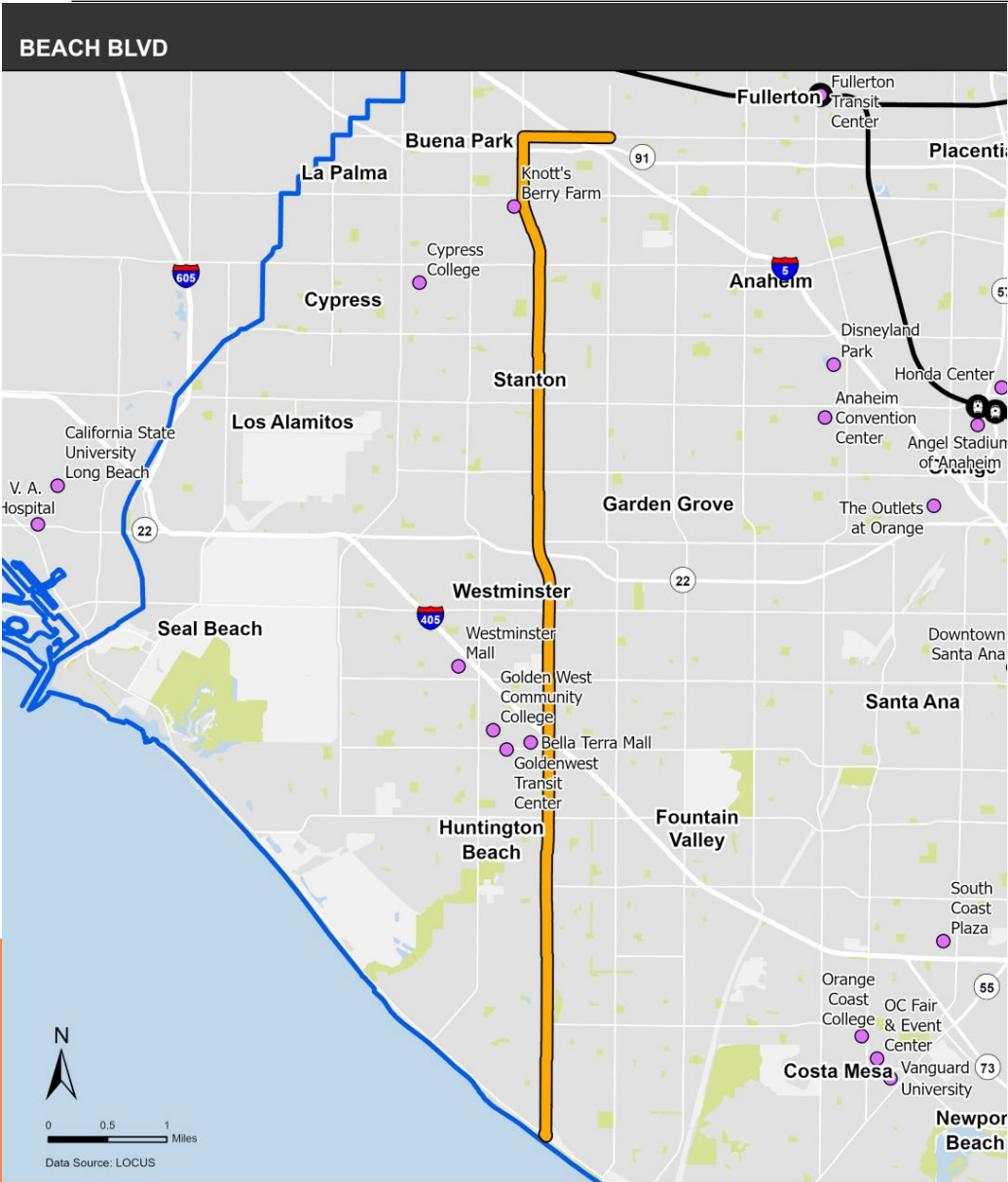
- Strategies include high frequency transit, Project V circulators, mobility hubs, microtransit, expanded bike network, Transportation Demand Management strategies
- Long-term plan to increase passenger rail frequencies
- Consider increasing OC Bus service to connect with additional rail trips
- Fullerton Park & Ride, OC Vibe, OC River Walk, Doheny Village/Dana Point
- Potential hubs identified to improve connectivity and convenience
- Disneyland Forward plan, Irvine, Rancho Mission Viejo

Public Outreach

- Feedback on transit corridors (May-July)
- Roundtables: city staff/elected officials/CBOs/stakeholders
- Multilingual survey
- Webinar
- Pop-ups
- Digital media

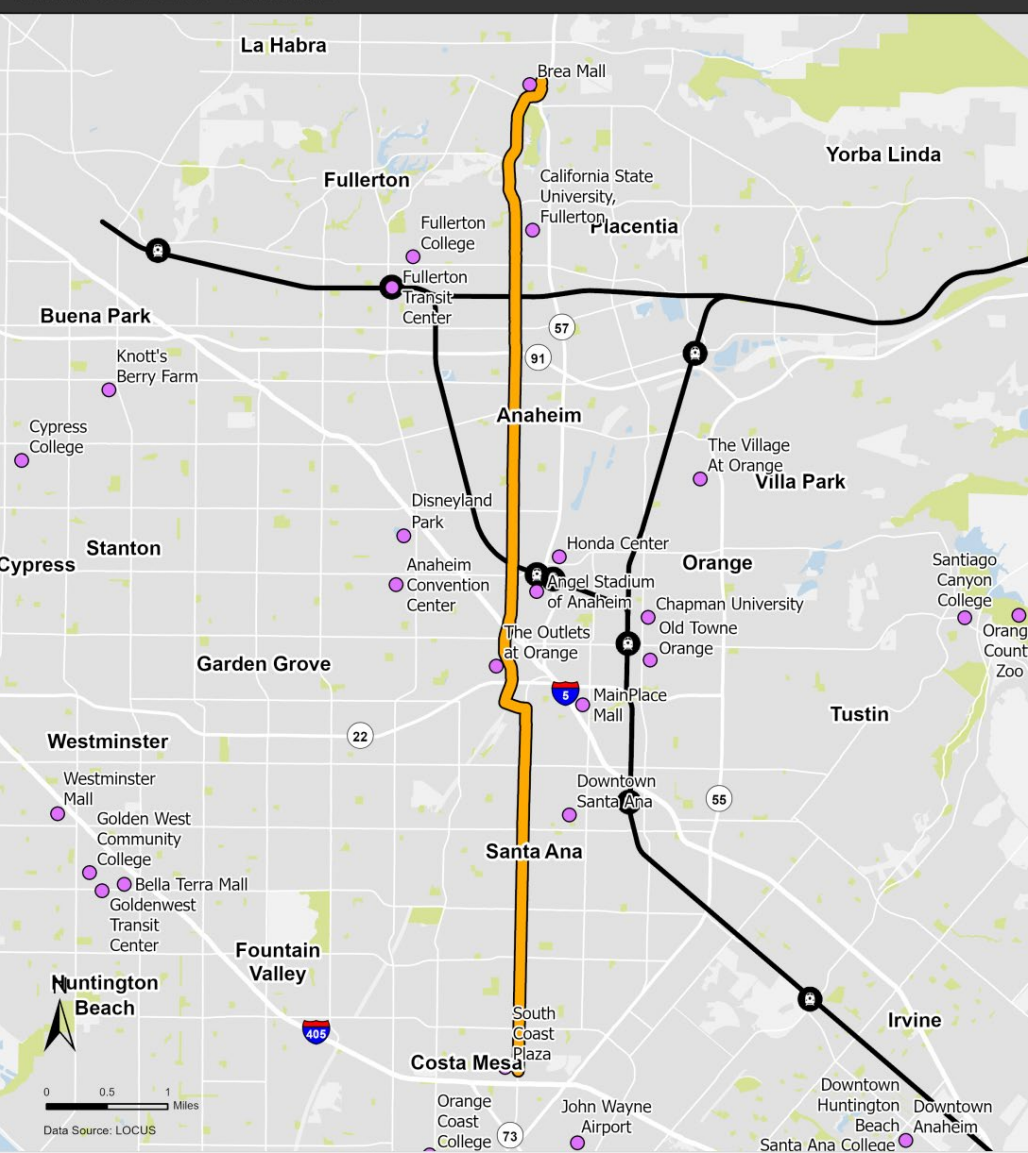


Transit Opportunity Corridors

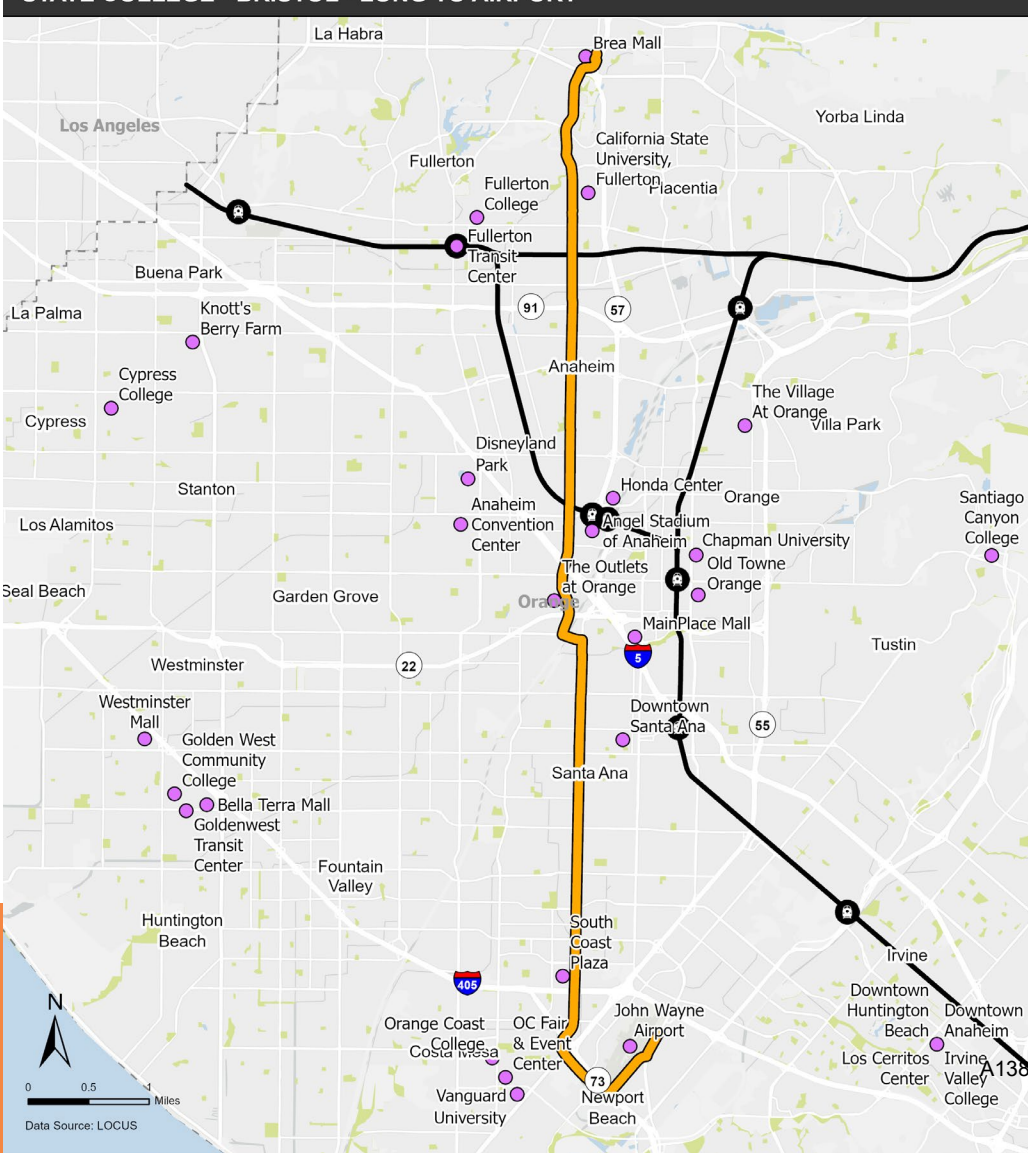


Transit Opportunity Corridors

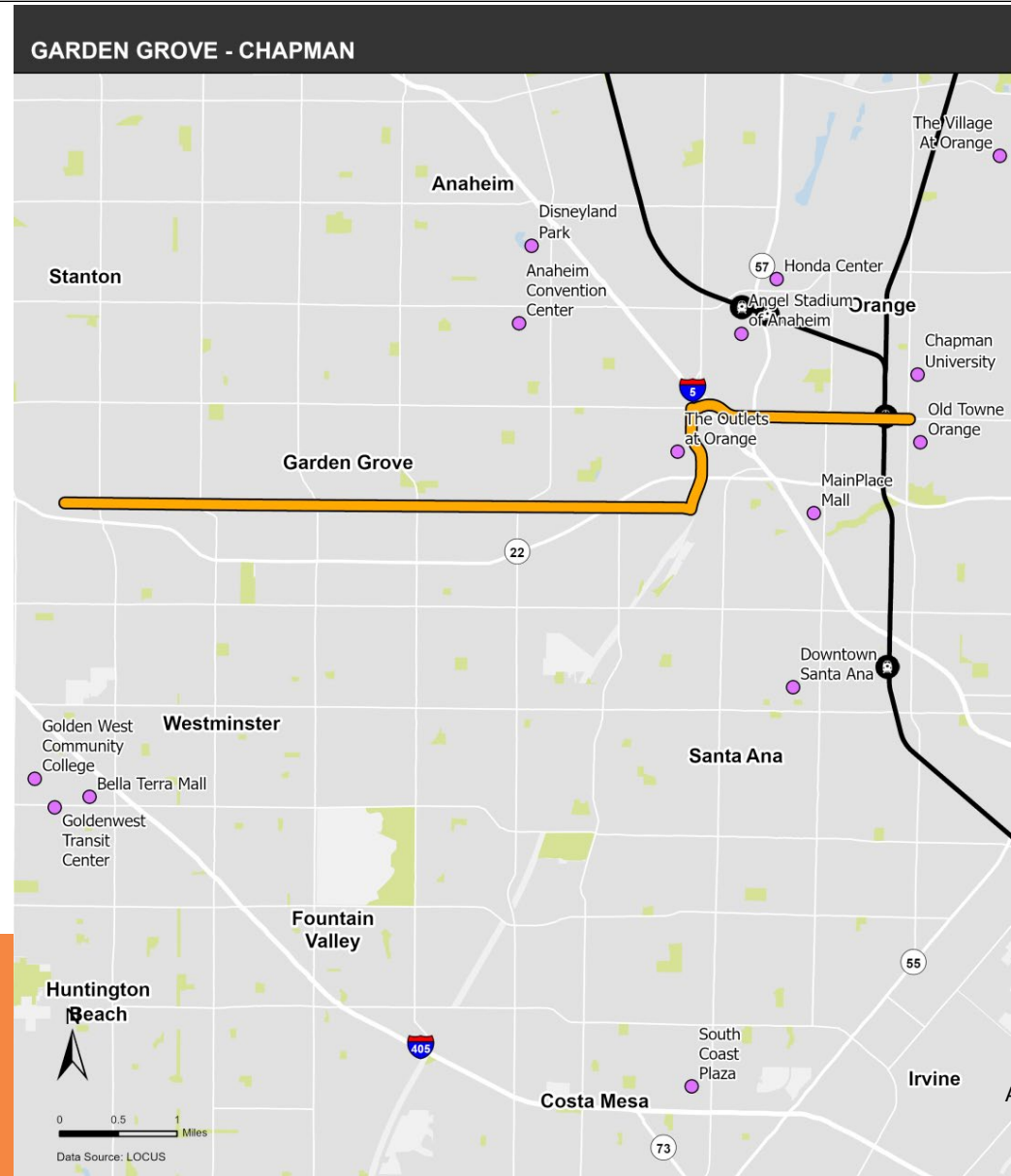
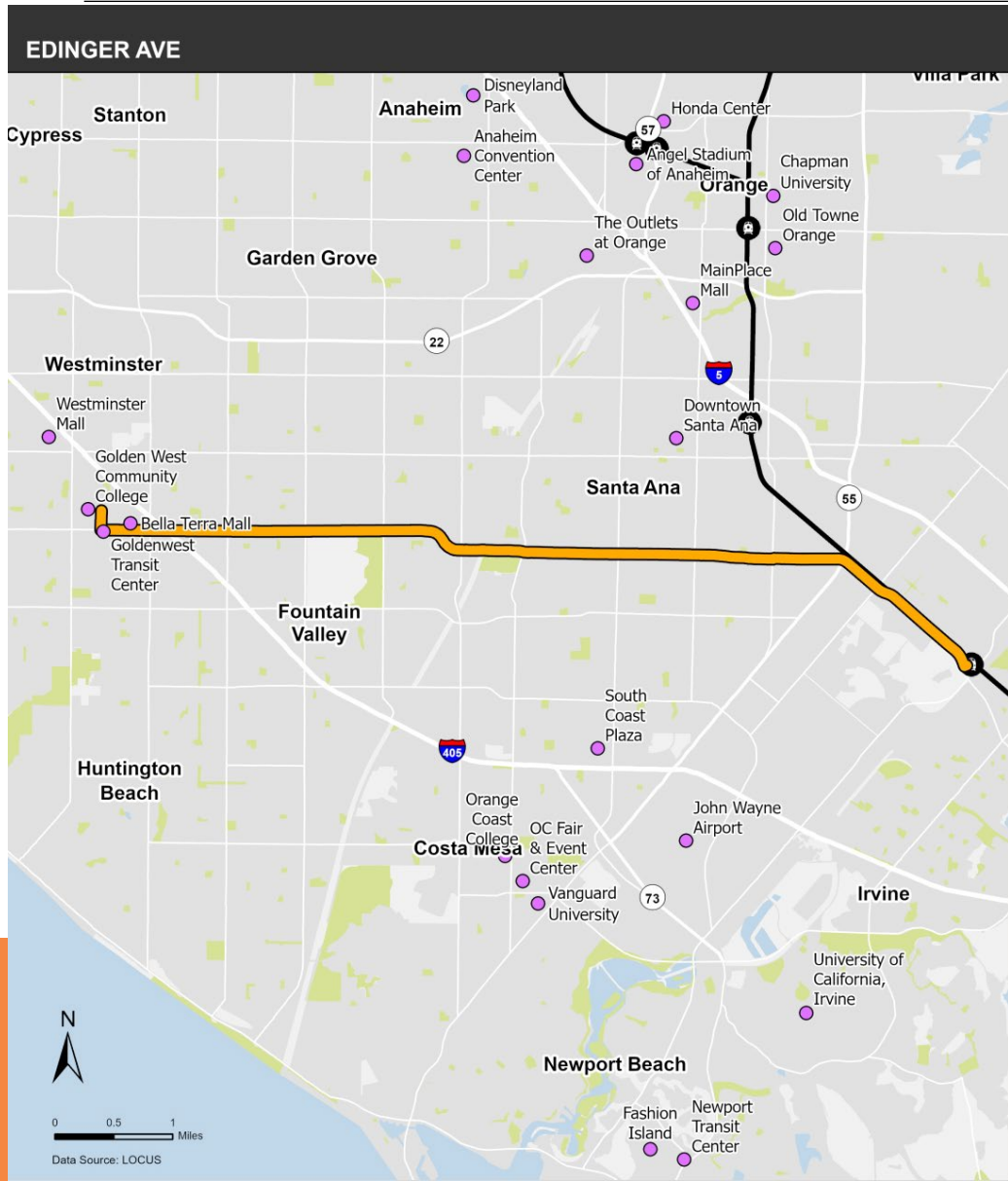
STATE COLLEGE - BRISTOL



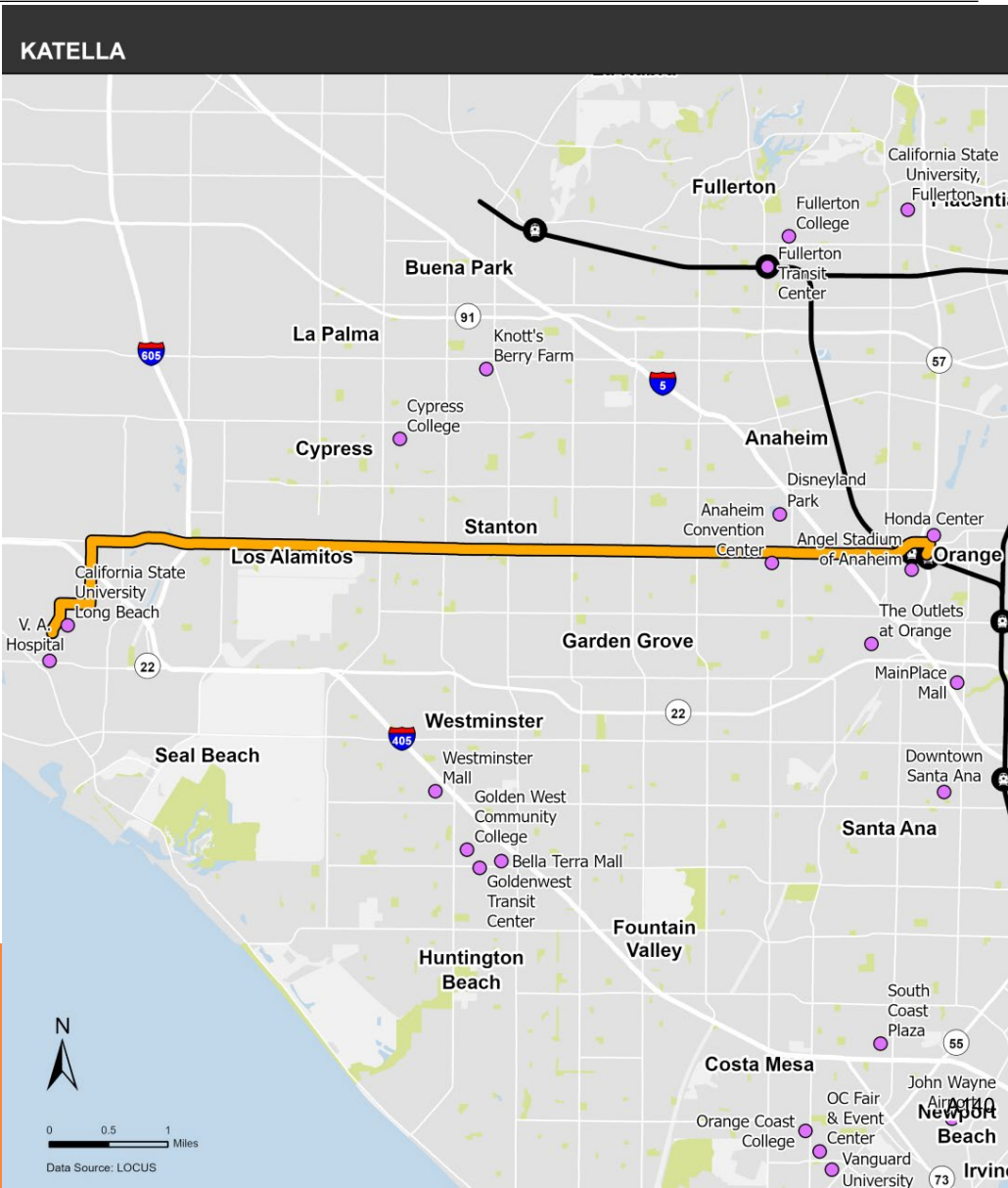
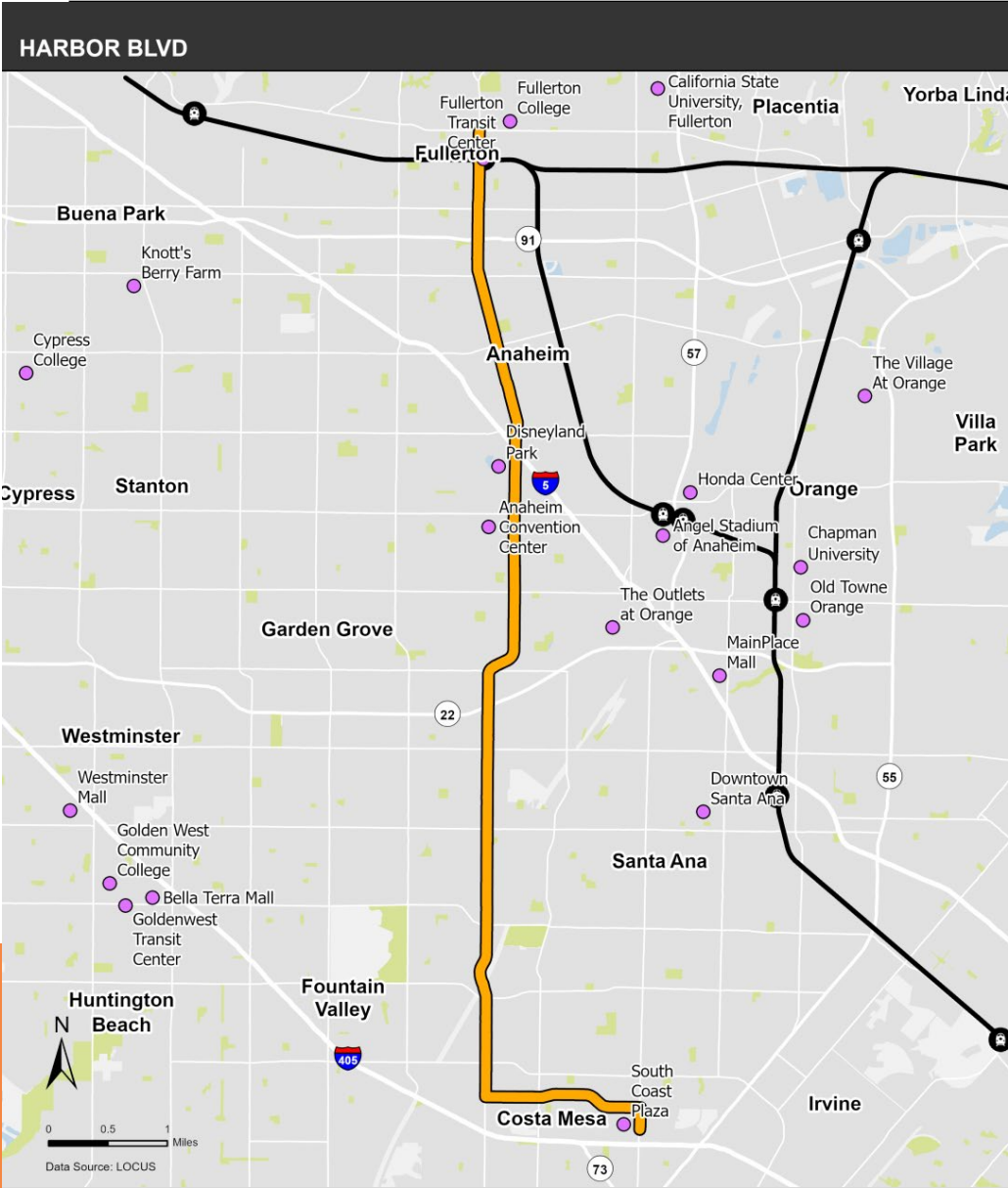
STATE COLLEGE - BRISTOL - LONG TO AIRPORT



Transit Opportunity Corridors

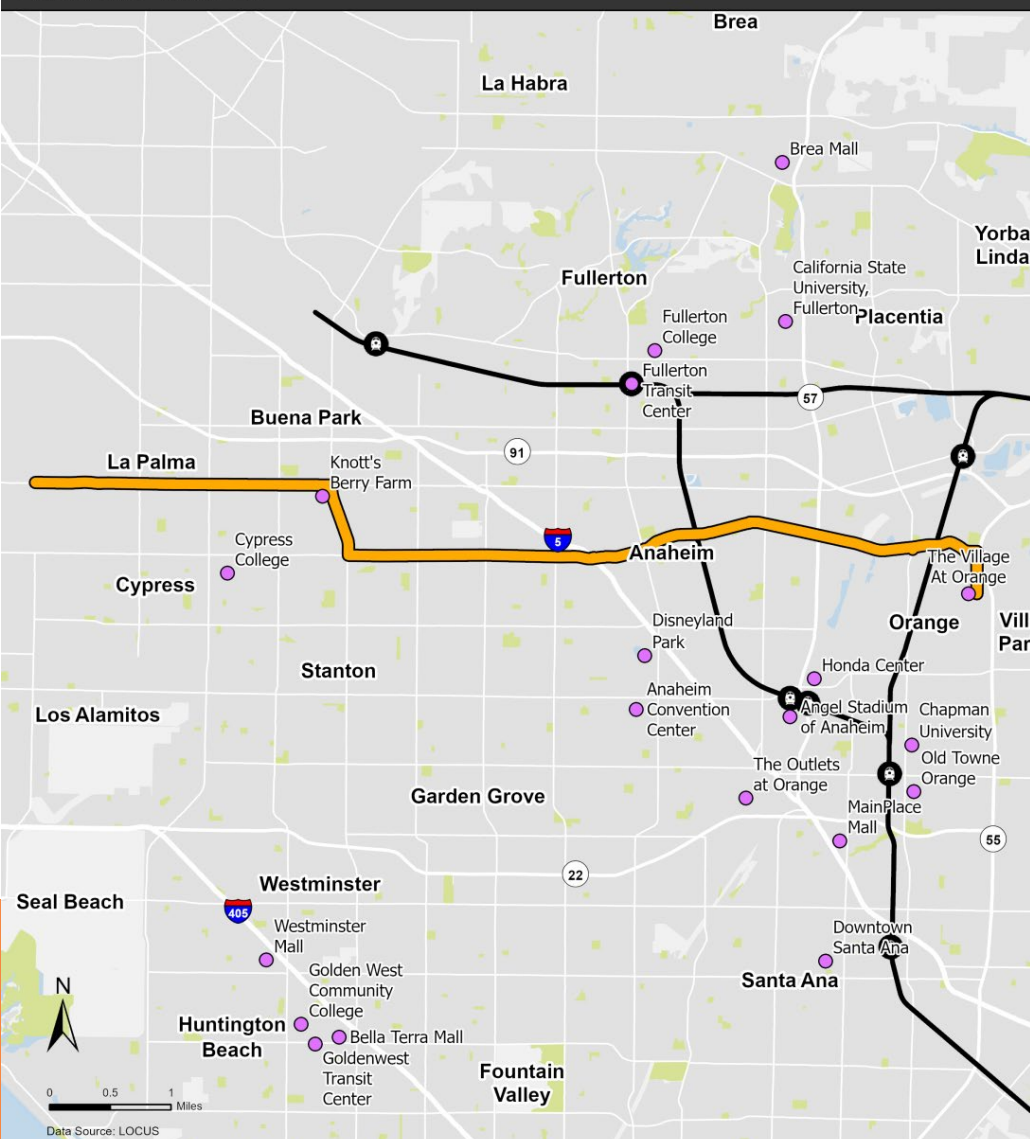


Transit Opportunity Corridors

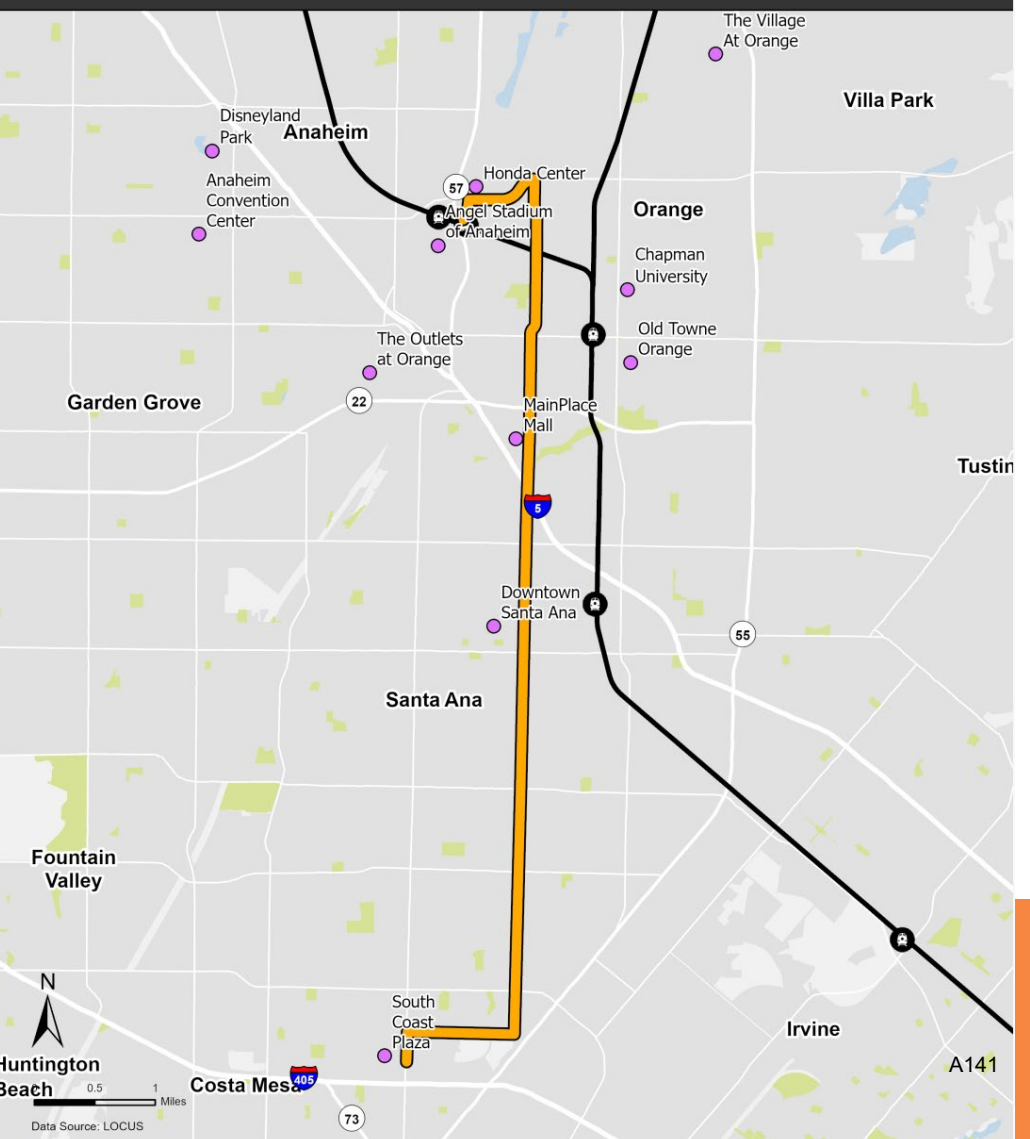


Transit Opportunity Corridors

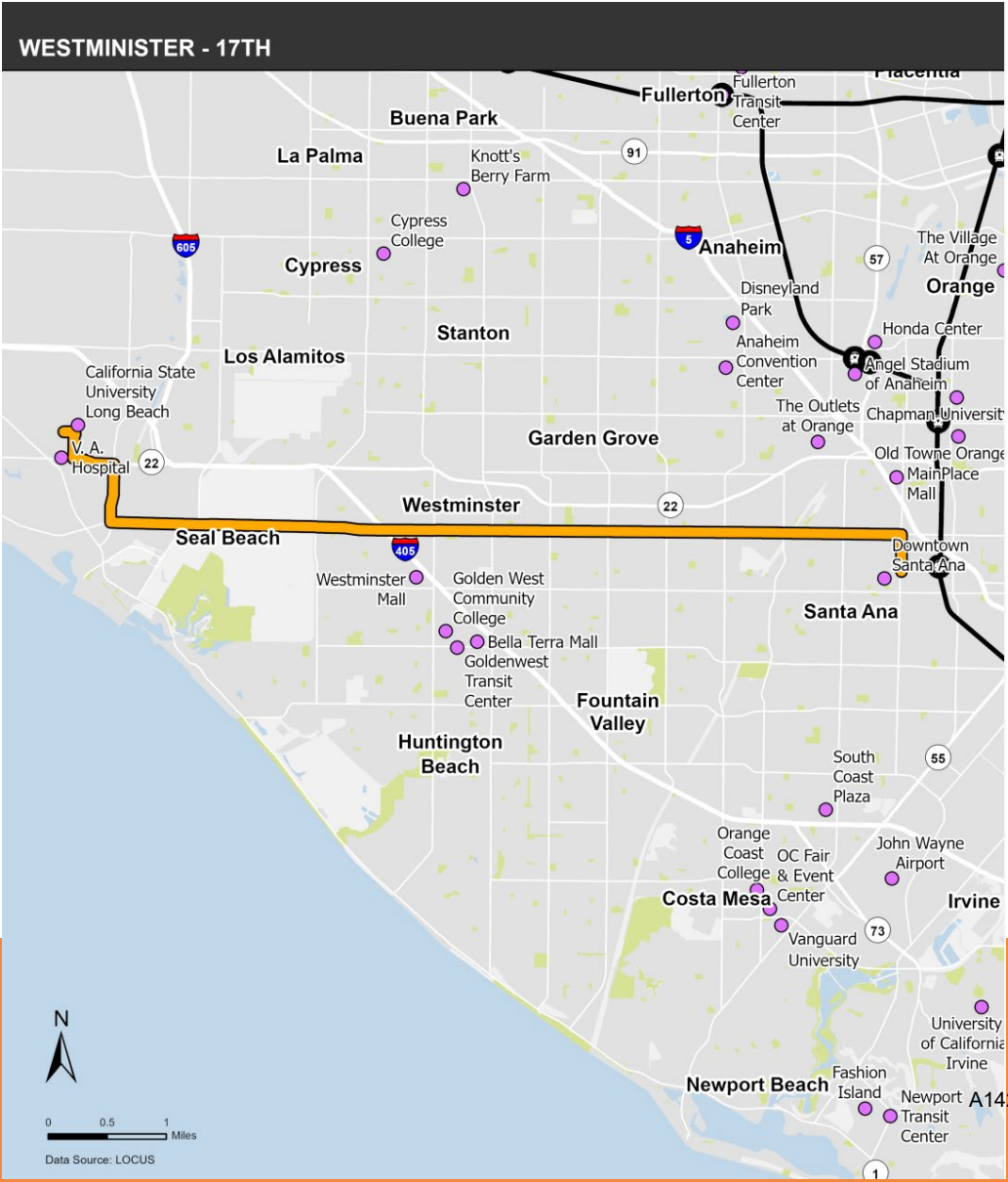
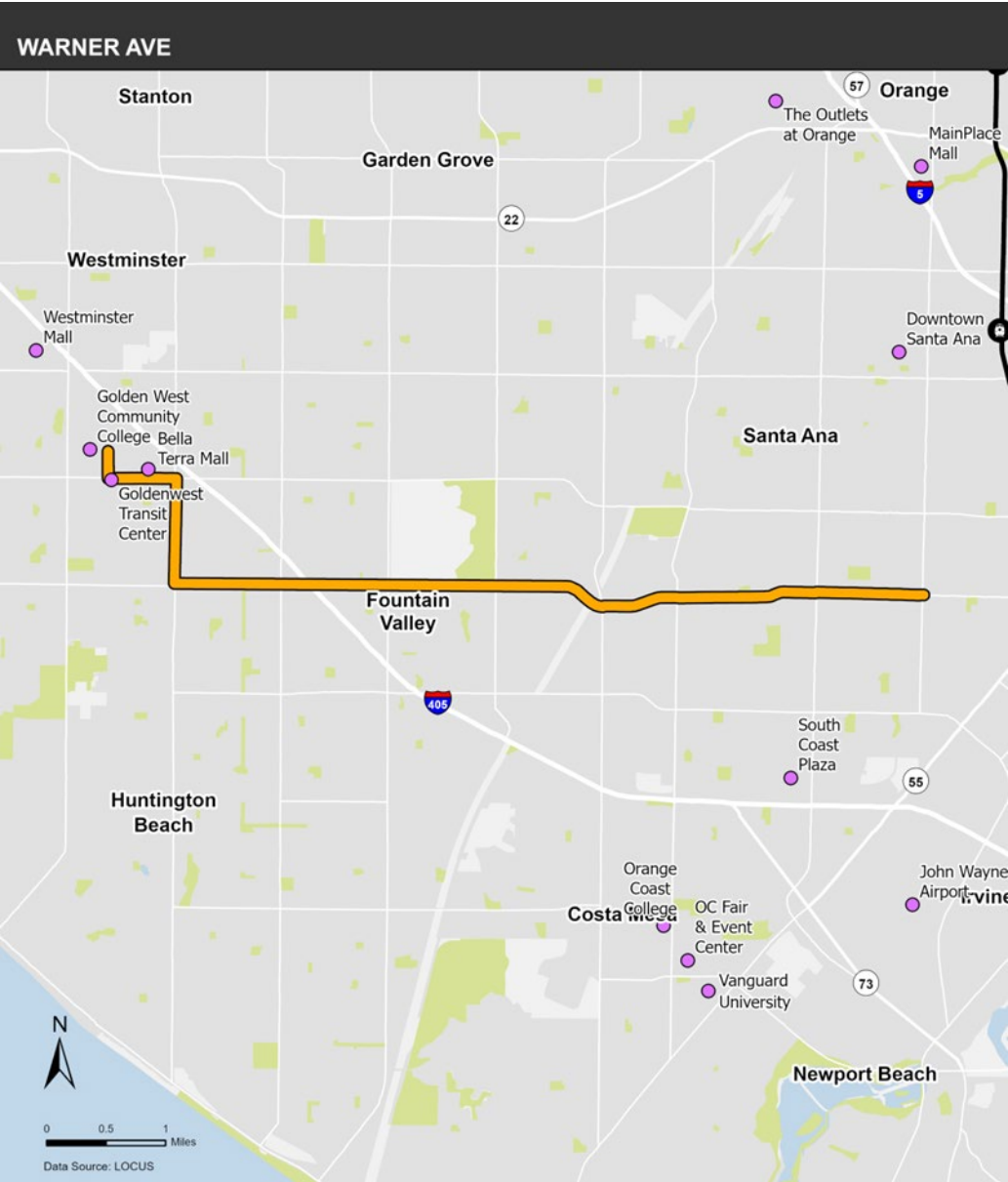
LA PALMA - LINCOLN



MAIN STREET



Transit Opportunity Corridors





Poll Questions

Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach (Phase I)	Fall 2023
Transit Opportunity Corridor Recommendations	Early 2024
Public Outreach (Phase II)	Spring 2024
Other Countywide Transit Strategies	Spring 2024
Transit Supportive Design/Policies Recs	Spring 2024
Final Report	Fall/Winter 2024





 **OC TransitVision**

Thank you!

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Appendix C: Elected Roundtable

- Elected Roundtable Summary- Summer 2024
- Presentation- Summer 2024



OC Transit Vision Master Plan

Elected Official's Roundtable – Summary Recap

June 2024

MEETING DETAILS

MEETING DETAILS	Thursday, June 6, 2024 1:30 – 2:30PM
Presenters	<ul style="list-style-type: none">• Total Presenters<ul style="list-style-type: none">• 4 OCTA<ul style="list-style-type: none">○ Jennifer Bergener○ Marissa Espino○ Charles Main○ Kia Mortazavi
Attendance	<ul style="list-style-type: none">• 24 Total Participants<ul style="list-style-type: none">○ 4 OCTA Panelists○ 20 Elected / City Staff Attendees
Poll	<ul style="list-style-type: none">• 2 Polling Questions via Slido
Elected & City Staff Attendees	Elected Representatives & Elected Staff <ul style="list-style-type: none">• Ahmad Zahra, City of Fullerton Council Member• Ted Bui, City of Fountain Valley Vice Mayor• Jim Cunneen, City of Fountain Valley Council Member• Natalie Moser, City of Huntington Beach Council Member• Adam Cavecche, City of Irvine Office of Council Member Kathleen Treseder• Calvin Alvarez, City of Irvine Office of Council Member Tammy Kim• Emily Gengler, City of Irvine Office of Mayor Farrah Khan• Carol Moore, City of Laguna Woods Council Member• Trish Murphy, City of Los Alamitos Council Member• Tanya Doby, City of Los Alamitos Council Member• Lauren Kleiman, City of Newport Beach Council Member• Rhonda Shader, City of Placentia Council Member• Brad McGirr, City of Rancho Santa Margarita Mayor Pro Tem• Schelly Sustarsic, City of Seal Beach Mayor• Janice Lim, City of Yorba Linda Council Member

	<p>City Staff</p> <ul style="list-style-type: none"> • Lisa Kim, City of Garden Grove City Manager • Matt West, City of Garden Grove Assistant City Manager • David Webb, City of Newport Beach Director of Public Works • Andy Hall, City San Clemente City Manager • Nabil Saba, City of Santa Ana Director of Public Works
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I. WELCOME & PRESENTATION

A. Welcome/Introductions

On June 6th, an Elected Official's Roundtable was organized to engage Orange County elected representatives and their staff in discussions regarding the OC Transit Vision Master Plan (TVMP). Topics of this meeting included an overview of current and upcoming OCTA planning studies and the background, process, and objectives of TVMP. The roundtable began with a welcome from Jennifer Bergener, OCTA's Deputy Chief Executive Officer, thanking the leaders for their attendance and emphasizing the importance of their feedback and participation in the TVMP.

B. Presentation

Following opening remarks, Kia Mortazavi provided an overview of the current and upcoming OCTA planning studies. This overview included details on long-range planning, transit planning and sustainability, and active transportation studies. Charles Main then provided a project overview and detailed the draft transit opportunity corridors under consideration. Attendees were encouraged to ask questions throughout the presentation. Following an overview of outreach efforts by Marissa Espino, Public Outreach Section Manager, a Q&A discussion was opened for attendees to provide feedback and ask questions. Toward the end of the roundtable, two interactive polls were introduced to gauge city leaders' transit corridor preferences and countywide transit strategies. Following the discussion, OCTA staff thanked the attendees for participating and encouraged them to share the survey with their constituents. Below are the presenting OCTA staff.

- Welcome and Opening Remarks – Jennifer Bergener
- Current & Upcoming Planning Studies - Kia Mortazavi
- TVMP Overview and Schedule/ State of OC Transit– Charles Main
- Public Outreach – Marissa Espino
- Draft Transit Opportunity Corridors – Charles Main
- Slido Polls/Question and Answer – Marissa Espino

II. Q & A DISCUSSION & Slido Polls

A. Q&A Discussion

Before asking participants the polling questions, panelists engaged in a robust Q&A discussion with the meeting participants. Themes among the questions included interest in autonomous vehicles, new transportation technologies, promoting walking, the correlation between wait time and safety, faster service to encourage bus ridership, easier access to bus stops, and closer proximity of bus stops to reduce wait and travel time. The following is a summary of questions and comments received during the Q&A Discussion:

Question/Comment Summary:

- **Councilmember Carol Moore, City of Laguna Woods**
 - Expressed concerns that the plan heavily relies on buses. They suggested expanding the discussion to include autonomous vehicles, streetcars, and services like Uber.
 - The participant further emphasized the need for diverse transportation options along the corridors, stating that focusing solely on buses is outdated. They also recommended evaluating and enhancing walking connections, advocating for the promotion of walking as a viable option to connect to schools and other local destinations.
- **Unidentified Speaker #2**
 - Inquired about the average wait time for bus pickups and the possible impact longer wait times may have on rider safety.
 - Asked about available programs for youth and low-income individuals, and whether there are specific opportunities and support for seniors.
- **Vice Mayor Ted Bui, City of Fountain Valley**
 - Asked about ways to improve the current system, increase ridership, and promote bus use. They mentioned that they drove a car to the meeting because taking the bus would have been too time-consuming, highlighting the need for more efficient and appealing public transportation options.
 - Noted that not all OC cities have the money to match funds and access programs OCTA is offering.
- **Unidentified Speaker #4**
 - Inquired about the demand for bus services, noting that some people want to ride the bus but don't because it takes too much time. They highlighted that many are unaware of existing transit services and questioned how OCTA is considering potential demand, not just current usage.
 - Also pointed out the poor walking conditions to bus stops and asked how support for improving these conditions could be increased.
 - Asked if there are opportunities for special/summer services to the beach or OC Fair.

- **Councilmember Trisha Murphy, City of Los Alamitos**
 - Interested in accessible travel for all, noting that transit is not particularly beneficial for large families and those with long commutes. They urged a reconsideration of where improvements are most needed, suggesting a focus on areas that make the most sense.
 - Shared that in her city, which is surrounded by numerous highways, prioritizing road repairs over bus use and fixed transit would be more practical.
 - Also emphasized that Route 19 should be a top priority among the corridors.
- **Councilmember Lauren Kleinman, City of Newport Beach**
 - Suggested a closer examination of transportation efficiencies. They asked about the number of buses required to travel from point A to point B and the duration of these trips.
 - Emphasized the need to take a closer look at travel patterns to better understand how people are commuting.
 - Suggested that OCTA look for alternatives to buses since ridership has not returned to pre-pandemic levels.
 - Emphasized the need for passenger safety, which has deterred potential riders. Asked what OCTA is currently doing to address passenger safety.
 - Requested OCTA continue to include cities in the overall planning process to find overlaps and gaps in analyses.
- **Councilmember Jim Cunneen, City of Fountain Valley**
 - Highlighted the critical importance of timing in public transportation. They pointed out that when people miss the bus, the long wait times that follow can be discouraging. They suggested looking to European public transportation systems as models for managing transportation timing effectively.
 - Raised issues such as the reluctance of people to walk long distances and the impracticality of using buses for shopping due to the inconvenience of carrying items. They emphasized the need to identify key destination centers to improve accessibility.
 - Expressed concerns about the infrastructure required to support electric buses. Noted that electric buses are heavier, which may cause city roads to deteriorate faster. Also emphasized fire safety concerns with electric buses.
- **Public Works Director Dave Webb, City of Newport Beach**
 - Expressed concerns that OCTA is not considering a connection between LOSSAN and the airport in the 12 transit corridor considerations.
 - Highlighted the extreme density between LOSSAN and the airport, particularly along Jamboree and Von Karman. Pointed out the absence of an important connection on Jamboree and emphasized the need to establish one.
 - Proposed a new route connecting UCI to John Wayne and then to Tustin Metrolink Station via Jamboree Road.

Following the open Q&A, two polling questions were asked to the elected representatives.

B. Poll Question One:

Choose up to THREE transit corridors that you consider the most important to Orange County.

During the first poll, participants were asked to select up to three transit corridors they considered the most important in Orange County. The results indicated that the top three corridors were:

1. (58%) Bristol Street with the South Coast Plaza to John Wayne Airport extension
2. (50%) Beach Boulevard from Buena Park to Huntington Beach
3. (42%) Harbor Boulevard from Long Beach to Orange

C Poll Question Two:

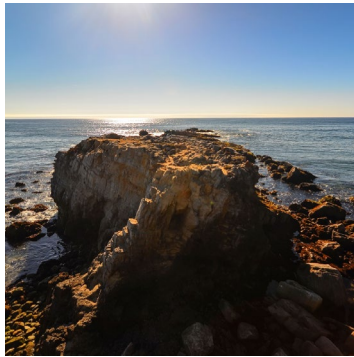
Choose up to THREE countywide transit strategies that you consider the most important to Orange County and your community.

During the second poll, participants were asked to select up to three countywide transit strategies they considered most important for Orange County and their community. Choices included:

- Cross County Express Bus Service
- First/Last Mile Connections
- Integration with partner transit agencies
- Mobility Hubs
- More Seasonal and special event services
- OC Bus Improvements
- Vanpool
- Other

The results showed the top three transit strategies were:

1. (29%) OC Bus improvements
2. (21%) Cross County Express Bus Service
3. (Tie - 14%) More Seasonal and special event services
4. (Tie - 14%) First/Last Mile Connections



Elected Officials Roundtable

June 6, 2024

Agenda Overview



Welcome and Opening Remarks

Darrell E. Johnson
Chief Executive Officer

Kia Mortazavi
Executive Director, Planning

2024 OC Transit Vision Master Plan

- OC Transit Vision Overview
- Draft Transit Opportunity Corridors
- Poll Questions/Discussion
- Next Steps

Charles Main
Principal Transportation Analyst, Transit
Service Planning

Marissa Espino
Section Manager, Public Outreach

Closing Comments

Kia Mortazavi
Executive Director, Planning

Current and Upcoming Planning Studies



Long-Range Planning Studies

Greg Nord

Section Manager

gnord@octa.net

Ongoing:

- State Route 57 Project Study Report
- Transportation Demand Management Study

Upcoming:

- Microsimulation Model Development for Harbor Blvd.
- Mobility Hubs Conceptual Operations (pending funding)
- Fullerton Park-and-Ride Joint Development Master Plan
- Master Plan of Arterial Highways – Bikeways Connectivity Study
- State Route 73 Multimodal Corridor Feasibility Study
- Orange County Highways System Study
- 2026 Long-Range Transportation Plan



Active Transportation Studies

Peter Sotherland

Section Manager

psotherland@octa.net

Ongoing:

- OC Connect Bike Trail
- Bike Counts
- E-bike Safety Study

Upcoming:

- Next STEP
- Active Transportation Outreach Support



Transit Planning and Sustainability Studies

Jorge Duran

Section Manager

jduran@octa.net

Dan Phu

Program Manager

dphu@octa.net

Ongoing:

- Transit Chokepoint Study
- Bus Stop Safety and Accessibility Plan
- Coastal Rail Resiliency Study
- Zero-Emission Transition Plans

Upcoming:

- Zero-Emission Infrastructure and Capital Assessment Study
- Strategic Rail Plan
- 2028 Olympic Games Coordination

Questions?



OC TransitVision

**2024 OC Transit Vision
Elected Officials Roundtable
June 6, 2024**



Project Overview

The OC Transit Vision is a 30-year plan to improve transit services in the county

WHAT ARE OUR GOALS FOR TRANSIT?



ENHANCE



CONNECT



SIMPLIFY



COLLABORATE



SUSTAIN

- Analyzes existing conditions in Orange County
- Identifies corridors for investment in high-quality transit
- Other transit-related recommendations and policy guidance
- Informs the OCTA Long Range Transportation Plan

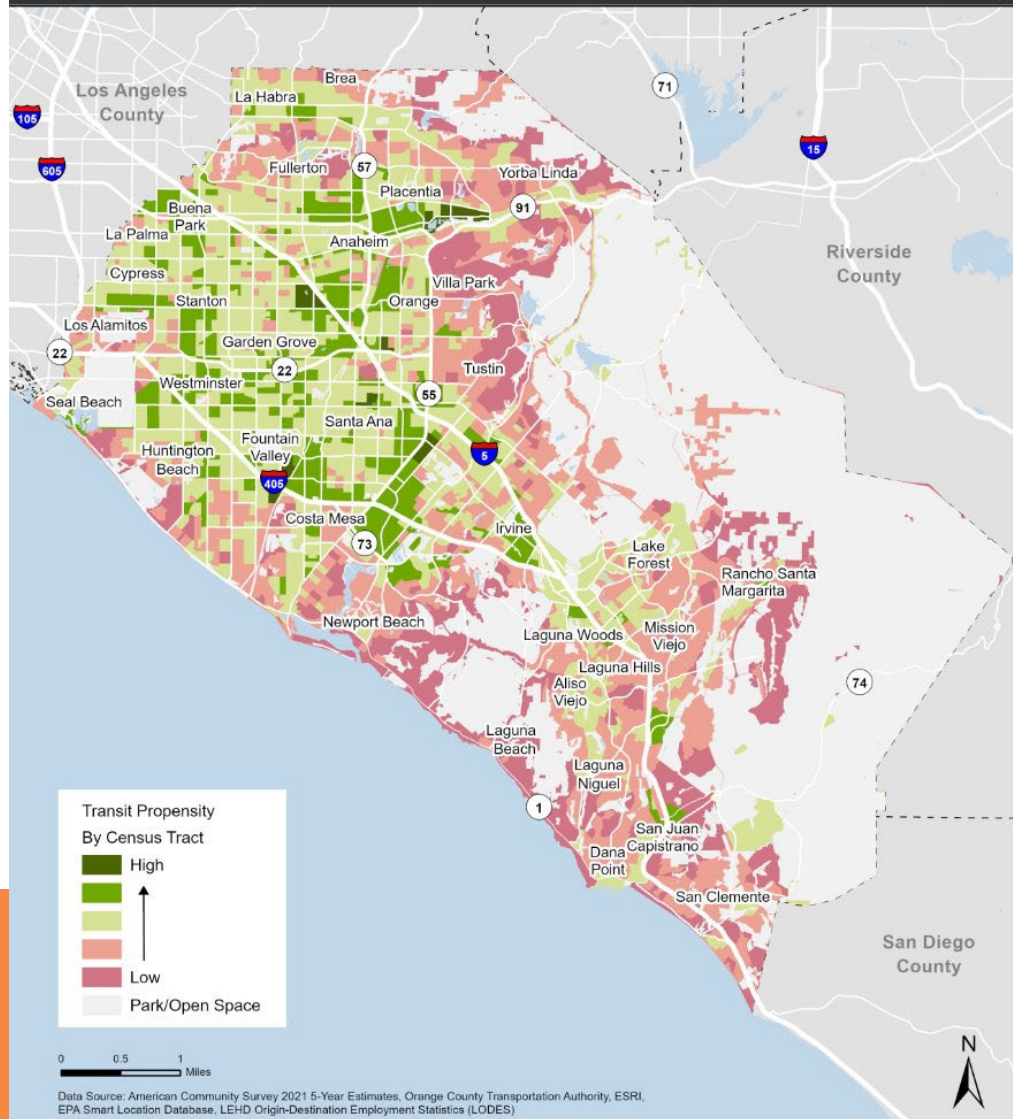
Project Schedule - Summary

Activity/Task	Completion Date
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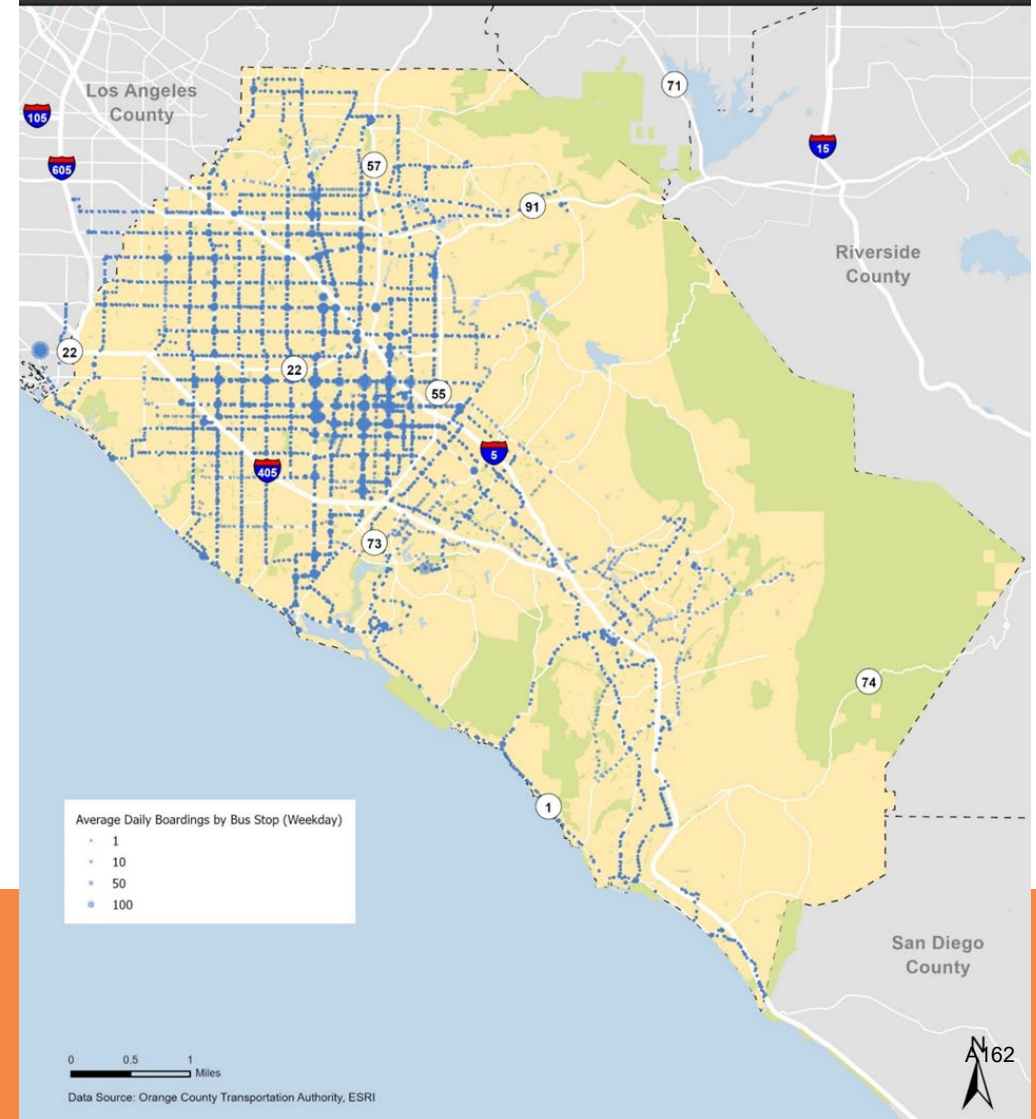


State of OC Transit

TRANSIT PROPENSITY



WEEKDAY BUS BOARDINGS



Transit Opportunity Corridors

- Identified 24 preliminary corridors for potential investments in high-capacity transit
- Reviewing and ranking the top 12 corridors
- Gather public feedback on the preferred five corridors
- Analyze service levels, multimodal connections, ridership and cost estimates for the top 10

Evaluation Criteria

Overall Travel Demand (all modes)

Existing Bus Ridership

Transit Mode Share

Equity/Transit Propensity

Key Destinations

Right of Way Availability*

Transit Opportunity Corridors

- Beach Blvd
- Bolsa Ave and First St
- Bristol St and State College Blvd to South Coast Plaza
- Bristol St and State College Blvd to John Wayne Airport
- Edinger Ave
- Garden Grove Blvd and Chapman Ave
- Harbor Blvd
- Katella Ave
- La Palma Ave and Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd and 17th St



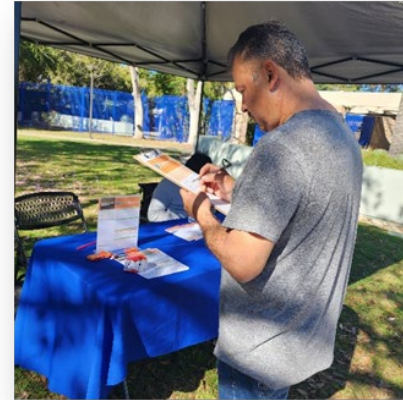
OC TransitVISION

Countywide Transit Strategies

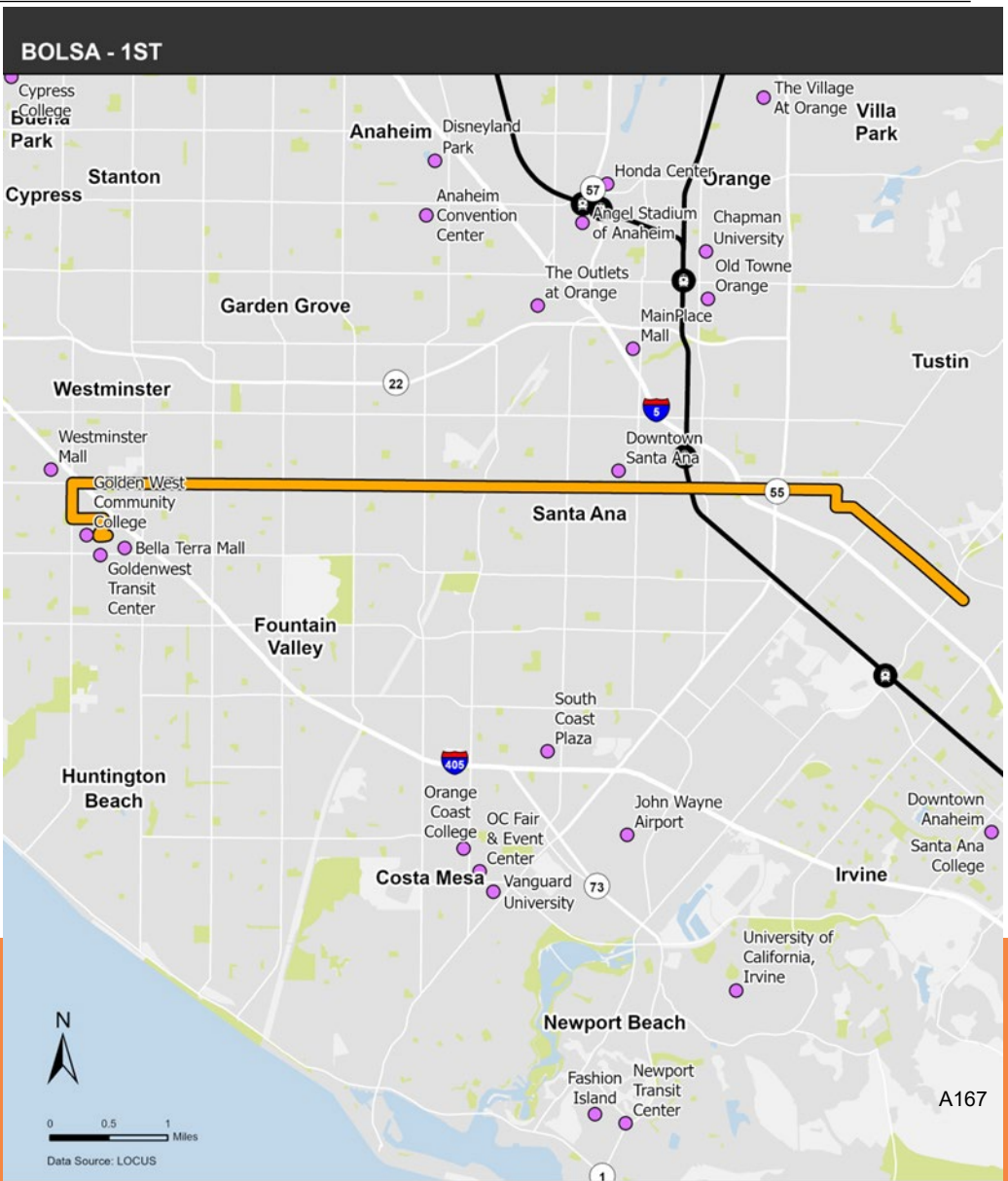
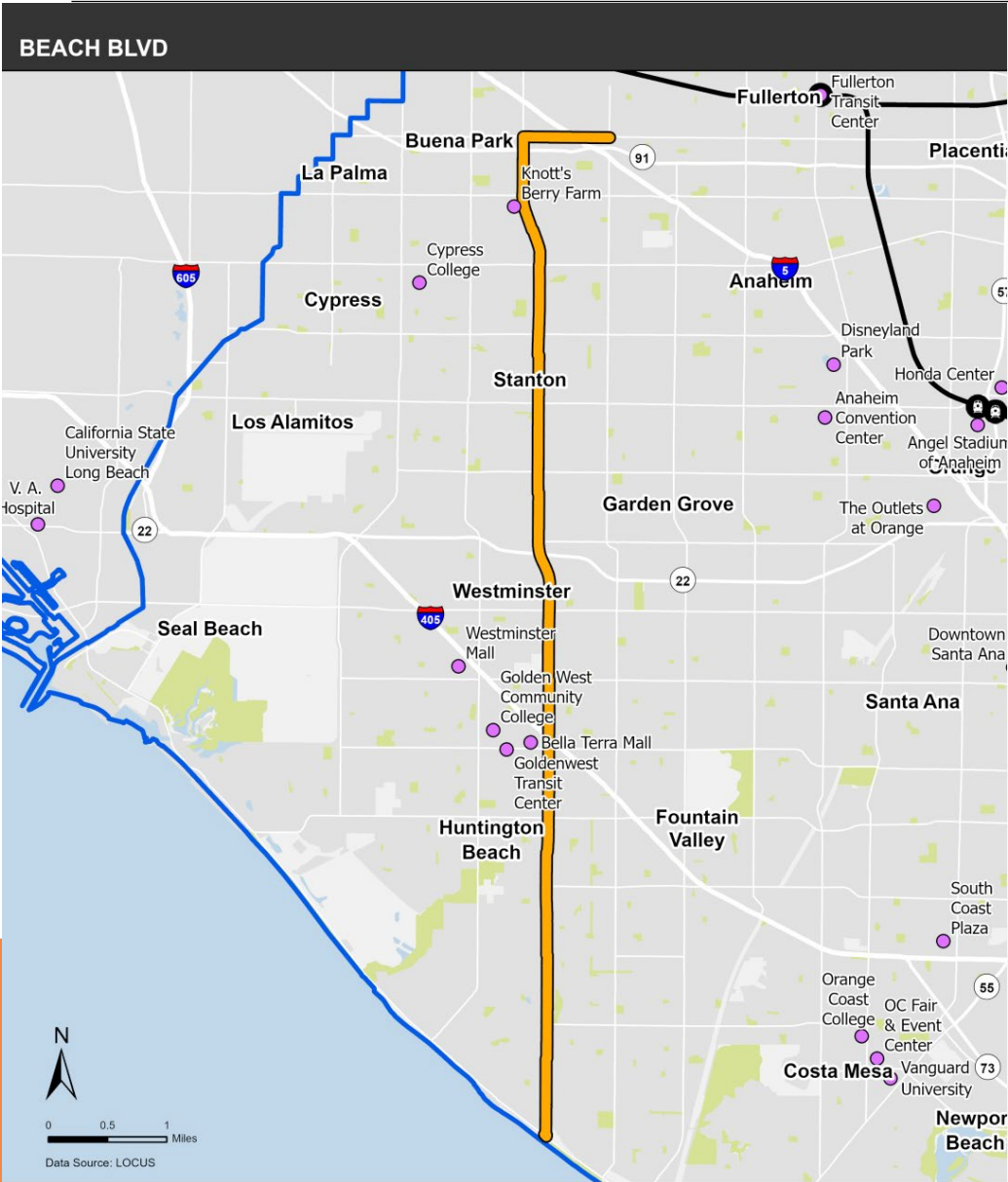
- Strategies include high frequency transit, Project V circulators, mobility hubs, microtransit, expanded bike network, Transportation Demand Management strategies
- Long-term plan to increase passenger rail frequencies
- Consider increasing OC Bus service to connect with additional rail trips
- Fullerton Park & Ride, OC Vibe, OC River Walk, Doheny Village/Dana Point
- Potential hubs identified to improve connectivity and convenience
- Disneyland Forward plan, Irvine, Rancho Mission Viejo

Public Outreach

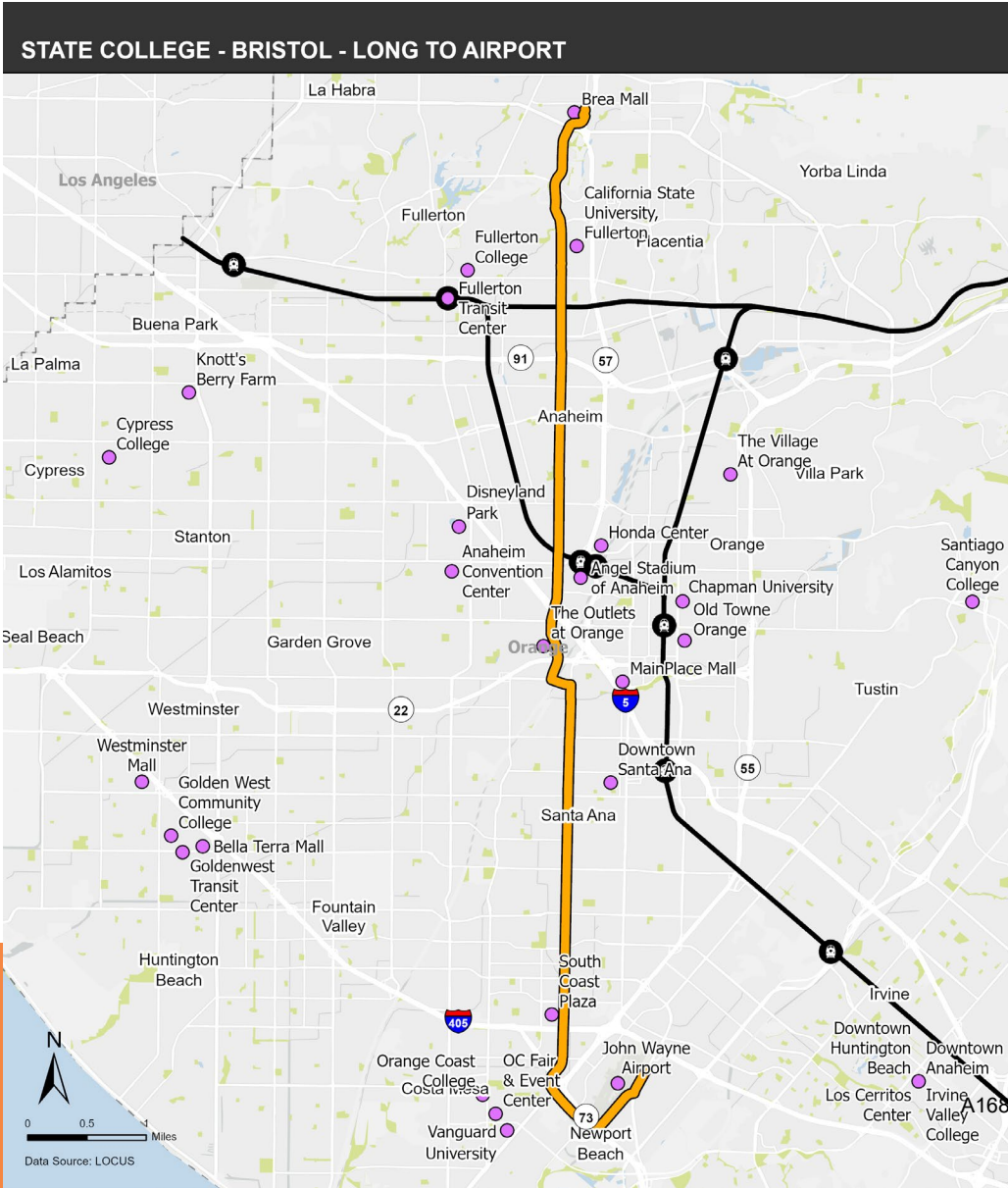
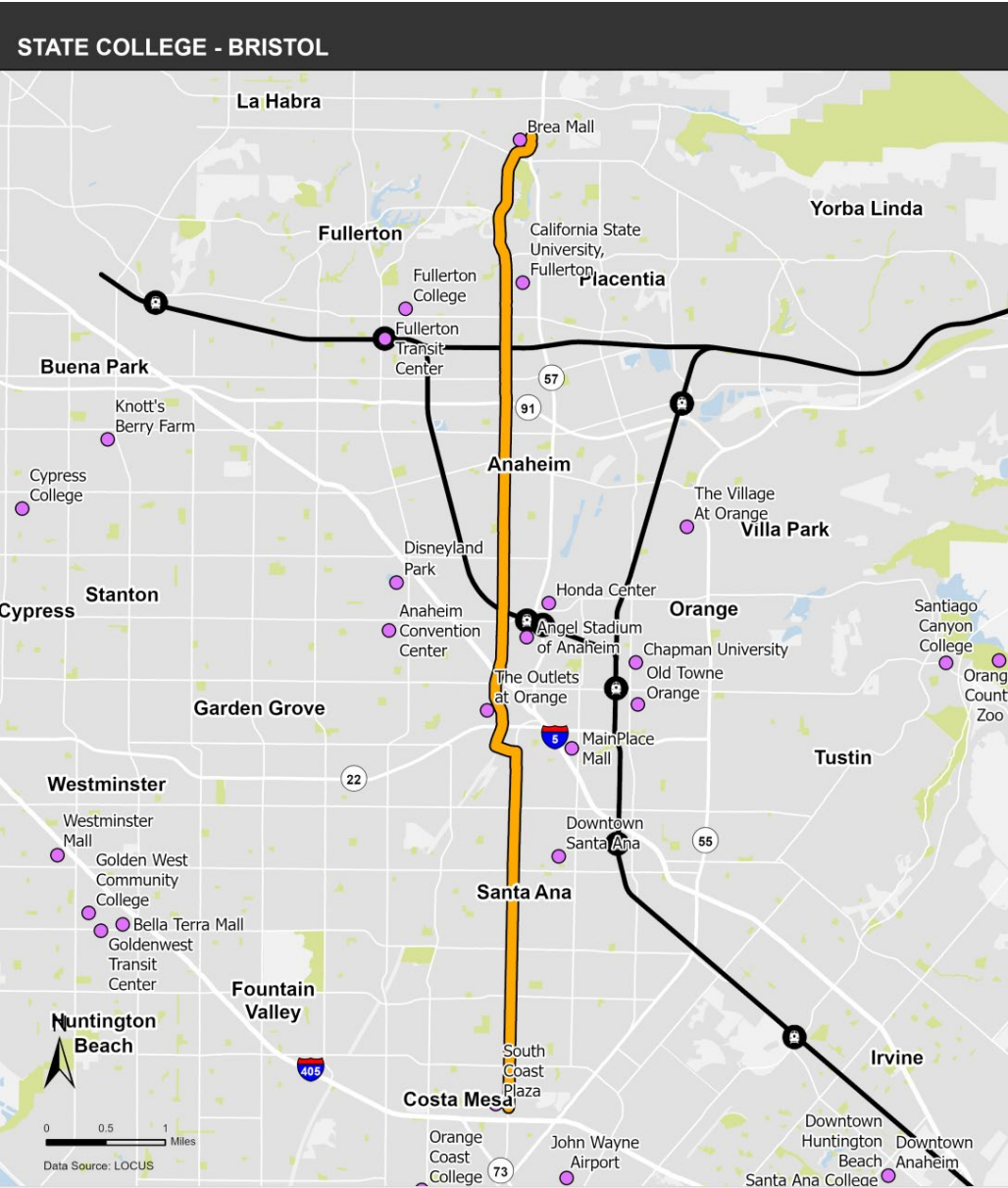
- Feedback on transit corridors (May-July)
- Roundtables: city staff/elected officials/CBOs/stakeholders
- Multilingual survey
- Webinar
- Pop-ups
- Digital media



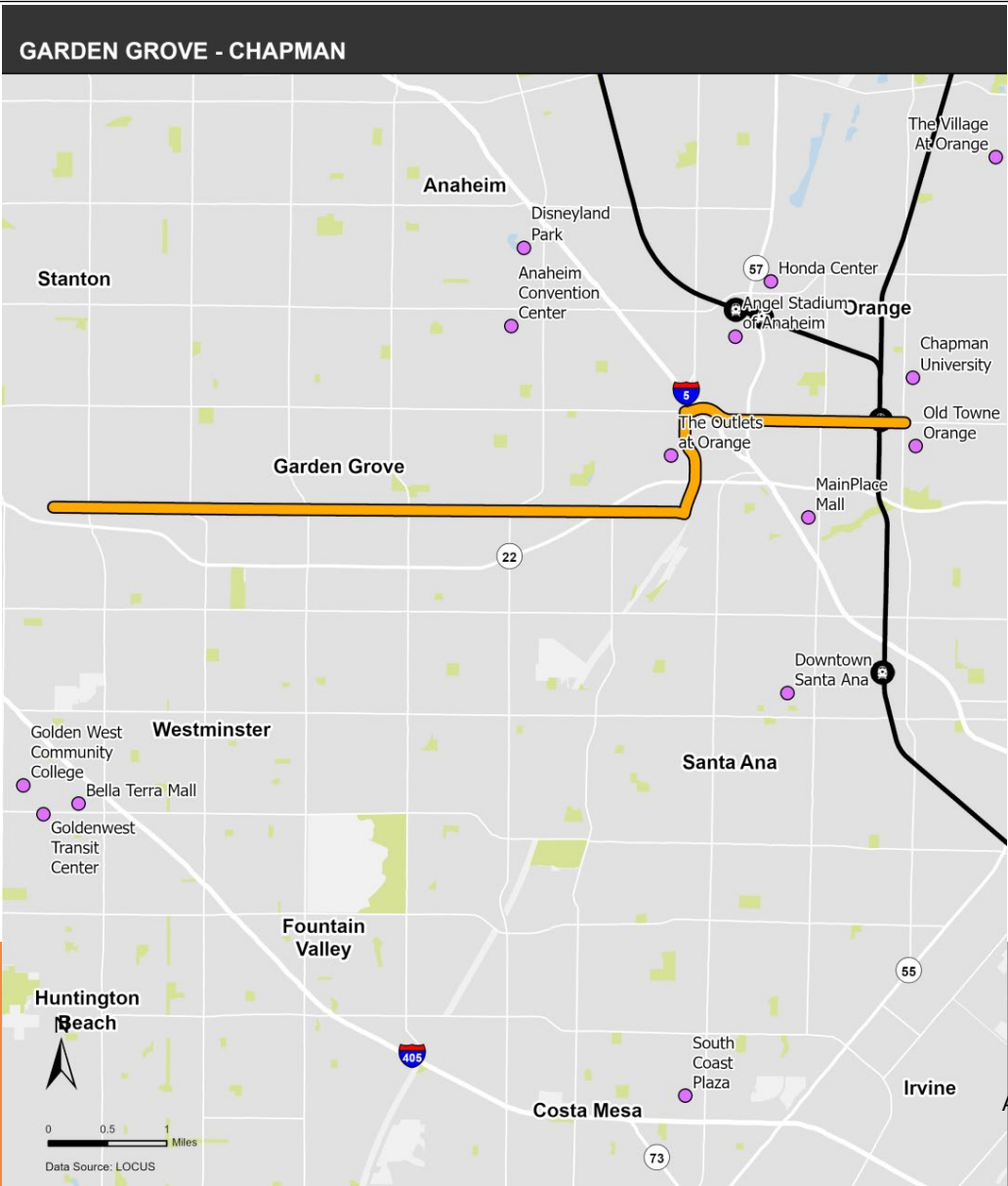
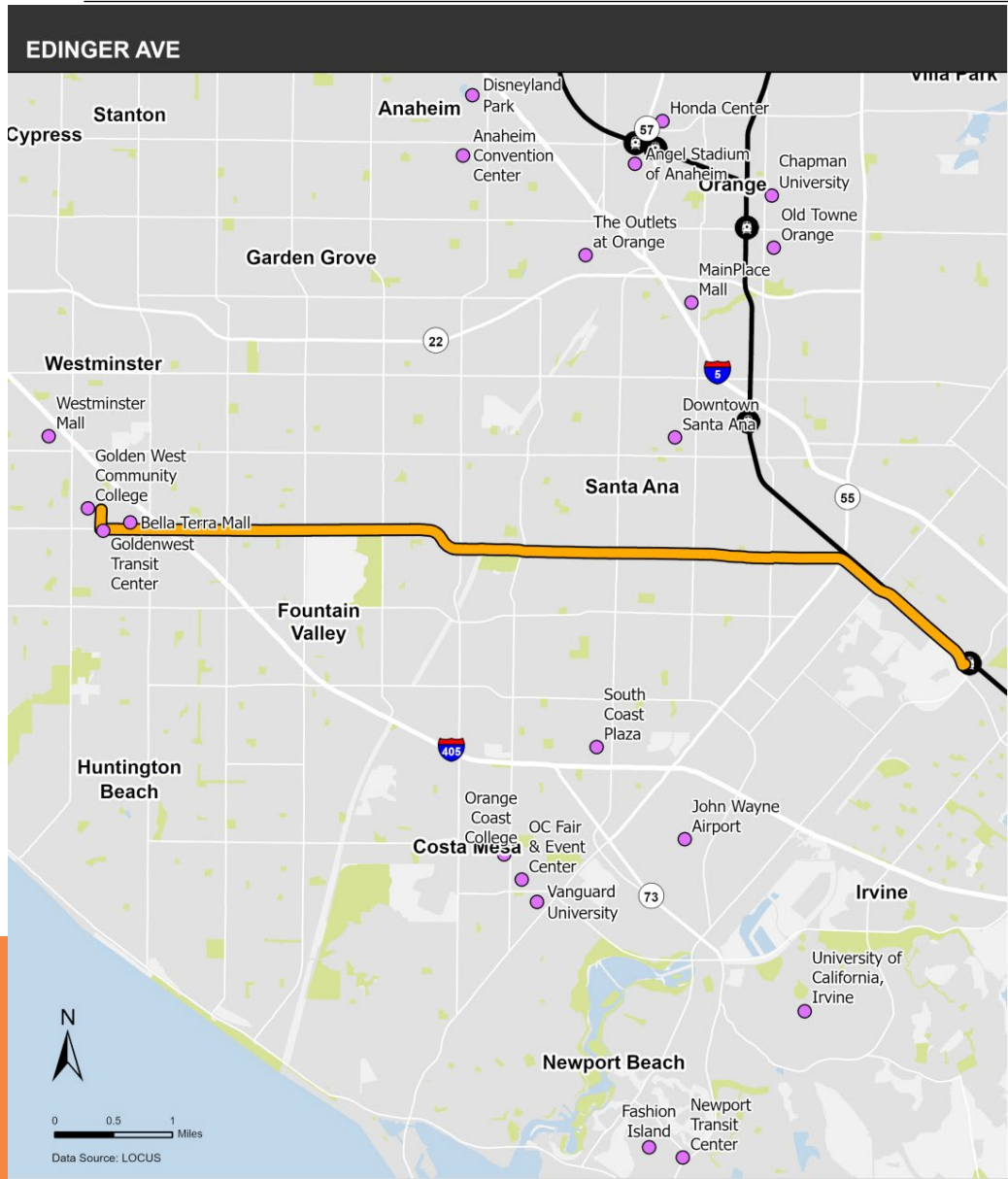
Transit Opportunity Corridors



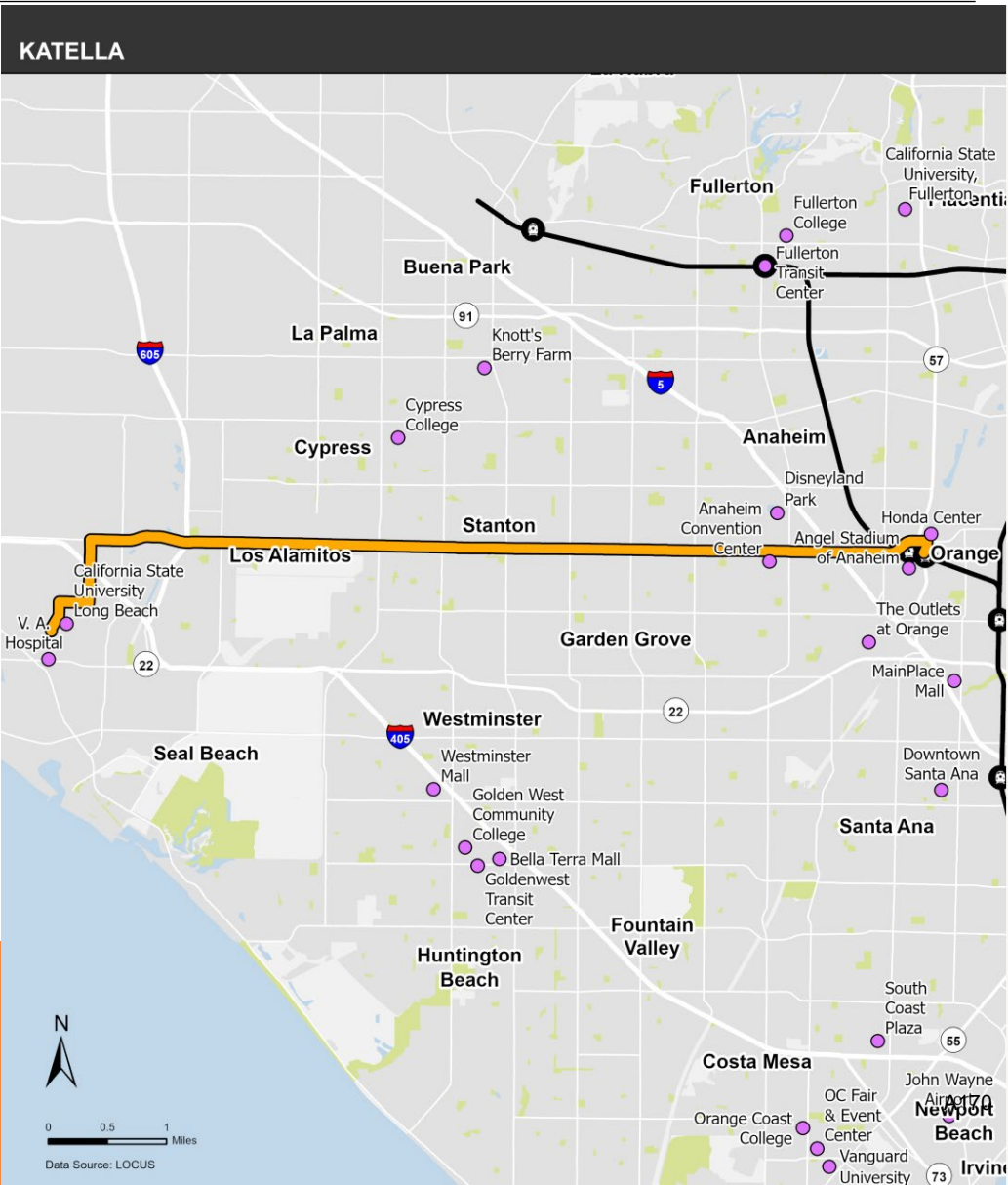
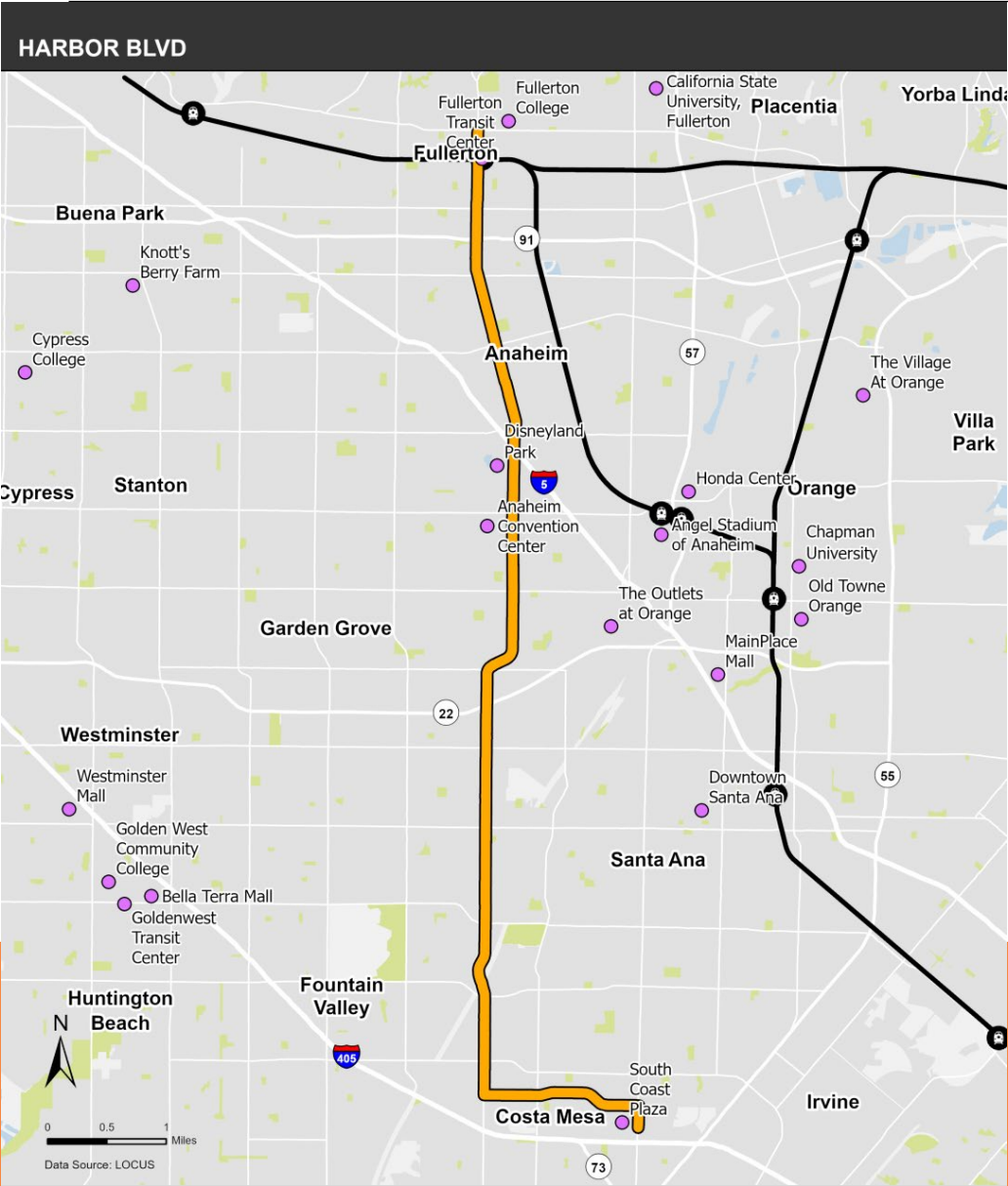
Transit Opportunity Corridors



Transit Opportunity Corridors

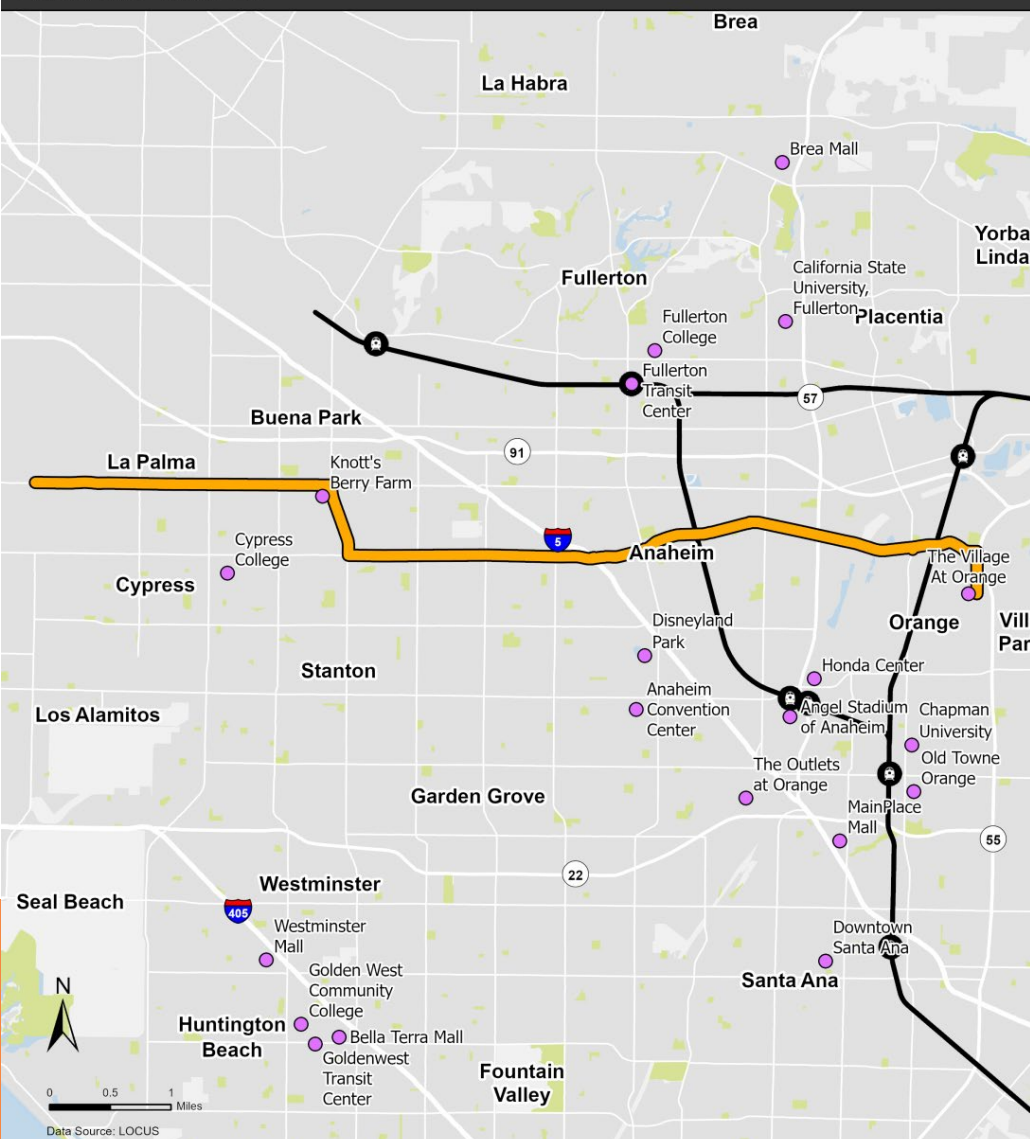


Transit Opportunity Corridors

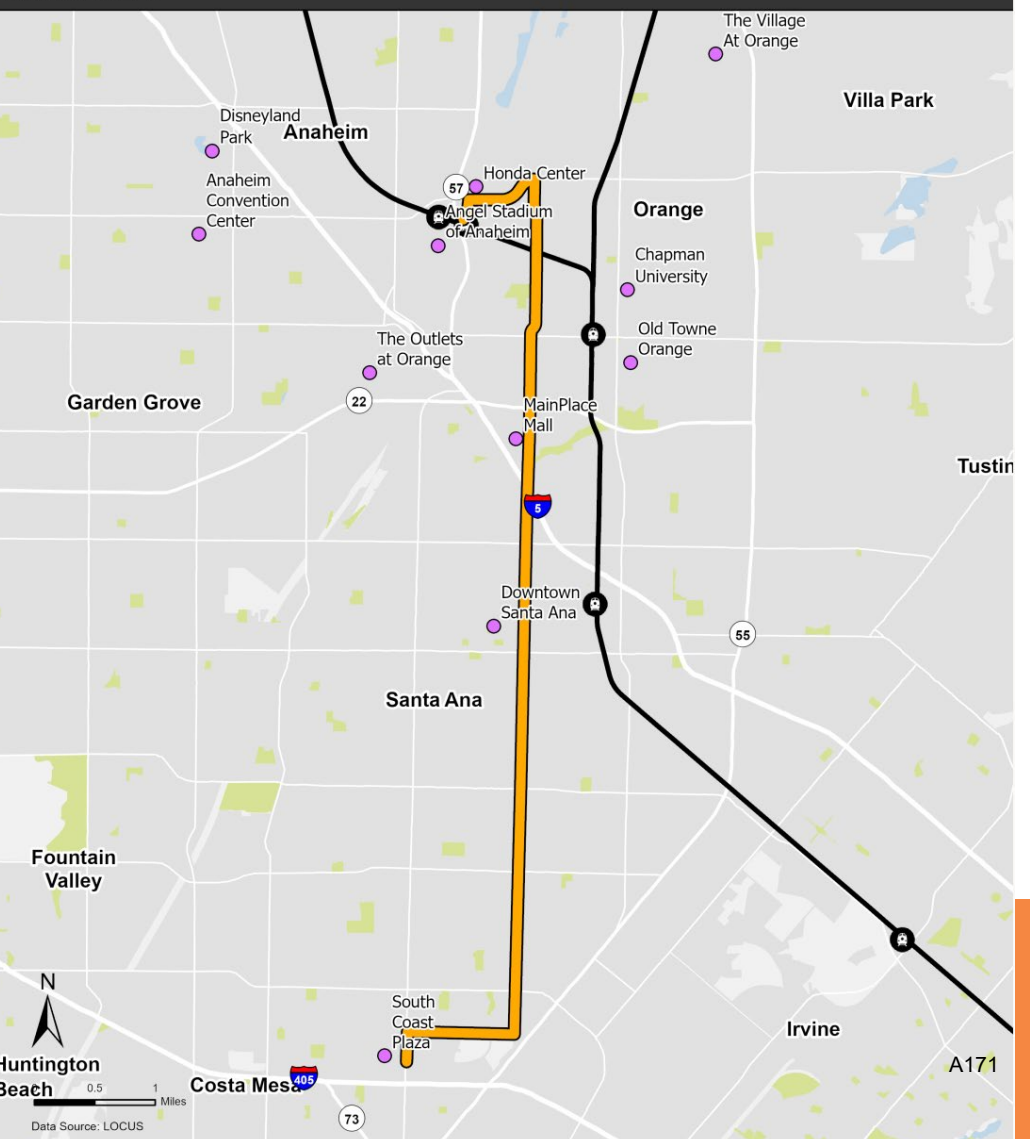


Transit Opportunity Corridors

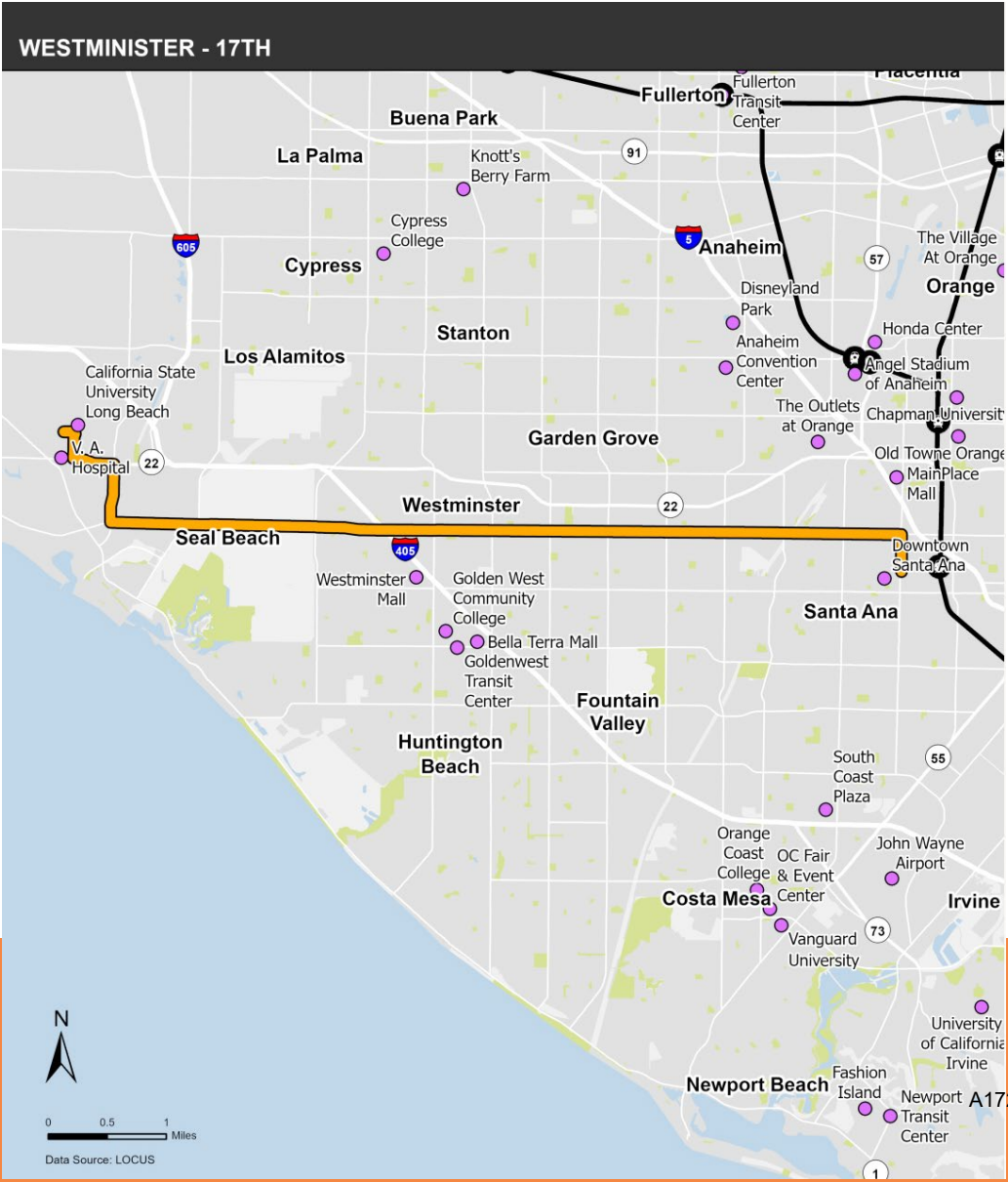
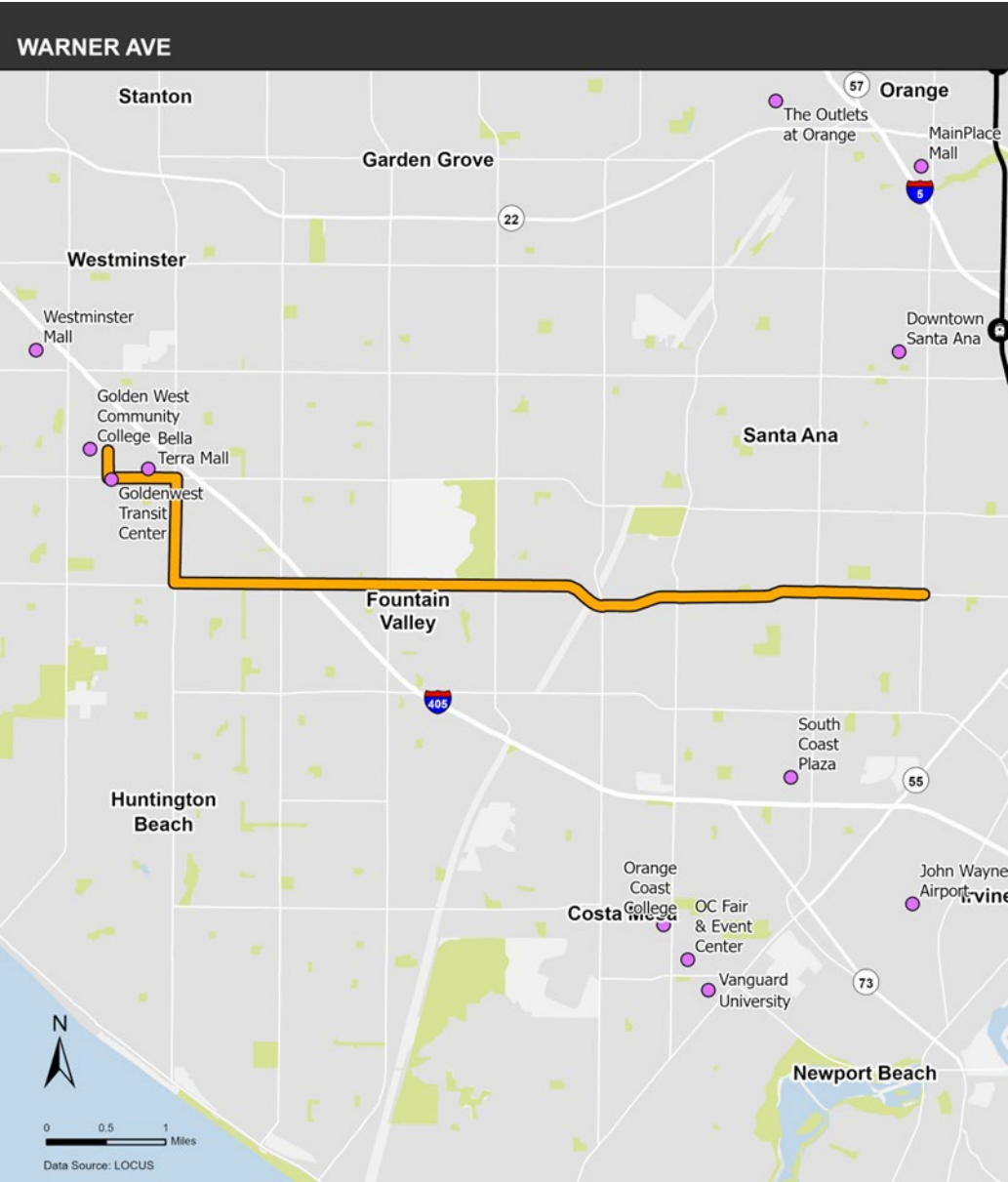
LA PALMA - LINCOLN



MAIN STREET



Transit Opportunity Corridors





Poll Questions

Next Steps

- Phase II of outreach
- Develop corridor operating plans
- Ridership and performance forecasts
- Other countywide transit strategies
- Update Transit-Supportive Guidelines
- Fall OCTA Board Meeting





OC TransitVision

Thank you!

octa.net/OCTransitVision



Appendix D: Community Leader's Roundtable

- Roundtable Summary- Fall 2023
- Presentation- Fall 2023
- Roundtable Summary- Summer 2024
- Presentation- Summer 2024



OC Transit Vision Master Plan

Community Leaders Roundtable – Summary Recap

October-November 2023

MEETING DETAILS

MEETING DETAILS		ROUNDTABLE #1	
		Wednesday, October 25, 2023	
		10:00 – 11:30 AM	
Zoom Presenters		• Total Presenters	○ 3 OCTA
Attendance		• 21 Total Participants	○ 7 Non-panelist project team (OCTA) ○ 2 Outreach consulting staff ○ 12 Non-team attendees
Poll		• 3 Polling Questions	
Community Leader Attendees		• Linda Nguyen, Asian Business Association	
		• Carolyn Coleman, CAP OC	
		• Dung Tran, City of Los Angeles	
		• Elissa Thomas, Cal State Fullerton	
		• Jennifer Wang, Asian American Senior Citizens Service Center	
		• Mary Anne Foo, Orange County Asian and Pacific Islander Community Alliance	
		• Matthew Menchavez, Norooz Clinic Foundation	
		• Miriam Zuniga, Unidos South OC	
		• Neil Estrada, Filipino American Chamber of Commerce OC	
		• Anh-Tuan Le, Vietnamese American Chamber of Commerce of OC	
		• Gigi Larson, Filipino American Chamber of Commerce OC	
		• Jay Ungos, Small Business Diversity Network	

MEETING DETAILS		ROUNDTABLE #2	
		Wednesday, November 8, 2023	
		1:00 – 2:30 PM	
Zoom Presenters	<ul style="list-style-type: none"> • Total Presenters <ul style="list-style-type: none"> ○ 3 OCTA 		
Attendance	<ul style="list-style-type: none"> • 16 Total Participants <ul style="list-style-type: none"> ○ 6 Non-panelist project team (OCTA) ○ 2 Outreach consulting staff ○ 8 Non-team attendees 		
Poll	<ul style="list-style-type: none"> • 3 Polling Questions 		
Community Leader Attendees	<ul style="list-style-type: none"> • Adriana Alvarez, Latino Health Access • Anh-Tuan Le, Vietnamese American Chamber of Commerce of OC • Derrick Gaffney, Jamboree Housing • Juanita Preciado, Delhi Center • Mario Ortega, Abrazar Inc. • Miriam Zuniga, Unidos South OC • Paul Hoang, Moving Forward Together Institute • Tiffiany Kaaiakamanu, CalOptima 		

I. WELCOME & PRESENTATION

A. Welcome/Introductions

Two meetings were held on October 25th and November 8th to engage community leaders on the OC Transit Vision Master Plan background, process, and goals. The meeting was welcomed and facilitated by Ted Nguyen for the October 25th meeting and by Elia Verduzco at the November 8th meeting.

B. Presentation

Project team members for TVMP provided an overview of the project, a project development schedule, and a summary of outreach and stakeholder engagement conducted to date. Participants were encouraged to ask questions throughout the presentation. Following an overview of Public Outreach, the facilitator introduced the discussion section and a series of polls for leaders to participate in. Following the discussion section, the meeting facilitator thanked the leaders for participating and encouraged them to share the survey with their communities. Below are the presenting team members.

- TVMP overview and schedule– Charles Main
- Public outreach – Marissa Espino
- Meeting moderator/Zoom polls/Question and Answer – Ted Nguyen (Oct. 25) & Elia Verduzco (Nov. 8)

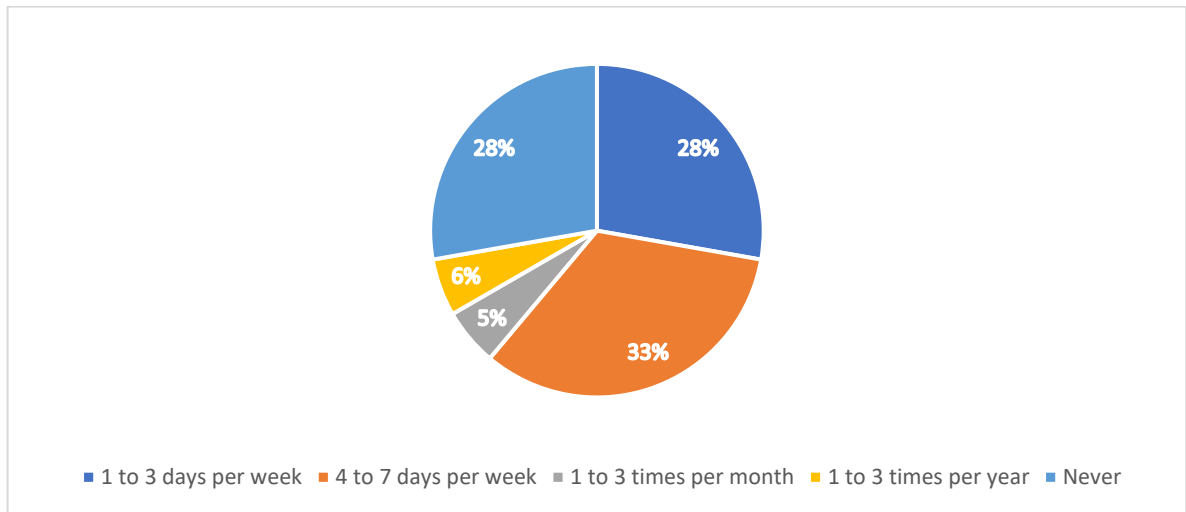
II. POLL Q & A DISCUSSION

Participants were given the opportunity to provide comments and engage in discussion following each of the three (3) Zoom poll questions. Following each poll, the meeting facilitator led the discussion by calling upon leaders, asking them to provide comments or questions based on their individual responses to the poll questions. Participants provided input by responding to questions related to transit service, opportunities and challenges and serving diverse communities. A total of 20 community leaders shared a combination of 56 written and oral comments during the collective poll discussions. Polls results, questions and comments are summaries below:

A. Poll Question One

How often do you or your communities ride public transit?

More than 60% indicated their communities ride public transit at least one day a week or more. Based upon 18 poll respondents, results are the follows.



Comment Summary:

1. Miriam Zuniga

- No need for me to use the bus because I am so close to home. I try to encourage my family to use, they are open but it takes time to learn the system.

2. Matthew Menchavez

- Works at a Health Clinic, where technology is key, sessions are offered via zoom and clients use uber and other means to access facility. Kudos to Ted and OCTA for getting word out.

B. Discussion Question One:

What does OCTA do well as it relates to transit service?

Comment Themes:

- Many agree the OCTA has improved efforts in engaging with the community though there are still challenges to transit service.

Comment Summary:

1. Elissa Thomas

- Impressed by OCTA to keep bus drivers but need more first/last mile support.
- Route 26 needs more – for students and staff to rely on.

2. Juanita Preciado

- Not prepared to speak on behalf of the community but believes they would feel the timing makes riding public transit difficult. Does not ride the bus herself.

3. Paul Hoang

- Echoes the belief that his community would feel the timing is a challenge and renders residents unable to reach their medical appointments.

4. Mario Ortega

- Believes OCTA has improved their efforts to conduct CBO outreach and offer community transportation and partnerships to better service the community.
- For Access there have been changes to allow for better accessibility in services.

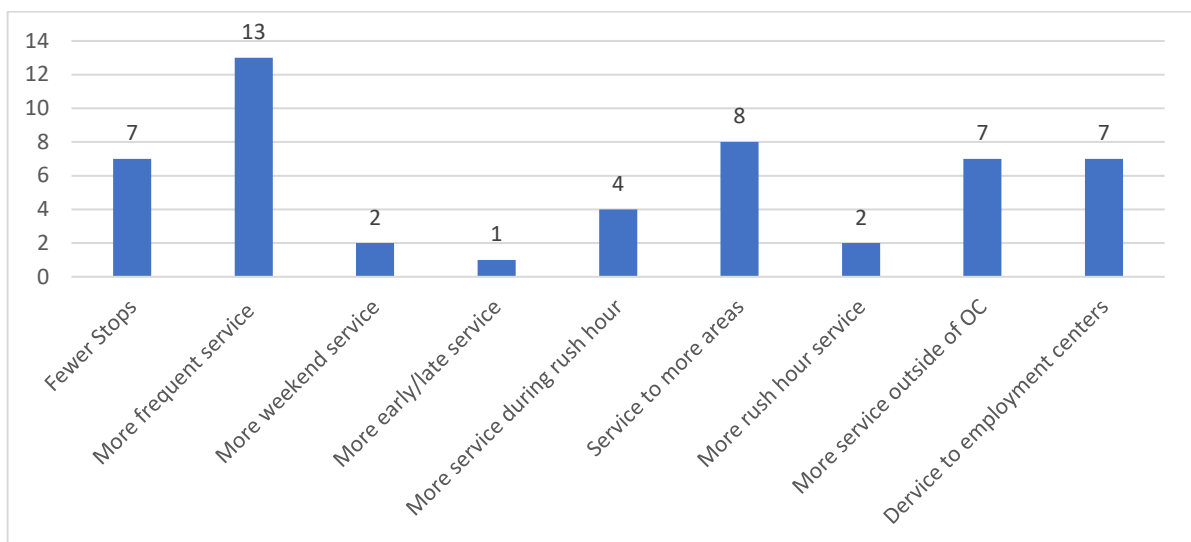
5. Miriam Zuniga

- Supports OCTA providing students with free bus passes.

C. Poll Question Two:

If you could increase transit service in Orange County, what would be the most important to you? (pick top 3)

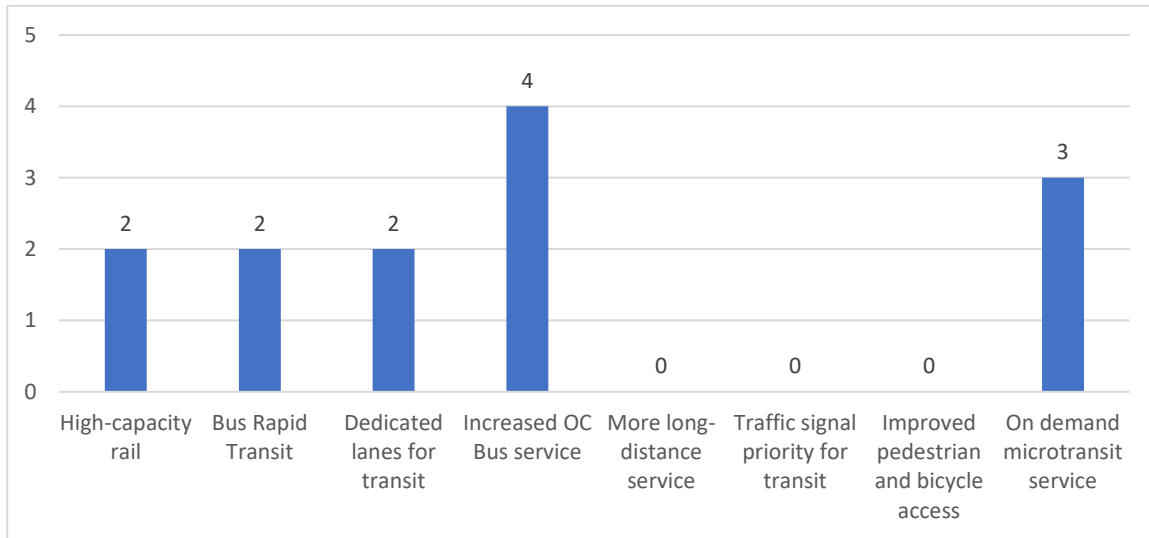
92% indicated preference for more frequent service. Based upon 18 poll respondents, results below.



D. Poll Question Three:

What kind of transit improvements would you like to see more of?

30% of respondents would like to see increased OC Bus service. Based upon 13 poll respondents, full results are below.



E. Discussion Question Two:

How can transit be improved in Orange County to provide the things you want most from transit?

Comment Themes:

- Consider better access to ride share and home pickups that are not within the public stop area to assist with barriers to accessibility.
- More frequent stops and direct routes are recommended.

Comment Summary:

1. Derrick Gaffney

- Continuing to view transit through the affordable housing lens to partner to provide more housing which would stimulate ridership.

2. Mario Ortega

- Improve ACCESS to allow pickup at homes that are not within the public stop area, provides barriers to accessibility to those who are losing their services as their routes are revised.

3. Paul Hoang

- Increase routes to churches and temples.

4. Tiffany Kaaikamanu

- Agrees with more services in the early morning and late nights.

5. Derrick Gaffney

- Jamboree notes there are issues getting proper transit scoring in South County.

6. Dung Tran

- Need more frequent service; need smaller buses with more frequency.

7. Elissa Thomas

- Need more frequency and dedicated bus lanes around CSUF, so much traffic around the area, see buses stop and go which causes more traffic; look into new grant out for said service.

8. Mary Ann Foo

- Need to be more reliable; concerned about pedestrian and bike riders not feeling safe or thought of; bike riders sometimes cannot bring bike onto bus because buses are full

9. Linda Nguyen

- Need more micro transit, need service for last 30-mins of trip; need to reduce bus stop wait times and make it fun to ride!

F. Discussion Question Three:

What are the opportunities to improve access and connections to transit?

Comment Themes:

- Recommend increasing accessibility and safety. Recommendations for increasing frequency and hours of operation especially during rush hour.
- Emphasis on improving user experience.

Comment Summary:

1. Mariam Zuniga

- Expressed concerns about the Ortega Highway, emphasizing the need for more affordable housing and improved transportation for students in the area.
- Also acknowledged the shortage of drivers and stressed the importance of ensuring that employees earn a living wage to maintain sustainable employment.

2. Linda Nguyen

- Raised safety concerns for the elderly in Garden Grove, noting that they do not feel safe using buses. She pointed out that the presence of homeless individuals at bus stops also contributes to a general feeling of unsafety for others.

3. Matthew Menchavez

- Suggested that efforts should be made to help people better understand the OCTA system.
- Highlighted the current guidebook's large, complex, and intimidating nature, suggesting the need for a more user-friendly version.

4. Tiffany Kaaikamanu

- Recommended increasing the frequency of transit services while reducing the number of stops to improve overall ease of use.

- Suggested enhancing access to live resources and communication with OCTA.
- Proposed that the app should include QR codes and be prominently displayed at bus stops.

5. Mario Ortega

- Emphasized the necessity of increasing the hours of operation and frequency of services during rush hours for the OCTA, along with ensuring punctuality.
- Also advocated for enhancing the safety and cleanliness of OCTA bus stops.

6. Anh-Tuan Le

- Expressed support for the app providing real-time information on the bus system, highlighting its potential benefits for individuals with mental disabilities who rely on the bus system.
- Advocated for the support of a local church shuttle system to serve communities.

7. Jennifer Wang

- Recently, OCTA staff came to the senior center, which was received well; please keep coming out and going to other senior centers.

G. Discussion Question Four:

What should Orange Country's top priority for this transit be?

Comment Themes:

- Recommend better transit for the inner county children.
- Consider allowing the community to make more direct choices on issues they consider priorities.

Comment Summary:

1. Elissa Thomas

- Noted that students initially get excited about using buses and trains but often revert to their old habits due to reliability issues.
- Suggested that having a trusted community member, like a "micro-influencer" on social media, could help increase ridership as their followers might be encouraged to ride.

2. Mariam Zuniga

- Emphasized the importance of involving students more in the planning of routes, particularly around new developments, to ensure that the routes meet their needs.

3. Dung Tran

- Expressed the need for increased safety around public transit. He mentioned that the future is likely to be autonomous and recommended that OCTA should start planning for this transition.

4. Neil Estrada

- Pointed out the necessity of offering more incentives to attract and retain riders.

5. Matthew Menchavez

- Suggested simplifying the transit system by minimizing the number of bus stops, which could lead to a more efficient and user-friendly experience.

6. Juanita Preciado

- Highlighted the need for better transit options specifically for inner-county children to improve their access to transportation.

7. Tiffany Kaaikamanu

- Expressed a desire for members and communities to have a more significant role in determining the priorities of the transit system.

H. Discussion Question Five:

Are challenges holding Orange County back from improving transit? What are the opportunities?

Comment Themes:

- There is a need for additional information, so the public knows what is available.
- It is recommended for OCTA to put in more effort to create a better bus culture.
- Consideration for OC Flex to provide micro transit and overall reliability of transportation
- More funding to support great ideas.

Comment Summary:

1. Diane Kim

- Highlighted the need for more options for aging citizens, particularly in the Korean community, as they wish to remain independent.
- Emphasized the importance of education in this area to better support their needs.

2. Anh-Tuan Le

- Lived in San Francisco for 30 years and regularly used transit. Believes that we can improve by creating a culture around buses. Noted that bus drivers play a crucial role in building trust and encouraging people to ride.
- Pointed out that reliability is a key issue, as passengers might need to allow up to 40 minutes as a buffer in case of delays.
- Suggested that OC Flex should provide more micro-transit options.
- Mentioned the potential for opportunities at local community gathering locations, such as afterschool programs and organizations like the YMCA or Boys & Girls Clubs.

3. Juanita Preciado

- Spoke about funding, noting that there are many opportunities as traffic worsens and people seek alternative solutions.

I. Discussion Question Six:

Are there communities which OCTA could serve better?

Comment Themes:

- Recommend better transit support for the aging community and working closer with senior centers.

- Recommendation to make the app multilingual among other improvements.
- Consideration for better support and services from OCTA for those with disabilities.

Comment Summary:

1. Mary Ann Foo

- Emphasized that young people, particularly those of college age, would be more inclined to use public transit if the environmental benefits and conservation challenges were highlighted.
- Stressed the importance of ensuring the OCTA Flex App is multilingual for trip planning and suggested showcasing community leaders who use the bus on social media.

2. Dung Tran

- Pointed out the need to support the large Vietnamese community, many of whom are aging and rely on public transit.

3. Linda Nguyen

- Expressed her interest in learning more about it. She suggested focusing on educating 9-5 office workers on how to use the bus as an alternative means of transportation.

4. Derrick Gafney

- Inquired about the availability of OCTA services that offer on-site bus training.

5. Paul Hoang

- Suggested that OCTA could better accommodate individuals with disabilities to ensure their safety at bus stops.
- Proposed having a mental health advocate on the bus to provide services, making it more comfortable for those with mental health challenges to ride the bus.

6. Miriam Zuniga

- Highlighted that OCTA needs to improve its services for students, pointing out that current bus schedules can cause them to be late for class or require them to arrive too early. She also mentioned the need to better serve senior citizens.

7. Mario Ortega

- Focused on the needs of older adults, especially those who use access services, and monolingual community members. He recommended working more closely with senior centers to enhance their transit experience.

J. Discussion Question Seven:

Who are the key players (organizations, individuals) that you see as integral to realizing this vision?

Comment Themes:

- Recommend remodeling bus stops and surrounding area to attract riders and reduce homelessness at the bus stops.
- Suggestion for elected officials and political leaders to be more involved in public transit.
- More educational opportunities for the community are needed.

- Consideration for better bus time reliability.
- More stops at government buildings are recommended.

Comment Summary:

1. Miriam Zuniga

- Emphasized the importance of pushing for political change as a key factor in improving the transit system.

2. Linda Nguyen

- Highlighted the need for person-to-person education to facilitate the realization of this vision.

3. Elissa Thomas

- Pointed out that people are often nervous about taking transit due to potential emergencies. She suggested that promoting OCTA's guarantee service more effectively could alleviate these concerns.

4. Miriam Zuniga

- Recommended adding academics, planners, and elected officials to the conversation to broaden the scope and depth of the discussions.

5. Ahn-Tuan-Le

- Proposed redesigning bus stops into urban hubs where people can gather and hang out, which may encourage bus ridership. He also questioned how OCTA could form partnerships with Community-Based Organizations (CBOs) and addressed the need to manage the presence of homeless individuals at these locations.

6. Derrick Gaffney

- Suggested that a significant group of potential riders includes those who were formerly homeless. He recommended partnering with affordable housing developers to facilitate this.

7. Miriam Zuniga

- Identified non-profits, environmental organizations, city officials, and urban planners as key players in realizing the vision for improved transit.

8. Tiffany Kaaikamanu

- Mentioned the role of social service agencies as integral to this vision.

K. Discussion Question Eight:

At the end of the OC Transit Vision study process, what does success look like?

Comment Themes:

- Need for more efficient and accessible transit lines, with a focus on improving specific routes (26, 57, and 123) to encourage increased usage of the bus system.
- Emphasis on improving access to public services for low-income communities, lowering transit costs, and organizing community events in high-utilization areas like Santa Ana to engage with frequent users and understand their needs better.

Comment Summary:

1. Collective comments:

- If people naturally start talking about the bus they will start using it
- Routes that need improvement include 26, 57, and 123
- Need more efficient and accessible lines.

2. Mario Ortega

- Emphasized the importance of improving access to public services, particularly for low-income communities. He noted the increased utilization of these services by these communities and the existence of new services that are more appropriately tailored to their needs.

3. Juanita Preciado

- Highlighted the benefits of less congestion on the road and the need for lower costs for transit services.
- Showed interest in hosting in-person events at locations with high service utilization. She suggested that the area of Santa Ana, which is being impacted by the OC Streetcar, would be an ideal location for such events.

4. Derrick Gaffney

- Raised a question about how often vehicle trips can be replaced with transit options.

5. Mario Ortega

- Expressed interest in organizing community forums involving those who are high users of the services, to better understand their needs and experiences.



OC TransitVision

**2024 OC Transit Vision
Community Leaders Roundtable
October 25, 2023**



Today's Meeting Format



We encourage you to turn on your cameras so we can better engage with you.



Attendee microphones are muted to reduce background noise.



To use closed captioning, select the "cc" at the bottom of your Zoom screen



Please feel free to use the Zoom chat to provide input and ask questions throughout the meeting.



Please use the '*Raise Hand*' icon to ask a question verbally during the 'Discussion' sessions.

Project Overview

- OC Transit Vision, 30-year plan to improve transit services in the county
- Establishes vision, goals, framework for future transit investments
- Identifies corridors for investment in high-quality transit
- Transit-related recommendations
 - Fixed-route bus
 - Streetcar
 - Microtransit
 - First/Last Mile: bike, ped, micromobility, mobility hubs
- Policy guidance to cities, developers, and other stakeholders
- This process will inform the OCTA Long Range Transportation Plan

Project Overview

- Builds upon the 2018 OC Transit Vision
 - Review 2018 transit opportunity corridors with possible revisions to recommendations
 - Update ridership trends and travel patterns since the pandemic
 - Explore emerging transit technologies and travel modes
 - Revise funding sources and opportunities
 - Incorporate Making Better Connections Study (2022)



Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach	Fall 2023
Corridors and Fixed Route Recs	Winter 2023
Other Transit Modes Recs (paratransit, microtransit, first/last mile)	Early 2024
Transit Supportive Design/Policies Recs	Spring 2024
Public Outreach	Spring/Summer 2024
Final Report	Fall/Winter 2024

Public Outreach

- Multilingual survey
- Webinar – 11/2 at 5:30pm
- Stakeholder/Diversity outreach
- Pop-ups
- Digital Media
- Mailers
- Local Agencies



Poll Q1

How often do you or your communities ride public transit?

- a. 1 to 3 days per week
- b. 4 to 7 days per week
- c. 1 to 3 times per month
- d. 1 to 3 times per year
- e. Never

Discussion

What does OCTA do well as it relates to transit service?



Poll Q2

If you could increase transit service in Orange County, what would be the most important to you? (pick top 3)

- a. Faster bus service with fewer stops
- b. More frequent service on major routes
- c. More weekend service
- d. More early-morning and late-night service
- e. More service for commuters during rush hour
- f. Service to more areas, including lower-usage areas
- g. More special event service (concerts, fairs, festivals)
- h. More long-distance service outside of OC
- i. Direct service to key activity and employment centers

Poll Q3

What kind of transit improvements would you like to see more of?

- a. High-capacity rail (train, light rail, streetcars)
- b. Bus rapid transit (limited stops, dedicated lanes, more frequent service)
- c. Dedicated lanes for transit
- d. Increased OC Bus service (improved frequencies and service coverage)
- e. More long-distance service (freeway express routes, Metrolink, Amtrak)
- f. Traffic signal priority for transit (keeping lights green a few seconds longer to avoid delays)
- g. Improved pedestrian and bicycle access to transit
- h. On demand microtransit service (OC Flex), community shuttles, taxis, and ridesharing services (Uber/Lyft) in areas with lower transit demand

Discussion

How can transit be improved in Orange County to provide the things you want most from transit?

Discussion

What are the opportunities to improve access and connections to transit?

Discussion

What should Orange County's top priority for transit be?

Discussion

Are there communities which OCTA
could serve better?

Discussion

What challenges are holding Orange County back from improving transit? What are the opportunities?

Discussion

Who are the key players (organizations, individuals) that you see as integral to realizing this vision?

Discussion

At the end of the OC Transit Vision study process, what does success look like?

Stay Connected

octa.net/OCTransitVision

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Project Manager

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Marissa Espino

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**WE WANT TO
HEAR FROM YOU!**



OC TransitVision



OC TransitVision

**2024 OC Transit Vision
Community Leaders Roundtable
November 8, 2023**



Today's Meeting Format



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 - Microtransit
 - First/Last Mile: bike, ped, micromobility, mobility hubs
- Policy guidance to cities, developers, and other stakeholders
- This process will inform the OCTA Long Range Transportation Plan

Project Overview

- Completed projects from the 2018 Transit Vision
 - OC Flex – 2019
 - Beach Blvd Bravo! Launch - 2019
 - Main Street Bravo! Launch – 2022
 - Making Better Connections Study – 2022
- Upcoming projects from the 2018 Transit Vision
 - OC Streetcar
 - Bus-Rail Interface Plan



OC TransitVision

Project Overview

- Builds upon the 2018 OC Transit Vision
 - Review 2018 transit opportunity corridors with possible revisions to recommendations
 - Update ridership trends and travel patterns since the pandemic
 - Explore emerging transit technologies and travel modes
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Discussion

What does OCTA do well as it relates to transit service?



OC TransitVision

Poll Q2

If you could increase transit service in Orange County, what would be the most important to you? (pick top 3)

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- i. Direct service to key activity and employment centers

Poll Q3

What kind of transit improvements would you like to see more of?

- a. High-capacity rail (train, light rail, streetcars)
- b. Bus rapid transit (limited stops, dedicated lanes, more frequent service)
- c. Dedicated lanes for transit
- d. Increased OC Bus service (improved frequencies and service coverage)
- e. More long-distance service (freeway express routes, Metrolink, Amtrak)
- f. Traffic signal priority for transit (keeping lights green a few seconds longer to avoid delays)
- g. Improved pedestrian and bicycle access to transit
- h. On demand microtransit service (OC Flex), community shuttles, taxis, and ridesharing services (Uber/Lyft) in areas with lower transit demand

Discussion

How can transit be improved in Orange County to provide the things you want most from transit?

Discussion

What are the opportunities to improve access and connections to transit?

Discussion

What should Orange County's top priority for transit be?

Discussion

Are there communities which OCTA
could serve better?

Discussion

What challenges are holding Orange County back from improving transit? What are the opportunities?

Discussion

Who are the key players (organizations, individuals) that you see as integral to realizing this vision?

Discussion

At the end of the OC Transit Vision study process, what does success look like?

Stay Connected

octa.net/OCTransitVision

Charles Main

Project Manager

cmain@octa.net

Marissa Espino

Public Outreach

Mespino@octa.net



**WE WANT TO
HEAR FROM YOU!**

Survey will close on November 17, 2023.



OC TransitVision



OC Transit Vision Master Plan

Community Leaders Roundtable – Summary Recap

June 2024

MEETING DETAILS

MEETING DETAILS		Tuesday, June 11, 2024 10:00 –11:30 AM
Zoom Presenters	<ul style="list-style-type: none">• Total Presenters<ul style="list-style-type: none">○ 3 OCTA	
Attendance	<ul style="list-style-type: none">• 19 Total Participants<ul style="list-style-type: none">○ 6 Non-panelist project team (OCTA)○ 2 Outreach consulting staff○ 11 Community Leaders	
Poll	<ul style="list-style-type: none">• 2 Polling Questions	
Community Leader Attendees	<ul style="list-style-type: none">• Andrea Aguilera, California State University-Fullerton• Arturo Cazares, Regional Center of Orange County• Beck Levin, Dayle McIntosh Center• Danthu Pham, San Bernardino City Unified School District• Doug McKay, Orange County's United Way• Lorri Galloway, The Eli Home for Abused Children• Mario Ortega, Abrazar, Inc.• Melanie Grant, Orange County Heritage Council• Paul Hoang, Moving Forward Psychological Institute• Roberto Guzman, Community Action Partnership OC• Tina Do, City of Santa Ana	

I. WELCOME & PRESENTATION

A. Welcome/Introductions

A roundtable was held on June 11, 2024, to engage Orange County community leaders on the OC Transit Vision Master Plan (TVMP). The meeting provided an overview of the project and asked for the leader's input on transit corridor improvements. The roundtable began with a welcome from Marissa Espino, OCTA's Public Outreach Section Manager, thanking the leaders for their attendance and providing instructions on participating in the meeting.

B. Presentation

Charles Main, TVMP Project Manager, began the presentation by providing a general overview of the background, goals, and objectives of the TVMP. Marissa Espino then outlined public outreach conducted in phase one of the project and current engagement efforts. Ted Nguyen, Manager of Public Communications and Media Relations, then introduced the discussion section and two poll questions for participants to engage with. Ted concluded the meeting by thanking everyone for participating and encouraging them to share the survey with their communities. Below are the team members who participated in the Community Leader's roundtable.

- TVMP overview and schedule– Charles Main
- Public outreach – Marissa Espino
- Draft Transit Opportunity Corridors – Charles Main
- Meeting moderator/Zoom polls/Question and Answer – Ted Nguyen

II. POLL Q & A DISCUSSION

The main goal of the meeting was to obtain input from the community leaders about the twelve opportunity corridors identified in the study. Attendees were asked to provide feedback and participate in a roundtable discussion following the two (2) Zoom poll questions. During each poll, participants provided input by responding to questions about identified corridors and potential transit services. Some of the themes among the questions asked during the discussion included the importance of paratransit and the need for improvements, the need for more bus routes for low-income and minority students, the need for bus routes connecting to elderly communities, and improvements for OC Bus route schedules to ensure reliability. The following summarizes the questions and comments received during the Q&A Discussion.

Questions And Comments Prior To Question Polls:

1. Melanie Grant

- Inquired if intensity maps were available.
- Asked about current and projected ridership for the presented corridors and the extent of public information availability.

2. Beck Levin

- Asked whether the map included paratransit rides or just fixed routes.
- Asked whether paratransit was being studied.
- Emphasized the importance of paratransit for people with disabilities and the impact of potential program cuts on the community.
- Noted improvements discussed in 2018 have not been implemented
- Highlighted various issues regarding paratransit including the following: A non-functioning transit wallet was discontinued last month, service pet issues, the lack of partnerships with Uber and Lyft, communication breakdown in March, website tracking paratransit is not fully accessible, leading to reliance on inaccurate customer service ETAs, and customer service misled users about wait times.
- Stressed the need for investment in paratransit due to frequent ridership by people with disabilities.
- Asked if there would be American Sign Language interpretation for the July 9th webinar.

3. Andrea Aguilera

- Supported the idea of the John Wayne Airport corridor, citing Cal State Fullerton student's interest in a route that connects to the airport.
- Emphasized the importance of bus routes for low-income and minority students, noting high usage of OCTA bus passes.
- Expressed enthusiasm for the Harbor Boulevard corridor and other routes near the campus.
- Concerned about overcrowding on OC Bus Route 26, which is heavily used by faculty, staff, and students, sometimes leading to people being unable to board.
- Noted a disconnect between Metrolink and OCTA schedules, causing issues for students and staff, particularly affecting last-mile connections.
- Highlighted high utilization rates of the Metrolink adventure pass by students who depend on buses for last-mile connections.
 - Hopes for future reinforcement of existing popular routes to ensure reliability and continued usage.

4. Lori Galloway

- Asked if there are any plans to have service in the main transit area of Anaheim Hills.
- Informed the project team that besides being a former OCTA board member, she was also an Executive Director of shelters for homeless and abused children and their mothers. Stated there are shelters located in Anaheim Hills and there are families without transportation who struggle to reach main intersections located in Imperial and Santa Ana Canyon, and in Santa Ana Canyon and Weir.
- Expressed desire for improvements in that area so families do not have to struggle to walk without sidewalks.
- Also confirmed there are several apartments and high-density developments planned in that area that would benefit from improvements.
- Expressed that residents in senior communities are more likely to use public transportation if it is an available option.
- Mentioned there are two major schools located between Imperial and Weir and many children who walk home would benefit from having a public transportation option.
- Expressed her frustration with the U.S. lagging behind other countries in public transportation.
- Noted that improved public transportation is the key to reducing car dependency.

- Expresses the importance of nonprofits, which understand and address community needs, and proposes a roundtable with nonprofit leaders to convey community needs to OCTA.

5. Paul Hoang

- Noted many seniors in the community struggle with mobility.
- Stated many seniors would like to attend and spend time at churches and temples, however there is no OC Access service currently transporting seniors nearby to those locations.
- Increased transportation options for seniors would help address isolation, improve mental health, and encourage community engagement.
- Current transit services are crucial for the community, especially for paratransit users.
- Highlighted the need for multiple services to serve the county.
- OCTA should recruit more vendors and collaborate with multilingual operators to enhance services. Noted a growing need for specialized transportation for the aging population.
- Suggested increasing trained mental health workers for the bus system to ensure comfortable and dignified rides and preventing health issues from escalating. This would improve access to necessary services.
- Commented that OCTA has always done a great job and is very proud that the county has OCTA.

6. Danthu Pham

- Asked what are ways we can help the seniors navigate the public transportation system?
 - Asked what are some public transit solutions and ideas that we have?

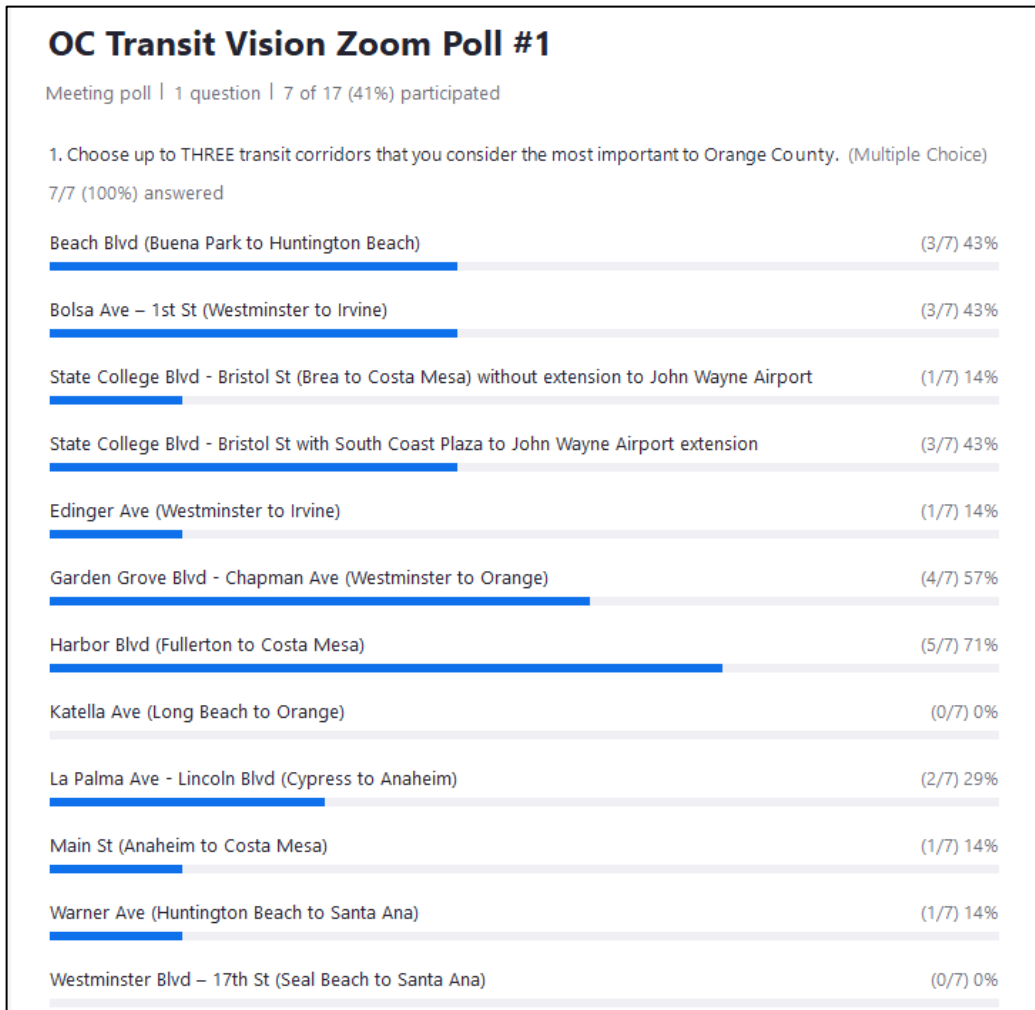
7. Mario Ortega

- Encouraged collaboration with nonprofit partners to become mobility managers or have knowledgeable team members.
- Expressed desire to enhance understanding of OCTA services, guidelines, eligibility, and available programs.
- Identify all nonprofit providers offering transportation services, even if they aren't widely advertised.
- Highlighted Access California as an example of a nonprofit providing transportation.
- Mention the OCTA grant called MSD as a potential resource.

C. Poll Question One

Choose up to three corridors that you consider the most important to Orange County.

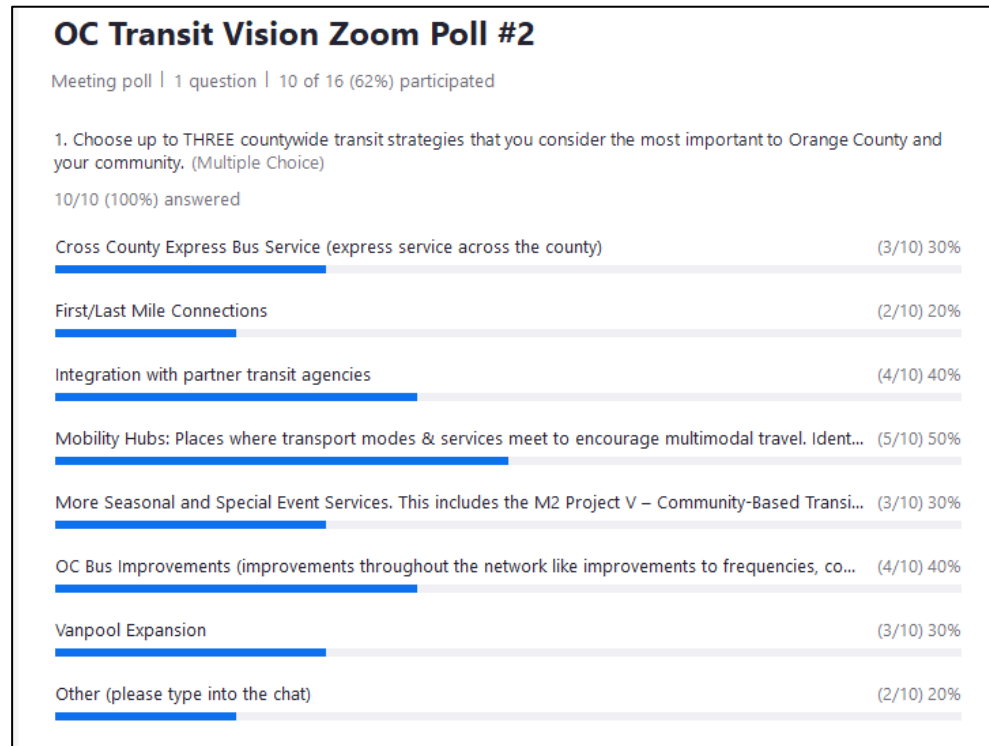
Among the top three selections for corridor improvements in Orange County, most respondents selected Harbor Blvd (71%), followed by Garden Grove Blvd (57%) followed by a three-way tie between Bech Blvd, Bolsa Ave, and Bristol St with extension to John Wayne Airport (43%). Full results are shown below.



D. Poll Question Two

Select up to three corridors county wide transit strategies that you consider the most important to Orange County and your community.

Of the seven options, 50% of participants selected mobility hubs, 40% chose OC bus improvements, and 30% selected Cross County Express Bus and vanpool expansion.



Comment Summary for Poll Question Two:

1. Danthu Pham

- Interested in learning more about vanpool services.

2. Andrea Aguilera

- Expressed her love for the vanpool program and shared is one of the things that help her with her job. Many people come in from far areas to her work location.
- Noted that the farthest vanpool travels from Pasadena to Cal State Fullerton almost five times a week.
- Highlighted that telecommuting opportunities provided by CSUF have reduced interest in the vanpool.
- Noted that vanpool requires 50-70% ridership per month, which is difficult to maintain.
- Suggested to count telecommute days as ridership days to help sustain the program. Believes that this change would strengthen the vanpool program.



OC TransitVision

**2024 OC Transit Vision
Community Leaders Roundtable
June 11, 2024**



Today's Meeting Format



We encourage you to turn on your cameras.



Attendee microphones are muted to reduce background noise.



Please feel free to use the Zoom chat to provide input and ask questions throughout the meeting.



Please use the '*Raise Hand*' icon to ask a question verbally during the 'Question' sessions.

Project Overview

The OC Transit Vision is a 30-year plan to improve transit services in the county

WHAT ARE OUR GOALS FOR TRANSIT?



ENHANCE



CONNECT



SIMPLIFY



COLLABORATE



SUSTAIN

- Analyzes existing conditions in Orange County
- Identifies corridors for investment in high-quality transit
- Other transit-related recommendations and policy guidance
- Informs the OCTA Long Range Transportation Plan

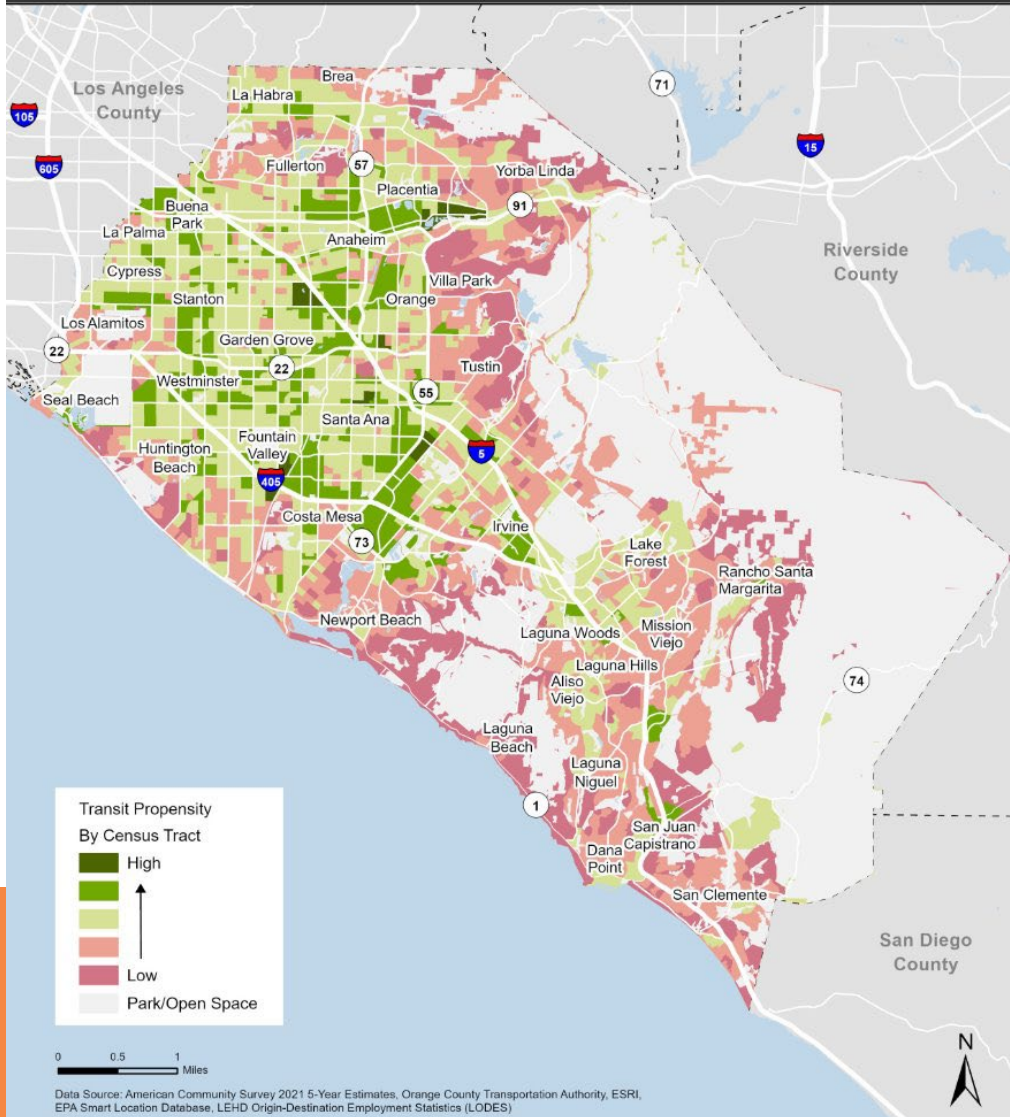
Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach (Phase I)	Fall 2023
Transit Opportunity Corridor Recommendations	Early 2024
Public Outreach (Phase II)	Spring 2024
Other Countywide Transit Strategies	Spring 2024
Transit Supportive Design/Policies Recs	Spring 2024
Final Report	Fall/Winter 2024

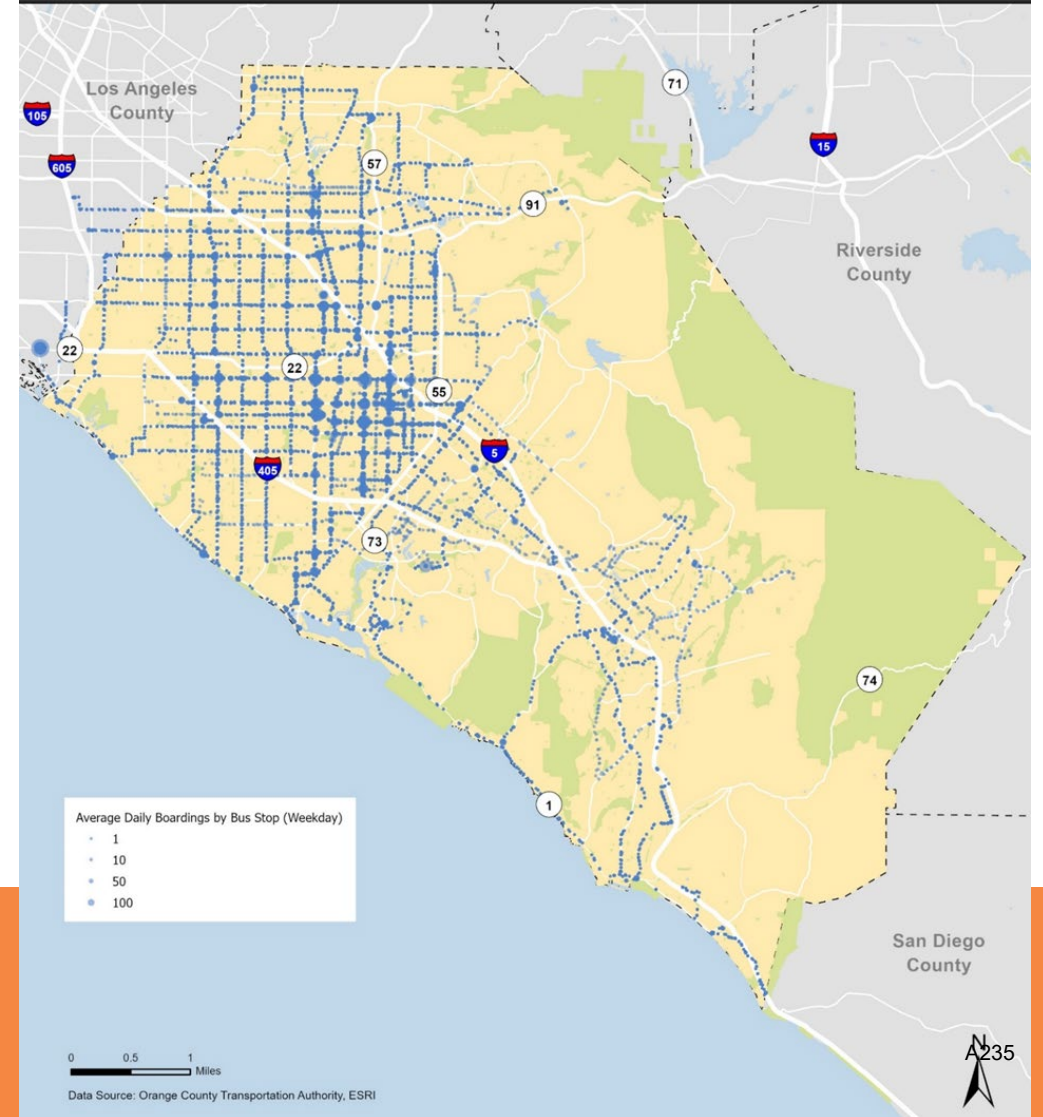


State of OC Transit

TRANSIT PROPENSITY



WEEKDAY BUS BOARDINGS



Transit Opportunity Corridors

- Identified 24 preliminary corridors for potential investments in high-capacity transit
- Reviewing and ranking the top 12 corridors
- Gather public feedback on the preferred five corridors
- Analyze service levels, multimodal connections, ridership and cost estimates for the top 10

Evaluation Criteria

Overall Travel Demand (all modes)

Existing Bus Ridership

Transit Mode Share

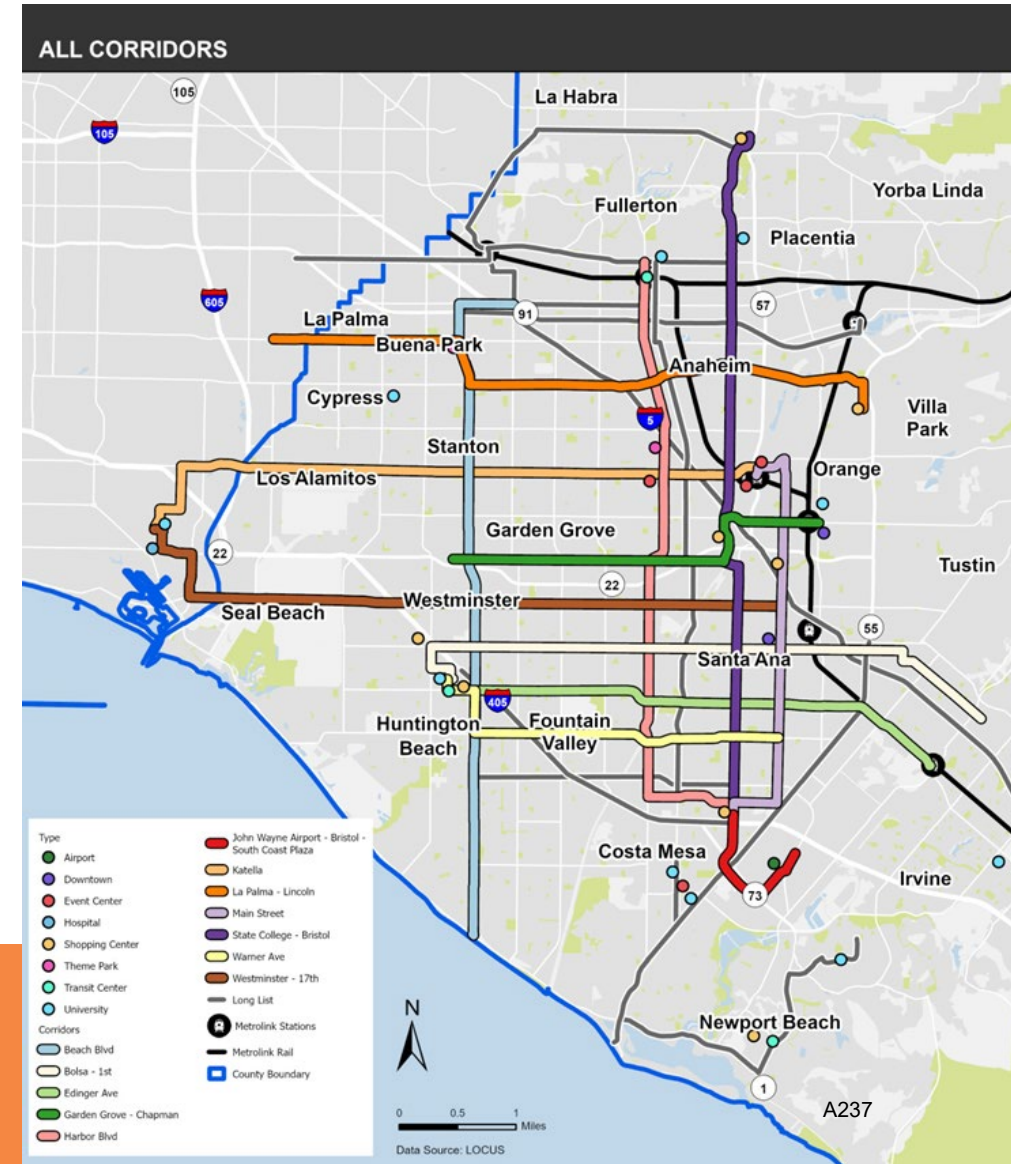
Equity/Transit Propensity

Key Destinations

Right of Way Availability*

Transit Opportunity Corridors

- Beach Blvd
- Bolsa Ave and First St
- Bristol St and State College Blvd to South Coast Plaza
- Bristol St and State College Blvd to John Wayne Airport
- Edinger Ave
- Garden Grove Blvd and Chapman Ave
- Harbor Blvd
- Katella Ave
- La Palma Ave and Lincoln Ave
- Main St
- Warner Ave
- Westminster Blvd and 17th St

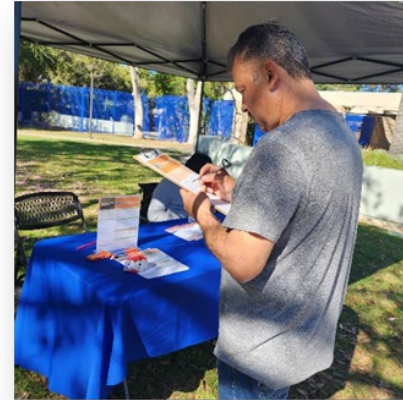


Countywide Transit Strategies

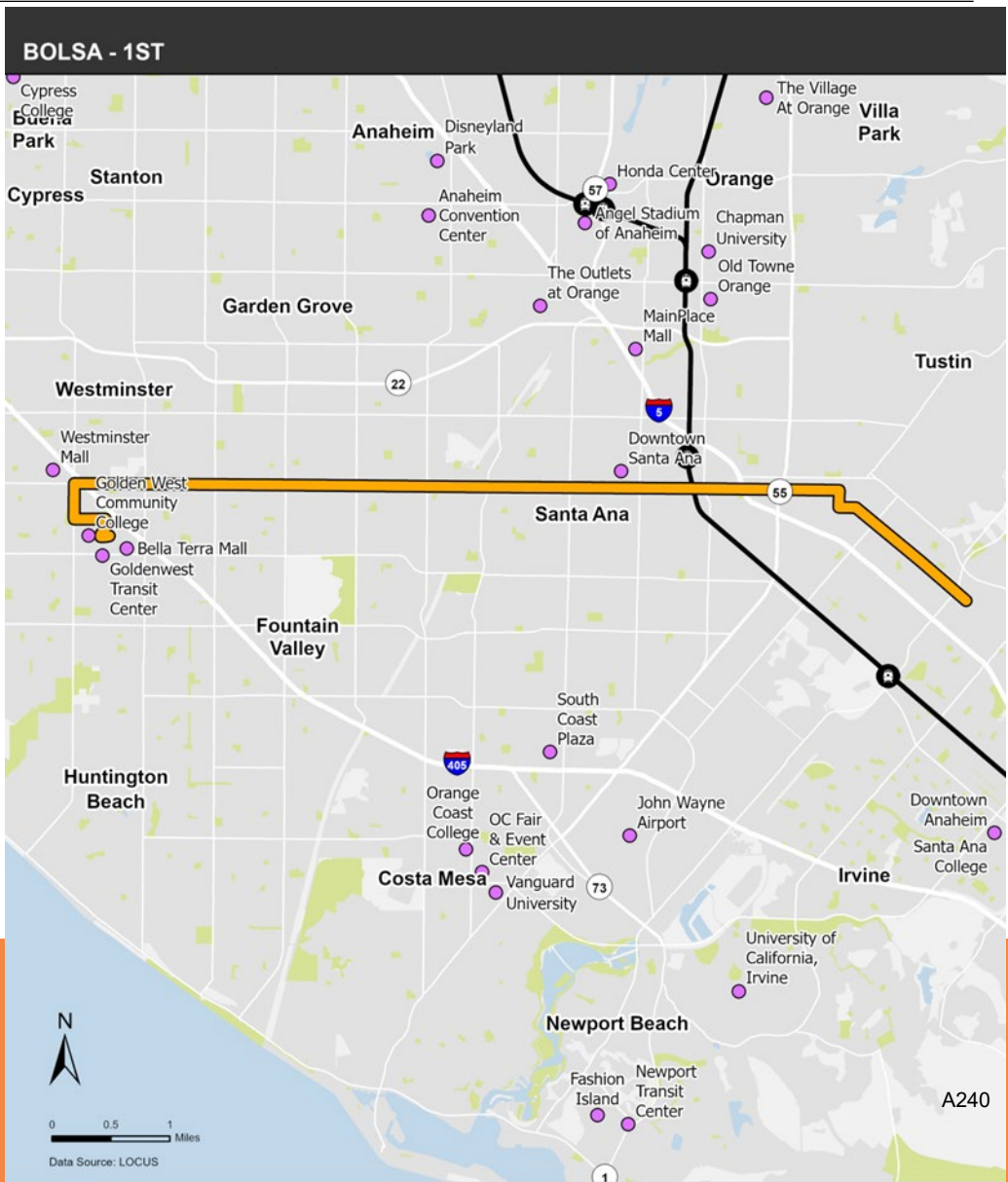
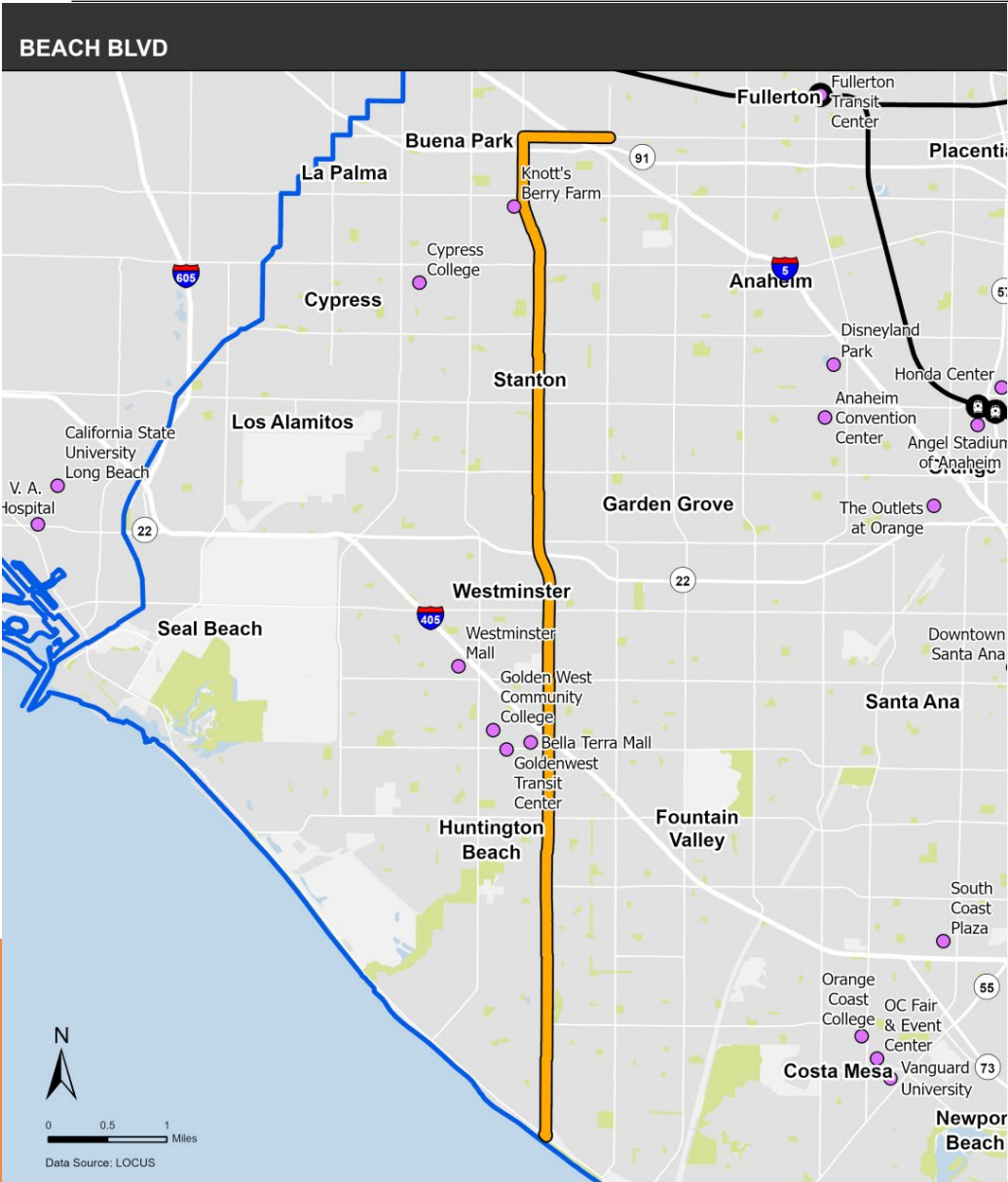
- Strategies include high frequency transit, Project V circulators, mobility hubs, microtransit, expanded bike network, Transportation Demand Management strategies
- Long-term plan to increase passenger rail frequencies
- Consider increasing OC Bus service to connect with additional rail trips
- Fullerton Park & Ride, OC Vibe, OC River Walk, Doheny Village/Dana Point
- Potential hubs identified to improve connectivity and convenience
- Disneyland Forward plan, Irvine, Rancho Mission Viejo

Public Outreach

- Feedback on transit corridors (May-July)
- Roundtables: city staff/elected officials/CBOs/stakeholders
- Multilingual survey
- Webinar
- Pop-ups
- Digital media

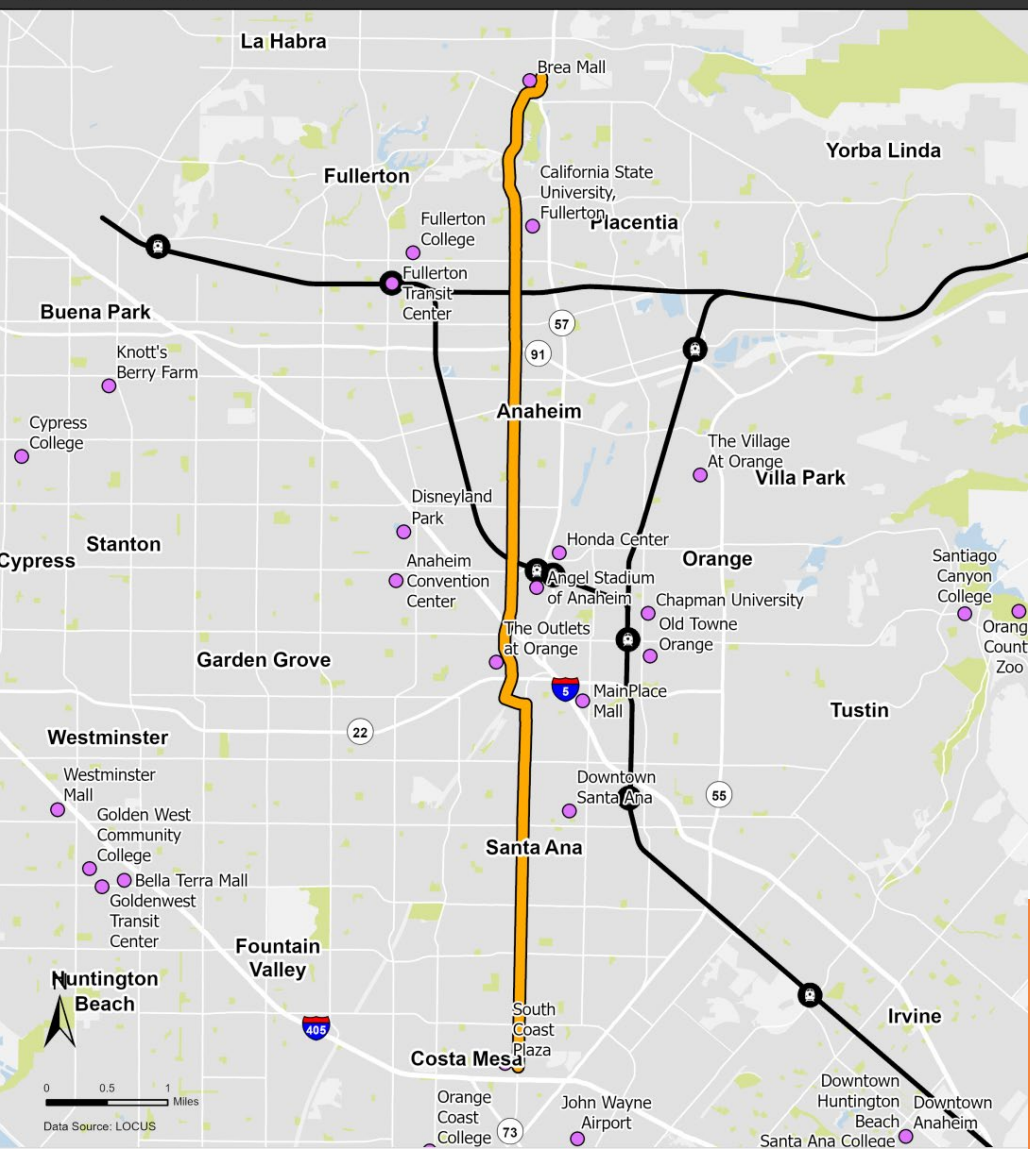


Transit Opportunity Corridors

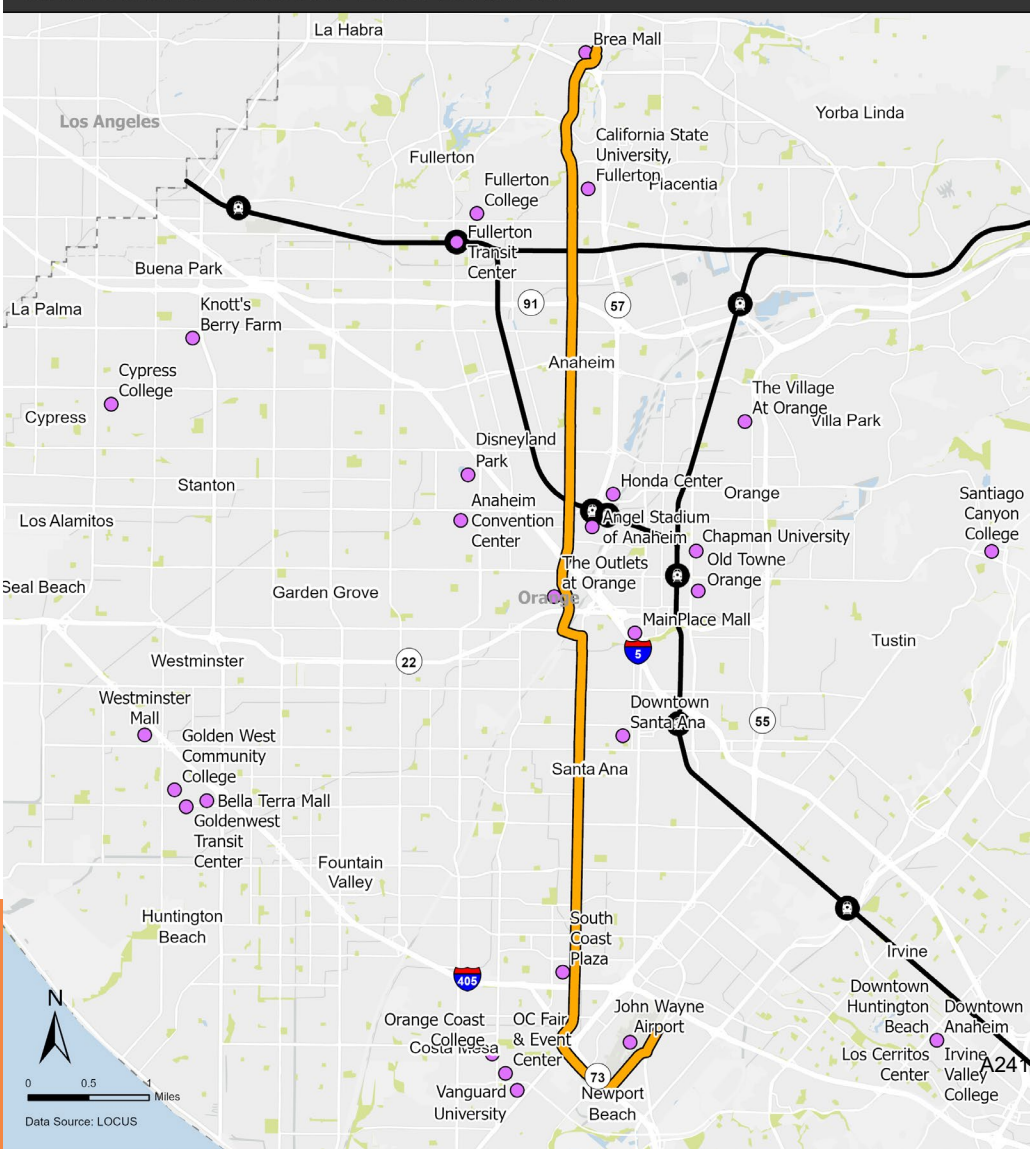


Transit Opportunity Corridors

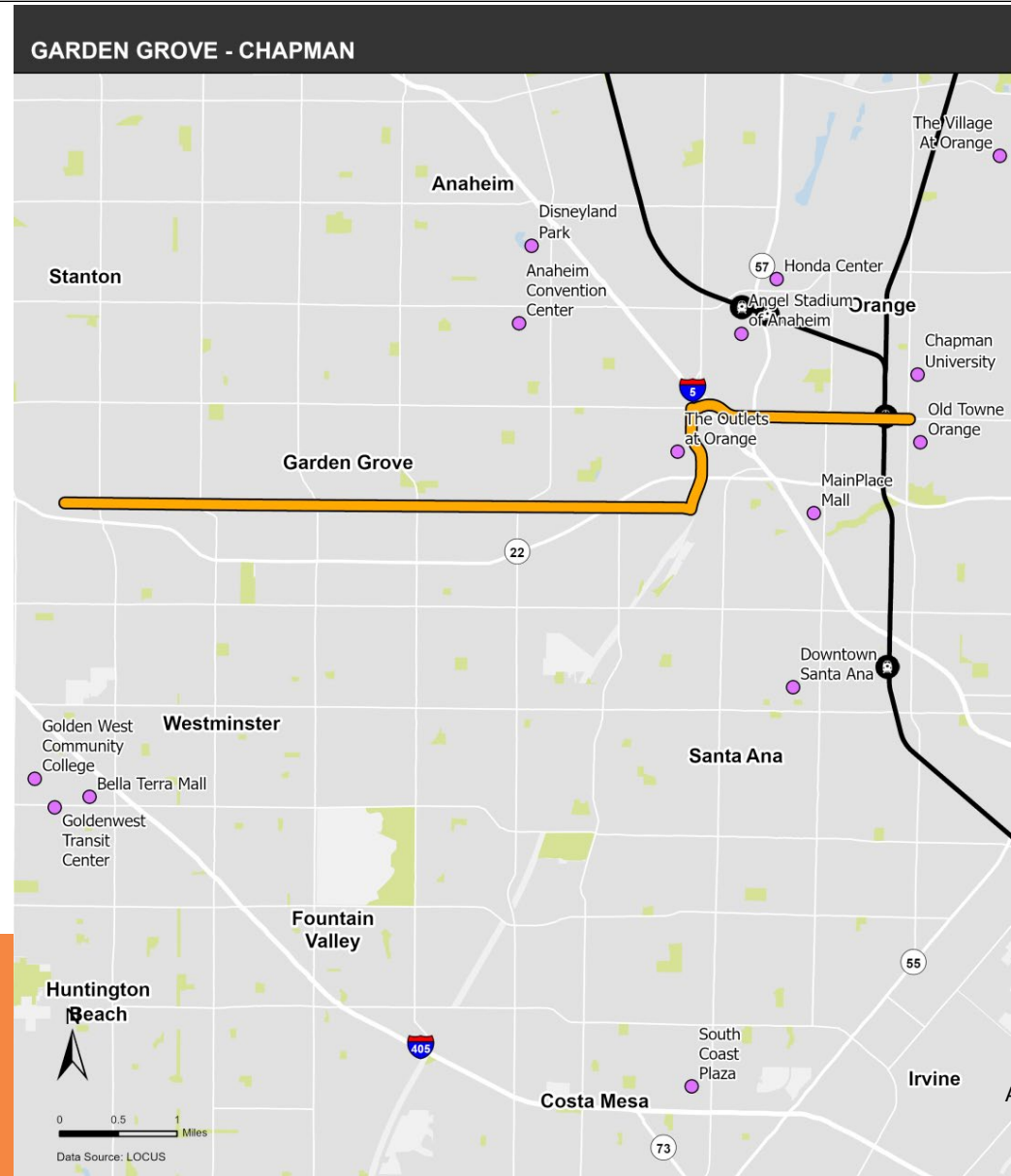
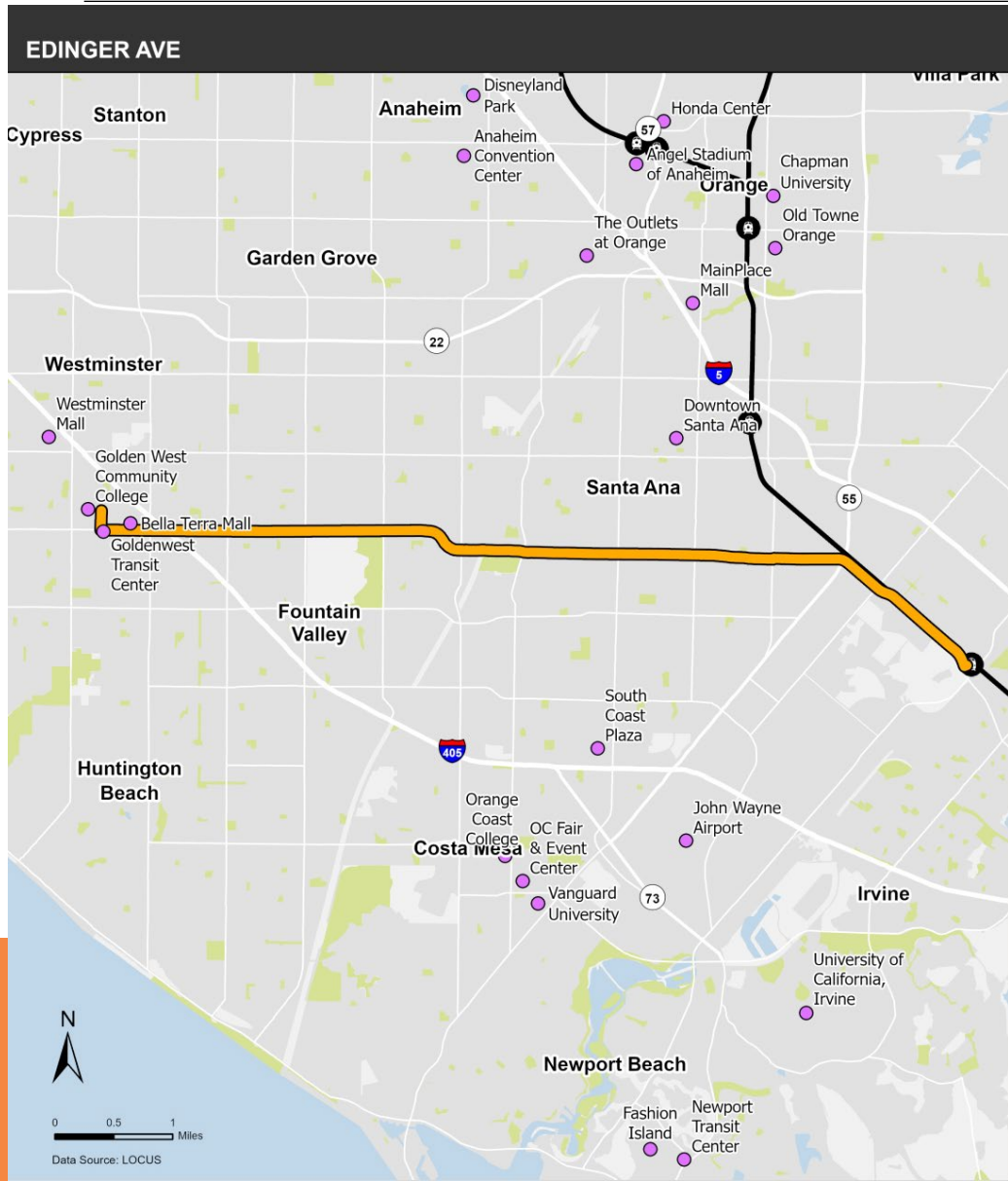
STATE COLLEGE - BRISTOL



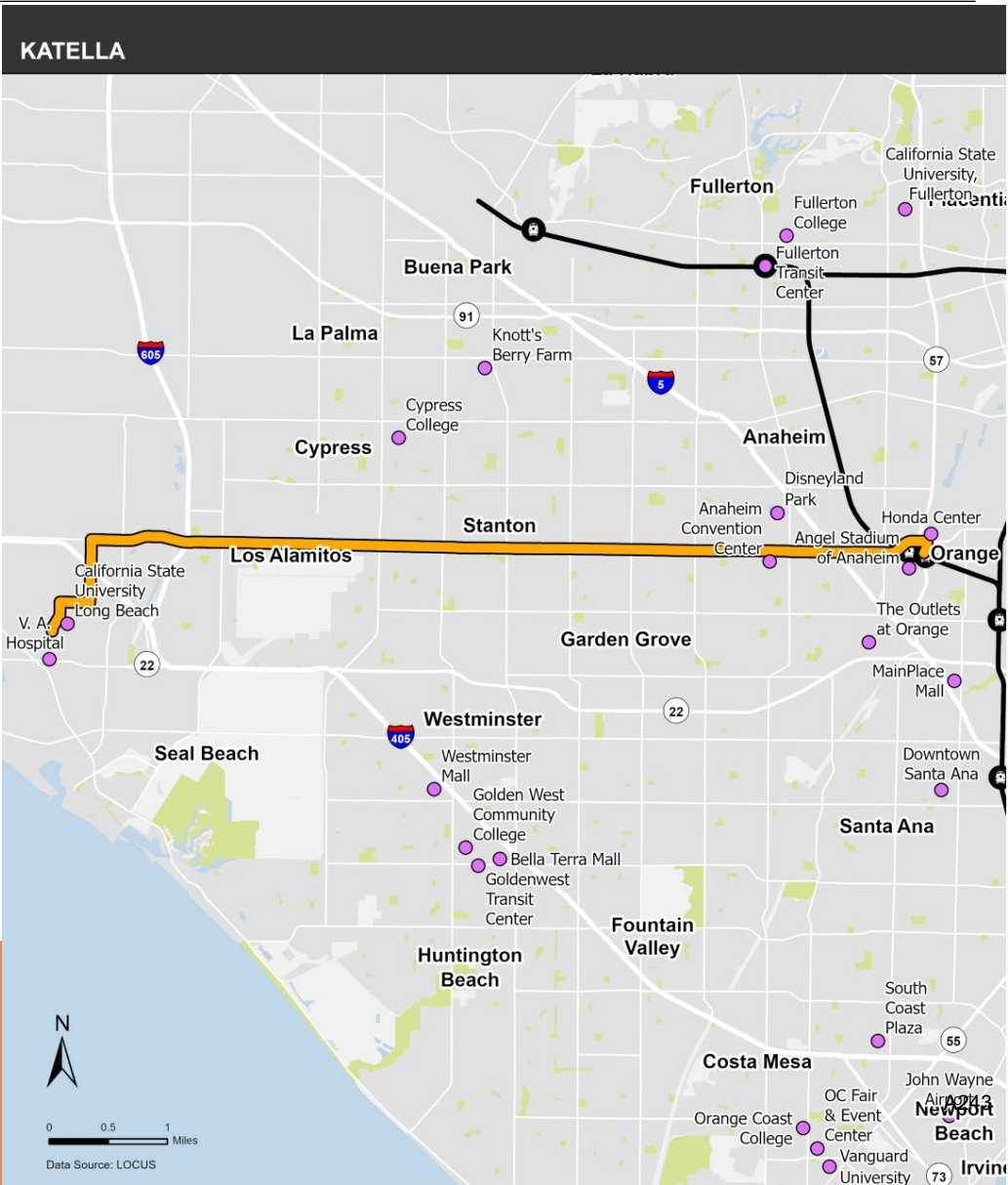
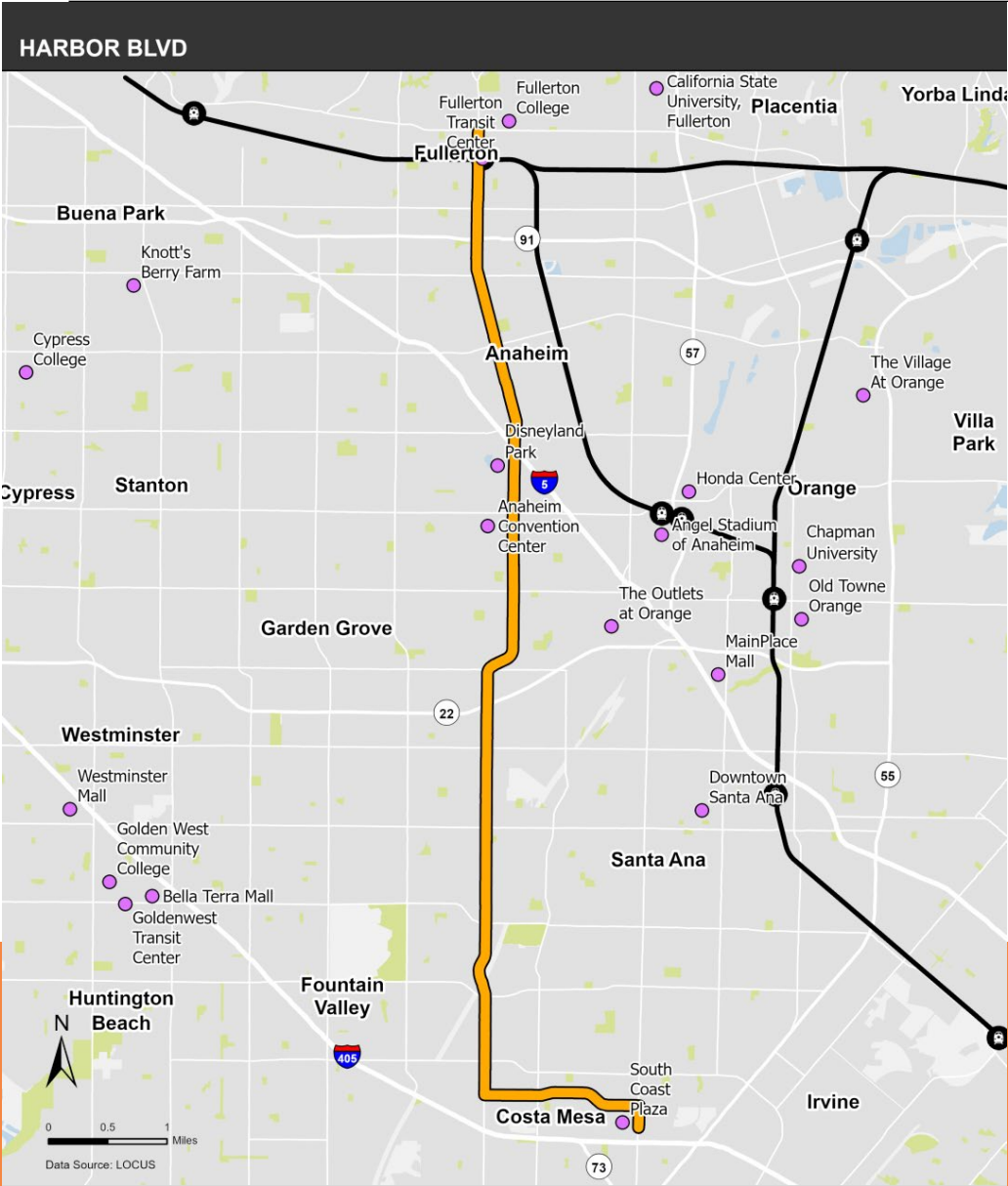
STATE COLLEGE - BRISTOL - LONG TO AIRPORT



Transit Opportunity Corridors

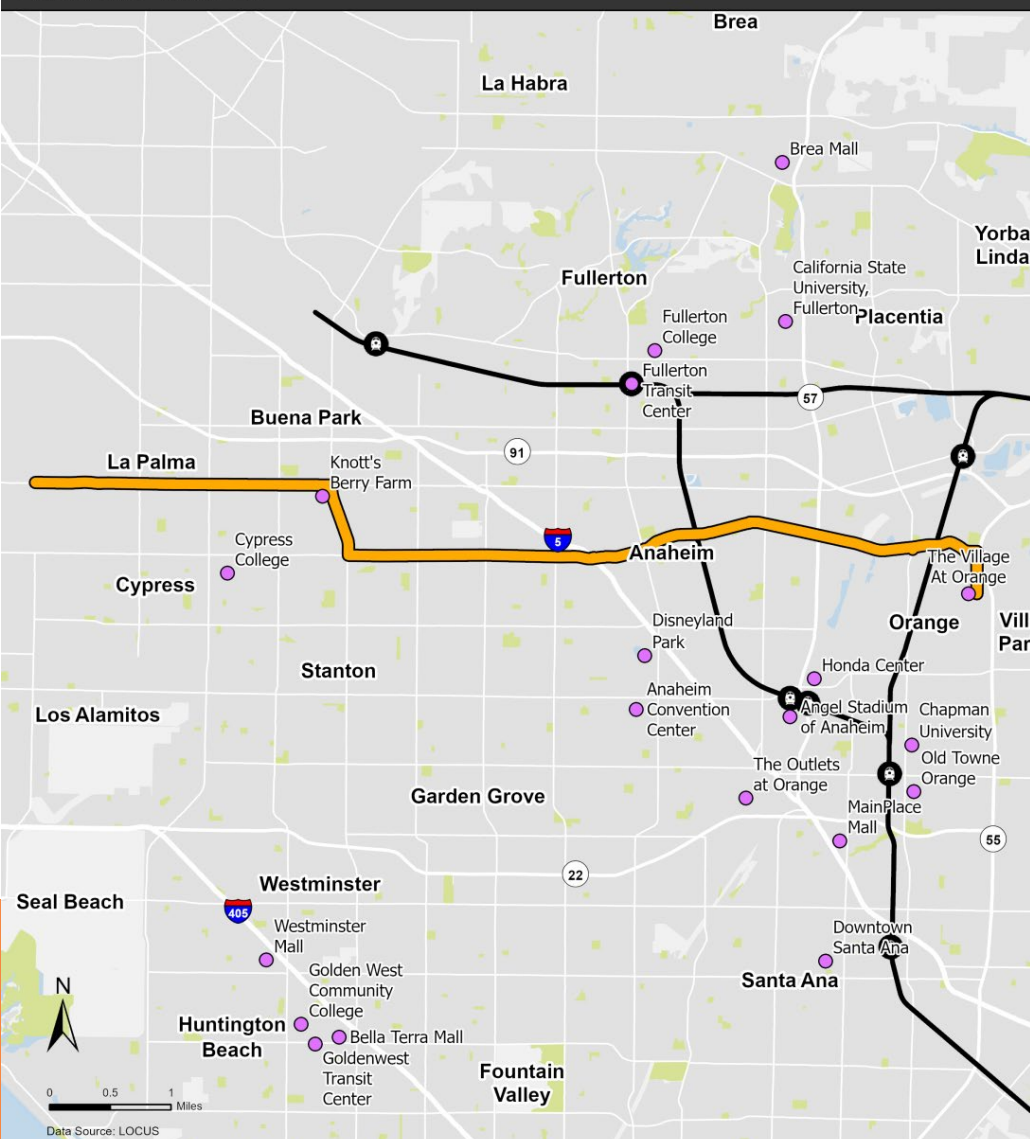


Transit Opportunity Corridors

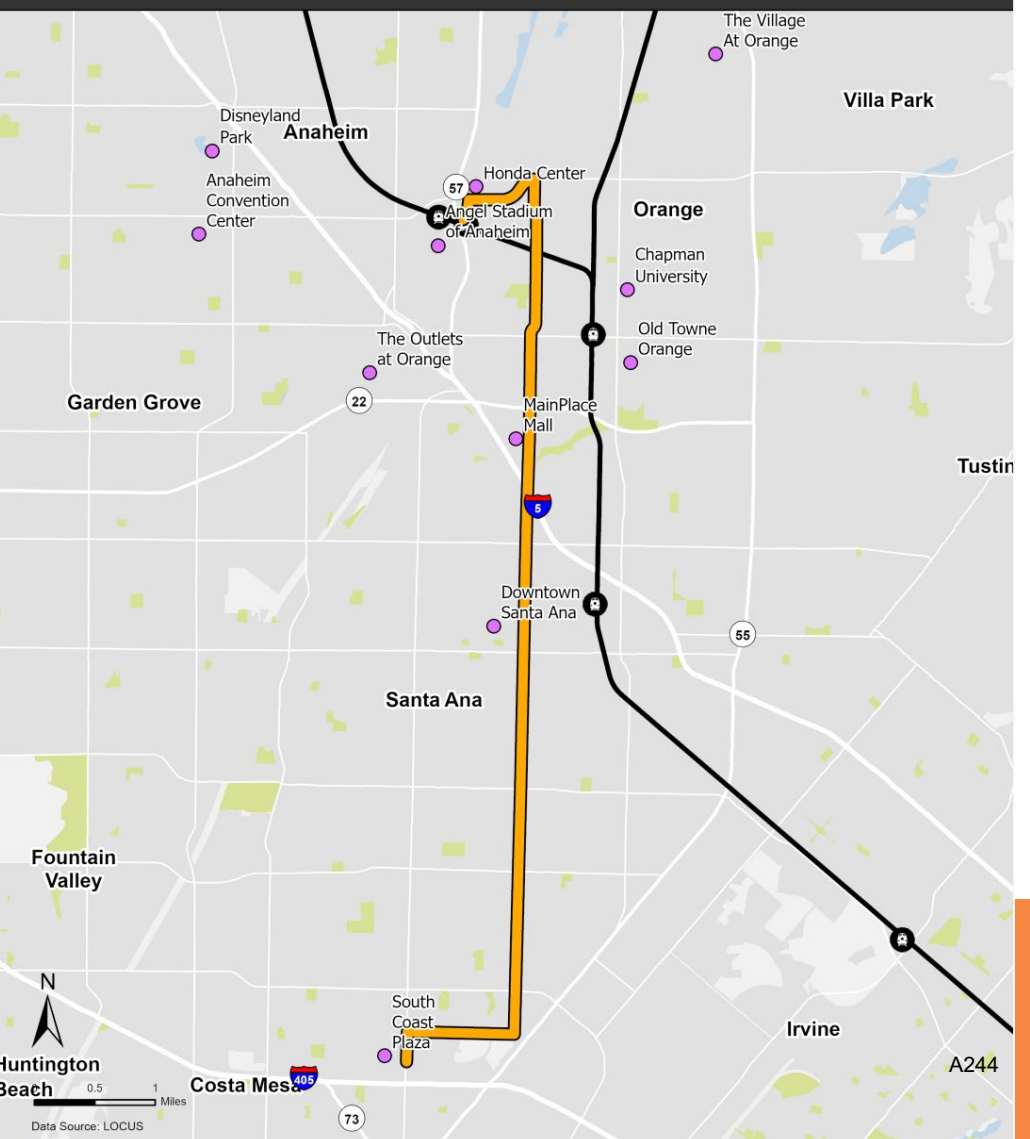


Transit Opportunity Corridors

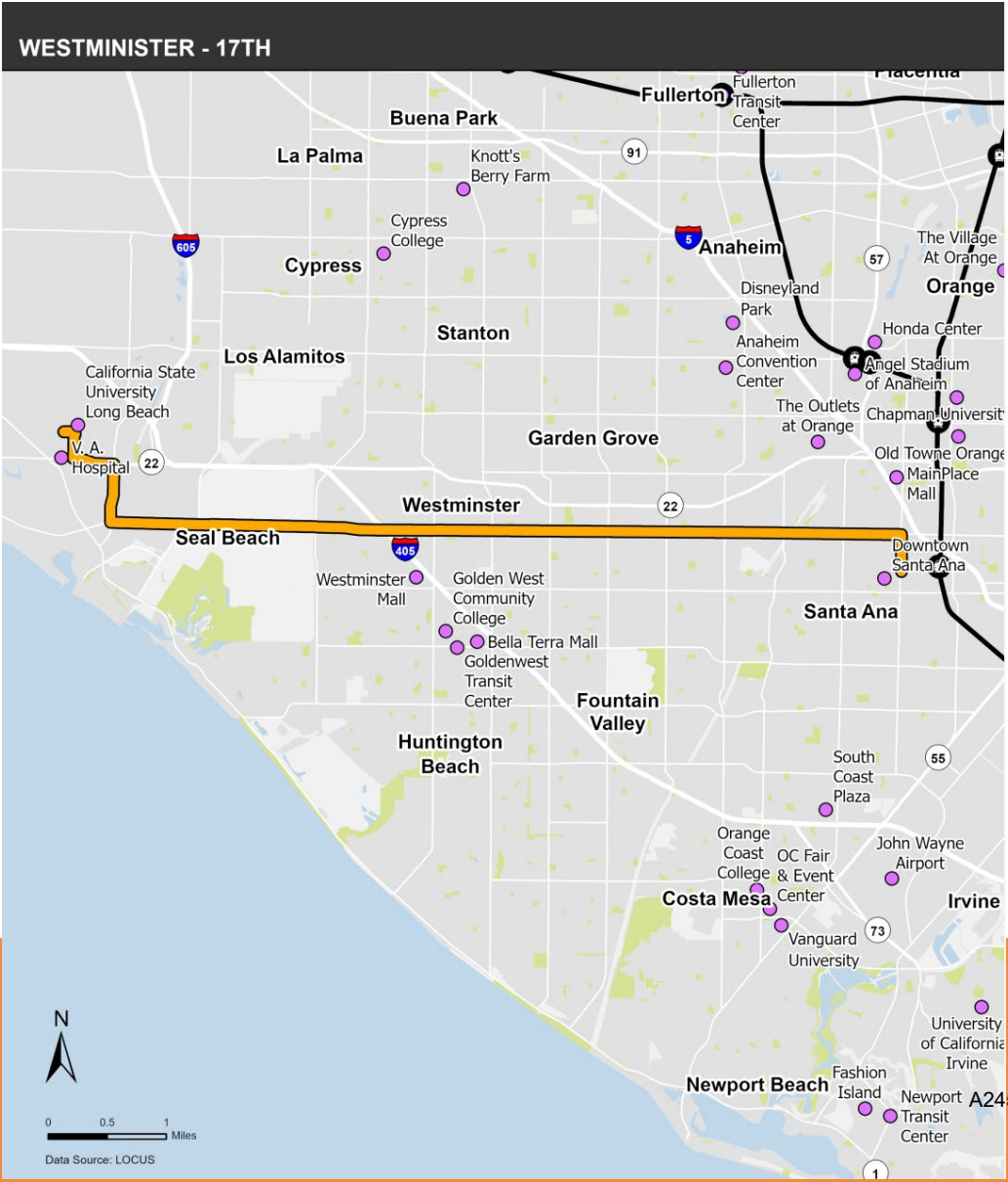
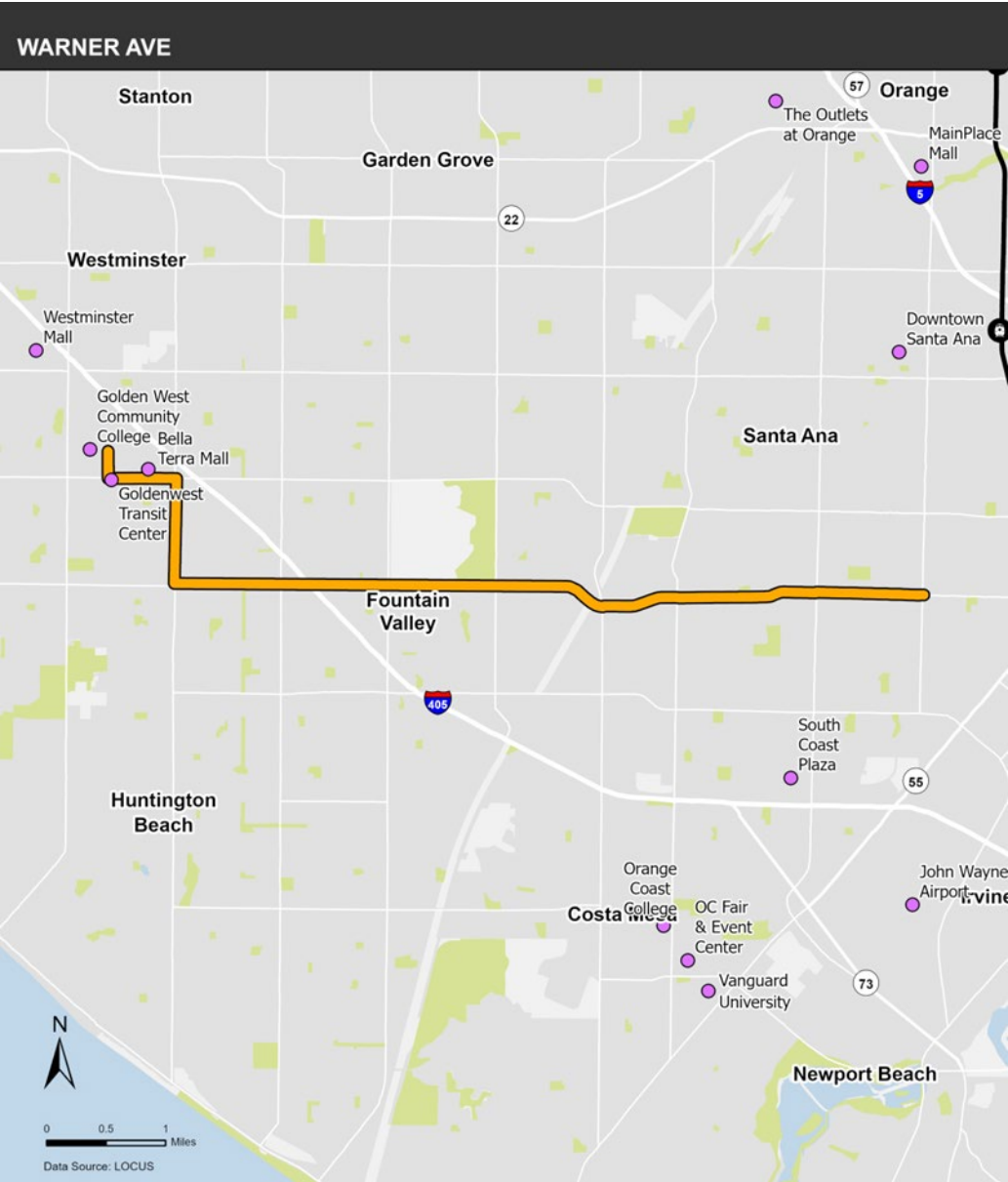
LA PALMA - LINCOLN



MAIN STREET



Transit Opportunity Corridors





Poll Questions

Next Steps



Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach (Phase I)	Fall 2023
Transit Opportunity Corridor Recommendations	Early 2024
Public Outreach (Phase II)	Spring 2024
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Transit Supportive Design/Policies Recs	Spring 2024
Final Report	Fall/Winter 2024





 **OC TransitVision**

Thank you!

octa.net/OCTransitVision



Appendix E: Fact Sheets

OCTA TRANSIT VISION MASTER PLAN



AT A GLANCE

PROJECT MANAGER:	Charles Main cmain@octa.net (714) 560-5904
COMMUNITY OUTREACH:	Marissa Espino mespino@octa.net (714) 560-5607
WEBSITE:	octa.net/OCTransitVision

Fact Sheet Updated 9/1/23

OVERVIEW

The Orange County Transportation Authority (OCTA) is developing the 2024 OC Transit Vision Master Plan (OC Transit Vision), which aims to integrate, enhance, and expand multimodal transportation services in Orange County. This 18-month study will build upon the previous 2018 plan and other recent studies to establish a framework for future transit investments to include bus, streetcar, microtransit, first/last mile options, and other mobility services for the County.

The OC Transit Vision will analyze current transit corridors, modes, transit supportive design, and policy recommendations. In addition, the plan will address the latest in transit technologies, respond to evolving ridership trends, and outline potential funding sources.

BACKGROUND

With an increase in population and employment growth over the next 30 years, OCTA is planning for additional transportation options for County residents, employees, and visitors. The OC Transit Vision goals and strategies will be established to enhance transit-related equity, sustainability, public health, socioeconomic mobility, and quality of life. This 30-year plan will identify near- and long-term projects and programs that can make transit a more compelling option for Orange County residents and visitors.

The updated OC Transit Vision will provide a consistent, countywide transit approach that will be shared with local jurisdictions and other partner agencies to encourage coordination for advancing, funding, and implementation of transit-related recommendations both locally and regionally.

PROJECT STATUS

MILESTONE	TIMELINE
Study Kickoff	summer 2023
Corridors and Fixed Route Recommendations	late 2023
Transit Mode Recommendations	early 2024
Transit Supportive Design & Policy Recommendations	mid 2024
Public Engagement	ongoing
Final Report	late 2024

GET INVOLVED

Visit octa.net/OCTransitVision to learn more about the study, upcoming meetings, and to receive updates.



Orange County Transportation Authority
550 S. Main Street
P.O. Box 14184
Orange, CA 92863-1584
(714) 560-OCTA
www.octa.net

PLAN MAESTRO TRANSIT VISION DE LA OCTA



EN SÍNTESIS

DIRECTOR DE PROYECTOS:	Charles Main cmain@octa.net (714) 560-5904
CONTACTO CON LA COMUNIDAD:	Marissa Espino mespino@octa.net (714) 560-5607
SITIO WEB:	octa.net/OCTransitVision

Hoja de datos a partir de 09/25/23

RESUMEN

La Autoridad de Transporte del Condado de Orange (OCTA) está desarrollando el Plan Maestro OC Transit Vision 2024 (OC Transit Vision), que tiene como objetivo integrar, mejorar y ampliar los servicios de transporte multimodal en el condado de Orange. Este estudio de 18 meses se basará en el plan anterior de 2018 y en otros estudios recientes para establecer un marco para futuras inversiones en transporte público que incluya opciones de autobús, tranvía, microtransporte, primera/última milla y otros servicios de movilidad para el condado.

El plan OC Transit Vision analizará los corredores de transporte público actuales, las modalidades, el diseño complementario y las recomendaciones de políticas. Además, el plan abordará lo último en tecnologías de transporte público, responderá a las tendencias de cantidad de usuarios, que siguen evolucionando, y esbozará posibles fuentes de financiación.

ANTECEDENTES

Considerando el aumento de la población y el crecimiento del empleo en los próximos 30 años, la OCTA está planificando opciones de transporte público adicionales para residentes, empleados y visitantes del condado. Se establecerán los objetivos y las estrategias de OC Transit Vision para mejorar la equidad, la sostenibilidad, la salud pública, la movilidad socioeconómica y la calidad de vida relacionadas con el transporte público. Este plan de 30 años identificará proyectos y programas a corto y largo plazo que puedan hacer que el transporte público sea una opción más atractiva para los residentes y los visitantes del condado de Orange.

La versión actualizada de OC Transit Vision proporcionará un enfoque de transporte uniforme en todo el condado que se compartirá con las jurisdicciones locales y otras agencias asociadas para fomentar la coordinación y lograr el avance, el financiamiento y la implementación de las recomendaciones relacionadas con el transporte público, tanto a nivel local como regional.

ESTADO DEL PROYECTO

HITOS	CRONOGRAMA
Inicio del estudio	verano 2023
Recomendaciones sobre corredores y rutas fijas	finales de 2023
Recomendaciones sobre modalidad de transporte	principios de 2024
Recomendaciones sobre políticas y diseño complementario del transporte	mediados de 2024
Participación pública	en curso
Informe final	finales de 2024

PARTICIPE

Visite octa.net/OCTransitVision para obtener más información sobre el estudio y las próximas reuniones, y para recibir novedades.



Orange County Transportation Authority
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www.octa.net

KẾ HOẠCH TỔNG THỂ TẦM NHÌN VẬN TẢI QUẬN CAM



OC TransitVISION

SƠ LƯỢC

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LIÊN KẾT CỘNG ĐỒNG:	Marissa Espino mespino@octa.net (714) 560-5607
TRANG WEB:	octa.net/OCTransitVision

Tờ Thông Tin được Cập Nhật 09/25/23

TỔNG QUAN

Cơ Quan Giao Thông Quận Cam (OCTA) đang phát triển Kế Hoạch Tổng Thể 2024 Tầm Nhìn Vận Tải Quận Cam (Tầm Nhìn Vận Tải Quận Cam), với mục tiêu tích hợp, nâng cao và mở rộng dịch vụ giao thông đa phương tiện tại Quận Cam. Nghiên cứu kéo dài 18 tháng này sẽ được xây dựng trên nền tảng kế hoạch năm 2018 trước đó, cùng các nghiên cứu gần đây, để thiết lập một khung mẫu cho các dự án đầu tư vào vận tải trong tương lai, bao gồm xe buýt, xe điện, dịch vụ vận chuyển bằng xe tải nhỏ hoặc xe buýt lớn, các lựa chọn đầu/cuối hành trình, và các dịch vụ di chuyển khác cho quận hạt.

Tầm Nhìn Vận Tải Quận Cam sẽ phân tích các tuyến đường vận tải hiện tại, các phương tiện, thiết kế hỗ trợ vận tải, và các đề xuất chính sách. Ngoài ra, kế hoạch này sẽ xem xét các công nghệ vận tải mới nhất, phản ánh xu hướng sử dụng nhiều biến đổi của hành khách, và chỉ định các nguồn tài trợ tiềm năng.

NỀN TẢNG

Với mức gia tăng dân số và tăng trưởng việc làm trong vòng 30 năm tới, OCTA đang lên kế hoạch để cung cấp thêm các lựa chọn vận tải cho cư dân, người lao động và khách viếng thăm quận. Mục tiêu và chiến lược của Tầm Nhìn Vận Tải Quận Cam sẽ được thiết lập để nâng cao sự công bằng trong vận tải, tính bền vững, sức khỏe cộng đồng, khả năng di chuyển kinh tế xã hội và chất lượng cuộc sống. Kế hoạch 30 năm này sẽ xác định các dự án và chương trình ngắn hạn và dài hạn có thể giúp vận tải trở thành một lựa chọn hấp dẫn hơn đối với cư dân và khách viếng thăm Quận Cam.

Phiên bản cập nhật của Tầm Nhìn Vận Tải Quận Cam sẽ cung cấp một phương pháp vận tải đồng nhất trên toàn quận, sẽ được chia sẻ với các địa phương và các cơ quan đối tác khác để Khuyến khích sự phối hợp trong việc thúc đẩy, tài trợ và triển khai các đề xuất liên quan đến vận tải ở mức địa phương và khu vực.

TIẾN ĐỘ DỰ ÁN

CỘT MỐC	THỜI GIAN
Bắt Đầu Nghiên Cứu	mùa hè năm 2023
Đề Xuất Tuyến Hành Lang An Toàn Đường Bộ Và Tuyến Đường Cố Định	cuối năm 2023
Đề Xuất Phương Tiện Vận Tải	đầu năm 2024
Đề Xuất Thiết Kế Hỗ Trợ Vận Tải & Chính Sách	giữa năm 2024
Nối Kết Cộng Đồng	đang diễn ra
Bản Báo Cáo Cuối Cùng	cuối năm 2024

HÃY THAM GIA

Truy cập octa.net/OCTransitVision để biết thêm về nghiên cứu, các cuộc họp sắp tới và để nhận thông tin cập nhật.



Orange County Transportation Authority
550 S. Main Street
P.O. Box 14184
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www.octa.net

Appendix F: Surveys

- Survey Report #1
- Survey Report #2



OC Transit Vision Master Plan

Public Engagement and Survey Analysis Report

Phase 1

January 2024

Prepared for: Orange County Transportation Authority
550 South Main Street
Orange, CA 92868



Prepared by: Arellano Associates
5851 Pine Avenue, Suite A
Chino Hills, CA 91709



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I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) is developing the 2024 OC Transit Vision Master Plan (Plan), which aims to integrate, enhance, and expand multimodal transportation services in Orange County. This 18-month study will build upon the previous 2018 plan and other recent studies to establish a framework for future transit investments to include high-capacity transit corridors, first/last mile options, and other mobility services for the County. As part of this effort, a stakeholder and outreach engagement program was implemented to inform and seek feedback from Orange County communities about the Plan. This report documents the outreach efforts and survey results for Phase 1 of the study, which was conducted from October through November 2023.

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 Engagement Approach

An engagement strategy was crafted and executed to increase awareness of the Transit Vision Master Plan (TVMP) among residents, stakeholders, commuters, and visitors of Orange County. The primary goal was to encourage active participation in the community webinar and to prompt stakeholders to complete the TVMP survey. In addition, one-on-one stakeholder interviews were conducted to collect feedback about the future of transit in Orange County.

To achieve community engagement, a robust notification campaign was launched, utilizing both digital and traditional methods of communication. This included social media posts, website updates, email blasts, local multilingual newspaper advertisements, and public announcements.

Additionally, a suite of promotional graphics and text were prepared for community partners to effectively distribute and communicate the webinar and survey details to their respective audiences. This approach ensured a wider reach and deeper penetration into different community segments.

To further enhance engagement, the outreach team participated in a variety of community events throughout the county, servicing each district. These events provided opportunities for face-to-face interactions, allowing the team to directly engage with individuals, answer questions, and

Figure 1: Nightmare on Center St. Pop-up



provide insights about the Plan. This approach was particularly effective in reaching those who might not be as responsive to digital or traditional media, ensuring a more inclusive and comprehensive outreach effort.

ii. Equitable Engagement

The outreach strategy was specifically designed to engage a wide range of community groups, including those often underrepresented. This approach aimed to ensure broad participation from all population segments, irrespective of ethnic background, language preference, or socioeconomic status. To accommodate the diverse linguistic needs of the county, the survey and project materials, including informational fact sheets, surveys, and e-blasts, were made available in English, Spanish, and Vietnamese. This multilingual approach was vital in making the information accessible to a more significant population segment.

The outreach team also proactively identified and engaged with the community at events, including local gatherings and pop-up events across the county. These events were chosen strategically to maximize Plan awareness and encourage survey participation. Special attention was given to cities with significant populations of residents for whom English is a second language. This targeted approach was aimed at achieving a more equitable representation in the feedback and insights gathered, contributing to a more comprehensive understanding of the community's needs and preferences.

Figure 2: Dia de los Muertos Festival Pop-up



iii. Survey Implementation

The survey opened to the public on October 11, 2023, and closed on November 12, 2023. During that time a total of 1,416 surveys were collected which included 1,317 English, 96 Spanish and 3 Vietnamese. The following is a summary of survey implementation:

- The survey was made available in English, Spanish and Vietnamese languages.
- The survey was made available online and in print form.
- Promotional print flyers were distributed to 12 community centers across the five Orange County supervisorial districts.
- Traditional and digital communication tactics were developed to promote survey participation. This includes use of newspaper advertisements, social media posts, emails, outreach toolkits, and promotion at community events.
- As an incentive for participation, respondents were given the opportunity to enter a sweepstakes, with the chance to win one of four gift cards valued at \$50 each.

iv. Survey Results Analysis

The subsequent section presents the results for each question in the survey.

Table 1. Mode of Travel

Q1: What is your primary method of travel?	
Car (drive alone)	55%
Bus	25%
Carpool/Vanpool	6%
Train	5%
Bicycle	3%
Rideshare (Uber, Lyft)	2%
Walking	2%
E-bike/ E-scooter	2%
Other	0%

Table 2. Travel Frequency

Survey Question	Never	4 to 7 days per week	1 to 3 times per week	1 to 3 times per year	1 to 3 times per month
Q2: How often do you ride on an OC Bus?	34%	22%	17%	15%	12%

Table 2a. Reasons for Not Riding the Bus: Non-users

For those who chose "Never" in response to Question 2, a subsequent question was presented to understand their reasons for not using the bus. Table 2a displays the three most common explanations for avoiding bus travel.

Q2a: If selecting never, why do you not ride the bus?	
Takes too long	31%
Can't get where I need to go	17%
Need car for work or errands	13%
Other	9%
Not sure	8%

Makes me feel uncomfortable or unsafe	7%
Hard to understand how to get where I need to go	5%
Doesn't run at the right times	4%
It's not reliable	3%
I bike or walk most places	3%

Participants who stated in Question 2 that they use the bus were asked three additional questions to delve deeper into their bus-riding use.

Table 3. Bus Rider Frequency

Survey Question	8 or more years	1 to 4 years	Less than 6 months	6 months to 1 year	5 to 7 years
Q3: How long have you been riding the OC Bus?	31%	25%	15%	15%	14%

Table 4. Bus Use Reason

Q4: Why do you ride the bus?	
Avoid traffic congestion	23%
Prefer not to drive	22%
Environmental reasons (I.e., air quality)	15%
Can't afford to purchase/maintain a car	14%
No driver's license/ can't drive	11%
High gas prices	8%
Other	7%

Table 5. Trip Purpose

Q5: What is your primary purpose for riding the bus?	
Work	43%
Recreation, social, entertainment	21%
Personal errands	14%
School	9%

Health/ medical appointments	6%
Shopping	5%
Other	2%

All participants were then asked two questions (Table 6 and 7) regarding potential transit improvements.

Table 6. Transit Service Considerations

Q6: If you could increase transit in Orange County, what would be the most important to you? (Select your top 3)	
More frequent service on major routes	17%
Faster bus services with fewer stops	14%
Service to more areas, including lower-usage areas	12%
More weekend services	11%
More early-morning and late-night service	11%
More service for commuters during rush hour	11%
More special event service (concerts, fairs, festivals, etc.)	9%
More long-distance service outside of Orange County	8%
Direct service to key activity and employment centers	7%

Table 7. Transit Improvement Considerations

Q7: What kind of transit improvements would you like to see more of? (Select your top 3)*	
High-capacity rail (train, light rail, streetcars)	19%
Bus rapid transit (limited stops, dedicated lanes, more frequent service)	16%
Increase OC Bus service (improved frequencies and service coverage)	16%
More long-distance service (freeway express routes, Metrolink, Amtrak)	13%
Dedicated lanes for transit	11%
Improved pedestrian and bicycle access to transit	10%

Traffic signal priority for transit (keeping lights green a few seconds longer to avoid delays)	8%
On demand microtransit service (OC Flex), community shuttles, taxis, and ridesharing services (Uber/Lyft) in areas with lower transit demand	7%

At the conclusion of the survey, respondents were given the option to answer demographic questions to assess the characteristics of survey respondents. Participation in providing this information was optional and did not affect their raffle eligibility.

Table 8. Key Demographic Findings

Survey Question	Response Rate	Findings
Q8: What is your age range?	96%	45% of participants were between the ages of 20-35, 27% were between 36-50, and 15% were between 51-65.
Q9. What is your combined annual household income?	95%	19% of respondents shared their annual household income is between \$50,000-\$79,000. Followed by 16% of respondents who shared their annual household income is between \$100,000-\$149,000. 14% of respondents make less than 30% a year
Q10. What ethnic group do you consider yourself a part of or feel closest to?	96%	41% of respondents identified themselves as Caucasian/White, followed by 31% Latino/Hispanic, and 12% Asian.

A detailed breakdown of the demographic findings is located on page 9.

v. Stakeholder Interviews

As an effort to collect feedback from stakeholders throughout the county, several target audiences were identified and invited to participate in a one-on-one interview to comment 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.

More than 80 stakeholders were invited to participate and represented the following industries and groups: healthcare, building, educational institutions, tourism, major employers; business and chamber groups, and countywide city organization. The following groups participated in the interviews.

- Caltrans
- The Irvine Company
- UCI Health
- Rancho Mission Viejo
- Visit Anaheim
- South Coast Metro Alliance
- South Orange County Economic Coalition Advocacy Committee

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:

- Mobility hubs in Orange County will be beneficial in integrating various transportation modes, promoting connectivity, and offering convenient, multi-modal options for commuters.
- Investing in improved biking infrastructure will encourage people to choose bicycles over cars and facilitate crucial first and last-mile connections.
- Integrating technology will be essential for optimizing Orange County's transit system, improving efficiency, and enhancing the overall passenger experience.
- Microtransit can offer flexible, on-demand transportation solutions tailored to individual needs.
- Education will be pivotal for the success of Orange County's transit initiatives, fostering public awareness, understanding, and contributing to a more informed and supportive community.
- As housing increases in Orange County, it's essential to carefully plan transportation infrastructure to accommodate growing population, ensuring efficient access to transit options and minimizing congestion while promoting sustainable development patterns.

II. OUTREACH AND SURVEY IMPLEMENTATION

A comprehensive outreach strategy was implemented to raise awareness and drive engagement in the greater Orange County community regarding the Plan and survey. This strategy comprised of a mix of email campaigns, where regular blasts were sent to contacts in the TVMP database, and strategic notice distribution at key locations throughout the county. Social media platforms such as Facebook, Instagram, and X (Twitter) were also leveraged for targeted posts to stimulate interest and participation. Electronic communication toolkits were also developed, providing an easy way for community leaders and organizations to share information. The outreach was further bolstered by local print newspaper advertisements catering to a diverse audience, including those less engaged digitally.

i. Survey Outreach

Recognizing Orange County's diverse linguistic landscape, notifications and materials were made available in multiple languages, ensuring inclusivity and greater reach, especially among diverse and disadvantaged communities. TVMP and the survey were also promoted during virtual meetings, key stakeholder engagements, and local community events, facilitating direct interaction with residents and encouraging on-site participation. This multifaceted approach was crucial in achieving widespread community awareness and involvement, capturing the diverse perspectives of Orange County residents for the TVMP.

The survey outreach notification and engagement highlights are detailed below:

- Gathered 1,416 responses to the survey from October 12 to November 12, 2023.
- Hosted two Community Leaders Roundtables, one community Webinar, seven Stakeholder Interviews.
- Presented at two Community Advisory Committee (CAC) meetings, one Teen Council meeting, one Diverse Community Leaders meeting, and one Bus Customer Roundtable.
- Engaged with more than 1,400 community members across 12 events in Orange County's five supervisorial districts.

Figure 3: Survey Flyer



Figure 4: Santa Ana Zoo Pop-up

- Reached over 88,000 readers via Spanish and Vietnamese language newspapers.
- Emailed five multilingual notices to a network of more than 1,500 interested community stakeholders.
- Advertised the survey and community webinar through four Facebook posts, three Instagram stories, and four X (Twitter) posts.
- Created and disseminated toolkits as a convenient communication aid to more than 109 local municipalities, community leaders, and organizations associated with OCTA committees and stakeholders.
- Created and shared materials in English, Spanish, and Vietnamese.

ii. Survey Format

The survey was hosted on the Typeform platform and featured several multiple-choice questions for respondents. After the second question, "How often do you ride on an OC Bus?" the survey implemented skip logic. This divided the subsequent questions based on whether the respondent had ever used an OC Bus. Those who indicated they had never ridden were asked a follow-up question about their reasons for not using the bus. Conversely, all other respondents were presented with three additional questions regarding the duration of using the OC Bus, their reasons for riding, and the purpose of their trips. Finally, every participant was asked the last two questions focusing on increasing transit service and potential transit improvements, followed by optional demographic questions.

The survey questions were designed to:

- Understand travel use and trip purposes.
- Determine which transit services are the most important to respondents.
- Obtain feedback on possible transit improvements.
- Acquire demographic information from respondents.
- Gather updated contact details for future communication.

The survey comprised of 13 questions in total, which included four optional demographic questions and an

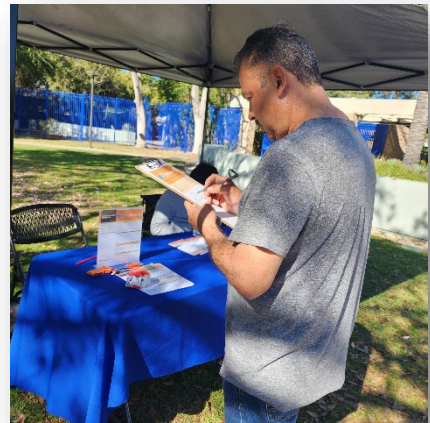


Figure 6: Placentia Heritage Festival



Figure 5: Spanish Survey



option for participants to enter their email address for the gift card raffle. A total of 1,416 surveys were collected, which included 1,317 English, 96 Spanish, and 3 Vietnamese.

III. ADDITIONAL SURVEY RESULTS

The following are additional survey results related to the survey participants' geographic distribution and demographics.

i. Geographic Distribution

More than 94% of survey respondents shared their home zip code (94.8%; 1,343). Of those that provided zip code information, about 85% of respondents stated they reside within Orange County (85.1%; 1,143). Three cities with the highest percentage of survey responses within Orange County included Santa Ana, (17.3%; 233), Anaheim (14.4%; 194), and Irvine (6.8%; 91). The respondent distribution map identifies the number of surveys collected by city and in total for unincorporated areas in Orange County. It also provides a total respondent count for input received from those residing outside Orange County (23.9%; 273).

ii. Demographics Results

The following three figures show the full results from the survey demographic questions.

Figure 7: Home Zip Code Map

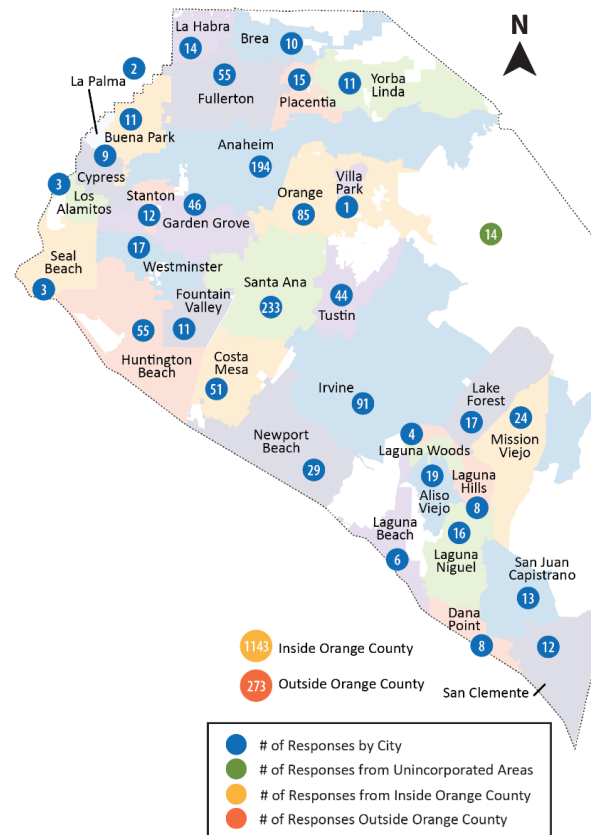


Figure 8: Age Range

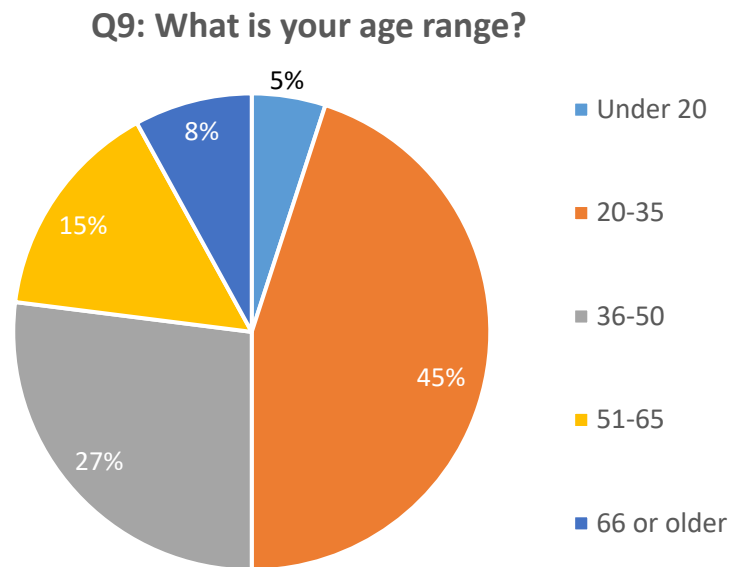


Figure 9: Annual Household Income

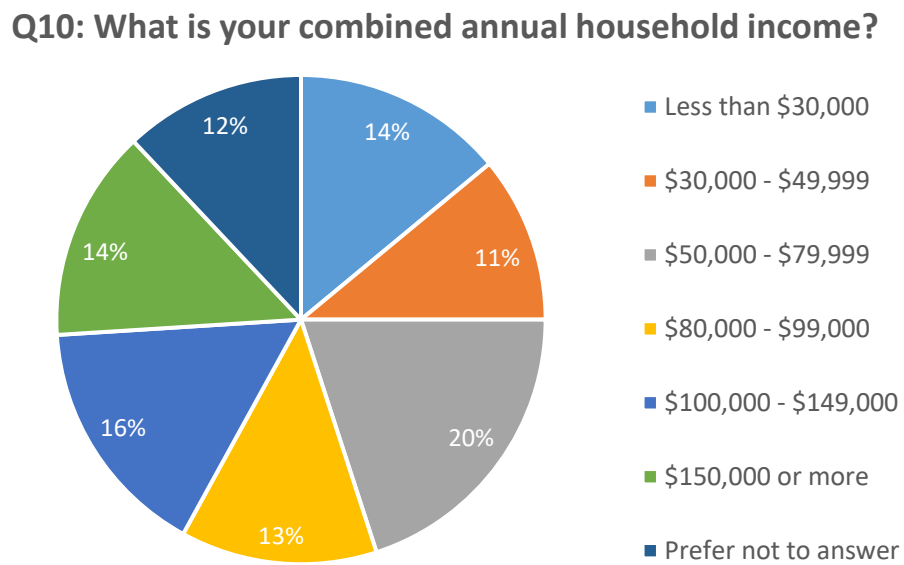
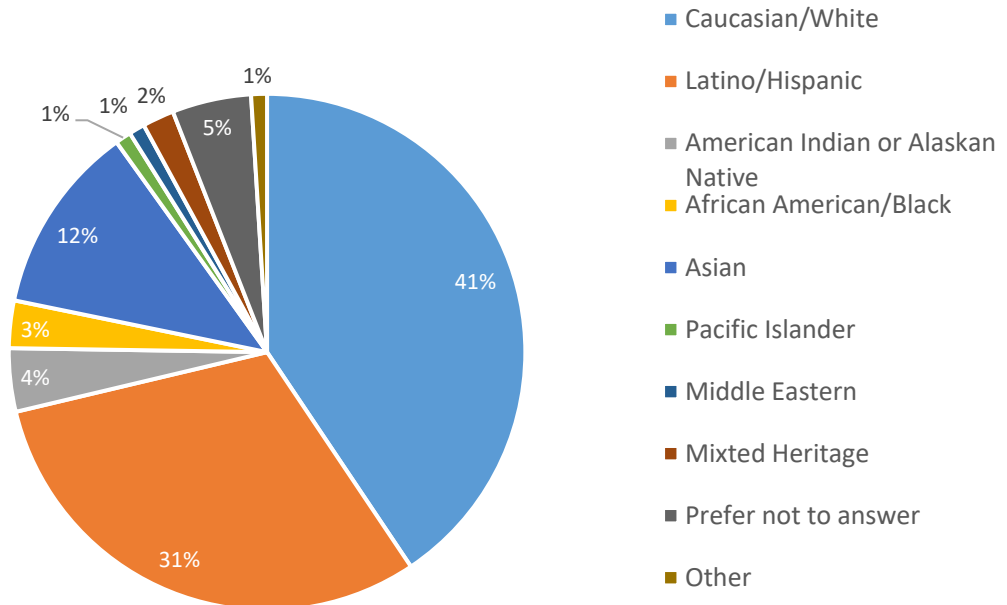


Figure 10: Ethnicity

Q11: What ethnic group do you consider yourself a part of or feel closest to?



iii. New Contacts

Enhancing public engagement is a key priority for OCTA, and a significant part of this involved expanding the study's contact list. During this survey effort, a total of 845 new email addresses were gathered from survey respondents. Emails will be used for future TVMP announcements and notifications.

IV. CONCLUSION

The technical team will analyze the survey results and public feedback to formulate project recommendations for the TVMP. A final phase of outreach will take place in spring/summer 2024 and will involve seeking public and stakeholder feedback on the Draft Project Recommendations.



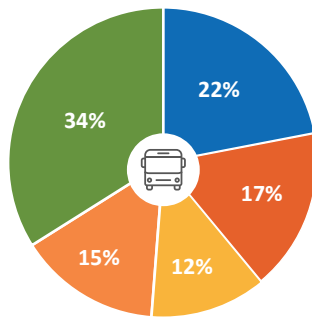
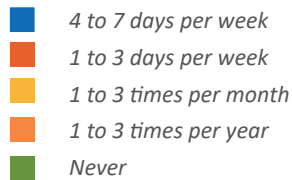
OC TransitVISION

Survey Results and Outreach

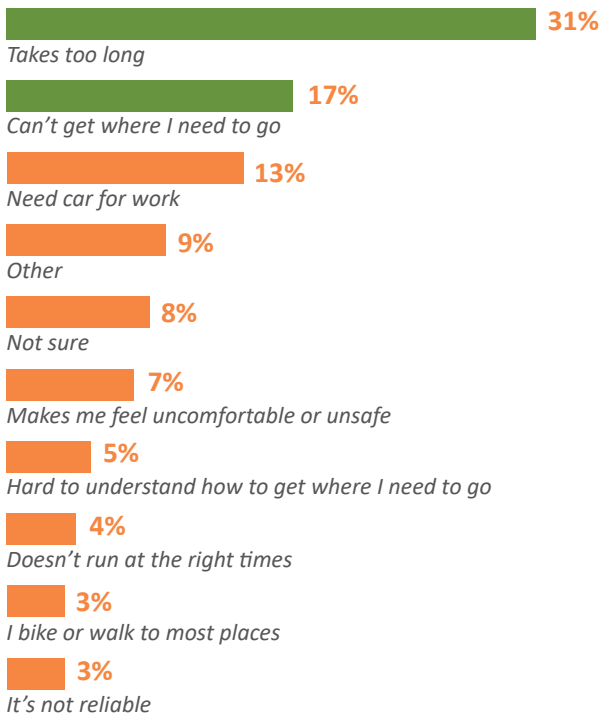
1: What is your primary method of travel?



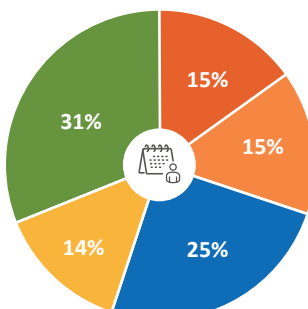
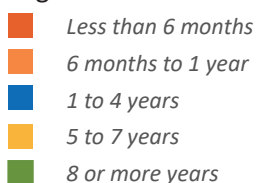
2: How often do you ride on an OCTA bus?



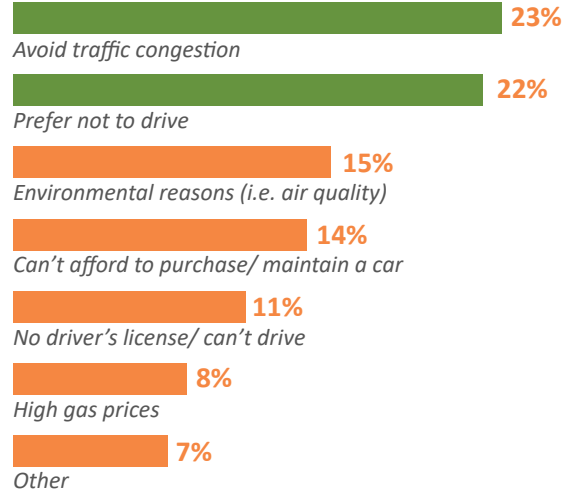
2a: If selected *never*, why do you not ride the bus?



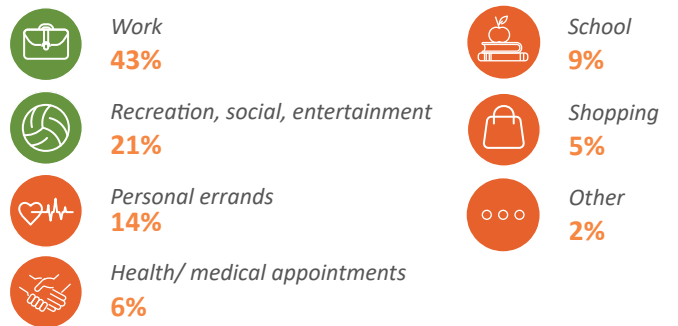
3: How long have you been riding OC Bus?



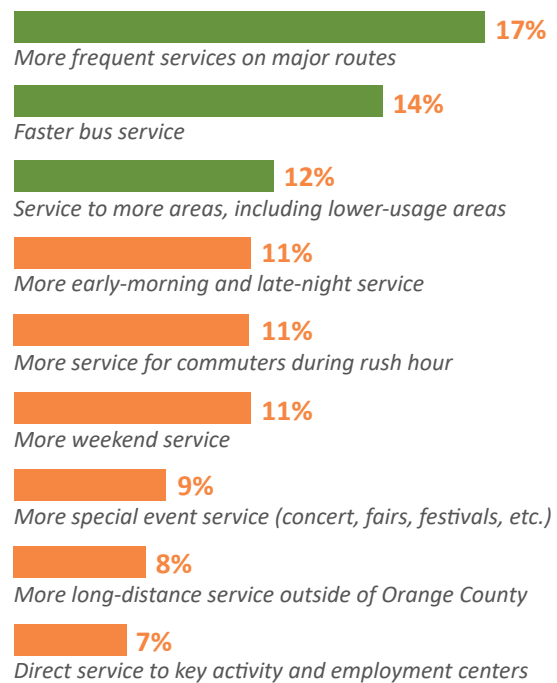
4: Why do you ride the bus?



5: What is your primary purpose for riding the bus?



6: If you could increase transit service in Orange County, what would be the most important to you? (Select Top Three)

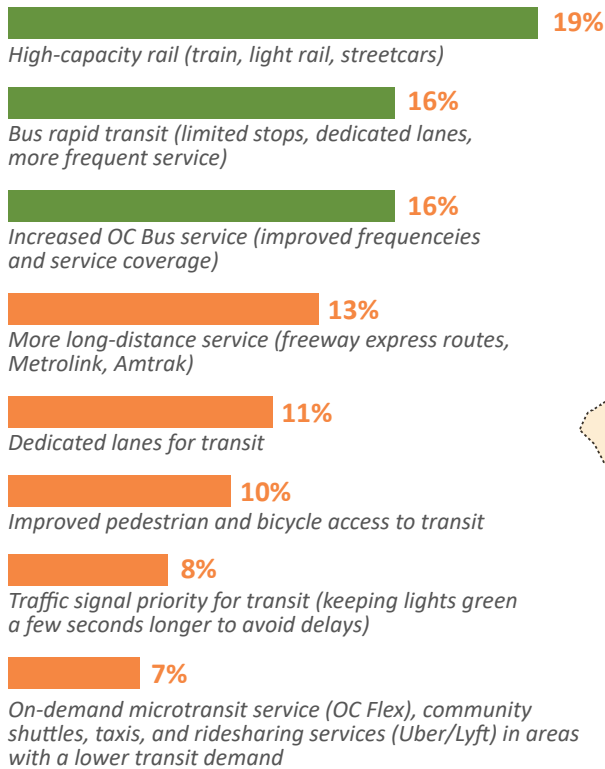




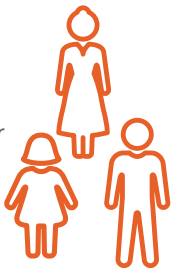
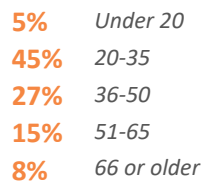
OC TransitVISION

Survey Results and Outreach

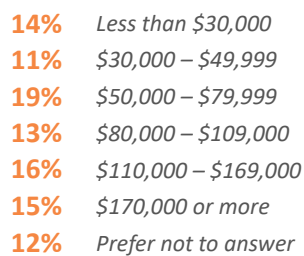
7: What kind of transit improvements would you like to see more of? (Select up to three)



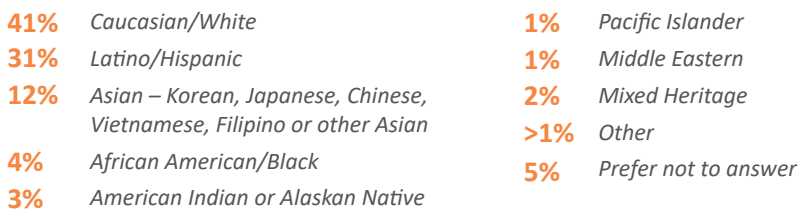
8: What is your age range?



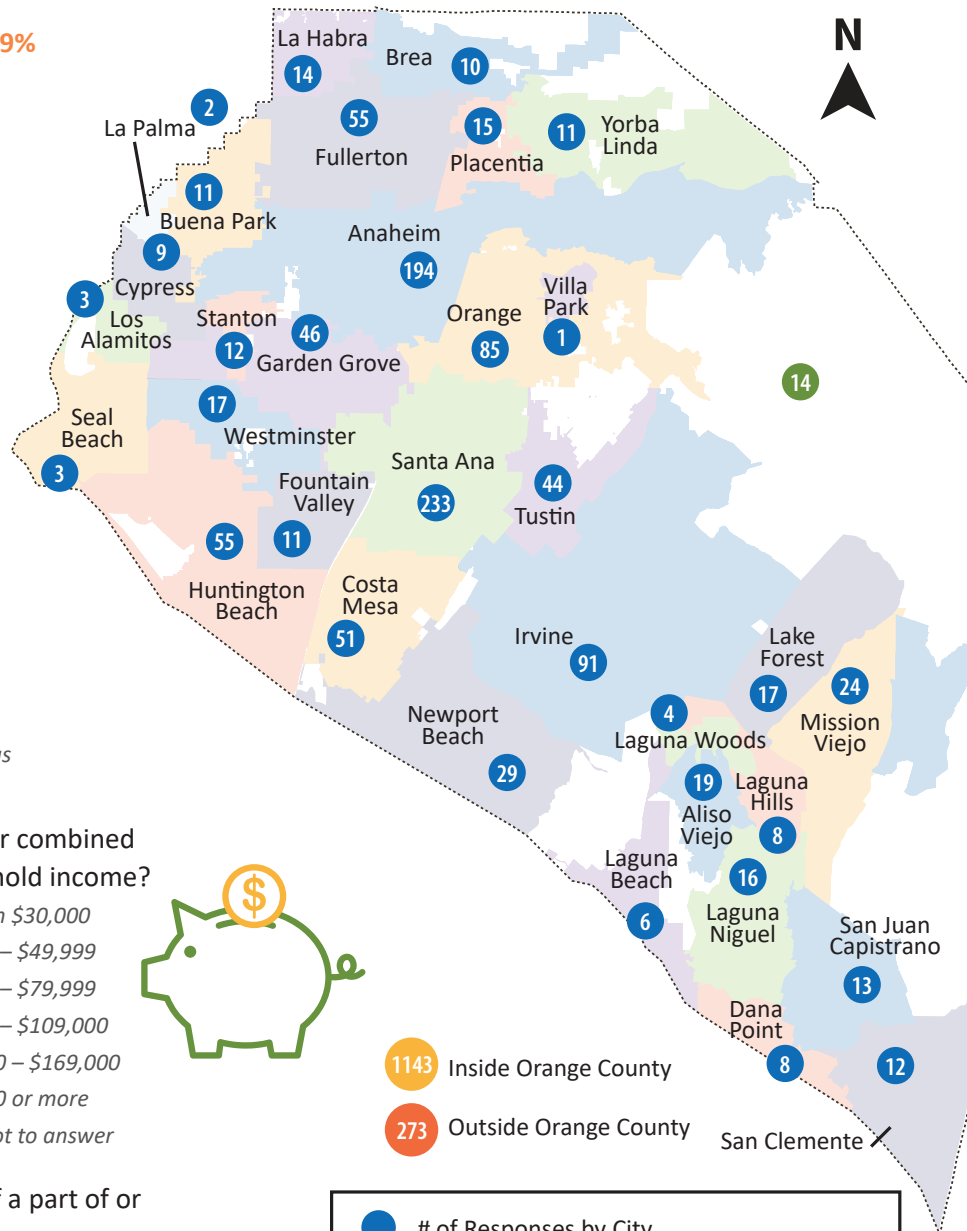
9: What is your combined annual household income?



10: What ethnic group do you consider yourself a part of or feel closest to?



Participant home zip code:



Community Engagement



Collected **1,416** respondent surveys from October 9 to November 17, 2023



Reached **88,000+** readers through Spanish and Vietnamese newspapers



Sent **5** email notices in multiple languages to over **1,500+** interested community stakeholders



Hosted **2** Community Leaders Roundtables, **1** webinar, **7** Stakeholder Interviews. Presented at **2** Community Advisory Committee meetings, **1** Teen Council meeting, **1** Diverse Community Leaders meeting, and **1** Bus Customer Roundtable



Advertised the survey and community webinar through **4** Facebook posts, **3** Instagram stories, and **4** X (Twitter) posts



Engaged **1,400+** community members across **12** events in Orange County, spanning all five County Supervisor Districts



Created and shared materials in **English, Spanish, and Vietnamese**



2024 OC Transit Vision Survey

The Orange County Transportation Authority (OCTA) is developing the 2024 OC Transit Vision Master Plan (OC Transit Vision), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County including bus, streetcar, microtransit, and other mobility services. **Take our 2-minute survey for a chance to win one of four \$50 gift cards!** **NO PURCHASE OR PAYMENT NECESSARY TO WIN.** See official rules at octa.net/OCTransitVision.

1. What is your primary method of travel?

- | | |
|-------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Car (drive alone) | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Train | <input type="checkbox"/> E-bike/E-scooter |
| <input type="checkbox"/> Rideshare (Uber, Lyft) | <input type="checkbox"/> Other |
| <input type="checkbox"/> Carpool (two or more people) | _____ |

2. How often do you ride on an OCTA bus?

- | | |
|-----------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> 1 to 3 days per week | <input type="checkbox"/> 1 to 3 times per month |
| <input type="checkbox"/> 4 to 7 days per week | <input type="checkbox"/> 1 to 3 per year |
| <input type="checkbox"/> Never | |

2a. If selecting never, why do you not ride the bus?

(Please skip to question 6)

- ☐ Takes too long
- ☐ Can't get where I need to go
- ☐ Need car for work or errands
- ☐ Doesn't run at the right times
- ☐ It's not reliable
- ☐ Hard to understand how to get where I need to go
- ☐ Makes me feel uncomfortable or unsafe
- ☐ I bike or walk most places
- ☐ Not sure
- ☐ Other _____

3. How long have you been riding OC Bus?

- ☐ Less than 6 months
- ☐ 6 months to 1 year
- ☐ 1 to 4 years
- ☐ 5 to 7 years
- ☐ 8 or more years

4. Why do you ride the bus?

- ☐ Avoid traffic congestion
- ☐ Environmental reasons (i.e., air quality)
- ☐ Prefer not to drive
- ☐ Can't afford to purchase/maintain a car
- ☐ High gas prices
- ☐ No driver's license/can't drive
- ☐ Other _____

5. What is your primary purpose for riding the bus?

- ☐ Work
- ☐ Recreation, social, entertainment
- ☐ Personal errands
- ☐ Shopping
- ☐ Health/medical appointments
- ☐ School
- ☐ Other _____



6. If you could increase transit service in Orange County, what would be the most important to you?

(Select your top 3)

- ☐ *Faster bus service with fewer stops*
- ☐ *More frequent service on major routes*
- ☐ *More weekend service*
- ☐ *More early-morning and late-night service*
- ☐ *More service for commuters during rush hour*
- ☐ *More service for commuters during rush hour*
- ☐ *Service to more areas, including lower-usage areas*
- ☐ *More special event service (concert, fairs, festivals, etc.)*
- ☐ *More long-distance service outside of Orange County*
- ☐ *Direct service to key activity and employment centers*

7. What kind of transit improvements would you like to see more of? (Select your top 3)

- ☐ *High-capacity rail (train, light rail, streetcars)*
- ☐ *Bus rapid transit (limited stops, dedicated lanes, more frequent service)*
- ☐ *Dedicated lanes for transit*
- ☐ *Increased OC Bus service (improved frequencies and service coverage)*
- ☐ *More long-distance service (freeway express routes, Metrolink, Amtrak)*
- ☐ *Traffic signal priority for transit (keeping lights green a few seconds longer to avoid delays)*
- ☐ *Improved pedestrian and bicycle access to transit*
- ☐ *On demand microtransit service (OC Flex), community shuttles, taxis, and ridesharing services (Uber/Lyft) in areas with lower transit demand*

Thanks for your input!

Please tell us a little about yourself. (Optional)

8. What is your home zip code?

9. What is your age range?

- ☐ *Under 20*
- ☐ *20-35*
- ☐ *36-50*
- ☐ *51-65*
- ☐ *66 or older*

10. What is your combined annual household income?

- ☐ *Less than \$30,000*
- ☐ *\$30,000 – \$49,000*
- ☐ *\$50,000 – \$79,000*
- ☐ *\$80,000 – \$99,000*
- ☐ *\$100,000 – \$149,000*
- ☐ *\$150,000 or more*
- ☐ *Prefer not to answer*

11. 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 answer*
- ☐ *Other _____*

Enter your email below to receive project updates and meeting invitations and be entered into a drawing for a chance to **win one of four \$50 gift cards.**

NO PURCHASE OR PAYMENT NECESSARY TO WIN.
See official rules at octa.net/OCTransitVision.



Encuesta sobre el Plan OC Transit Vision 2024

La Autoridad de Transporte del Condado de Orange (OCTA) está desarrollando el Plan Maestro OC Transit Vision 2024 (OC Transit Vision), un plan a 30 años que tiene como objetivo integrar, mejorar y ampliar los servicios de transporte en el condado de Orange, e incluye opciones de autobús, tranvía, microtránsito y otros servicios de movilidad. **Complete nuestra encuesta en 2 minutos para tener la oportunidad de ganar una de las cuatro tarjetas de regalo de \$50. SIN OBLIGACIÓN DE COMPRA O PAGO PARA GANAR.** Consulte las reglas oficiales en octa.net/OCTransitVision.

1. ¿Cuál es su principal método de transporte?

- | | |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Automóvil (conduce solo) | <input type="checkbox"/> Caminar |
| <input type="checkbox"/> Autobús | <input type="checkbox"/> Bicicleta |
| <input type="checkbox"/> Tren | <input type="checkbox"/> Bicicleta eléctrica/
scooter eléctrico |
| <input type="checkbox"/> Aplicación de una red de vehículos
de transporte (Uber, Lyft) | <input type="checkbox"/> Otro _____ |
| <input type="checkbox"/> Vehículo compartido
(dos o más personas) | |

2. ¿Con qué frecuencia viaja en un autobús de la OCTA?

- | | |
|------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> 1 a 3 días por semana | <input type="checkbox"/> 1 a 3 veces por mes |
| <input type="checkbox"/> 4 a 7 días por semana | <input type="checkbox"/> 1 a 3 veces por año |
| <input type="checkbox"/> Nunca | |

2a. Si selecciona nunca, why do you not ride the bus? (Por favor pase a la pregunta 6)

- ☐ Tarda demasiado
- ☐ No puedo llegar adonde tengo que ir
- ☐ Necesito un automóvil para trabajar o hacer diligencias
- ☐ No circula en los horarios adecuados
- ☐ No es confiable
- ☐ Es difícil entender cómo llegar adonde debo ir
- ☐ Me hace sentir incómodo o inseguro
- ☐ Voy en bicicleta o caminando a la mayoría de los lugares
- ☐ No estoy seguro
- ☐ Otro _____

3. ¿Cuánto hace que viaja en un autobús de OC?

- ☐ Menos de 6 meses
- ☐ 6 meses a 1 año
- ☐ 1 a 4 años
- ☐ 5 a 7 años
- ☐ 8 años o más

4. ¿Por qué viaja en autobús?

- ☐ Para evitar la congestión del tráfico
- ☐ Por motivos medioambientales (por ej., la calidad del aire)
- ☐ Prefiero no conducir
- ☐ No puedo comprar/mantener un automóvil
- ☐ Precios elevados de la gasolina
- ☐ No tengo licencia de conducir/no puedo conducir
- ☐ Otro _____

5. ¿Cuál es el motivo principal por el que viaja en autobús?

- ☐ Trabajo
- ☐ Recreación, actividades sociales, entretenimiento
- ☐ Diligencias personales
- ☐ Compras
- ☐ Citas médicas/de salud
- ☐ Escuela
- ☐ Otro _____



6. Si pudiera aumentar el servicio de transporte público en el condado de Orange, ¿qué sería lo más importante para usted? (Seleccione sus 3 opciones principales)

- ☐ Servicio de autobús más rápido con menos paradas
- ☐ Servicio más frecuente en las principales rutas
- ☐ Más servicio los fines de semana
- ☐ Más servicio de madrugada y de noche
- ☐ Más servicio para los pasajeros en las horas punta
- ☐ Servicio a más áreas, incluidas las áreas de menor uso
- ☐ Más servicio en ocasiones de eventos especiales (conciertos, ferias, festivales, etc.)
- ☐ Más servicio de larga distancia fuera del condado de Orange
- ☐ Servicio directo a centros clave de actividad y empleo

7. ¿Qué tipo de mejoras en el transporte público le gustaría que hubiera más? (Seleccione sus 3 opciones principales)

- ☐ Tren de alta capacidad (tren, tren ligero, tranvías)
- ☐ Autobús de tránsito rápido (menos paradas, carriles exclusivos, servicio más frecuente)
- ☐ Carriles exclusivos para el transporte público
- ☐ Más servicio de autobuses de OC (mejores frecuencias y cobertura de servicio)
- ☐ Más servicio de larga distancia (rutas exprés por autopistas, Metrolink, Amtrak)
- ☐ Prioridad de las señales de tráfico para el transporte público (mantener las luces en verde unos segundos más para evitar demoras)
- ☐ Mejora del acceso de peatones y bicicletas al tránsito
- ☐ Servicio de microtránsito a demanda (OC Flex), servicios de traslado comunitarios, taxis y servicios de aplicaciones de una red de vehículos de transporte (Uber/Lyft) en áreas con menor demanda de transporte público

¡Gracias por su opinión!

Cuéntenos un poco sobre usted. (Opcional)

8. ¿Cuál es el código postal de su lugar de residencia?

9. ¿Cuál es su rango de edad?

- ☐ Menos de 20 años
- ☐ 20 a 35 años
- ☐ 36 a 50 años
- ☐ 51 a 65 años
- ☐ 66 años o más

10. ¿Cuáles son los ingresos anuales combinados de su familia?

- ☐ Menos de \$30,000
- ☐ \$30,000 a \$49,000
- ☐ \$50,000 a \$79,000
- ☐ \$80,000 a \$99,000
- ☐ \$100,000 a \$149,000
- ☐ \$150,000 o más
- ☐ Prefiero no responder

11. ¿A qué grupo étnico se considera que pertenece o se siente más cercano?

- ☐ Caucásico/blanco
- ☐ Latino/hispano
- ☐ Afroamericano/negro
- ☐ Indio americano o nativo de Alaska
- ☐ Asiático: coreano, japonés, chino, vietnamita, filipino u otro
- ☐ Isleño del Pacífico
- ☐ De Oriente Medio
- ☐ Herencia mixta
- ☐ Prefiero no responder
- ☐ Otro _____

Ingrese su correo electrónico a continuación para recibir las novedades del proyecto e invitaciones a reuniones, y participar en un sorteo para tener la oportunidad de ganar una de las cuatro tarjetas de regalo de \$50.

SIN OBLIGACIÓN DE COMPRA O PAGO PARA GANAR.
Consulte las reglas oficiales en octa.net/OCTransitVision.



Khảo Sát Dự Án 2024 Tầm Nhìn Vận Tải Quận Cam

Cơ Quan Giao Thông Quận Cam (OCTA) đang phát triển Kế Hoạch Tổng Thể 2024 Tầm Nhìn Vận Tải Quận Cam (Tầm Nhìn Vận Tải Quận Cam), một kế hoạch kéo dài 30 năm nhằm hợp nhất, nâng cao và mở rộng các dịch vụ giao thông công cộng tại Quận Cam, bao gồm xe buýt, xe điện, dịch vụ vận chuyển bằng xe tải nhỏ hoặc xe buýt lớn, và các dịch vụ di chuyển khác. **Hãy tham gia cuộc khảo sát để có cơ hội nhận một trong bốn thẻ quà tặng trị giá \$50. KHÔNG CẦN MUA HÀNG HOẶC TRẢ LỆ PHÍ ĐỂ THẮNG GIẢI.** Xem quy định chính thức tại octa.net/OCTransitVision.

1. Phương tiện di chuyển chính của bạn là gì?

- | | |
|-------------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Xe hơi (lái một mình) | <input type="checkbox"/> Đi bộ |
| <input type="checkbox"/> Xe buýt | <input type="checkbox"/> Xe đạp |
| <input type="checkbox"/> Xe lửa | <input type="checkbox"/> Xe đạp điện/Xe máy điện |
| <input type="checkbox"/> Xe chở chung (Uber, Lyft) | <input type="checkbox"/> Cách khác |
| <input type="checkbox"/> Đi chung xe (hai hoặc nhiều người) | _____ |

2. Bạn thường đi xe buýt OCTA bao nhiêu lần?

- | | |
|------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> 1 đến 3 ngày mỗi tuần | <input type="checkbox"/> 1 đến 3 lần mỗi tháng |
| <input type="checkbox"/> 4 đến 7 ngày mỗi tuần | <input type="checkbox"/> đến 3 lần mỗi năm |
| <input type="checkbox"/> không bao giờ | |

2a. Nếu chọn không bao giờ, Tại sao bạn không đi xe buýt?

(Vui lòng chuyển sang câu hỏi 6)

- ☐ Mất quá nhiều thời gian
- ☐ Không thể đến được nơi tôi cần đến
- ☐ Cần xe cho công việc hoặc các việc cá nhân
- ☐ Không chạy vào các thời gian phù hợp
- ☐ không đáng tin cậy
- ☐ Khó hiểu cách đi tới nơi tôi cần đến
- ☐ Cảm thấy không thoải mái hoặc không an toàn
- ☐ Tôi đi xe đạp hoặc đi bộ nhiều hơn
- ☐ Không chắc
- ☐ Lý do khác _____

3. Bạn đã đi xe buýt OC bao lâu?

- ☐ Dưới 6 tháng
- ☐ Từ 6 tháng đến 1 năm
- ☐ Từ 1 đến 4 năm
- ☐ Từ 5 đến 7 năm
- ☐ 8 năm trở lên

4. Tại sao bạn đi xe buýt?

- ☐ Tránh tắc đường
- ☐ Lý do môi trường (chất lượng không khí)
- ☐ Thích không phải lái xe
- ☐ Không đủ tiền để mua/duy trì xe
- ☐ Giá xăng cao
- ☐ Không có bằng lái lái xe/không thể lái xe
- ☐ Lý do khác _____

5. Mục đích chính của bạn khi đi xe buýt là gì?

- ☐ Đi làm
- ☐ Tiêu khiển, gặp gỡ bạn bè, giải trí
- ☐ Các công việc cá nhân
- ☐ Mua sắm
- ☐ Cuộc hẹn y tế/sức khỏe
- ☐ Trường học
- ☐ Lý do khác _____



6. Nếu bạn có thể tăng cường dịch vụ giao thông công cộng tại Quận Cam, điều gì là quan trọng nhất với bạn? (Chọn 3 mục)

- ☐ Dịch vụ xe buýt nhanh hơn với ít điểm dừng hơn
- ☐ Dịch vụ thường xuyên hơn trên các tuyến đường chính
- ☐ Dịch vụ vào cuối tuần nhiều hơn
- ☐ Dịch vụ vào sáng sớm và đêm khuya nhiều hơn
- ☐ Dịch vụ cho người đi làm trong giờ cao điểm nhiều hơn
- ☐ Dịch vụ đến nhiều khu vực hơn, bao gồm cả các khu vực ít được sử dụng
- ☐ Dịch vụ đặc biệt cho các sự kiện đặc biệt (hòa nhạc, hội chợ, lễ hội, v.v.)
- ☐ Dịch vụ đi xa hơn, ra khỏi Quận Cam
- ☐ Dịch vụ trực tiếp đến các trung tâm hoạt động và việc làm trọng tâm

7. Bạn muốn có các cải thiện vận chuyển nào nhiều hơn nữa? (Chọn 3 mục)

- ☐ Hệ thống đường sắt công suất cao (xe lửa, tàu điện, xe điện đường sắt)
- ☐ Xe buýt tốc hành (ít điểm dừng, làn đường riêng, dịch vụ thường xuyên hơn)
- ☐ Làn đường dành riêng cho phương tiện công cộng
- ☐ Tăng cường dịch vụ OC Bus (tăng tần suất và phạm vi dịch vụ)
- ☐ Dịch vụ đi xa hơn (tuyến đường cao tốc nhanh, Metrolink, Amtrak)
- ☐ Ưu tiên tín hiệu giao thông cho phương tiện công cộng (giữ đèn giao thông xanh thêm vài giây để tránh chậm trễ)
- ☐ Cải thiện lối đi bộ và đạp xe dẫn đến phương tiện công cộng
- ☐ Dịch vụ dịch vụ vận chuyển bằng xe tải nhỏ theo yêu cầu (OC Flex), xe chuyên chở công cộng, taxi, xe đi chung chuyến (Uber/Lyft), tại các khu vực ít được sử dụng

Xin cảm ơn góp ý của quý vị!

Xin chia sẻ một ít thông tin về mình. (Tùy chọn)

8. Mã bưu điện của bạn là gì?

9. Nhóm tuổi của bạn là gì?

- ☐ Dưới 20
- ☐ 20-35
- ☐ 36-50
- ☐ 51-65
- ☐ 66 trở lên

10. Thu nhập hộ gia đình kết hợp của bạn là bao nhiêu?

- ☐ Dưới \$30,000
- ☐ \$30,000 – \$49,000
- ☐ \$50,000 – \$79,000
- ☐ \$80,000 – \$99,000
- ☐ \$100,000 – \$149,000
- ☐ \$150,000 trở lên
- ☐ Không muốn trả lời

11. Nhóm dân tộc mà bạn xem mình thuộc về hoặc cảm thấy gần gũi nhất là gì?

- ☐ Da trắng
- ☐ Latino/Mỹ La-tin
- ☐ Mỹ Gốc Phi Châu/Da Đen
- ☐ Người Mỹ bản xứ hoặc Gốc Alaska
- ☐ Á châu - Hàn Quốc, Nhật Bản, Trung Quốc, Việt Nam, Philippines hoặc tương tự
- ☐ Người Thái Bình Dương
- ☐ Người Thái Bình Dương
- ☐ Da sắc tộc
- ☐ Không muốn trả lời
- ☐ Gốc dân tộc khác _____

Để nhận cập nhật dự án và thư mời tham dự các cuộc họp, vui lòng nhập email của quý vị vào bên dưới để được đăng ký tham gia vào cuộc bốc thăm để có cơ hội nhận một trong bốn thẻ quà tặng trị giá \$50.

KHÔNG CẦN MUA HÀNG HOẶC TRẢ LỆ PHÍ ĐỂ THẮNG GIẢI.
Xem quy định chính thức tại octa.net/OCTransitVision.



OC Transit Vision Master Plan

Public Engagement and Survey Analysis Report

Phase 2

October 2024

Prepared for: Orange County Transportation Authority
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Orange, CA 92868



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I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (Plan), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit corridors, which offer fast and frequent service, and other recommendations ranging from fixed-route bus to first/last mile options. For this effort, a community and stakeholder engagement program was developed to inform Orange County communities about the Plan and gain their feedback. This summary report documents the outreach and notification activities, along with community survey results for the latter part of the study, which was conducted from May 3 through July 14, 2024. The engagement strategy was executed to increase awareness and encourage active participation in a community webinar and survey, specifically seeking feedback on the proposed Transit Opportunity Corridors and countywide transit strategies.

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 Engagement Approach

Following the outreach efforts conducted in the first engagement phase, a separate strategy was developed to engage Orange County residents and stakeholders. The priorities for this phase focused on spreading information about the Plan and encouraging stakeholder participation in the public webinar and community survey.

The community engagement approach encompassed a range of outreach strategies designed to connect with the public and historically underserved Orange County communities. These engagement strategies included digital and traditional notification. Digital efforts included:

- Organic social media posts
- Emails to the OC Transit Vision database
- Posting to the OC Bus mobile ticketing app
- Creating and distributing a digital toolkit to community organizations

Traditional notification strategies involved:

- Posting flyers in county libraries and community centers
- Placing newspaper advertisements
- OC bus interior advertising
- Extensive efforts to target and directly engage with stakeholders at community events

Figure 1 Anaheim Juneteenth Celebration



Over the summer, a series of 20 pop-up events were conducted by the OC Transit Vision Outreach Team and OCTA's Diversity Outreach Team. The OC Transit Vision Outreach Team participated in 12 pop-ups across each of the five supervisorial districts in Orange County. The team also conducted two additional pop-ups each in Santa Ana and Anaheim, given the size and language diversity of the cities. The Diversity Outreach Team supported and promoted the survey effort at eight additional events. The pop-up events had two goals: to encourage residents to attend a public informational webinar on July 9th to learn more about the proposed transit improvement corridors and to drive overall survey participation. The survey aimed to ask the community to identify which corridors they felt were most important for potential transit improvements. These events provided opportunities to directly engage with the community, answer questions, provide information about the Plan, and receive feedback.

In conjunction with the pop-up efforts, stakeholder briefings and presentations were held during the engagement period. The project team presented at OCTA's Citizen's Advisory Committee, Diverse Community Leaders Group and the OC Bus Customer Roundtable. They also hosted a Community-Based Organization Roundtable, an Elected Officials Roundtable, and Planning Directors Forum for key stakeholders and local jurisdictions to learn more about the OC Transit Vision background and goals and receive input.

Figure 2 Costa Mesa Dungan Library Pop-up



ii. Equitable Engagement

To reflect the county's diversity, the engagement strategy was created to connect with traditionally marginalized groups. Our goal was to gather input on the Plan from diverse audiences spanning various ethnic backgrounds, ages, languages, and socioeconomic statuses. As with the initial phase of engagement, project materials such as promotional flyers, bus advertisements, social media content, e-blasts, surveys, newspaper advertisements, and presentation materials were available in English, Spanish, and Vietnamese. In addition, the public webinar included live simultaneous interpretation in

Figure 3 Santa Ana Cinco de Mayo



Spanish, Vietnamese, and American Sign Language. This linguistic inclusivity helped break down barriers to access and participation.

Furthermore, the outreach team expanded its in-community outreach by connecting with the community at city-hosted events and cultural celebrations throughout the county. These events and locations were strategically chosen to reach residents less likely to do so through traditional means, a strategy that proved effective throughout the study. This targeted outreach approach was essential for gathering a wide range of perspectives, which enhanced our understanding of community priorities for transit corridor improvements.

iii. Survey Implementation

The survey opened to the public on May 3, 2024, and closed on July 14, 2024. During that period, a total of 4,423 surveys were collected. Out of that total, 3,655 were collected in English, 505 in Spanish, and 263 in Vietnamese. Below is a summary of the survey implementation:

- The survey was provided in English, Spanish, and Vietnamese languages.
- The survey was made available in both digital and print form.
- Promotional print flyers were distributed to 13 community centers across the five Orange County supervisorial districts.
- The survey was promoted at 20 community pop-up events across Orange County.
- Transit pass incentives, light refreshments, and branded notepads were offered to encourage event visitors to learn more and take the survey.
- Both traditional and digital communication methods were developed to encourage survey participation. This includes use of newspaper advertisements, social media posts, emails, outreach toolkits, OC Bus mobile app, and bus interior advertising.
- As an incentive for participation, all respondents were given the opportunity to enter a sweepstakes, with the chance to win one of four gift cards valued at \$50 each.

Figure 4 Fountain Valley Summerfest



iv. Survey Results Analysis

A survey was created to collect feedback from the Orange County community to learn more about which Transit Opportunity Corridor they would like to see potential transit improvements implemented. The survey opened on May 3, 2024, and closed on July 14, 2024. The top five corridors selected included Harbor Blvd (46%), Beach Blvd (43%), Garden Grove Blvd (31%), Katella Ave (31%) and Main St (30%). Please note that the survey percentage exceeds 100%

because it reflects how many times participants select each specific corridor. Following the first question, an open-ended question was asked, inviting suggestions for other potential transit corridors. The following section presents the questions and additional results from the survey.

Table 1. Transit Corridors

Q1: Below are twelve Orange County corridors identified for potential transit improvements. Please choose up to five of these transit corridors that you consider the most important to you.	
Harbor Blvd (Fullerton to Costa Mesa)	46%
Beach Blvd (Fullerton Park and Ride to Huntington Beach)	43%
Garden Grove Blvd - Chapman Ave (Westminster to Orange)	31%
Katella Ave (Long Beach to Orange)	31%
Main St (Anaheim to Costa Mesa)	30%
Bolsa Ave – 1st St (Westminster to Irvine)	27%
Edinger Ave (Goldenwest Transportation Center to Tustin Station)	27%
La Palma Ave - Lincoln Blvd (Cerritos to Orange)	25%
State College Blvd - Bristol St with South Coast Plaza to John Wayne Airport extension	24%
Westminster Blvd – 17th St (Long Beach to Santa Ana)	21%
State College Blvd - Bristol St (Brea to Costa Mesa) without extension to John Wayne Airport	18%
Warner Ave (Huntington Beach to Santa Ana)	18%

The second question of the survey was in an open-ended format. Survey participants were encouraged to write suggestions for a corridor not mentioned in the current list. Top five corridor suggestions included:

- Brookhurst St (16)
- Euclid St (15)
- Magnolia St (15)
- Orangethorpe Ave (15)
- Pacific Coast Hwy (14)

After completing the first two questions, survey participants had the option to complete demographic questions. Demographic participation was optional and did not affect their raffle eligibility.

Table 2. Key Demographic Findings

Survey Question	Response Rate	Top Three Findings
Q3: What is your age range?	94%	35% of participants were between the ages of 20-35, 27% were between 36-50, and 20% were between 51-65.
Q4. What is your combined annual household income?	79%	32% of the respondents make less than 30,000 a year in household income. 17% of the respondents make between 30,000 to 49,000 annually in household income. 12% of respondents shared their annual household income is between \$50,000-\$79,000.
Q5. What ethnic group do you consider yourself a part of or feel closest to?	90%	Over 51% of respondents represent the Latino/Hispanic community. Followed by 21% of the respondents who represent Asian ethnic groups. 16% of respondents identified themselves as Caucasian/White.

A detailed breakdown of the full demographic findings is located on page 9. An infographic of survey results can be found in **Appendix A**.

v. Stakeholder Briefings

Three stakeholder briefings (Planning Leaders Forum, Elected Office Roundtable, Community Leader’s Roundtable) were held to gather feedback from Orange County leaders. Each meeting followed a similar format, starting with an overview and background of the Plan, followed by a review of maps of the 12 corridors under consideration for transit improvements, two poll questions, and a discussion session. Brief summaries and key themes from each meeting are found below.

Planning Forum

A planning forum was held on May 30, 2024, to engage Orange County planning directors and other city staff on the OC Transit Vision Master Plan background, process, and goals. The forum was attended by 13 city members. Key themes discussed during the polls and discussion included:

- Coordination of transit corridors with housing growth plans.
- Preferences to prioritize Beach Blvd, Harbor Blvd, and Bristol St and State College Blvd (with John Wayne Airport Extension) for transit corridor improvements.
- Emphasis on prioritizing first/last mile connections.

Elected Office Roundtable

On June 6, 2024, an Elected Official's Roundtable was organized to engage Orange County elected representatives and their staff in discussions regarding the OC Transit Vision Master Plan. The roundtable was attended by 15 elected representatives and five city staff members. Attendees were encouraged to ask questions throughout the presentation. Key themes discussed during the roundtable included the following:

- Multiple representatives expressed the need for broader transportation options beyond buses, including street cars, autonomous vehicles, and enhanced pedestrian connections.
- Several comments highlighted concerns about the current efficiency and accessibility of the transit system.
- Concerns about passenger safety and the need for an overall reliable and safe transit experience.
- Importance of involving cities in the planning process to address gaps to meet local needs.
- Preferences to prioritize Bristol St and State College Blvd (with John Wayne Airport Extension), Beach Blvd, and Harbor Blvd for transit corridor improvements.
- Preference for OC Bus Improvements and Cross County Express Bus Service transit strategies.

Figure 5 Elected Office Roundtable



Community Leader's Roundtable

A Community Leader's Roundtable was held on June 11, 2024, to engage Orange County community leaders on the Plan. Eleven community leaders attended the online meeting. Key themes discussed during the roundtable included the following:

- Importance of paratransit services and service improvements.
- Emphasis on the importance of more bus routes for low-income and disadvantaged students.
- Importance of connecting bus routes to elderly communities.
- Improvements for OC Bus route schedules to ensure reliability.
- Preferences to prioritize Harbor Blvd and Garden Grove Blvd for transit corridor improvements.
- Preference for Mobility Hubs and OC Bus Improvements transit strategies.

II. OUTREACH AND SURVEY IMPLEMENTATION

Traditional and digital outreach and notification tactics were used to spread information about the Plan, promote the community webinar, and increase survey participation. Digital outreach tactics included email campaigns to the contact list, organic social media posts on Facebook and X (Twitter), and the distribution of an electronic toolkit. The toolkit comprised of copy, content, and graphics for community organizations and key stakeholders to share the information with their audiences. In addition to digital engagement, the outreach team placed advertisements on Instagram and in local Vietnamese and Spanish publications, placed flyers in county libraries and community centers, and advertised the project on OC Buses across the county. The interior bus ads featured a QR code which directed participants to the OC Transit Vision Master Plan website.

i. Survey Outreach

The OC Transit Vision Outreach Team launched a comprehensive notification campaign as part of the survey engagement efforts. Successful digital and traditional tactics conducted during the first phase of outreach were incorporated into the latter engagement approach.

The recent round of survey outreach notification and engagement efforts are detailed below:

- Collected 4,423 digital and hard copy surveys from May 3 to July 14, 2024.
- Hosted one Planning Forum, one Community Leader Roundtable, one Elected Officials roundtable, and one community Webinar.
- Presented at one Citizen Advisory Committee (CAC) meeting, one Diverse Community Leaders Group, and one OC Bus Customer Roundtable.
- Connected with over 3,300 community members across 20 events in Orange County's five supervisorial districts.
- Reached over 75,000 readers via Spanish and Vietnamese-language newspapers.
- Emailed five multilingual notices to a network of more than 2,500 interested community stakeholders.
- Promoted the project and website through bus ads in OC Buses and on the OC Bus App.
- Advertised the survey and community webinar through five Facebook posts, and five X (Twitter) organic posts.
- Developed a digital toolkit as a convenient and efficient communication aid and shared it with more than 109 local municipalities, community leaders, and organizations associated with OCTA committees and stakeholders.
- Developed and distributed materials in English, Spanish, and Vietnamese.

Figure 6 Anaheim Pride Farmers Market



ii. Survey Format

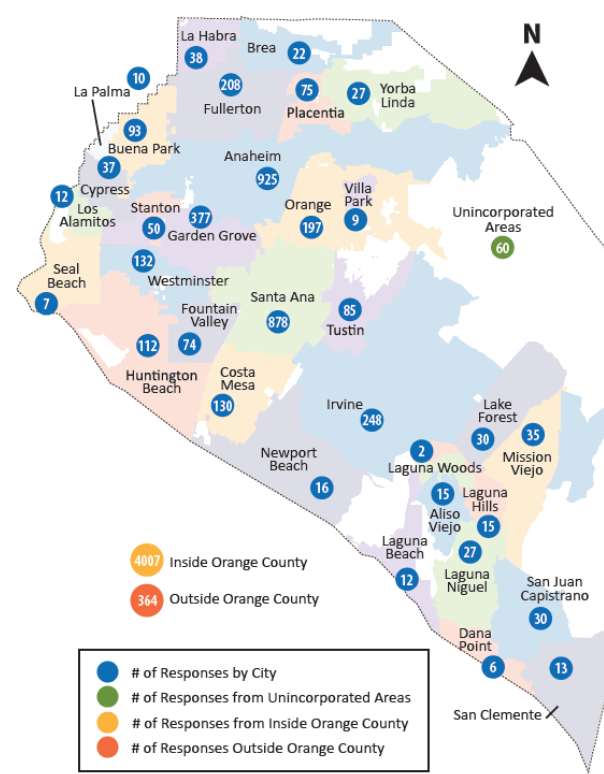
The survey was hosted on the Typeform platform and featured one main multiple-choice question. After providing their zip code, participants were asked to select up to five of 12 Transit Opportunity Corridors under consideration for transit improvements. Each selection described the proposed corridor and featured a map with key destinations along the route. A link to high-quality images of each map was available for participants to view. Respondents selected their preferred corridors and an additional open-ended question asked visitors if they had other suggestions for transit corridors that were not already listed. Following the open-ended response, participants were asked a series of demographic questions. Hard copy versions of the survey (**Appendix B**) were also created and distributed at pop-up events.

The survey questions were designed to:

- Determine which proposed transit corridors are the most preferred to respondents.
- Obtain feedback on other corridors stakeholders are interested in.
- Collect demographic information from respondents.
- Gather updated contact information for ongoing project communication.

The survey consisted of 6 questions in total, including three optional demographic questions and an option for participants to enter their email address for the gift card raffle. A question asking for participant's zip codes was mandatory to continue. A total of 4,423 surveys were collected which included 3,655 responses in English, 505 in Spanish, and 263 in Vietnamese.

Figure 7: Home Zip Code Map



III. ADDITIONAL SURVEY RESULTS

The following are additional survey results which represent the survey participants' geographic area and demographics.

iii. Geographic Distribution

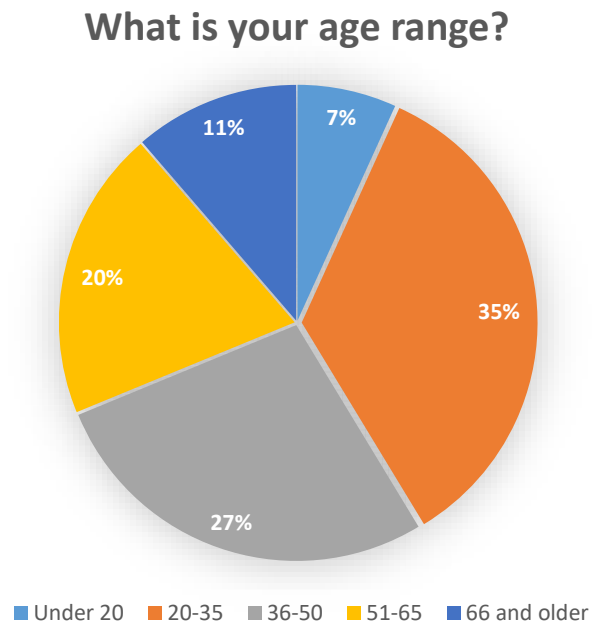
Most survey respondents shared their home zip code (98.8%; 4,371). Of those that provided zip code information, more than 90% (90.6%; 4,007) of respondents shared they live within Orange County. The top three cities with the highest percentage of survey responses within Orange County included Anaheim (23%; 925), Santa Ana, (21.9%; 878), and Garden Grove (8.4%; 377).

The respondent distribution map provides the number of total surveys collected by city and include unincorporated areas in Orange County. The total respondent count for survey input received from those residing outside Orange County is also provided (9%; 364).

iv. Demographics Results

The following three figures display the full graph results from the survey demographic questions.

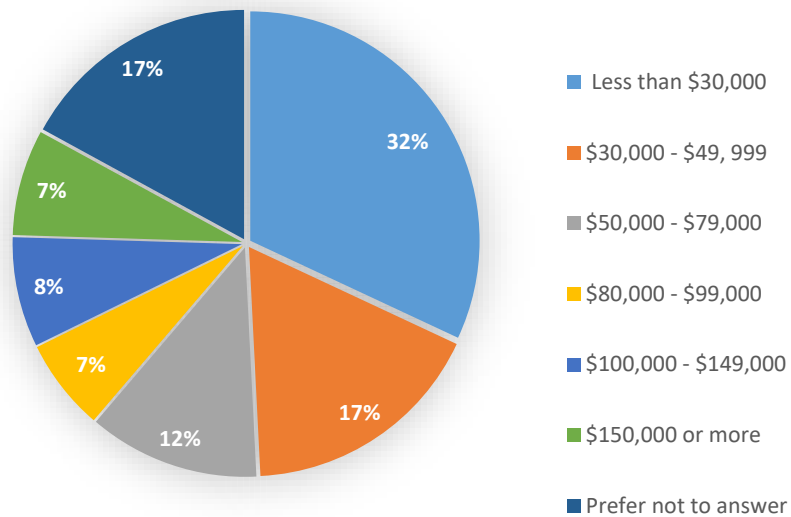
Figure 8: Age Range



Most survey participants disclosed their age was between 20 – 35 (35%). Respondents between ages 36 – 50 were the second largest age group to participate in the survey (27%) The third largest age group to participate in the survey were from ages 51 – 65 (20%)

Figure 9: Annual Household Income

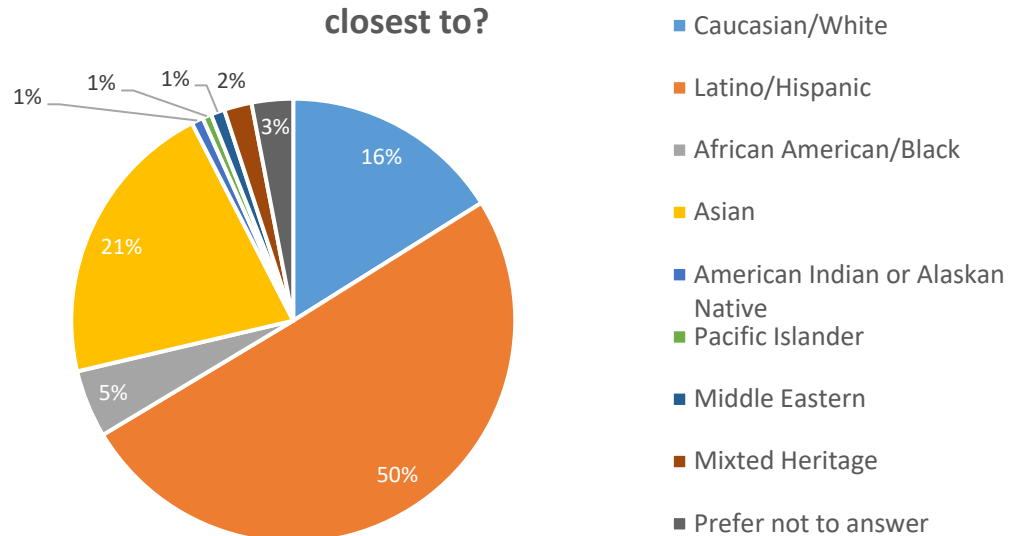
What is your combined annual household income?



Of those who provided their annual household income, 32% make less than \$30,000. 17% of survey participants shared their combined annual household income is between 30,000 and 49,000. Another 17% preferred not to answer.

Figure 10: Ethnicity

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



The three largest ethnic groups that participated in the survey were the following: 51% represented the Latino/Hispanic ethnic group, 21% represented the Asian ethnic group, and 16% of respondents represented Caucasian/White.

v. New Contacts

Enhancing public engagement is a key priority for OCTA, and a significant part of this study. During this last survey effort, a total of 855 new email addresses were gathered from survey respondents. These emails will be used for future OC Transit Vision Master Plan announcements and notifications.

IV. CONCLUSION

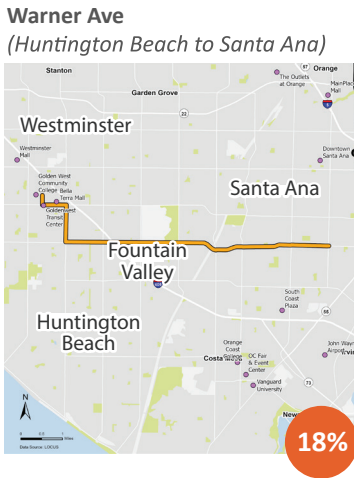
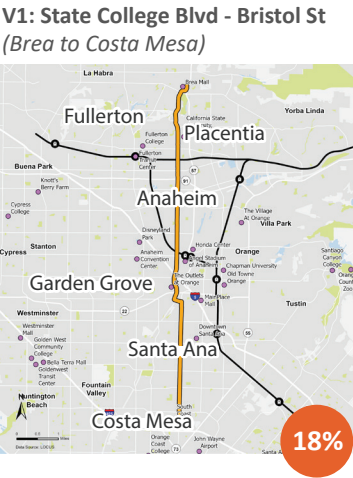
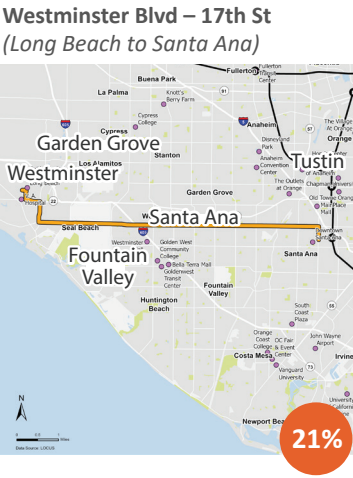
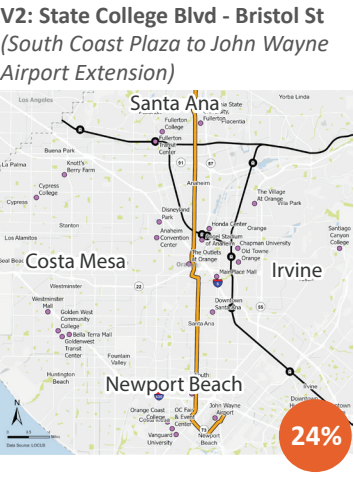
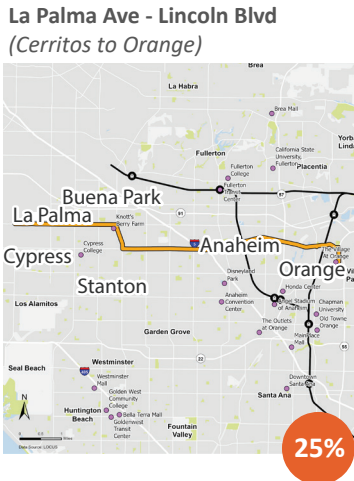
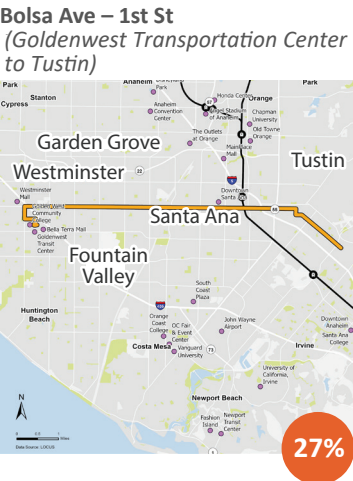
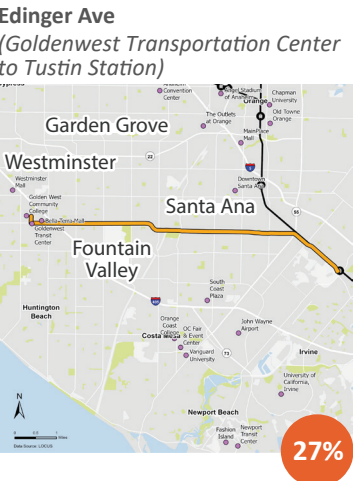
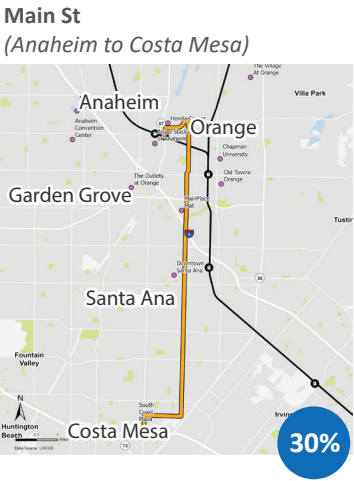
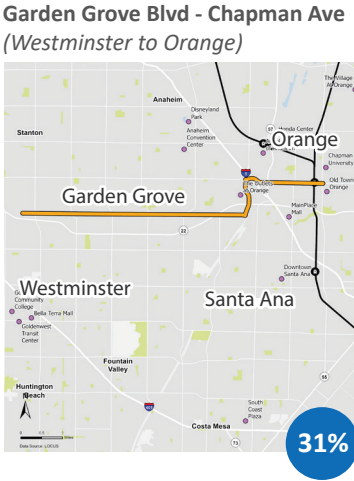
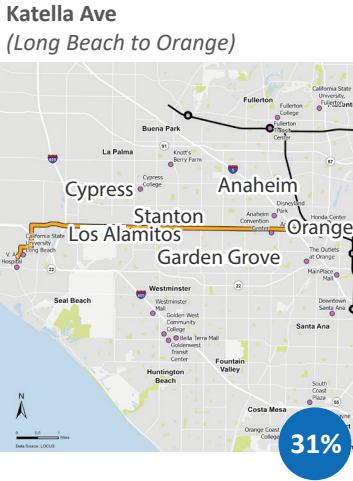
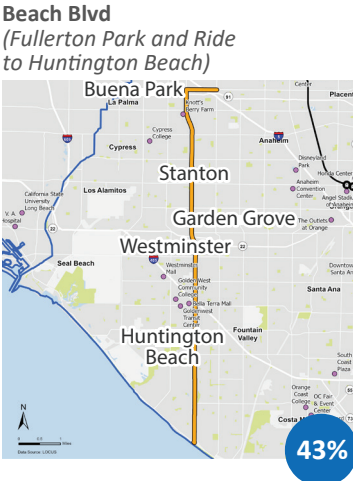
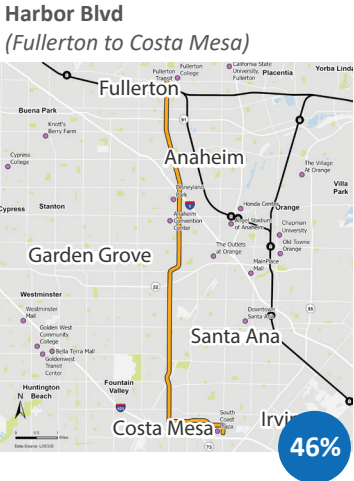
The OC Transit Vision Master Plan technical team will further analyze survey results and public feedback to formulate a set of draft project recommendations. This effort along with the results of community engagement from the first phase of the study, conducted in fall/winter 2023, will be presented to the OCTA Board of Directors. These draft project recommendations will be reviewed and subsequently considered for approval at the end of 2024.



OC TransitVISION

2024 OC Transit Vision Survey Results & Outreach

Below are 12 Orange County corridors identified for potential transit improvements. Please choose up to FIVE of these transit corridors that you consider the most important to you.



*The survey percentage exceeds 100% because it reflects how many times participants select each specific corridor.

Survey Results
The graphic illustrates the twelve proposed transit improvement corridors. The top five selected corridors are Harbor Blvd, Beach Blvd, Katella Ave, Garden Grove Blvd - Chapman Ave, and Main St. The five least selected corridors are Warner Ave, State College Blvd - Bristol St, Westminster Blvd - 17th St, State College Blvd - Bristol with an Airport Extension, and La Palma Ave - Lincoln Blvd. Of the twelve corridors, Harbor Blvd (46%) and Beach Blvd (43%) were the top selected corridors.



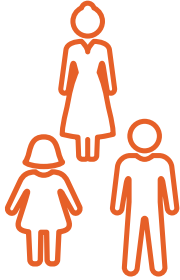


OC TransitVISION

2024 OC Transit Vision Survey Results & Outreach

What is your age range?

- 7% Under 20
- 35% 20-35
- 27% 36-50
- 20% 51-65
- 11% 66 or older



What is your combined annual household income?

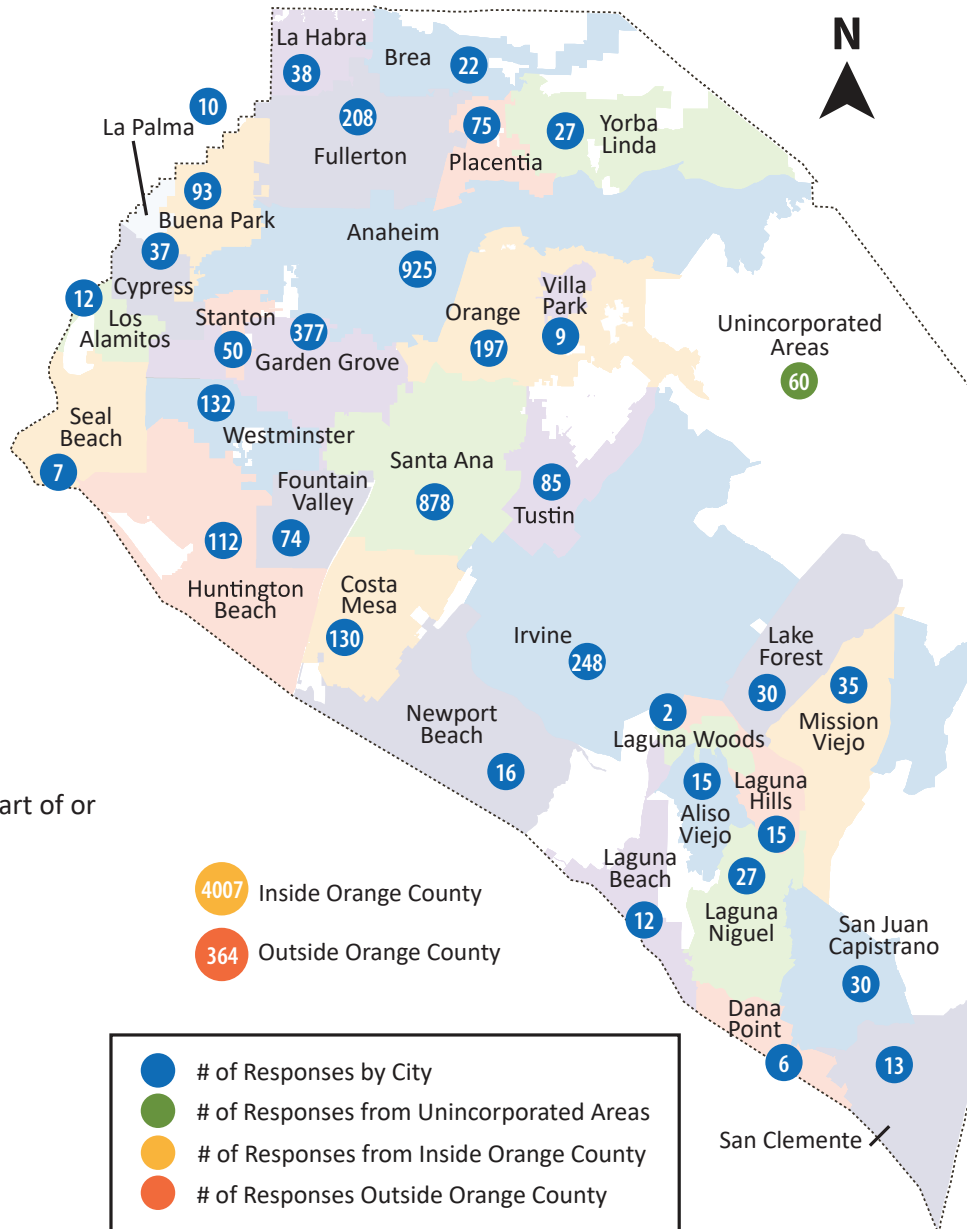
- 32% Less than \$30,000
- 17% \$30,000 – \$49,000
- 12% \$50,000 – \$79,000
- 6% \$80,000 – \$99,000
- 8% \$100,000 – \$149,000
- 8% \$150,000 or more
- 17% Prefer not to answer



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

- 51% Latino/Hispanic
- 21% Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian
- 16% Caucasian/White
- 5% African American/Black
- 1% American Indian or Alaskan Native
- 1% Pacific Islander
- 1% Middle Eastern
- 2% Mixed Heritage
- 2% Prefer not to answer

Participant home zip code:



Community Engagement



Collected **5,839** respondent surveys between May 3, 2024 and July 14, 2024



Sent **10** email notices to **4,000+** interested community stakeholders



Promoted the project and website on interior bus advertisements in **OC Buses** and on the **OC Bus App**



Advertised the survey and community webinar through **8** Facebook posts, **3** Instagram posts and **9** X (Twitter) posts



Developed a digital communications toolkit with project information and survey link and shared it with more than **218** local municipalities, community leaders and stakeholder organizations



Engaged **4,700+** community members across **32** events in Orange County, spanning all five Orange County Supervisor Districts



Reached **163,000+** readers through Spanish and Vietnamese newspapers



Created and shared materials in **English, Spanish, and Vietnamese**



2024 OC Transit Vision Survey

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. Your feedback is important! Let us know which of the draft top 12 Orange County corridors are most important to you.

Take our 2-minute survey for a chance to win one of four \$50 gift cards!

Part 1: Transit Corridors

1. Below are twelve Orange County corridors identified for potential transit improvements. Please choose up to FIVE of these transit corridors that you consider the most important to you. For detailed maps, visit octa.net/OCTransitVision.

- ☐ A) Beach Blvd (Buena Park to Huntington Beach)
- ☐ B) Bolsa Ave – 1st St (Westminster to Irvine)
- ☐ C) Edinger Ave (Westminster to Irvine)
- ☐ D) Garden Grove Blvd – Chapman (Westminster to Orange)
- ☐ E) Harbor Blvd (Fullerton to Costa Mesa)
- ☐ F) Katella Ave (Long Beach to Orange)
- ☐ G) La Palma Ave – Lincoln Blvd (Cypress to Anaheim)
- ☐ H) Main St (Anaheim to Costa Mesa)
- ☐ I) Warner Ave (Huntington Beach to Santa Ana)
- ☐ J) Westminster Blvd – 17th St (Seal Beach to Santa Ana)
- ☐ K) Version #1: State College Blvd - Bristol St (Brea to Costa Mesa) without extension to John Wayne Airport
- ☐ L) Version #2: State College Blvd - Bristol St with South Coast Plaza to John Wayne Airport extension

2. Do you have any suggestions for a corridor that is not included in the current list? If yes, please specify the general location of your proposed corridor.
(Ex. On Harbor Blvd between Anaheim and Costa Mesa)

Part 2: Demographic Questions

Thanks for your input! Please tell us a little about yourself.

1. What is your home zip code?

2. What is your age range?

- | | |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Under 20 | <input type="checkbox"/> 51-65 |
| <input type="checkbox"/> 20-35 | <input type="checkbox"/> 66 or older |
| <input type="checkbox"/> 36-50 | |

3. What is your combined annual household income?

- | | |
|----------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Less than \$30,000 | <input type="checkbox"/> \$100,000 – \$149,000 |
| <input type="checkbox"/> \$30,000 – \$49,000 | <input type="checkbox"/> \$150,000 or more |
| <input type="checkbox"/> \$50,000 – \$79,000 | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> \$80,000 – \$99,000 | |

4. 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 answer
- ☐ Other

Enter your email below to receive project updates and meeting invitations and be entered into a drawing for a chance to **receive one of four \$50 gift cards.**

NO PURCHASE OR PAYMENT NECESSARY TO WIN.
See official rules at octa.net/OCTransitVision.



Encuesta sobre el Plan OC Transit Vision 2024

La Autoridad de Transporte del Condado de Orange (OCTA) continúa desarrollando el Plan Maestro OC Transit Vision 2024 (OC Transit Vision), un plan de 30 años, que tiene como objetivo integrar, mejorar y ampliar los servicios de transporte en el condado de Orange. ¡Su opinión es importante! Háganos saber cuáles de los 12 corredores principales del Condado de Orange son más importantes para usted.

¡Tome nuestra encuesta de 2 minutos para tener la oportunidad de ganar una de las cuatro tarjetas de regalo de \$50!

Parte 1: Corredores de tránsito

1. A continuación se presentan doce corredores del Condado de Orange identificados para posibles mejoras de tránsito. Por elija hasta CINCO de estos corredores de tránsito que creas que son más importantes para ti. Para mapas detallados, visite octa.net/OCTransitVision.

- ☐ A) Beach Blvd (Buena Park a Huntington Beach)
- ☐ B) Bolsa Ave – 1st St (Westminster a Irvine)
- ☐ C) Edinger Ave (Westminster a Irvine)
- ☐ D) Garden Grove Blvd (Westminster a Orange)
- ☐ E) Harbor Blvd (Fullerton a Costa Mesa)
- ☐ F) Katella Ave (Long Beach a Orange)
- ☐ G) La Palma Ave - Lincoln Blvd (Cypress a Anaheim)
- ☐ H) Main St (Anaheim a Costa Mesa)
- ☐ I) Warner Ave (Huntington Beach a Santa Ana)
- ☐ J) Westminster Blvd – 17th St (Seal Beach a Santa Ana)
- ☐ K) Versión #1: State College Blvd - Bristol St (Brea a Costa Mesa) sin extensión al Aeropuerto John Wayne
- ☐ L) Versión #2: State College Blvd - Bristol St con South Coast Plaza hasta la extensión del aeropuerto John Wayne

2. ¿Tiene alguna sugerencia para un corredor que no esté incluido en la lista actual? En caso afirmativo, especifique la ubicación general del corredor propuesto. (Por ejemplo, en Harbor Blvd entre Anaheim y Costa Mesa)

Parte 2: Preguntas demográficas

¡Gracias por su opinión! Cuéntenos un poco sobre usted.

1. ¿Cuál es el código postal de su lugar de residencia?

2. ¿Cuál es su rango de edad?

- | | |
|-------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Menos de 20 años | <input type="checkbox"/> 51-65 |
| <input type="checkbox"/> 20-35 | <input type="checkbox"/> 66 años o más |
| <input type="checkbox"/> 36-50 | |

3. ¿Cuáles son los ingresos anuales combinados de su familia?

- | | |
|----------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Menos de \$30,000 | <input type="checkbox"/> \$100,000 – \$149,000 |
| <input type="checkbox"/> \$30,000 – \$49,000 | <input type="checkbox"/> \$150,000 o más |
| <input type="checkbox"/> \$50,000 – \$79,000 | <input type="checkbox"/> Prefiero no responder |
| <input type="checkbox"/> \$80,000 – \$99,000 | |

4. ¿A qué grupo étnico se considera que pertenece o se siente más cercano?

- ☐ Caucasico/Blanco
- ☐ Latino/Hispano
- ☐ Afroamericano/Negro
- ☐ Indio Americano o Nativo de Alaska
- ☐ Asiático: Coreano, Japonés, Chino, Vietnamita, Filipino u otro
- ☐ Isleño del Pacífico
- ☐ De Oriente Medio
- ☐ Herencia mixta
- ☐ Prefiero no responder
- ☐ Otro _____

Ingrese su correo electrónico a continuación para recibir las novedades del proyecto e invitaciones a reuniones, y participar en un sorteo para tener la oportunidad de **recibir una de las cuatro tarjetas de regalo de \$50.**

SIN OBLIGACIÓN DE COMPRA O PAGO PARA GANAR.

Consulte las reglas oficiales en octa.net/OCTransitVision.



Khảo Sát Về Tuyến Đường Cho Kế Hoạch Tổng Thể 2024 Tầm Nhìn Vận Tải Quận Cam

Cơ Quan Giao Thông Quận Cam (OCTA) đang tiếp tục phát triển Kế Hoạch Tổng Thể 2024 Tầm Nhìn Vận Tải Quận Cam (OC Transit Vision), một kế hoạch kéo dài 30 năm nhằm hợp nhất, nâng cao và mở rộng các dịch vụ giao thông công cộng tại Quận Cam. Phản hồi của quý vị rất quan trọng! Hãy cho chúng tôi biết trong 12 tuyến đường giao thông công cộng trong Quận Cam hiện đang có mặt trong bản dự thảo, tuyến nào là quan trọng nhất đối với quý vị.

Hãy dành 2 phút để tham gia khảo sát để có cơ hội nhận một trong bốn thẻ quà tặng trị giá \$50!

Phần 1: Tuyến đường giao thông

1. Dưới đây là mười hai tuyến đường trong Quận Cam là xác định những cải tiến tiềm năng đối với giao thông công cộng. Vui lòng chọn tối đa NĂM tuyến đường những con đường bạn cho là quan trọng nhất cho tôi. Để xem bản đồ chi tiết, vui lòng truy cập octa.net/OCTransitVision.

- ☐ A) Beach Blvd (Buena Park đến Huntington Beach)
- ☐ B) Bolsa Ave – 1st St (Westminster đến Irvine)
- ☐ C) Edinger Ave (Westminster đến Irvine)
- ☐ D) Garden Grove Blvd - Chapman (Westminster đến Orange)
- ☐ E) Harbor Blvd (Fullerton đến Costa Mesa)
- ☐ F) Katella Ave (Long Beach đến Orange)
- ☐ G) La Palma Ave - Lincoln Blvd (Cypress đến Anaheim)
- ☐ H) Main St (Anaheim đến Costa Mesa)
- ☐ I) Warner Ave (Huntington Beach đến Santa Ana)
- ☐ J) Westminster Blvd – 17th St (Seal Beach đến Santa Ana)
- ☐ K) Phiên bản #1: State College Blvd - Bristol (từ Brea đến Costa Mesa) không bao gồm đường nối đến sân bay John Wayne.
- ☐ L) Phiên bản #2: State College Blvd - Bristol St bao gồm đoạn từ South Coast Plaza đến sân bay John Wayne.

2. Quý vị có bất kỳ gợi ý nào cho tuyến đường không chưa được bao gồm trong danh sách hiện tại không? Nếu có, vui lòng chỉ định vị trí chung của tuyến đường quý vị muốn gợi ý. (Ví dụ: Trên đường Harbor giữa Anaheim và Costa Mesa)

Phần 2: Câu hỏi về nhân khẩu học

Xin cảm ơn góp ý của quý vị! Xin chia sẻ một ít thông tin về mình.

1. Mã bưu điện của bạn là gì?

2. Nhóm tuổi của bạn là gì?

- ☐ Dưới 20
- ☐ 20-35
- ☐ 36-50
- ☐ 51-65
- ☐ 66 trở lên

3. Thu nhập hộ gia đình kết hợp của bạn là bao nhiêu?

- ☐ Dưới \$30,000
- ☐ \$30,000 – \$49,000
- ☐ \$50,000 – \$79,000
- ☐ \$80,000 – \$99,000
- ☐ \$100,000 – \$149,000
- ☐ \$150,000 trở lên
- ☐ Không muốn trả lời

4. Nhóm dân tộc mà bạn xem mình thuộc về hoặc cảm thấy gần gũi nhất là gì?

- ☐ Da trắng
- ☐ Latino/Mỹ La-tin
- ☐ Mỹ Gốc Phi Châu/Da Đen
- ☐ Người Mỹ bản xứ hoặc Gốc Alaska
- ☐ Á châu - Hàn Quốc, Nhật Bản, Trung Quốc, Việt Nam, Philippines hoặc tương tự
- ☐ Người Thái Bình Dương
- ☐ Người Thái Bình Dương
- ☐ Da sắc tộc
- ☐ Không muốn trả lời
- ☐ Gốc dân tộc khác _____

Để nhận cập nhật dự án và thư mời tham dự các cuộc họp, vui lòng nhập email của quý vị vào bên dưới để được đăng ký tham gia vào cuộc bốc thăm để có cơ hội nhận một trong bốn thẻ quà tặng trị giá \$50.

KHÔNG CẦN MUA HÀNG HOẶC TRẢ LỆ PHÍ ĐỂ THẮNG GIẢI.
Xem quy định chính thức tại octa.net/OCTransitVision.

Appendix G: Notification

- E-Blasts
- Newspaper Ads
- Toolkits
- Flyers
- Bus Ads



[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

Your Transit Journey Reimagined

The Orange County Transportation Authority (OCTA) is developing the 2024 OC Transit Vision Master Plan (OC Transit Vision), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. This will build upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments including bus, streetcar, microtransit (ex. community shuttle service), and other mobility services for the county.

Join our Zoom Webinar

We want your feedback! Join us for a community webinar to learn about the plan and to let us know your priorities and vision for public transit in Orange County.

November 2, 2023 | 5:30 p.m.

Webinar ID: 845 8072 0757

Call-in Number: (213) 338-8477

[Register Here](#)

Spanish interpretation will be provided. Special Accommodations and additional interpretations are available by calling 714-560-5766. Requests must be made at least 72 hours in advance of a scheduled meeting.

Share Your Thoughts

Your input is important to our plan. Tell us how you travel around the region and what your transit investment priorities are. Take our survey by November 17, 2023, for a chance to win **one of four \$50 gift cards!** By participating in the sweepstakes, you are agreeing to the [official rules](#).

[Take Our Survey Today](#)

About OC Transit Vision

With an increase in population and employment growth over the next 30 years, we're planning for additional transportation options for County residents, employees, and visitors. The OC Transit Vision goals and strategies will be established to enhance transit-related equity, sustainability, public health, socioeconomic mobility, and quality of life. This 30-year plan will identify near- and long-term projects and programs that can make transit a more compelling option for Orange County residents and visitors.

Get Involved

Visit octa.net/OCTransitVision to learn more about the study and additional opportunities to engage.

A300





[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

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[Register Here](#)

Spanish interpretation will be provided. Special Accommodations and additional interpretations are available by calling 714-560-5766. Requests must be made at least 72 hours in advance of a scheduled meeting.

Share Your Thoughts

Your input is important to our plan. Tell us how you travel around the region and what your transit investment priorities are. Take our survey by November 17, 2023, for a chance to win **one of four \$50 gift cards!** By participating in the sweepstakes, you are agreeing to the [official rules](#).

[Take Our Survey Today](#)

About OC Transit Vision

With an increase in population and employment growth over the next 30 years, we're planning for additional transportation options for County residents, employees, and visitors. The OC Transit Vision goals and strategies will be established to enhance transit-related equity, sustainability, public health, socioeconomic mobility, and quality of life. This 30-year plan will identify near- and long-term projects and programs that can make transit a more compelling option for Orange County residents and visitors.

Get Involved

Visit octa.net/OCTransitVision to learn more about the study and additional opportunities to engage.

A301





[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

Thank you for joining us!

Thank you to everyone who joined our community webinar on Thursday, November 2, 2023. We greatly appreciated learning about your priorities and vision for public transit in Orange County.

For those unable to join our webinar, we invite you to visit the study's webpage at octa.net/OCTransitVision to view the Zoom recording and other project materials. Below, you'll find direct links to the presentation, recording, and project fact sheets for easy access:

- Webinar Presentation PDF ([English](#))
- Webinar Recording ([English](#))
- TVMP Factsheet ([English](#) | [Spanish](#) | [Vietnamese](#))

There's still time to take the survey!

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OC TransitVision

[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

Last chance to provide your input!

Take our survey by Sunday, November 19, 2023, for a chance to win **one of four \$50 gift cards!** By participating in the sweepstakes, you are agreeing to the [official rules](#).

Take Our Survey Today

About OC Transit Vision

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[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

Thank you for joining us!

Thank you to everyone who joined our community webinar on Tuesday, July 9, 2024. We greatly appreciated learning which Orange County transit corridors are most important to you.

For those unable to join our webinar, we encourage you to visit the study's webpage at octa.net/OCTransitVision to access the Zoom recording and other project materials. Below are direct links to the presentation, recording, and project fact sheets for easy access:

- Webinar Presentation PDF ([English](#))
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Tell us which Orange County corridors you think should be prioritized for public transit investments. Take our survey by July 14, 2024, for a chance to win one of four \$50 gift cards.

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A304





Anuncio en Español

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

Your Transit Journey Reimagined

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit corridors, which moves a lot of people quickly and often, and other recommendations ranging from fixed-route bus to on-demand services.

Save the Date

Your input is important! Join us for a community webinar to learn about the latest plan updates and to tell us which of the draft top 12 Orange County transit corridors are most important to you.

July 9, 2024 | 5:30 p.m.
Webinar ID: 838 2501 9444
Call-in Number: 213-338-8477

[Register Here](#)

Spanish interpretation will be provided. Special Accommodations and additional interpretations are available by calling 714-560-5766. Requests must be made at least 72 hours in advance of a scheduled meeting.

We Want to Hear from You

Your feedback is important to our planning process! Tell us which Orange County corridors you think should be prioritized for public transit investments. Take our survey by July 14, 2024, for a chance to win **one of four \$50 sweepstakes!** By participating in the sweepstakes, you are agreeing to the [official rules](#).

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[Anuncio en Español](#)

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[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

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Join us next week!

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Get Involved

Visit octa.net/OCTransitVision to learn more about the study and additional opportunities to engage.

A307





[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

Your Transit Journey Reimagined

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit corridors, which moves a lot of people quickly and often, and other recommendations ranging from fixed-route bus to on-demand services.

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Get Involved

Visit octa.net/OCTransitVision to learn more about the study and additional opportunities to engage.

A308





OC TransitVision

Acompáñenos

para comunicar sus prioridades y su visión para el transporte público en el Condado de Orange.

Seminario en Zoom



Jueves, 2 de noviembre de 2023

5:30 p.m.

ID de la reunión: 845 8072 0757

Número de llamada:

(213) 338-8477

Encuesta

Responda a la encuesta en bit.ly/TVMPSurvey antes del 14 de noviembre para la oportunidad de ganar una de cuatro tarjetas de regalo de \$50.



Obtenga más información sobre el plan y los caminos hacia el éxito en octa.net/OCTransitVision.

Se proporcionará interpretación en español. Acomodaciones especiales e interpretaciones adicionales están disponibles llamando al (714) 636-7433. Las solicitudes deben hacerse al menos 72 horas antes de la reunión.





OC TransitVision

Hãy tham gia cùng chúng tôi

tại cuộc họp trực tuyến cộng đồng để chia sẻ ưu tiên và tầm nhìn của quý vị về giao thông công cộng tại Quận Cam.

Cuộc Họp Trực Tuyến



Ngày 2 Tháng Mười Một

5:30 chiều

ID Webinar: 845 8072 0757

Số gọi vào: (213) 338-8477

Khảo Sát Cộng Đồng

Hãy giúp OCTA mở rộng các lựa chọn giao thông cho Quận Cam! Tất cả các cuộc khảo sát sẽ có cơ hội nhận một trong bốn thẻ quà tặng trị giá \$50.

bit.ly/TVMPSurvey



Ghé trang octa.net/OCTransitVision để xem thêm chi tiết.

*Sẽ có cung cấp phiên dịch tiếng Tây Ban Nha.
Có các dịch vụ đặc biệt và phiên dịch bổ sung
thông bằng cách gọi số (714) 636-7433. Xin
yêu cầu ít nhất 72 giờ trước buổi hội thảo trực
tuyến được lên lịch.*





OC TransitVISION

¡Necesitamos tu opinión!

La Autoridad de Transporte del Condado de Orange (OCTA) está desarrollando el Plan Maestro OCTransit Vision 2024 (OCTransitVision), un plan a 30 años que tiene como objetivo integrar, mejorar y ampliar los servicios de transporte en el condado de Orange, e incluye opciones de autobús, tranvía, microtránsito y otros servicios de movilidad.

Encuesta

Sus comentarios son importantes para nuestro proceso de planificación. Complete nuestra encuesta antes del 14 de julio de 2024 para tener la oportunidad de ganar una de las cuatro tarjetas de regalo de \$50.
bit.ly/TVMPCorridorsSurvey



Seminario en Zoom



Martes, 9 de julio de 2024

5:30 p.m.

ID del seminario web: 838 2501 9444

Número de teléfono: (213) 338-8477

Obtenga más información sobre el plan y los caminos hacia el éxito en
octa.net/OCTransitVision.

A311





OC TransitVision

Hãy tham gia cùng chúng tôi

Ý kiến của quý vị rất quan trọng! Hãy tham gia buổi hội thảo trực tuyến cộng đồng của để biết thông tin cập nhật về kế hoạch mới nhất và cho chúng tôi biết trong 12 tuyến đường giao thông công cộng trong Quận Cam hiện đang có mặt trong bản dự thảo, tuyến nào là quan trọng nhất đối với quý vị.

Khảo Sát Cộng Đồng

Phản hồi của bạn rất quan trọng đối với quá trình lên kế hoạch của chúng tôi. Thực hiện khảo sát của chúng tôi trước ngày 14 tháng 7 năm 2024 để có cơ hội nhận được một trong bốn thẻ quà tặng trị giá 50 đô
la.bit.ly/TVMPCorridorsSurvey



Cuộc Họp Trực Tuyến



Thứ ba, ngày 09 tháng 7 năm 2024
5:30 chiều
ID Webinar: 838 2501 9444
Số gọi vào: (213) 338-8477

Ghé trang octa.net/OCTransitVision để xem thêm chi tiết.



Orange County Transit Vision Master Plan (OC Transit Vision)

E-communications Outreach Toolkit

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), a 30-year plan aimed to integrate, enhance, and expand multimodal transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit corridors and other recommendations ranging from fixed-route bus to on-demand services.

Below, we have provided an **easy-to-use toolkit with copy/paste-ready text**, links and [downloadable graphics](#) to make sharing simple and inform your audience about the upcoming webinar, survey, and other opportunities for participation. Learn more about the plan by visiting the project website at octa.net/OCTransitVision.

We'd appreciate your consideration in sharing the survey and meeting invitations with your community by way of:

1. **Social Media (Facebook, Instagram, X [Twitter]):** Copy and paste the image content of choice to your social pages.
2. **Eblast/Newsletter Article & Nextdoor/Neighborhood Blog/Nixel:** Distribute the provided image and content to your e-mail contacts or via your organization's e-newsletter or bulletin.
3. **Website Post & Calendar:** Share the project information with your community by updating your webpage's news and calendar sections.
4. **Local Cable TV Spot & Digital Marquee:** Share the project graphics in public signage outlets such as local tv placements and digital marquees.
5. **Meeting Flyer:** Request and place multi-lingual project flyers on your public counters/racks for public distribution
6. **Phone Recording/Recorded Phone Announcement:** Record the provided script as part of your call-waiting or share it as an informational announcement.

The online survey will be live through July 14, 2024, and is offered in English, Spanish and Vietnamese. Visit octa.net/OCTransitVision or [click here](#) to register for the virtual webinar scheduled for July 9, 2024. We hope you will be able to attend the virtual meeting and share your input by taking our [community survey](#). Thank you in advance for helping to promote the OCTA Transit Vision Master Plan and keeping the public informed and engaged.

SOCIAL MEDIA CALENDAR

Social Media Messaging & Widgets: [Social Media Calendar](#)

EBLAST/NEWSPAPER ARTICLE & NEXTDOOR/NEIGHBORHOOD BLOG/NIXEL:

Image & Flyer Notice Sample: [Graphic files](#)

Sample Header:

For use any time before July 9 2024:

Title: Help OCTA expand and enhance public transportation services in Orange County.

Body:

The Orange County Transportation Authority (OCTA) continues to develop the 2024 OC Transit Vision Master Plan (OC Transit Vision), which aims to integrate, enhance, and expand transportation services in Orange County. This study builds upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments that include high-capacity transit, which moves a lot of people quickly and often, and other recommendations ranging from fixed-route bus to on-demand services.

Tell us which of the draft top 12 Orange County transit corridors are most important to you. Here is how to get involved:

Attend the Zoom Webinar

July 9, 2024 from 5:30-6:30pm. [Register here!](#)

Participate in the Online Survey

Take the [survey](#) by July 14 for a chance to win one of four \$50 sweepstakes!

Learn more about the plan and how you can get involved by visiting octa.net/OCTransitVision.

WEBSITE POST & CALENDAR

Image Sample: [Graphic files](#)

Join OCTA for a Zoom webinar on **Tuesday, July 9**, from 5:30-6:30pm, to learn about the latest plan updates and to tell us which of the draft top 12 Orange County transit corridors are most important to you. Can't make it? Provide your input by completing the [community survey](#) by **Sunday, July 14**, and enter for a chance to win one of four \$50 sweepstakes. [Sign-up](#) today to receive project updates and future meeting invitations.

CALENDAR DATE:

OCTA Transit Vision Master Plan Zoom Webinar | 5:30pm ([Register](#))

LOCAL CABLE TV SPOT & DIGITAL MARQUEE

Image Sample: [Graphic files](#)

Digital banners are provided in the following sizes.

Sizes provided:	
416 x 184 pixels	704 x 200 pixels
932 x 450 pixels	176 x 64 pixels

Graphics for cable TV placement are provided in 4800 x 2700 pixels.

If these do not meet your digital marquee specifications, please contact Marissa Espino, Public Outreach Section Manager, at MEspino@octa.net with the required marquee or cable TV size.

MEETING FLYER

English/Spanish Flyer: [File](#)

English/Vietnamese Flyer: [File](#)

Printed Flyers Available Upon Request

PHONE SCRIPT/RECORDED PHONE ANNOUNCEMENT:

Help OCTA expand and enhance public transportation services in Orange County. Visit octa.net/OCTransitVision to take their community survey in English, Spanish or Vietnamese by Sunday, July 14, 2024, to be entered into a drawing for a chance to win one of four \$50 sweepstakes. You're also invited to attend the community webinar on July 9, 2024, from 5:30-6:30 to learn more about this exciting plan.

Alternative Language Options Available Upon Request

For additional languages or printed flyer requests, please contact Marissa Espino, Public Outreach Section Manager, at MEspino@octa.net.



Help us enhance public transit in Orange County!

The Orange County Transportation Authority (OCTA) is developing the 2024 OC Transit Vision Master Plan (OC Transit Vision), which is a 30-year plan aimed to integrate, enhance, and expand transportation services in Orange County. This will build upon the previous 2018 transit plan and other recent studies to establish a framework for future transit investments including bus, streetcar, microtransit (ex. community shuttle service), and other mobility services for the County.

Join our Zoom Webinar

We want your feedback! Join us for a community webinar to learn about the plan and to let us know your priorities and vision for public transit investments in Orange County.

Thursday, November 2, 2023
5:30 p.m.

Webinar ID: 845 8072 0757

Call-in Number: (213) 338-8477



Spanish interpretation will be provided. Special Accommodations and additional interpretations are available by calling 714-560-5766. Requests must be made at least 72 hours in advance of a scheduled meeting.

Share Your Thoughts

Your input is important to our plan. Take our survey by November 17, 2023 for a chance to win one of four **\$50 gift cards**.



Survey Link: bit.ly/TVMPSurvey



**WE WANT
YOUR
FEEDBACK**

Contact us!

Visit octa.net/OCTransitVision to learn more about the study, upcoming meetings, and to receive updates.



A316



Ayúdenos a mejorar el tránsito público en el condado de Orange.

La Autoridad de Transporte del Condado de Orange (OCTA) está desarrollando el Plan Maestro OC Transit Vision 2024 (OC Transit Vision), un plan de 30 años, que tiene como objetivo integrar, mejorar y ampliar los servicios de transporte en el condado de Orange. Este se basará en el plan de transporte anterior de 2018 y en otros estudios recientes para establecer un marco para futuras inversiones en transporte, que incluya autobús, tranvía, microtransporte (p. ej., servicio de transporte comunitario) y otros servicios de movilidad para el condado.

Únase a nuestro seminario

¡Queremos conocer su opinión! Acompañenos en un seminario web de la comunidad para conocer el plan y comunicarnos sus prioridades y su visión para las inversiones en transporte público en el condado de Orange.

**2 de noviembre de 2023,
a las 5:30 p.m.**

ID del seminario web: 845 8072 0757

Número de teléfono: (213) 338-8477



Se proporcionará interpretación al español. Se encuentran disponibles adaptaciones especiales y interpretaciones adicionales llamando al 714-560-5766. Las solicitudes deberán realizarse al menos 72 horas antes de una reunión programada.

Comparta sus ideas

Sus comentarios son importantes para nuestro plan. Realice nuestra encuesta antes del 17 de noviembre de 2023 para tener la oportunidad de ganar una de las cuatro tarjetas de regalo de \$50.



Enlace a la encuesta: bit.ly/TVMPSurvey



**¡Comparta
sus ideas!**

Participe

Visite octa.net/OCTransitVision para obtener más información sobre el estudio y las próximas reuniones, y para recibir novedades.



A317



OC TransitVision

Giúp chúng tôi cải thiện giao thông công cộng tại Quận Cam.

Cơ Quan Giao Thông Quận Cam (OCTA) đang phát triển Kế Hoạch Tổng Thể 2024 Tầm Nhìn Vận Tải Quận Cam (Tầm Nhìn Vận Tải Quận Cam), một kế hoạch kéo dài 30 năm nhằm hợp nhất, nâng cao và mở rộng các dịch vụ giao thông công cộng tại Quận Cam. Dự án này sẽ dựa trên nền tảng kế hoạch năm 2018 và các nghiên cứu gần đây khác để thiết lập một khung mẫu cho các dự án đầu tư vào vận tải trong tương lai, bao gồm xe buýt, xe điện, dịch vụ vận chuyển bằng xe tải nhỏ hoặc xe buýt lớn (ví dụ dịch vụ xe đưa đón cộng đồng), và các dịch vụ di chuyển khác cho quận hạt.

Hãy tham gia hội thảo trực tuyến

Chúng tôi muốn nhận ý kiến của bạn! Hãy tham gia cùng chúng tôi trong buổi hội thảo trực tuyến cộng đồng để tìm hiểu về kế hoạch và để cho chúng tôi biết ưu tiên và tầm nhìn của bạn về đầu tư giao thông công cộng tại Quận Cam.

Ngày 2, tháng Mười Một, 2023
5:30 chiều

Số hội thảo trực tuyến: 845 8072 0757

Số gọi vào: (213) 338-8477



Thông dịch cho tiếng Tây Ban Nha sẽ được cung cấp. Các hỗ trợ đặc biệt và các dịch thuật bổ sung sẽ được đáp ứng khi gọi số 714-560-5766. Yêu cầu phải được đề nghị ít nhất 72 giờ trước ngày giờ cuộc họp.

Chia Sẻ Ý Kiến Của Bạn

Ý kiến của bạn rất quan trọng đối với kế hoạch của chúng tôi. Hãy tham gia khảo sát của chúng tôi trước ngày 17 tháng Mười Một, 2023 để có cơ hội nhận một trong bốn thẻ quà tặng trị giá \$50.



Đường dẫn đến khảo sát: bit.ly/TVMPSurvey



Chia Sẻ Ý Kiến Của Bạn

Hãy Tham Gia

Truy cập trang web octa.net/OCTransitVision để tìm hiểu thêm về nghiên cứu, các cuộc họp sắp tới và để nhận thông tin cập nhật.

f X Instagram YouTube @goOCTA



A318



OCTransitVision

YOUR VOICE MATTERS | *TU VOZ IMPORTA* | TIẾNG NÓI CỦA QUÝ VỊ RẤT QUAN TRỌNG

Help us build the transportation system of tomorrow.
Visit our website to take our survey and share your feedback.

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Ghé trang nhà để tham gia khảo sát và chia sẻ phản hồi của quý vị.

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