

Appendix A:
Key Stakeholder
Workshop #1

Date

ADDRESS

Dear Name:

The Orange County Transportation Authority (OCTA), in partnership with the cities of Santa Ana, Garden Grove, Anaheim and Fullerton, is moving forward with the Central Harbor Boulevard Transit Corridor Study (Study). Harbor Blvd. is Orange County's busiest north/south transit corridor and the study area contains many key activity centers. The study will develop and analyze several options to improve transit on Harbor Boulevard from roughly Westminster Boulevard in Santa Ana/Garden Grove to Commonwealth Avenue in Fullerton.

As a key stakeholder in the project area, we invite you or a representative of your organization to participate in the study's key stakeholder workshop. Stakeholder feedback will be an important component used to shape and evaluate the transit options. Workshop participants will have an opportunity to preview information, provide feedback and serve as a conduit between the study team and your constituents/members.

The study is anticipated to take approximately 15 months to complete, and the intent is to convene the Key Stakeholder Workshop approximately three times. Your participation will help contribute to the study's Final Conceptual Alternatives Report at the conclusion of the study.

The first meeting is scheduled as follows – ***lunch will be provided:***

Thursday, January 28, 2016
12:30 - 2:00 p.m.
OCTA – Room 103/104
600 S. Main St., Orange, CA

Please RSVP to Marissa Espino with the study outreach team via e-mail at mespino@octa.net or by calling 714-560-5607 by Friday, January 22 if you plan to attend.

Thank you for your time. We look forward to hearing from you and working with you throughout this process.

Sincerely,

Marissa Espino
Community Relations Officer

Harbor Transit Study
KSW #1 Invitation List

First	Last	Organization	City
Sandra	Sagert	Anaheim Beautiful	Anaheim
Sandy	Pantoja	Anaheim Central District Neighborhood Council	Anaheim
Todd	Ament	Anaheim Chamber of Commerce	Anaheim
Linda	Wagner	Anaheim City School District	Anaheim
Tom	Morton	Anaheim Convention Center	Anaheim
Kandee	Beas	Anaheim Historical Society	Anaheim
Mitch	Caldwell	Anaheim Neighborhood Association	Anaheim
Diana	Kotler	Anaheim Transportation Network	Anaheim
Michael	Matsuda	Anaheim Union High School District	Anaheim
Bill	Snyder	Anaheim/Orange County Hotel and Lodging Association	Fullerton
Tom	Nguyen	Asian Business Association of Orange County	Santa Ana
John & Fran	Wesson	Bali Hi Mobile Homes Lodge	Santa Ana
Bill	O'Connell	Best Western Stovalls Inn	Anaheim
Noelle	Nitz	Black Business Network of Orange County	Tustin
Cheryl	Casanova	Brookfield Homes	
Paul	Sanford	c/o Anabella Hotel	Anaheim
Barry	Cottle	C&C	Tustin
Kristen	Jasko	California State University, Fullerton Parking & Transportation	Fullerton
Bill	Arrington	Carl's Jr.	
Lonny	Myers	Central Neighborhood District, c/o Anaheim Sporn	Anaheim
Carrie	Nocella	Disneyland Resort	Anaheim
Devon	Reeves	Downtown Anaheim Association	Anaheim
Edwin	Baloloy	Filipino American Chamber of Commerce Of Orange County	Orange
Theresa	Harvey	Fullerton Chamber of Commerce (aka North Orange County Chamber)	Fullerton
Greg	Shultz	Fullerton College	Fullerton
Mike	Ritto	Fullerton Downtown Business Association	Fullerton
Ernie	Kelsey	Fullerton Heritage	Fullerton
Ron	Lebs	Fullerton Joint Union High School District	Fullerton
Robert	Pletka	Fullerton Unified School District	Fullerton
Cindy	Spindle	Garden Grove Chamber of Commerce	Garden Grove
Maureen	Blackmun	Garden Grove Neighborhood Association	Garden Grove
Gabriela	Mafi	Garden Grove School District	Garden Grove
Jim	Durslag	Garden Grove Tourism Improvement District	Garden Grove
Jerry	Alder	Garden Walk	
Fred	Brown	Hansji Corporation	Anaheim
Edward	Galigher	Integral Communities	Newport Beach
Sherry	Lin	Korean Chamber of Orange County	Garden Grove
Peter	Katz	Mar-Les Neighborhood Association	Santa Ana

Harbor Transit Study
KSW #1 Invitation List

Paul	Stover	Marshall B. Ketchum University	Fullerton
Daniel	Finley	MUZEO	Anaheim
Christina	Hernandez	National Latina Business Women's Association - OC	Orange
Gary	Meyers	NEC Harbor/Orangethorpe - Fullerton Town Center	
Robert	Eres	Nexus Companies	Santa Ana
Roy	Shahbazian	OCTA Citizen's Advisory Committee	
Mary Anne	Foo	Orange County Asian Pacific Islander Community Alliance (OCAPICA)	Garden Grove
Bobby	MacDonald	Orange County Black Chamber	Santa Ana
Delaine	Moore	Orange County Business Council	Irvine
Ann	Werboff	Orange County Communities for Responsible Development	Garden Grove
Miguel	Hernandez	Orange County Congregation Community Organization (OCCCO)	Anaheim
Reuben	Franco	Orange County Hispanic Chamber of Commerce	Santa Ana
Leila	Mozaffari	Orange County Small Business Development Center	Santa Ana
Anita	Vanaman	Orange County Tourism Council	Fullerton
Rick	Margolis	Orangefair Marketplace, LLC	Santa Monica
Joseph	Luan	Our Lady of La Vang	Santa Ana
Chris	Bennett	Packing House/Lab	
Ajesh	Patel	Prospera Hotels, Inc.	Orange
Stacy L.	Short	RPAI Southwest Management LLC	Oak Brook
Lynnete	Guzman	Santa Ana Active Streets	
Dave	Elliott	Santa Ana Chamber of Commerce	Santa Ana
Rick	Miller	Santa Ana Unified School District	Santa Ana
Felipe	Guerrero	Santa Anita Neighborhood Association	Santa Ana
Paul	Durand	Scalzo Hospitality	Osceola
Arturo	Ferreras	South Neighborhood District, c/o Anaheim Sporn	Anaheim
Cameron	Irons	Sperry Van Ness	Fullerton
Andrew	Quinlan	St. Joseph Heritage Healthcare	Anaheim
Tracy	Bryars	St. Jude Medical Center	Fullerton
Jill	Kanzler	Support Our Anaheim Resort Area	Anaheim
Rashik	Patel	T2 Development	Newport Beach
Jason	Ballow	Trammell Crow Residential	Carlsbad
Gia	Ly	Vietnamese American Chamber of Commerce	Fountain Valley
Jay	Burress	Visit Anaheim	Anaheim
Efrem	Joelson	Watt Companies	Santa Monica
Julie & Roy	Melcher	Westend COP	Santa Ana
Jane	Reifer	Transit Advocates	Fullerton
Coleen	Kirnan		



Central Harbor Blvd Transit Corridor Study Key Stakeholder Workshop

**600 South Main Street
Orange, CA 92863
OCTA Conference Room 08/09**

**January 28, 2016
9:00 a.m. – 10:30 a.m.**

Agenda

1. Welcome/Introductions
 2. Study Goals and Objectives
 3. Corridor Definition
 4. Mobility Problem
 5. Purpose & Need
 6. Transit Modes and Route Options
 7. Public Participation
 8. Closing
-

OCTA Central Harbor Boulevard Transit Corridor Study Key Stakeholder Workshop #1 – 01/28/16 – Minutes

Date:	Time:
Thursday, January 28, 2016	12:30 PM – 2:00 PM
Location:	
OCTA 600 S Main St, Conference Room 103-04 Orange, CA 92863	
OCTA Attendees:	Project/PDT Team Attendees:
<ul style="list-style-type: none"> • Steve Jones, Boardmember • Kurt Brotcke • Eric Carlson • Marissa Espino • Charlie Larwood • Emily Mason • Andrea West 	<ul style="list-style-type: none"> • Heather Allen, City of Fullerton • Tyler Bonstead, STV • Alvaro Gomez, STV • Karl Hill, City of Garden Grove • Linda Johnson, City of Anaheim • Jennifer Labrado, Green Grass Com.
Stakeholders:	
<ul style="list-style-type: none"> • Mindy Abel, Visit Anaheim • Jerry Alder, Anaheim Garden Walk • Kandee Beas, Anaheim Historical Society • Margaret Brown, Garden Grove USD • Tracy Bryarts, St. Jude Medical Center • Grant Dandy, Walt Disney Co. • Cameron Irons, Sperry Van Ness/Vanguard • Peter Katz, Santa Ana Com-Link • Rick Lewis, Anaheim City School District 	<ul style="list-style-type: none"> • Lonny Myers, Anaheim Central District • Mary Pham, OCHSA • Todd Priest, ATN • Jane Reiger, Transit Advocates OC • Tom Rizzoti, Garden Grove USD • Roy Shahbazian, CAC • Peggy Younggren, Anaheim Convention Center

1. Welcome

2. Study Purpose and Scope

- Central Harbor Blvd connects Santa Ana, Garden Grove, Anaheim and Fullerton and has the distinction of being the busiest bus corridor in Orange County.
- Other transit projects connecting to and/or near Harbor Blvd like OC Streetcar, Anaheim Rapid Connector (ARC), Fullerton College Connector (FCC), etc. create a unique opportunity for transit developments.
- Team will identify and study the challenges facing transit on and near Harbor Blvd today and in the future
- Working collaboratively with the cities and stakeholders the team will develop goals and objectives for transit on/near Harbor Blvd
- The study will conclude by identifying a set of alternatives that consider possible routes and transit modes/technologies for further study.
- Futures studies and project development/construction will depend on securing additional project funding.

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Summary of Feedback:

- Consider connecting to bike and pedestrian trails
- Harbor is not safe for the common bike rider. Need to accommodate the regular bike rider; the experienced bike riders will ride anywhere but the common rider doesn't feel safe on Harbor.
- Need to alleviate traffic on Harbor Blvd. During rush hour, it is faster to walk from Westminster Ave to Garden Grove Blvd than use transit or a car.
- The study needs to look at how to make Harbor more walkable—segment by segment
- The study needs to look at enhancing corridors east, west, south, and north of the Anaheim Resort. These parallel routes need to be considered so that people traveling through can use other streets to avoid bottlenecking Harbor.
- The intersection of Harbor and the 91 freeway is really bad during rush hour.
- Study needs to look at options like traffic signal synchronization
 - OCTA: Some synchronization has already taken place but they can only go so far at Caltrans-controlled intersections and next to freeways.
- LA Metro and Airport buses are other transit resources in the area worth considering.
- Is the old Pacific Electric Right-of-Way being considered? And how will any historical resources in the area be impacted?
 - OCTA: The study will identify cultural resources in the area, in later studies the alternatives would be further studied and refined and an environmental study of impacts would be completed (pending future funding).
 - Director Jones: Garden Grove is interested in the areas north of the city for possible connections.

3. Corridor Definition

- The Study Area boundaries extend from Bastanchury Rd on the north, State College Blvd/Santa Ana River to the east, 1st St to the south, and Euclid St to the west.
- Majority of study area is dedicated to low-density residential (40.5%), while the rest is comprised of commercial (16.8%), high-density residential (13.1%), industrial (10.3%), and public facilities (9.1%)
- The study area has a population density of 9,253 residents per square mile and 4,949 jobs per square mile—both higher than the comparable figure for the rest of Orange County.
- Median income in the Study Area is below the median income (\$74,163) for the rest of Orange County

Summary of Feedback:

- No feedback on this item.

4. Mobility Problem

- Identifying the challenges facing transit on Harbor Blvd is the foundation for identifying and evaluating transit alternative developed later in the study.
- Six major “problems” identified:
 - Transit/Roadway Performance - Current traffic conditions limit the speed and reliability of existing transit service
 - Land Use - Some land uses prioritize automobile access over transit & pedestrian options
 - Connectivity - Connections to/from major activity centers are difficult for many users

- Infrastructure Constraints - Restricted street configuration supports auto use (limiting options for transit, bike, and pedestrian uses)
- User Experience - Inconsistent stop amenities, branding, and information create confusion
- Mode Choices - For many trips, few mode choices are competitive with the automobile

Summary of Feedback:

- Variation in signage is confusing for drivers and leads to traffic issues. Make signage uniform and more legible. Look at what was done on Santa Ana Ave and Bristol St.
- There are too many pedestrians in the Resort area and this creates choke points at intersections with drivers.
- Concerns over student safety and how we get kids and parents to take transit to school.
- What areas aren't transit supportive?
 - OCTA: This study will also consider strategies for working with cities and their plans on improving land uses and areas that aren't very transit supportive.
 - Given the sustainability initiatives and laws locally and regionally, cities and developers are looking at clustering development next to major transit assets.

5. Goals and Objectives

- Goals and objectives support the evaluation of alternatives by proposing different criteria by which to rank and score proposed project alternatives (once developed).
- Goals and Objectives include:
 - Transit/Roadway Performance – Improve speed and reliability of transit service and accommodate future demand
 - Land Use – Encourage transit supportive land uses to reduce auto dependence and minimize adverse effects from autos
 - Connectivity – Improve connections between major destinations and ease of transfers between routes
 - Corridor Constraints – Ensure roadway space is allocated equitably for all travel modes
 - User Experience – Improve stop amenities and information, branding, and fare purchasing options
 - Mode Choices – Provide convenient and realistic travel options for all users
 - Community Support – Pursue a project that has broad support from stakeholders
 - Cost Effectiveness – Pursue a project that offers a good balance between total costs and benefits

Summary of Feedback:

- No feedback on this item.

6. Alternatives Development

- A total of nine alternatives will be developed through a combination of choices from four categories: mode, features, alignment, termini.

Mode:

- Limited-stop bus
- Bus rapid transit
- Streetcar

Feature:

- Signal improvements
- Shorter headways
- Queue jumpers
- Exclusive transit lanes
- Improved stations
- Improved vehicles

Alignment:

- Harbor Boulevard
- Anaheim Boulevard
- Lemon Street
- Various East-West connectors

Termini:

- Downtown Fullerton
- Center City Anaheim
- The Anaheim Resort
- Harbor/Westminster

Summary of Feedback:

- Many issues are only issues during certain times of day. Need to look into buses for Disney cast members, elevated lanes, and how to best funnel that traffic going into Disney to alleviate traffic.
- Consider special lanes going into the parking lots and other ancillary areas related to Disney.
- At certain hours, Harbor is impassible. The problem with streetcars is they either take a lane or share it with cars and they don't go any faster than the cars.
- Streetcars won't help poor people—the actual riders of the current system. It'll just be for tourists. Limited-stop buses are great. But if it's more expensive to build, then it'll cost more to ride.
 - OCTA: It would be comparable to the bus system, just like OC Streetcar.
- Look at pedestrian grade separations similar to the Las Vegas Strip.
- Need to consider passenger volumes and whether a streetcar is warranted.
- Streetcars in Santa Ana make total sense. The socioeconomic stigma attached to transit is not there. However, need to improve the safety of shelters for buses and provide lighting and protection from the elements.
- A grade separation over Harbor and Westminster will be great so it won't block traffic. Need to provide retail options there and other stuff to make it nicer for people who have to transfer.
- Don't do what LA Metro did with the Green Line in Norwalk—not connecting to the Metrolink station.
- The bigger question is how we build a system without having people still rely on cars. We don't need to build segments and hope that they might connect, we need to build a system.
- Need to use Metrolink trains and build east-west connections from those stations. Also need to find out if people are going to their jobs? Or is a Harbor bus duplicative of Metrolink service? Most companies want to locate next to transit. The last-mile connection is crucial for employees. What about shuttles? Fullerton should connect to St. Jude and CSU Fullerton.

- Need to include the train station in Orange for people coming on the Inland Empire-Orange County Metrolink line. Orange Station is very underutilized. Need to link Orange to the Resort and other parts of the corridor, too.
 - OCTA: The Chapman corridor is very important to the Orange Station.
- What we're seeing with mixed use developments and transit-oriented developments is that younger people of different incomes like to live there there, take trains, and set their lives along those routes. Companies want to locate there. Income differences come into play when people have families and they move to suburbs.
- We talk about TODs but we don't have much transit yet. If you move there before the transit, people arrange their lives around driving and never make the shift (when transit comes in). There needs to be an effort to get the transit improvements sooner.
 - OCTA: As part of this study, we're not going to change land use or zoning. The cities do it and they did it already in some cases to support transit. We want to complement the areas the cities have already targeted in their plans.
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7. Public Participation

- Public open houses will be held on February 24 and 25 from 5:00 to 8:00 p.m. in Fullerton and Garden Grove, respectively. Would appreciate help in sharing meeting information.
- Online survey tool will also be made available.
- Next Key Stakeholder Workshop will be held in late spring.
- Second round of public meetings will be held later this year in Anaheim and Fullerton.

8. Next Steps

- Next meeting schedule tentatively for some time in spring.

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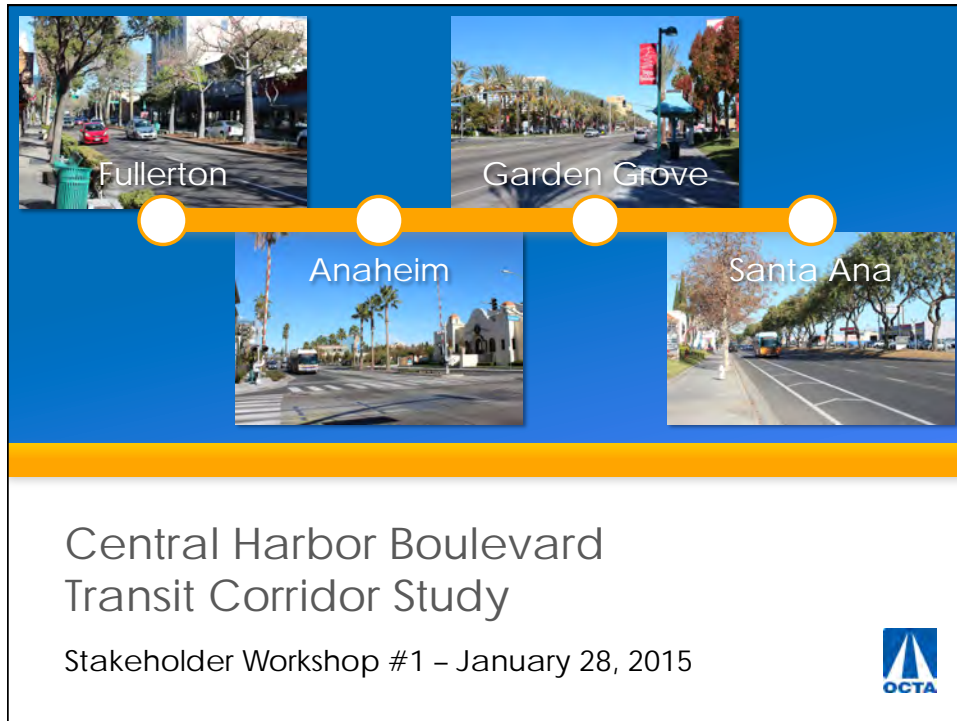
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Fullerton


Garden Grove

Anaheim

Santa Ana

Central Harbor Boulevard Transit Corridor Study

Stakeholder Workshop #1 – January 28, 2015



Agenda

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- Study Purpose & Scope
 - Corridor Definition
 - Mobility Problem
 - Goals & Objectives
 - Alternatives Development
- Public Participation
- Next Steps

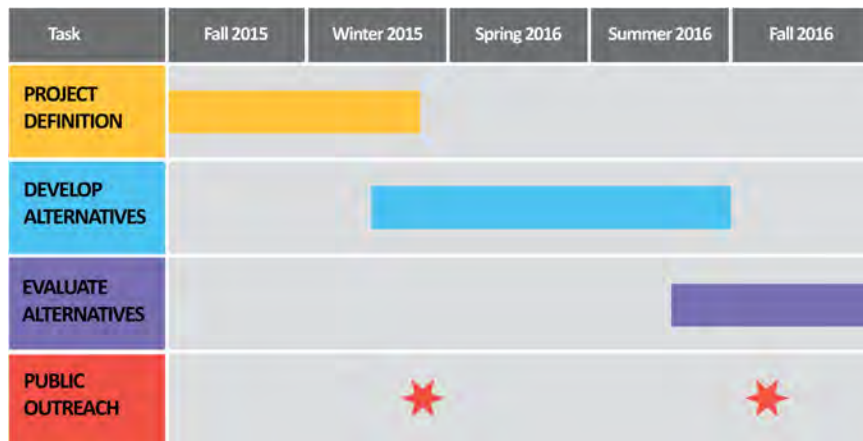
Study Purpose & Scope

- Purpose:
 - Identify transit improvement strategies for Harbor Blvd corridor
- Scope:
 - Study 8-mile stretch from Downtown Fullerton to Westminster Avenue in Garden Grove/Santa Ana
 - Consider connections to east-west corridors and OC Streetcar project
 - Work with corridor cities
 - Analyze Existing and Future travel demand
 - Develop up to 9 Alternatives for improving transit service including
 - Mode options (Enhanced Bus, Bus Rapid
 - alignment options, and
 - Feature options

What are your thoughts on the Study Scope?
Is there anything else that should be considered?

Study Phases & Schedule

Schedule:



4

Stakeholder Workshops

- Purpose:
 - Engage community leaders early in process
 - Solicit feedback
 - Participants serve as liaisons & encourage broader participation
- Proposed Schedule:
 - January 28 – Kickoff/Purpose & Need
 - Spring 2016 – Alternatives Development
 - Summer 2016 – Alternatives Evaluation

5

Why Harbor Blvd?

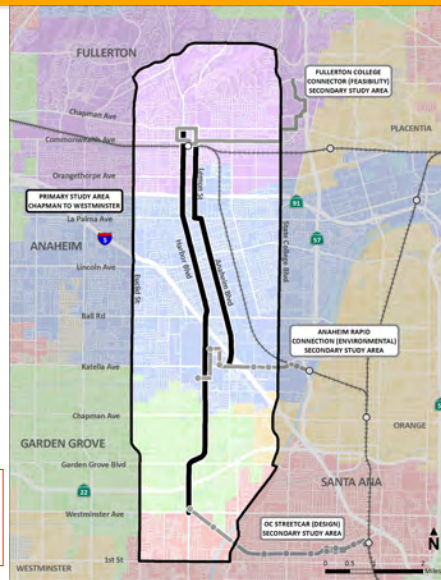
- Currently busiest bus corridor in Orange County
 - Over 10,000 riders per day
 - Local (43) and (47) + Bravo! (543) service, ART
 - FTC - regional rail station
- Integral part of core service network
- Transit connections under study:
 - OC Streetcar (In Design)
 - ARC (Environmental Study)
 - Fullerton College Connector (Feasibility)



Corridor Definition

- Dense population and employment...
- Variety of land uses
- Jobs-housing imbalance
- High traffic volumes and varying roadway widths
- High transit usage
- Major destinations
- Metrolink/Amtrak

Are there any other Study Area features we are missing?



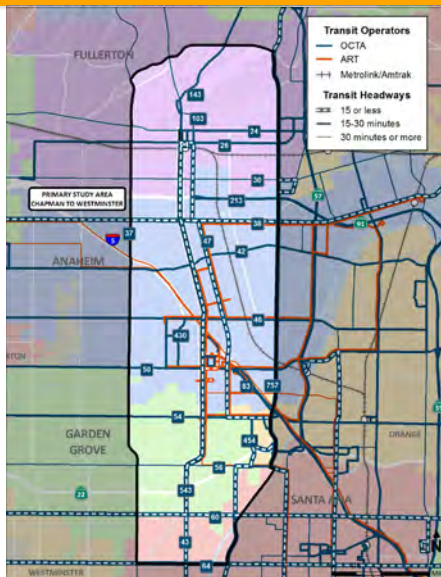
Corridor Definition

Existing Service:

- OCTA
 - Local: Rte 43 and 47
 - Limited Stop: Bravo! Rte 543
 - Bus every 7.5 minutes
- Anaheim Resort Transportation (ART)

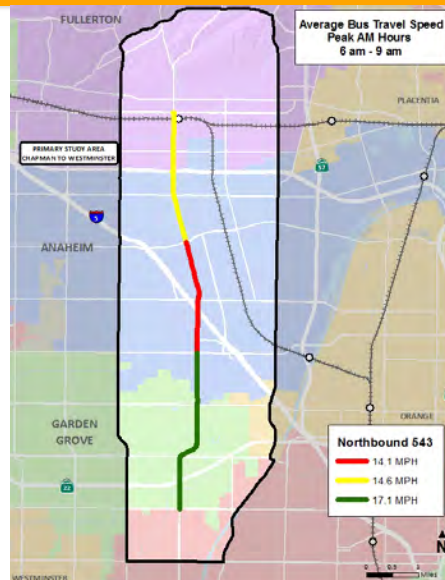
Transit Riders & Surveys

- Age 18-54 (79%)
- No Auto available (41%, 82%)
- Walk to/from bus (90%)
- Low-income
- High Turnover (30% new riders)



Mobility Problem

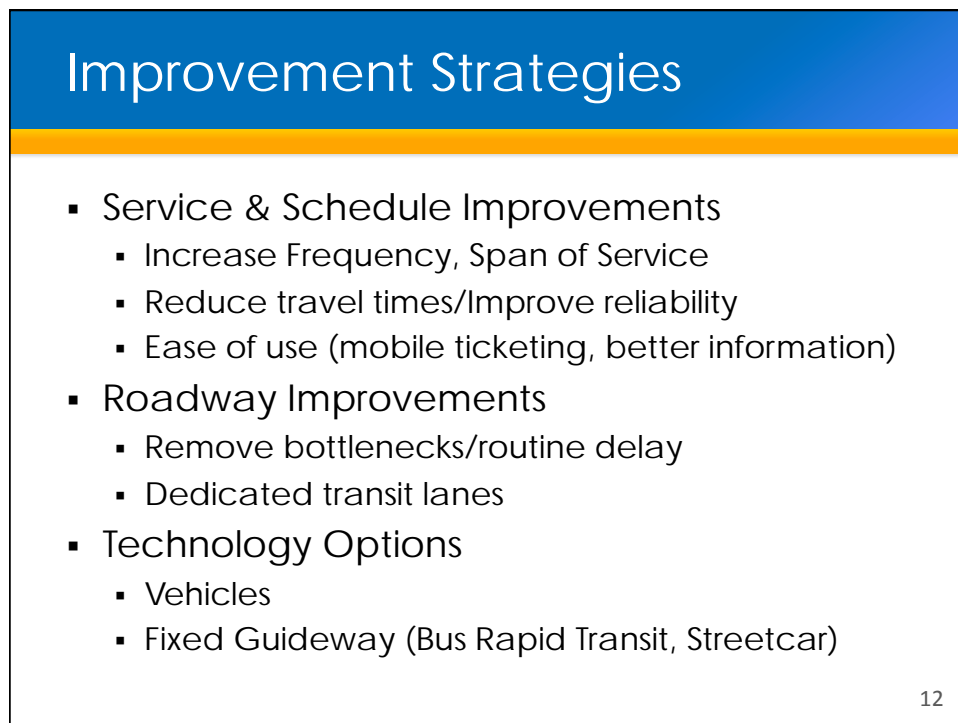
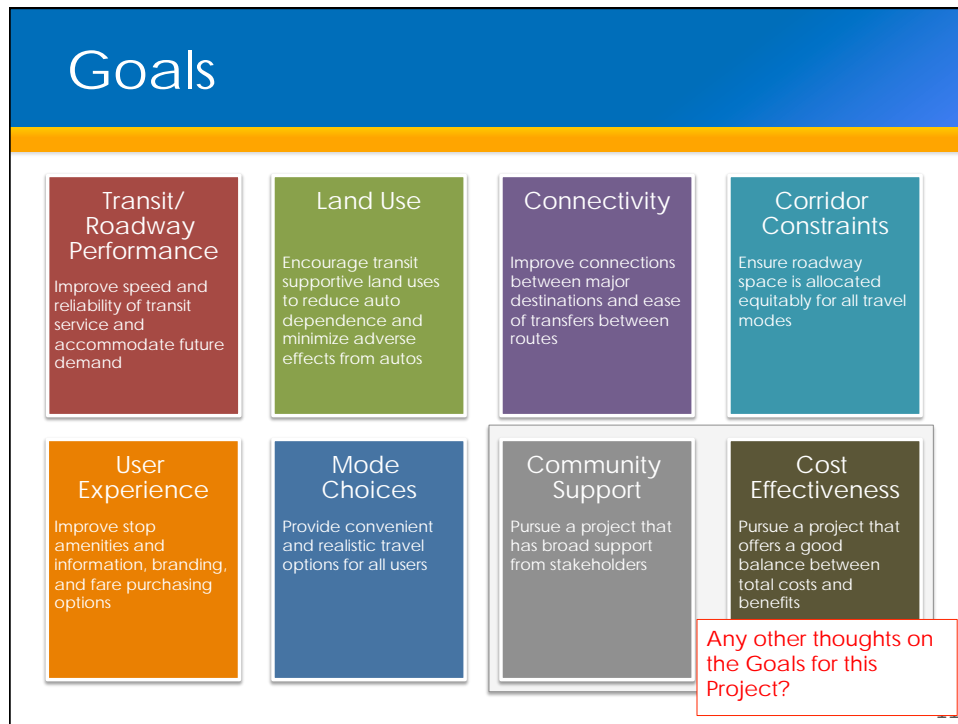
- Traffic conditions limit the speed and reliability of transit service
- Some land uses are not supportive of transit usage
- Roadway nearly fully dedicated to auto use
- Limited stop amenities and transit brand recognition



Mobility Problem

<p>Transit/Roadway Performance</p> <p>Traffic conditions limit the speed and reliability of transit service</p>	<p>Land Use</p> <p>Some land uses are not supportive of transit & other mode options (encourage more auto use)</p>	<p>Connectivity</p> <p>Connections to/from major activity centers are difficult for many users</p>
<p>Infrastructure Constraints</p> <p>Constrained corridor infrastructure is mainly allocated to auto uses (limiting transit, bike, and pedestrian uses)</p>	<p>User Experience</p> <p>Inconsistent stop amenities, branding, and information create confusion and degrade user experience</p>	<p>Mode Choices</p> <p>For many trips, few good mode choices other than auto</p>

Are there any other Mobility Problems we are missing?






Developing the Alternatives

- Up to 9 alternatives for improving transit service
- Alternatives must address mobility problems and meet transit rider needs

Does a particular option sound more/less appealing? Why?

Type	Options
MODE OPTIONS	Limited-stop bus Bus rapid transit (BRT) Streetcar
FEATURE OPTIONS	Signal Improvements Shorter Headways Queue Jumpers Exclusive Transit Lanes Improved Stations Improved Vehicles
ALIGNMENT OPTIONS	Harbor Boulevard Anaheim Boulevard Lemon Street Various East-West Connectors
TERMINUS OPTIONS	Downtown Fullerton CtrCity Anaheim The Anaheim Resort Harbor/Westminster

Mode/Feature Options

Limited-Stop Bus	Bus Rapid Transit	Streetcar
		
<ul style="list-style-type: none"> • Builds off of existing Bravo! line branding • Improves existing equipment and infrastructure • Features could include shorter headways • Stops farther apart and at major destinations and transfer centers • Low cost option 	<ul style="list-style-type: none"> • Premium bus service with distinct branding • Features could include dedicated bus lanes, traffic signal priority at intersections, defined stations, and short headways (less than 15 minutes) • Medium cost option 	<ul style="list-style-type: none"> • Highest economic development potential • Creates a sense of permanence • Features could include investment in the corridor, improved stations, traffic signal priority, and short headways • High cost option

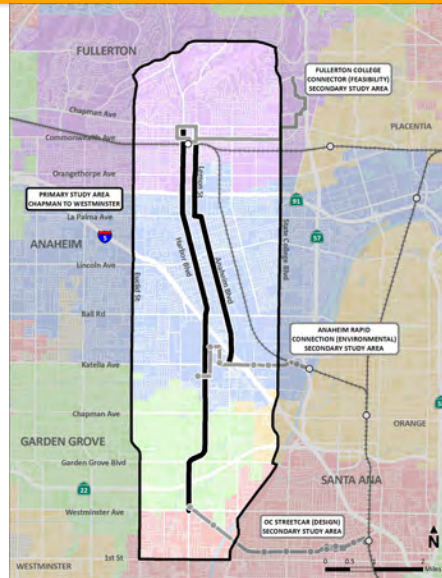
Alignment Options

Route:

- Harbor Boulevard (Downtown Fullerton-Westminster Ave)
- Lemon St/Anaheim Blvd (Downtown Fullerton-Katella Ave)

Terminus Options:

- Downtown Fullerton
- CtrCity Anaheim
- The Anaheim Resort
- Harbor Blvd/Westminster Ave



Public Workshops

Two rounds of two workshops:

- February 2016
 - Wednesday, February 24, 5-8 PM, Fullerton Community Center
 - Thursday, February 25, 5-8 PM, Garden Grove High School
- September 2016
 - TBD

Public Workshops

Open House Notification:

- Direct Mail (Postcards) – To be mailed Feb. 5
- E-Blast – Save the Date plus two reminders
- Facebook
- Flyers at key community centers in Cities
- Cards on relevant OCTA buses
- Coordination through Cities

How can you help us reach your members?

Staying Involved

Online Tools:

- Project Website:
 - www.octa.net/harbor
- Online public engagement tool
- Information similar to what was presented at Open Houses
 - Public can comment on individual areas or project as a whole
 - “Virtual Open House”

Next Steps

- Finish Purpose & Need Statement
- Development of Alternatives
 - Stakeholder Workshop #2 – Late Spring
- Alternatives Evaluation
 - Stakeholder Workshop #3 - Summer
- Final Report

Orange County Transportation Authority
 Central Harbor Blvd. Transit Corridor Study
 Stakeholder Workshop - January 28, 2016

Sign-in Sheet

Name	Organization	Email	Phone
Rick Lewis	Anaheim City Schools	rlewis@ocsd.us	(714) 577-7544
Gene Reiter	TAC	on file	
Terry Alder	Anaheim Gas Bank & K	talders@arcthurusgrp.com	714-635-7400
Tracy Burgess	St Jude Medical Ctr	tracy.burgess@stjoe.org	714-315-3581
Karl Hill	City of Garden Grove	KarlH@garden-grove.org	714 741 5323
Kandee Beard	Halemultisterial Society	Kandeebeard@yahoo.com	714-397-9182
Sue Edwards	BUD Anaheim Inn	sueedwards@anaheiminn.com	714-774-1057
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Todd Prigg	ATD - Curt Prigg	Todd@curtprigg.com	714 939-9070
Carmon Irons	SVM/Vanguard (Sentry agency)	cironson@sun.com	714 400-193 404 5256
Mindy Abel	Visit Anaheim	Mindy@visitanaheim.org	714-765-8240

Orange County Transportation Authority
 Central Harbor Blvd Transit Corridor Study
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Sign-in Sheet

Name	Organization	Email	Phone
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