



AFFILIATED AGENCIES

Orange County  
Transit District

Local Transportation  
Authority

Service Authority for  
Freeway Emergencies

Consolidated Transportation  
Service Agency

Congestion Management  
Agency

Service Authority for  
Abandoned Vehicles

November 23, 2016

Carrie L. Carmody, Ph D.  
Foreperson  
Orange County Grand Jury  
700 Civic Center Drive West  
Santa Ana, California 92701

Dear Dr. Carmody:

In response to your October 3, 2016 letter, the Orange County Transportation Authority (OCTA) would like to submit the presentation on preliminary results of its focus group research which was conducted in August of this year. The study results were presented to OCTA's Legislative and Communications Committee (Committee) on November 17, 2016 and is in direct response to the Grand Jury's recommendation contained in the report entitled, "Light Rail: Is Orange County on the Right Track?"

Following direction received from the Committee, the full report is scheduled to go to the OCTA Board of Directors in January of 2017. As you will see from the attached presentation, the focus groups favored more attention be given to public transportation and improving Orange County's current system. OCTA will use this study as planning efforts such as the Long Range Transportation Plan are continued. In addition, the focus group results will assist in study efforts such as the Harbor Boulevard Corridor Study, as well as the countywide Transit Master Plan.

With the submission of this presentation, OCTA has fulfilled the requirement to update the Grand Jury on the progress made toward completion of the focus groups and understands that this formally closes its response to the 2015-2016 Grand Jury report.

Sincerely,

A handwritten signature in black ink that reads "Darrell Johnson for".

Darrell Johnson  
Chief Executive Officer

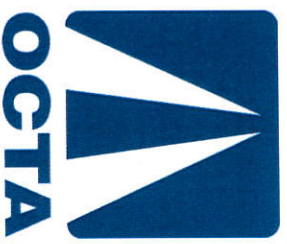
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Attachment

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**OCTA 2016 TRANSPORTATION  
FOCUS GROUPS**

**KEY FINDINGS OF FOCUS GROUP RESEARCH  
CONDUCTED AMONG ORANGE COUNTY RESIDENTS**



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NOVEMBER 2016

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**EVITARUS**  
THE CLEAR PATH.

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## **RESEARCH METHODOLOGY**

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- Four focus groups conducted August 18<sup>th</sup> and August 23<sup>rd</sup>
- Each focus group included 10 participants
- Groups were geographically and demographically balanced

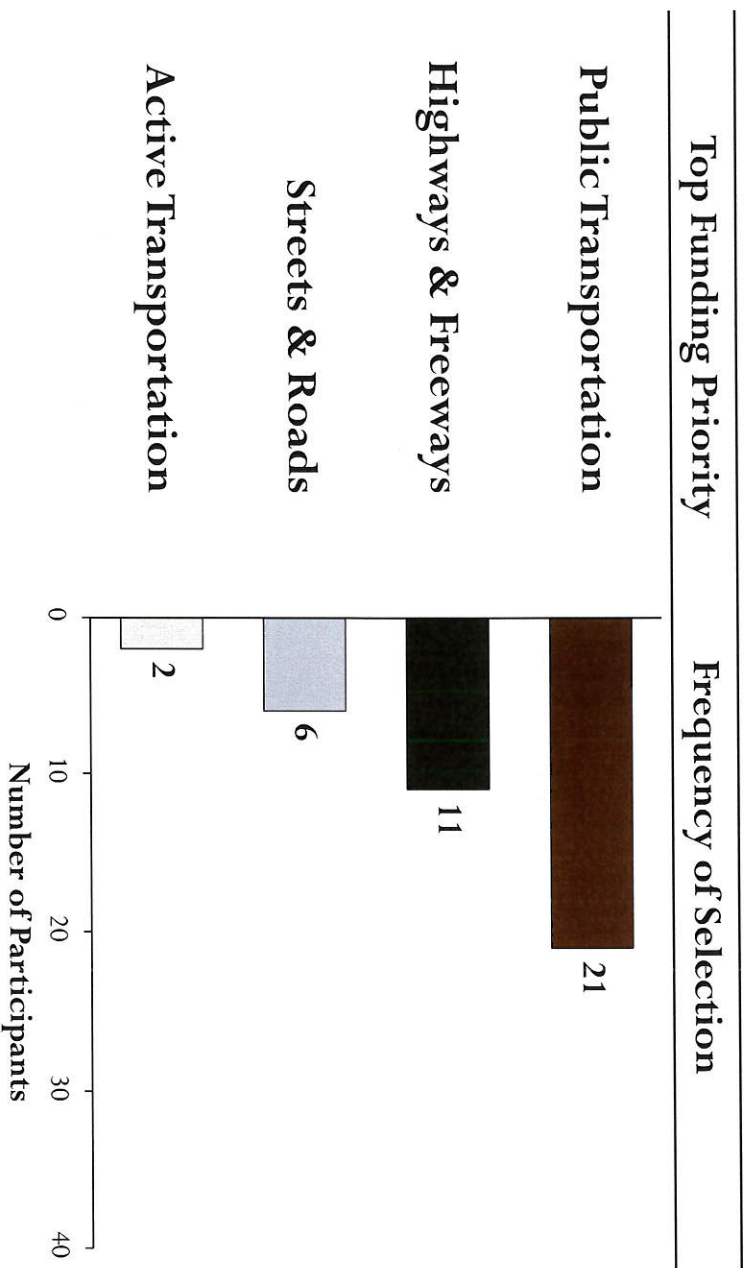
# TRANSPORTATION EMERGED AS AN IMPORTANT CONSIDERATION FOR THE FUTURE

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**Great Schools** **Affordable Housing** **Lower Cost of Living** **Good Jobs** **Family Friendly**  
**More Parks and Open Space** **Clean Air** **Efficient Transportation** **Strong Economy**  
**A Place For Everyone** **Faster Commute** **Green Sustainable** **Diverse**  
**Less Inequality** **Lower Taxes** **Better Public Transit** **Less Traffic**  
**Reduced Homelessness**



# TOP TRANSPORTATION FUNDING PRIORITIES

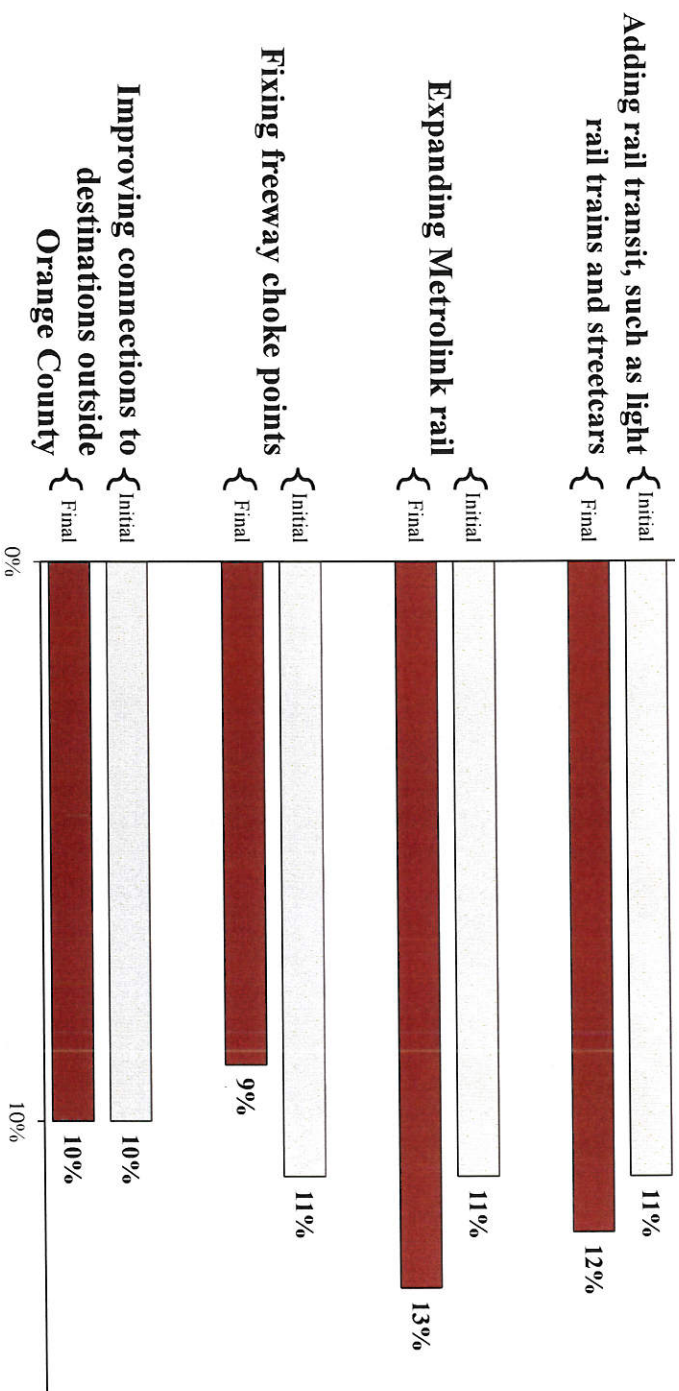


## **ASSESSMENTS OF THE CURRENT SYSTEM**

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- Participants generally felt that the transportation system overall works well
- Concerns included:
  - Traffic congestion
  - Convenience, reliability, and cost of public transportation
  - Affordability of express lanes/toll roads

# LONG-TERM PLANNING PRIORITIES\*

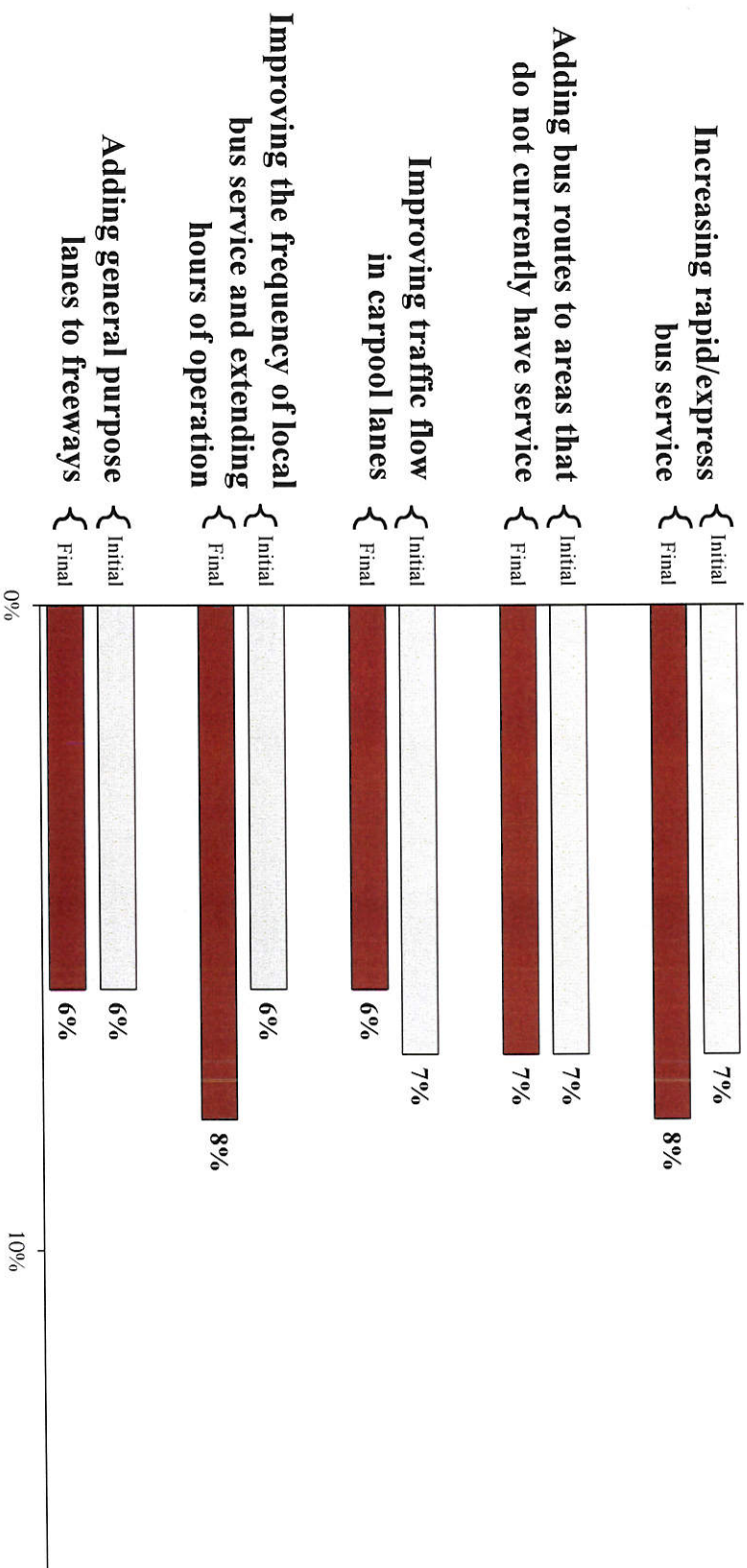


\* Ranked by initial funding allocation.



# LONG-TERM PLANNING PRIORITIES\*

## (CONTINUED)



\* Ranked by initial funding allocation.





## PARTICIPANTS' MOST IMPORTANT CONSIDERATIONS FOR FUTURE TRANSPORTATION PLANNING

Consideration	Number of Participants
Keep the affordability of public transportation in mind	10
Consider population growth, development trends, and transit utilization	9
Invest in a well-integrated rail and bus system	8
Control project costs	6
Make projects environmentally friendly	5
Ensure that public transportation is safe	4
Expand connections to destinations outside Orange County	3
Address traffic congestion	3
Miscellaneous other considerations	4

# COMMUNICATION PREFERENCES

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<b>Source</b>	<b>No. of Participants</b>
Social media	30
Radio ads	23
T.V. ads	23
Video ads available on the web, in general, or through social media	21
Email	17
Information or advertisements in newspapers (online)	14

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## CONCLUSIONS

- Overall, participants expressed positive views of the existing system
- A majority envisioned a future that was less “auto-centric”
- There was a preference for transit that would facilitate broad connectivity between regions and improved localized options
- Fixing freeway “choke-points” was also a priority
- Participants valued being informed about projects funded by local sales tax revenue

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**FOR MORE INFORMATION, CONTACT:**

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**www.evitarus.com**

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