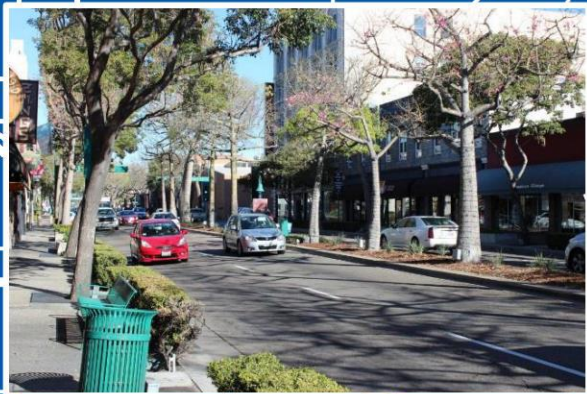


Orange County Transportation Authority

Central Harbor Boulevard Transit Corridor Study

Open House Round 1 Summary Report – Final



FULLERTON



ANAHEIM



GARDEN GROVE



SANTA ANA

Open House Round 1 Summary Report

Final

July 29, 2016

Task # 5.1

Document Control

Version	Responsible	Date
Draft		
Prepared By:	Jennifer Labrado	04/03/16
Checked By:	Alvaro Gomez	04/13/16
Updated By:	Alvaro Gomez	04/13/16
Back-Checked By:	Tyler Bonstead	04/14/16
Submitted By:	Tyler Bonstead	04/14/16
Draft Comments		
Submitted By:	Marissa Espino	07/06/16
Final		
Prepared By:	Tyler Bonstead	07/29/16
Checked By:	Deborah Roberts	07/29/16
Updated By:	Deborah Roberts	07/29/16
Back-Checked By:	Tyler Bonstead	07/29/16
Submitted By:	Tyler Bonstead	07/29/16



In Association with:

Kittelson & Associates, Inc.
HNTB Corporation
Cityworks Design
Green Grass Communications
VMA Communications, Inc.

TABLE OF CONTENTS

1. Introduction	1
1.1. Study Background.....	1
1.2. Report Purpose and Structure.....	1
2. Notification of open house meetings.....	2
2.1. Mailing of Notices.....	2
2.2. Counter Distribution and Extended Outreach	2
2.3. E-blasts/Social Media	2
2.4. Media and Stakeholder Coverage	3
3. Open House Meetings.....	3
3.1. Meeting Format.....	3
3.2. Summary of Public Participation	5
4. Next Steps	6
Appendix.....	7

TABLES

Table 3.1. Open House Locations	4
Table 3.2. Open House Information Stations	4
Table 3.3. Summary of Online Feedback	5

APPENDIX

Appendix A. Community Open House Meetings Postcard Notices
Appendix B. Meeting Notice Bus Flyers
Appendix C. Sample Language Supporting Extended Meeting Outreach
Appendix D. OCTA Email Blast(s)
Appendix E. OCTA Facebook Posts
Appendix F. Press Release
Appendix G. Looping PowerPoint Presentation
Appendix H. Meeting Materials
Appendix I. Comment Sheets

ABBREVIATIONS / ACRONYMS

OCTA	Orange County Transportation Authority
FTC.....	Fullerton Transportation Center

1. INTRODUCTION

1.1. STUDY BACKGROUND

Harbor Boulevard is Orange County's busiest north/south transit corridor, carrying approximately eight percent of countywide bus ridership through some of the densest areas of the County. Planning and design activities are underway for an east/west fixed-guideway project in the cities of Santa Ana and Garden Grove (the OC Streetcar), which has a planned western terminus at Harbor Boulevard and Westminster Avenue. Another east/west fixed-guideway project is currently under study in the City of Anaheim (Anaheim Rapid Connection) which proposes a western terminus at Harbor Boulevard and Convention Way. Additionally, the City of Fullerton has expressed an interest in enhanced east/west transit service between the Fullerton Transportation Center (FTC) near Harbor Boulevard, Fullerton College, and California State University, Fullerton.

Given the current and planned transit service in the corridor, the Orange County Transportation Authority (OCTA) Central Harbor Boulevard Transit Corridor Study is analyzing and developing options to improve the Central Harbor Boulevard Transit Corridor from Westminster Boulevard, in the City of Santa Ana to Chapman Avenue, in the City of Fullerton. This study will consider alternative alignments and transit technologies along the Harbor Boulevard corridor, and will include the necessary information so that the cities or OCTA may take the project further through additional public engagement, alternative selection, and environmental review (which are not part of this study). The study team will also incorporate input from staff representatives from the corridor cities and internal OCTA stakeholders.

1.2. REPORT PURPOSE AND STRUCTURE

The purpose of this report is to provide a summary of public participation activities and feedback received during the first round of open houses for the OCTA Central Harbor Boulevard Transit Corridor Study (Study). The portion of Harbor Boulevard under consideration is approximately eight miles long, and connects the cities of Santa Ana, Garden Grove, Anaheim and Fullerton. This portion of Harbor Boulevard is unique, home to small businesses and major resort and visitor destinations, multi-family and historic homes, economically and culturally diverse, and bears the distinction of being the busiest bus corridor in the County.

Over the course of the Study, two rounds of two public meetings will be conducted and one meeting will be held in each of the four cities. For this first round, two Open Houses were held to support the development of the Study's Purpose and Need and alternatives by sharing information with the public and soliciting their input. The meetings were held on February 24 in Fullerton and February 25 in Garden Grove, and featured information stations staffed by

project team members and a number of options for stakeholders to provide feedback. Additional open house details, including public participation and feedback are provided in the sections below.

2. NOTIFICATION OF OPEN HOUSE MEETINGS

OCTA is committed to conducting comprehensive public outreach programs that inform and engage stakeholders. Given the diversity of the corridor, a variety of noticing strategies were utilized to reach and engage interested stakeholders including: mailing notices, counter flyer distribution, on-bus noticing, emails blasts, social media, media coverage, and study and community partner resources.

2.1. MAILING OF NOTICES

Full color bilingual (English and Spanish) postcard notices with additional text in Vietnamese and Korean offering language services were developed to publicize the Community Open Houses. Meeting notices (Appendix A) were mailed to approximately 7,600 owner/occupants. Addresses were identified based on proximity to Harbor Boulevard, and the Lemon Avenue/Anaheim Boulevard corridor option.

2.2. COUNTER DISTRIBUTION AND EXTENDED OUTREACH

The full color bilingual (English and Spanish) meeting notices were distributed at the public counters of all four city halls (Santa Ana, Garden Grove, Anaheim and Fullerton). Additional notices were provided to the City of Santa Ana's Com-Link Council and the City of Anaheim's Central and West Neighborhood District meetings. Meeting flyers were also designed and distributed on buses serving the Harbor Boulevard Study Area (Appendix B).

The four partner cities, elected official district offices, and more than 100 key stakeholder organizations were asked for their support to promote the meetings through their respective electronic communication tools, including websites, e-newsletters, social media sites, and membership e-blasts. Sample language was provided for possible e-blasts and/or newsletter articles, as well as Facebook posts (Appendix C).

2.3. E-BLASTS/SOCIAL MEDIA

The electronic version of the flyer (Appendix D) was distributed via OCTA's *On the Move* Blog to more than three thousand email contacts included in OCTA's stakeholder database. The notice was sent out two times: the first notice was shared over two weeks in advance of the start of the Open Houses, the second meeting notice was distributed again on February 25 as a reminder for that evening's meeting in Garden Grove. The second e-blast distribution also

included an additional 1,179 stakeholders identified as Harbor Boulevard bus riders during outreach conducted for OCTA's bus service changes. OCTA's Facebook page was also utilized to build awareness for the project and the open houses, with posts on February 16, 18 and 22 (Appendix E).

2.4. MEDIA AND STAKEHOLDER COVERAGE

OCTA Media Relations drafted and distributed a press release (Appendix F) introducing the project and publicizing the open houses. The release was distributed to the following media outlets:

- Orange County Register
- Fullerton News Tribune
- Anaheim Bulletin
- La Habra Star/Brea Progress
- Patch.com
- Los Angeles Times
- Daily Pilot
- Huntington Beach Independent
- Voice of OC
- Nguoi Viet Daily News
- La Opinión
- Rumores
- Excelsior
- KPCC
- KCRW
- KFI
- KNX

3. OPEN HOUSE MEETINGS

3.1. MEETING FORMAT

OCTA hosted two Open Houses in February 2016 to provide the public with an opportunity to learn about the study, ask questions and provide feedback. The meetings were held from 5:00 to 8:00 p.m. and featured information stations staffed by project team members. Each meeting provided Spanish language support by having a bilingual technical and outreach team member available to engage with stakeholders. A looping PowerPoint presentation (Appendix G) was displayed throughout the meeting.

A virtual meeting was made available following the meetings via the OCTA website and featured the full complement of information boards and looping presentation. Open House location information is shown in Table 3.1.

Table 3.1. Open House Locations

Community	Date	Location/Address
Fullerton	Wednesday, February 24	Fullerton Community Center 340 W. Commonwealth Fullerton, CA
Garden Grove	Thursday, February 25	Garden Grove High School 11271 Stanford Ave. Garden Grove, CA

Project team members staffed the information stations based on their technical expertise. An overview of the stations is featured below in Table 3.2. Copies of materials can be found in Appendix H.

Table 3.2. Open House Information Stations

Station	Description
Registration	Participants were greeted and asked to register using the sign-in sheets for inclusion in the Study's stakeholder database, in order to receive study updates and subsequent public involvement opportunities. All meeting participants were provided with a study fact sheet and a sign was posted offering language support in Spanish.
Study Overview	Looping PowerPoint Presentation
Study Goals and Objectives	Introduced the Study and its purpose and process/timeline to identify possible alternatives to improve transit on and near Harbor Boulevard
Corridor Definition	Provided high-level demographic background and defined the study area. This station also featured a laminated map of the study area for participants to make notes and write on.
Transit Mode and Route Options	Possible route options using Harbor Boulevard, Anaheim Boulevard, and Lemon Ave. and transit technologies were identified. Feedback was encouraged and a flip chart and makers were also made available for participants.
Comments	A "comments station" was also made available to facilitate submittal of public comments. This station featured comment cards, pens, and comment boxes for submittal of comment forms. Laptops and smart tablets were made available to those stakeholders interested in completing the study's online survey.

3.2. SUMMARY OF PUBLIC PARTICIPATION

Approximately 25 stakeholders participated in-person at the two Open Houses. Two stakeholders provided written comments (Appendix I) at the meetings, and stakeholders were encouraged to complete the online survey following the meeting.

Written feedback and conversations with stakeholders yielded the following feedback:

- Improve connectivity of transit services locally and regionally
- Maintain or improve bicycle access in the corridor
- Provide efficient linkages to key destinations
- Make sure service is expanded to serve the hours of Disneyland and sporting events
- Signal synchronization between jurisdictions to improve traffic flow for all vehicles

A significant number of stakeholders opted to gather information via the website and engage via the online survey, which was available in English, Spanish and Vietnamese. The survey garnered 603 unique visits and 413 responses, which equates to a 68.5 percent completion rate. The majority of respondents were commuters, employees and/or residents within the study area, with more than 60 percent using transit on a daily, weekly or monthly basis. Out of these individuals, 69 percent were between the ages of 25 and 54. Highlights of the feedback are shown in Table 3.3.

Table 3.3. Summary of Online Feedback

Topic	Responses		
Biggest challenges for transit in the study area	Transit/roadway performance (27%)	Mode choices (25%)	Connectivity (17%)
Average rating for mode option preferences (Out of 10)	7.07 for streetcar	6.60 for bus rapid transit	6.10 for limited-stop bus
Most important transit characteristics (Able to choose multiple)	Frequency of service (59%)	Travel time compared to other modes (54%)	Convenient service hours (52%)
Most important connection within the study area	Disneyland Resort (39%)	Downtown Anaheim (17%)	Fullerton Transportation Center (13%)
Major activities participated within the study area (Able to choose multiple)	Working (64%)	Dining (54%)	Shopping (38%)

4. NEXT STEPS

A follow up to this report shall be prepared after the final round of Open House meetings in the fall.

APPENDIX