

Orange County Transportation Authority

Central Harbor Boulevard Transit Corridor Study

Public Outreach Summary Report



FULLERTON



ANAHEIM



GARDEN GROVE



SANTA ANA

EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) is charged with maintaining and improving the complex transportation network that serves the residents, workers and visitors in California's third largest county. As car travel is ever more constrained by the growing population and increasing development densities, OCTA is working to identify and study opportunities to enhance multi-modal transit solutions.

Few corridors are as uniquely positioned for consideration of a multi-modal transit approach as the portion of Harbor Boulevard that travels through the cities of Santa Ana, Garden Grove, Anaheim and Fullerton from Westminster Avenue to Chapman Avenue. Today, Harbor Blvd. bears the distinction of being a major north-south connector for car traffic, is one of the busiest bus corridors in the County and demonstrates a unique mix of small business, resort, residential, industrial, education and mobility features. Additionally, Harbor Blvd. at Westminster Ave. will serve as the terminus for the OC Streetcar, slated to enter construction in 2018.

With this in mind, in 2015, OCTA launched the Central Harbor Blvd. Transit Corridor Study to consider how transit could be improved and enhanced in this vital area. The public outreach for the study was conducted in two phases, Phase 1 focused on introducing the Study and its goals, and establishing the criteria that would be used to develop and consider preliminary alternatives including transit technologies and routes. Phase 2 provided additional details on transit technologies/modes and its features, and options related to route alignments both on and adjacent to Harbor Blvd. including the Anaheim/Lemon route and an east-west connection along Katella Ave. to/from the Anaheim Regional Transportation Intermodal Center (ARTIC) and packaged them into 12 preliminary alternatives for consideration.

OCTA developed a comprehensive outreach strategy to provide stakeholders with the choice to engage in the manner most convenient for them. The outreach team facilitated meetings focused on the Study via key stakeholder workshops and open house meetings, presented to stakeholders via city council presentations and speakers bureau engagements, and reached out to transit users on buses along the corridor and nearby Metrolink stations. In addition, OCTA conducted online and social media outreach emphasizing the option of feedback through online surveys, which combined yielded more than 1,000 responses.

KEY FINDINGS

The overall feedback confirmed that Harbor Blvd. should be a focus for transit improvements. Following are the key findings:

- Stakeholders could see the benefit of offering transit options that are more efficient and convenient.
- Transit mode preference was mixed with an almost even split between streetcar and bus options.
- Route preference also was mixed and dependent on stakeholders' individual mobility needs and interests. However, the online survey results indicated the Harbor Blvd. corridor from Westminster Ave. to the Fullerton Transportation Center was most preferred.
- Most important transit characteristics are frequency of service, travel time compared to other modes, and convenient service hours, respectively.
- Primary activities participated in the study area included working, dining, and shopping, respectively.
- Attracting non-transit users is dependent on significant improvements that make transit more competitive with the ease of car travel.
- Generally, stakeholders are interested and generally supportive of transit investment, but need more information on the alternatives being considered to better indicate future preferences.

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 most densely populated and diverse areas of the County. Throughout the region and in close proximity to this corridor, efforts to improve transit service and mobility connections are taking place. Directly adjacent to this study is the OC Streetcar, connecting the Santa Ana Regional Transit Center (SARTC) through downtown Santa Ana to a planned terminus in Garden Grove at the intersection of Harbor Blvd. and Westminster Ave. OC Streetcar is in the development phase with design activities under way and construction anticipated to start in spring 2018. At the northern end of the Harbor Blvd. study area, the City of Fullerton completed the College Connector Study to evaluate options to improve connections between the transportation center, Downtown Fullerton and local college campuses, most notably Fullerton College and California State University, Fullerton.

Given the current and planned transit service in the corridor, the Study – through technical evaluation and stakeholder engagement – identified numerous alternatives to improve mobility. The alternatives include alignment options both on and adjacent to Harbor Blvd. and consider a variety of transit technologies. The Study Team, through technical evaluation and stakeholder feedback, will narrow down the initial 12 alternatives and will continue to study and refine these options during the next year.

During the course of the Study, traditional outreach opportunities were combined with a digital communication and social media program in order to reach the diverse stakeholder population interested in the future of transit on Harbor Blvd. Outreach was conducted in two phases based upon the technical milestones; Phase 1 - introducing and defining the study and its evaluation criteria and Phase 2 - presenting draft alternatives, including: alignment and technology options. During each outreach phase, a key stakeholder workshop was convened, open house meetings hosted and online survey offered. Stakeholder feedback has helped shape and further develop the alternatives being considered.

Targeted stakeholder audiences included: elected officials; representatives from the environmental, business, education, community, faith, transit and tourism industries; neighborhood and community based groups; transit users; social media audiences; and the general public.

OUTREACH: PHASE 1

TACTICS

Public outreach efforts supporting the first phase of the Harbor Study focused on introducing stakeholders to the study, establishing expectations related to the goals of the study, highlighting areas of study and what they could expect to learn, and identifying opportunities for their feedback to be heard.

Study Overview:

- OCTA is committed to improving transit in the Harbor Blvd. study area.
- As Orange County continues to grow along Harbor Blvd. mobility options need to be considered.
- This study is the first step in determining the future of transit in the corridor; alternatives will be developed for further study and later environmental review.

Introducing the Harbor Study:

- Defining the Corridor:
 - Harbor Blvd. is a unique corridor connecting the cities of Santa Ana, Garden Grove, Anaheim and Fullerton (and beyond).
 - Reflects the diversity of Orange County, with significant population density, busiest bus corridor, land uses including: multi-family units, single family homes, historic properties, small businesses and resort properties.
- Study Goals and Objectives
 - Develop a set of alternatives to improve transit on Harbor Blvd.

- Purpose and Need
- Route Options and Transit Modes
 - Consider both a Harbor Blvd. only route and a hybrid route that travels north on Harbor Blvd. and then veers east to run parallel traveling north on Anaheim Blvd./Lemon St.
 - Identify the transit modes being considered, including bus, bus rapid transit and streetcar options
- Public Participation
 - Stakeholder feedback from partner cities, key stakeholder organizations and the public is important in shaping the alternatives to improve transit and mobility in the study area.

To best share the Phase 1 tactics, the following outreach activities took place:

- Key Stakeholder Workshop
- City Council Presentations
- Open House Meetings
- Speaker Bureau Presentations
- Online Survey
- Earned Media and Email Blasts

KEY STAKEHOLDER WORKSHOP

In an effort to engage a diverse group of stakeholders in the study process, OCTA hosted a Key Stakeholder Workshop (KSW) on January 28, 2016. The KSW provides an opportunity for community leaders to receive information in advance of the general public and provide early feedback. This helped the study team confirm assumptions, identify possible areas of concern and reach deeper into the community by asking participants to share information with their constituents. Specifically, participants are asked to assist OCTA by sharing information about upcoming public meetings and online survey opportunities, and are encouraged to schedule a Speakers Bureau presentation to provide their members with study information.

OCTA invited more than 75 leaders to participate in the KSW representing organizations from the following fields: business, tourism, education, faith, neighborhood/HOA, community, health, multicultural, etc. Invitees received both a letter via mail and email, as well as a follow up phone call(s) to solicit RSVP. Approximately 19 stakeholders participated.

During the meeting, the study was introduced and information supporting the tactics outlined earlier in this report was shared. A PowerPoint presentation was provided and stakeholders were encouraged to ask questions and provide feedback throughout the workshop. Feedback from the KSW focused on:

- Congestion challenges facing Harbor Blvd. today, lack of existing capacity to accommodate what's there now.
- Heavy pedestrian traffic delaying vehicle traffic in the Resort Area (Garden Grove and Anaheim).
- Improvements to enhance active transportation options.

The KSW invitee list, invitation letter, meeting agenda, PowerPoint presentation and meeting notes can be found in Appendix A.

OPEN HOUSES

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.

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.

A. Mailing of Notices

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 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.

B. Counter Distribution and Extended Notification Efforts

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.

The four partner cities, elected official district offices, and more than 100 key stakeholder organizations were asked for their support to promote the meetings as well as the online survey 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. In addition, an announcement about the open houses took place at two Anaheim Neighborhood Services meetings in January.

C. E-Blasts/Social Media

The electronic version of the flyer was distributed via OCTA's *On the Move* Blog to more than 3,000 email contacts included in OCTA's stakeholder database. The notice was sent out two weeks in advance of the start of the Open Houses and a reminder notice was sent out prior to the meetings. 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. Facebook ads were also created utilizing images of proposed transit technologies and key destinations. The ads linked back to information on the open house meetings and later to the online survey. 11,647 stakeholders had access to the ads and 209 clicked for more information.

Copies of the meeting notices, flyers, emails blasts, Facebook posts can be found in Appendix B.

Meeting Format

The two Open Houses took place 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 was displayed throughout the meeting. Approximately 25 stakeholders attended the meetings.

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 below.

Open House Locations

Community	Date	Location/Address
Fullerton	Wednesday, February 24, 2016	Fullerton Community Center 340 W. Commonwealth Fullerton, CA
Garden Grove	Thursday, February 25, 2016	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, PowerPoint and materials can be found in Appendix C.

Media Coverage

OCTA Media Relations drafted and distributed a press release (Appendix D) 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

ONLINE SURVEY

OCTA provided stakeholders with an online survey option so the public could participate, gather additional information from the website and provide their thoughts related to the Study's goal of developing transit options for Harbor Blvd.

A link to the online survey was shared via the study website, email blasts, on tablets at the open house meetings, distributed by ride share coordinators for large employers and via Facebook ads.

The online survey, was provided 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.

Survey Results

The following is a summary of the feedback received via the online survey.

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%)

A copy of the online survey is provided in Appendix E.

IMPORTANT CONSIDERATIONS OF PHASE 1 PUBLIC FEEDBACK

Feedback from the aforementioned outreach activities yielded the following themes:

- Improve connectivity of transit services locally and regionally, first/last mile connection particularly important
- Maintain or improve pedestrian and 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
- Address congestion during peak times on Harbor Blvd., including long waits at intersections and behind buses

OUTREACH: PHASE 2

TACTICS

Public outreach efforts supporting the second phase of the Harbor Study focused on sharing and receiving feedback on the 12 draft alternatives developed to improve transit in the Study area. To help stakeholders better differentiate their alternative preference, messaging is focused on the two main differentiating factors: route and transit technology.

Study Overview:

- Remained consistent with what is identified in Phase 1.

12 Alternatives:

- The Alignment Options:
 - Harbor Long - connecting from Westminster Ave. in the south to Chapman Ave. in the north
 - Harbor Short - connecting from Westminster Ave. in the south to the Resort area in Anaheim
 - Anaheim/Lemon - connecting from Harbor Blvd. at Westminster Ave. in the south then traveling east to travel north on Anaheim/Lemon to the Fullerton Station area
 - Katella - connecting from Harbor Blvd. at Westminster Ave. in the south then traveling east on Katella Avenue to ARTIC
 - Katella/Anaheim/Lemon - connecting from Harbor Blvd. at Westminster Ave. in the south then traveling east on Katella Avenue to ARTIC then traveling west to travel north on Anaheim/Lemon to the Fullerton Station area
- Transit Modes:
 - Enhanced Bus
 - Bus Rapid Transit
 - Streetcar
 - Rapid Streetcar
- Public Participation
 - Stakeholder feedback from partner cities, key stakeholder organizations, and the public is important in shaping the alternatives to improve transit and mobility in the study area.

To best share the Phase 1 tactics, the following outreach activities took place:

- Key Stakeholder Workshop
- City Council Presentations
- Open House Meetings
- Speaker Bureau Presentations
- Online Survey
- Earned Media and Email Blasts

KEY STAKEHOLDER WORKSHOP

The second Key Stakeholder Workshop (KSW) was convened on March 9, 2017. Approximately 100 key stakeholders were invited to participate in the KSW, including stakeholders invited to

participate in the first meeting and additional stakeholders identified as representing the Katella corridor area were added to the invitation list. 21 stakeholders participated.

To share the 12 Alternatives, a PowerPoint presentation was used and stakeholders were encouraged to review a roll plot of the study area and information boards displaying route and transit technology options. Stakeholders were encouraged to ask questions and provide feedback throughout the Workshop.

Feedback from the KSW focused on:

- Developing additional information to weigh the benefit of adding transit that could impact or reduce the number of lanes available for other vehicle traffic.
- Consider improving pedestrian and bicycle access and use.
- Explore elevated transit or pedestrian corridor, particularly in the Resort Area in Anaheim.
- Partner with law enforcement agencies to improve safety at existing and future transit stops.

The KSW invitee list, invitation email, meeting agenda, PowerPoint presentation, information boards, sign-in sheet and meeting notes can be found in Appendix F.

OPEN HOUSES

OCTA hosted two Open Houses on March 30 and April 5, 2017 to provide the public with a Study update and an opportunity to ask questions and provide feedback. The notification approach used for Phase 1 was duplicated for this round of meetings. With the addition of mailing notices to those owner/occupants located in proximity to the Lemon Ave./Anaheim Blvd. and Katella Ave. corridor options.

E-Blasts/Social Media

The electronic version of the flyer and online survey link was distributed via OCTA's *On the Move* Blog to more than 3,000 email contacts included in OCTA's stakeholder database. The notice was sent out two times: the first notice was shared over one month in advance of the start of the Open Houses on February 18, the second meeting notice was distributed again on March 21 as a reminder for the following week's meeting in Garden Grove. A separate e-blast to the Harbor database's 4,800 contacts comprised of past survey respondents, Anaheim Rapid Connection contacts and bus customers was distributed on March 22 and April 11.

Facebook ads were also created utilizing images of proposed transit technologies and key destinations. The ads linked back to information on the open houses and later to the online

survey. More than 6,000 stakeholders had access to the ads and more than 320 users “clicked” for more information.

Copies of the meeting notices, flyers and emails blasts can be found in appendices G and H.

Meeting Format

The two Open Houses took place from 5:00 to 7:00 p.m. and featured a large roll out of the (satellite) image of the corridor. Presentation boards focusing on the four route alignments and transit technologies were displayed and a comment station offered stakeholders the opportunity to complete the online survey, and/or a paper/electronic comment form. A presentation was provided and brief question and answer session took place. Team members were available to engage with stakeholders one-on-one throughout the meeting. Additionally, attendees were encouraged to indicate route, transit mode and origin/destination preferences using colored dot stickers; they were also invited to leave notes on the roll out for any location specific issues the study team should consider.

Unique to the meeting offered in Anaheim, a copy of the Anaheim City Council resolution opposing streetcar technology was available for stakeholders to review.

Since a presentation was provided, a Spanish language translator was available to assist non-English speakers. Approximately 25 stakeholders attended the meetings.

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

Open House Locations

Community	Date	Location/Address
Garden Grove	Thursday, March 30, 2017	Garden Grove Community Center 11300 Stanford Ave. Garden Grove, CA
Anaheim	Wednesday, April 5, 2017	Anaheim City Hall West Gordon Hoyt Conf. Rm. 201 S. Anaheim Blvd. Anaheim, CA

ONLINE SURVEY

Given the levels of response received during Phase 1 Outreach to the online survey, two surveys were developed for Phase 2 to share information about route and transit technology choice and solicit feedback. Two surveys were offered, a shorter version and a longer, more technical version that stakeholders could self-select based on their level of interest and time. A link to the online survey was shared via the open house notification efforts mentioned above, the study website, email blasts, on tablets at the open house meetings, rideshare coordinators for large employers, and Facebook ads. Online survey information was also shared with OCTA's Citizens Advisory Committee and Diversity Community Leaders Group during outreach presentations to both groups.

Survey Results

The survey garnered 683 responses, with 518 people completing the short survey and 165 respondents for the long survey. The overwhelming majority believe that transit should be improved and were evenly split between streetcar and bus, however rapid streetcar stood out as most preferred, as did the Harbor long route option.

Topic	Responses		
Mode preference	Rapid Streetcar (24%)	Enhanced Bus (20%)	Bus Rapid Transit (17%)
Route Preference	Harbor from Westminster Ave. to Chapman Ave (37%)	Harbor/Anaheim/ Lemon (20%)	Harbor/Katella/ Anaheim/Lemon (19%)
Most important transit characteristics (Able to choose multiple)*	Frequency of service (68%)	Hours of Operation (49%)	Overall Travel Time (41%)
How often transit is used	Never but would consider if improved (38%)	Daily (20%)	Weekly (9%)
Why travel along Harbor?	Work (26%)	Live (24%)	Commute (14%)
Major activities participated within the study area (Able to choose multiple)*	Dining (73%)	Working (63%)	Shopping/Recreational Activities (58%)

*Percentage of total respondents.

A copy of the online survey and survey results are provided in Appendix I.

TRANSIT USER OUTREACH

Transit users, especially those reliant on bus service, may face unique challenges to attend an open house meeting. To raise awareness for the Study and gather their valuable perspective on improving transit along the Harbor Blvd. Corridor, additional in person outreach was conducted on board several buses serving Harbor Blvd. and at the Fullerton Metrolink Station and ARTIC. Bus outreach was also supported by bilingual staff in Spanish and Vietnamese, study information shared and online surveys were completed.

ADDITIONAL OUTREACH

To supplement the programmed outreach activities, OCTA also provided briefings and presentations to interested stakeholders and organizations. The following activities took place during Phase 2 outreach, from January through July 2017.

Date	Organization
January 15, 2017	Anaheim City Council
February 28, 2017	Garden Grove City Council
March 9, 2017	OCTA Diversity Community Leaders Group
March 22, 2017	Anaheim Resort Transportation Board of Directors
April 1, 2017	Garden Grove Open Streets Event
April 18, 2017	Santa Ana City Council
April 18, 2017	OCTA Citizen's Advisory Committee

IMPORTANT CONSIDERATIONS OF PHASE 2 PUBLIC FEEDBACK

Feedback from these activities yielded the following themes, some reiterated from Phase 1:

- Improve connectivity of transit services locally and regionally, first/last mile connection particularly important
- Maintain or improve pedestrian and bicycle access in the corridor
- Provide efficient linkages to key destinations
- Expand hours of service
- Concern regarding balancing stop amenities with homeless challenges
- Signal synchronization between jurisdictions to improve traffic flow for all vehicles
- Address congestion during peak times on Harbor Blvd., including long waits at intersections and behind buses, and east-west traffic flow
- Technology preference indicates significant interest in both streetcar and bus options
- Route preference focused on north-south connections