



**June 2021 Bus Service Change
Public Involvement Program
Final Report
May 13, 2021**



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Introduction

The emergence of the coronavirus (COVID-19) has required many modifications to transit operations and enhanced customer safety mitigations, among many other significant nationwide impacts. The Orange County Transportation Authority (OCTA) made several changes to OC Bus service during the State's stay-at-home order to ensure the safety of customers and employees, adjust service to ridership demand, and ensure "essential" service to Orange County during the pandemic.

After more than a year of reduced service due to COVID-19, OCTA will be implementing a June 2021 Service Change to adjust OC Bus service levels, routes, and schedules. While the proposed changes in the June 2021 Service Plan are relatively minor changes to existing OC Bus service that has been provided during COVID-19, Federal Transit Administration Title VI requires that OCTA conduct a public involvement program, including a public hearing, due to the scale of the overall changes that have taken place since March 2020.

Executive Summary

OCTA is committed to ensuring key stakeholders and the public remain engaged and informed about the draft June 2021 Bus Service Plan.

As part of the draft June 2021 Bus Service Plan, OCTA developed a comprehensive outreach strategy. The goal of the outreach effort was to provide the public with information and to ensure customer and public input is heard and used to inform the final recommended service plan being presented to the OCTA Board of Directors (Board) for consideration.

An inclusive public involvement program used a variety of tactics to inform and gather feedback, including virtual public meetings, email updates, bus and newspaper advertisements, social media, press releases, and 50,000 service plan brochures in multiple languages. In addition, OCTA gathered customer feedback through multilingual online and print questionnaires.

Key Findings

High Level of Customer Input

OCTA received significantly more customer feedback during this public involvement program compared to other recent service changes, including 2,108 questionnaire responses and 169 attendees at a series of virtual community meetings. The questionnaire was distributed online, using email and social media, and was also available in print brochures onboard buses and was distributed to community organizations and social service centers. Demographic information collected from respondents is similar to Orange County's overall ethnic makeup, suggesting that the public involvement program was successful in gathering public input from a variety of diverse audiences and hard-to-reach populations.

Positive response to OC Bus Service during COVID-19

When asked about their experiences using OC Bus during the COVID-19 pandemic, 63 percent of responses were positive regarding OC Bus service provided during the COVID-19 pandemic. These comments included:

- OC Bus helped with essential travel (24 percent)
- Riders were able to get to where they needed to go (20 percent)
- Appreciation of COVID-19 safety measures (19 percent)

A total of 18 percent of responses were negative regarding OC Bus service during the pandemic. These comments included:

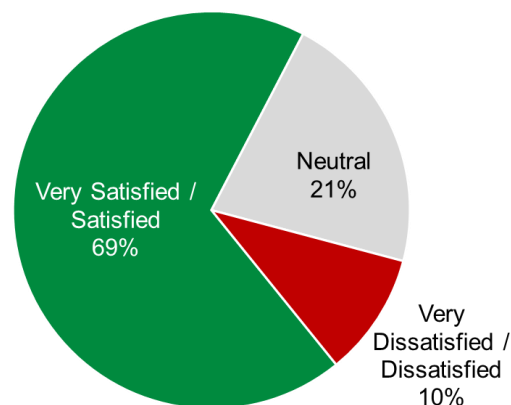
- Customers weren't comfortable riding due to COVID-19 (7 percent)
- There wasn't enough service where needed (7 percent)

- Riders weren't able to get to where they needed to go (4 percent)

Most Customers are Satisfied with Current OC Bus Service

As part of the customer questionnaire, respondents were asked to identify up to three of their most frequently used OC Bus routes and provide a satisfaction rating for each route. Overall, 69 percent of existing route ratings were either satisfied or very satisfied.

The remaining responses were 21 percent neutral and 10 percent either dissatisfied or very dissatisfied.



n = 1,155 responses from 493 respondents

Route Specific Feedback on Current OC Bus Service

While feedback on current OC Bus routes was largely positive (45 percent of responses), improvements requested by customers included:

- Increase service frequency (14 percent)
Routes 30, 25, 35, 29, 71, 37
- Add additional service (9 percent)
Weekday Mornings: Routes 26, 54, 72, 25, 53
Weekday Evenings: Routes 38, 42, 87, 37, 25, 26
Weekends: Routes 42, 87, 86, 29, 167
- Restore service / routes suspended due to COVID-19 (3 percent)
Routes 560, 57X, 721, 701
- Improve On-Time Performance (3 percent)
Routes 57, 35, 50, 53

Customer Requested Transit Enhancements

When asked about future service enhancements, respondents reported their top four enhancements as:

- Increasing service frequency (32 percent)
- Faster travel time (18 percent)
- Longer service span (10 percent)
- Fewer required transfers between routes (10 percent)

All Customer Feedback Considered in Proposed June 2021 Service Plan

All customer comments and requests have been provided to the service planning team to consider for the June 2021 Bus Service Plan or future bus service changes. Customer feedback on OC Bus service during COVID-19, including emergency service changes following the March 2020 stay-at-home order, meets the Federal Transportation Administration's Title VI requirement for a public involvement program for service changes.

Background

OCTA implements schedule and route revisions to selected OC Bus routes three times a year, in February, June, and October. The next bus service change is scheduled for implementation on June 13, 2021.

Due to COVID-19, OCTA implemented an emergency service change on March 23, 2020. This emergency service change reduced service levels to balance a significant reduction in demand for transit because of the federal and state emergency declarations, including the State's stay-at-home order and public health guidance to help reduce the spread of COVID-19. Based on these factors, service levels were adjusted to provide a baseline level of service for customers needing to make essential trips.

Bus service was subsequently increased slightly in June 2020 as demand increased and to help ensure social distancing for passengers and OCTA coach operators. The same service levels were continued with the October 2020 and February 2021 service changes.

Bus service levels have continued to increase slightly in subsequent service changes to adhere to social distancing practices for the safety of passengers and OCTA coach operators.

Based on Federal Transit Administration Title VI requirements, the draft June 2021 bus service change required a public hearing. This requirement is for major bus service changes that are implemented during an emergency and have been in place for 12 months or longer.

Public Information and Outreach Program

On February 22, 2021, the OCTA Board received the draft June 2021 Bus Service Plan and directed staff to implement a public outreach program to solicit feedback.

Though unable to conduct in-person meetings due to COVID-19 restrictions, OCTA adhered to Title VI guidelines by using multifaceted approaches and extensive public outreach to diverse and hard to reach communities.

Tactics

A variety of tactics were implemented to gain public feedback.

Digital Information

- Two emails regarding the plan and virtual community meetings were each sent to 112,550 email addresses
- One “On the Move” e-Newsletter - 10,800 subscriber distribution per issue
- Public information and ads on Facebook

Bus Advertisements and Collateral

- 50,000 Public Notice Multilingual Brochures with a questionnaire in English, Spanish, and Vietnamese
- OCTA website in English, Spanish, and Vietnamese, including an online questionnaire
- Interior Bus Cards (550 each language for a total of 1,650) - English, Spanish, and Vietnamese

Telephone Hotlines

- Hotlines in English, Spanish, and Vietnamese were established for customers without internet access to ask questions about the service change, register for the community meetings, and respond to the questionnaire

Advertisements

- Print Advertisements - seven newspaper ads

The image shows two Facebook posts from OC Bus. The left post is in Spanish, titled '¡Asista y reciba 2 pases de autobús!', and promotes a virtual meeting on Wednesday, March 10, at 10 AM, where participants will receive two bus passes. The right post is in Vietnamese, titled 'Tham dự buổi họp trên mạng với chúng tôi vào thứ Năm, ngày 10 tháng 3 để chia sẻ ý kiến của quý vị về dịch vụ xe buýt OC Bus', and promotes a virtual meeting on Thursday, March 11, at 10 AM, where participants will receive two bus passes. Both posts include a 'SIGN UP' button and a link to the survey.

The image shows a banner from the OC Bus website. The title is 'Ayúdanos a mejorar el OC Bus'. The text says 'Para la oportunidad de ganar una tarjeta de regalo de Visa de \$100 - Elige una de las maneras de responder a seguir.' Below the title are four icons representing different ways to participate: 'Llene el cuestionario por internet antes del 26/3', 'Participa en una reunión virtual', 'Envíe por correo la tarjeta de comentarios', and 'Comentarios como parte de la reunión pública'. Each icon has a brief description of the activity and a link to the survey.

The image shows a banner from the OC Bus website in Vietnamese. The title is 'Giúp Chúng Tôi Cải Tiến OC Bus'. The text says 'Để có cơ hội thắng quà tặng thẻ Visa \$100 - chọn một trong những cách trả lời dưới đây.' Below the title are four icons representing different ways to participate: 'Trả lời những câu hỏi trực tuyến trước ngày 26 tháng 3', 'Tham gia họp trực tuyến', 'Gửi thư đóng góp ý kiến qua bưu điện trước ngày 26 tháng 3', and 'Ý kiến là một phần của buổi Điều Tra Công Cộng về việc Thay Đổi Dịch Vụ vào tháng 6'. Each icon has a brief description of the activity and a link to the survey.

OC Register, Excelsior, Người Việt, and Việt Báo Community Meeting Notices

- OC Register, Excelsior, Người Việt, and Việt Báo Public Hearing Notices
- Broadcast Advertisements - six radio and TV ads
- Que Buena Radio, La Ranchera Radio
- Sài Gòn Radio, OCC Radio
- Việtface TV, Sài Gòn TV

Local Jurisdiction Communication

The public information officers and communication staff from 34 cities and the County of Orange were notified of the service change information and provided a digital toolkit to disseminate information via city communication channels.

Local News Media

A press release was issued to local media notifying the community about the service change and public involvement program.

Public Comments – Email, Phone Calls, and Social Media

Public comments were collected from multiple channels, including phone calls to the Customer Information Center (636-RIDE), emails, and social media comments to OCTA. During the service change outreach period, a total of 71 comments were received.

Virtual Community Meetings (3)

Several meetings took place virtually where customers and the public had the opportunity to discuss the proposed changes and provide input. A total of 169 customers participated in three community meetings.

English Virtual Meeting, March 9, 2021 (77 attendees)

Spanish Virtual Meeting, March 10, 2021 (18 attendees)

Vietnamese Virtual Meeting, March 10, 2021 (74 attendees)

OCTA Advisory Committees

Diversity Community Leaders Group Virtual Meeting, February 4, 2021 (75 attendees)

The draft June 2021 Bus Service Plan was shared at the Diversity Community Leaders Quarterly Meeting on February 4, 2021. While there was no route-specific feedback, the participating diversity community leaders agreed to distribute the information to their respective members and constituents.

Help Us Improve OC Bus

For a chance to win a \$100 Visa gift card – choose a way to respond below

- Fill out online questionnaire by 3/26 at**
OCbus.com/2021Feedback
- Participate in a virtual meeting**
By computer: OCbus.com/2021BusChange
By phone: 669.900.6833
ENGLISH: Tuesday, March 9, 2021 at 6 p.m.
Meeting ID: 989 4355 7315
SPANISH: Wednesday, March 10, 2021 at 6 p.m.
Meeting ID: 962 6419 0361
VIETNAMESE: Wednesday, March 10, 2021 at 3 p.m.
Meeting ID: 969 1321 5973
- Provide comments via phone by 3/26**
ENGLISH: (714) 560-5007
SPANISH: (714) 560-5002
VIETNAMESE: (714) 560-5003
- Mail comment card by 3/26**
Fill out and mail the postage-paid comment card available on the bus.
- Comment as part of the June Service Change Public Hearing**
Comments must be provided in writing by 5:00 p.m. on April 25, 2021 by emailing to boardofdirectors@octa.net.

OCbus.com/2021BusChange

Online and Print Questionnaire

A qualitative online and print questionnaire was distributed for customer and public feedback on the draft June 2021 Bus Service Plan. The online questionnaire was available at OCbus.com and was widely publicized in an eblast, social media postings, and other materials. The print version of the questionnaire (with the same questions) was included with a mail-back response card attached to each of the 50,000 service plan brochures that were distributed onboard OC Bus.

The public outreach feedback questionnaire was released on February 23, 2021 and closed on April 26, 2021. During the collection period, OCTA collected a total of 2,108 completed questionnaires, with the majority (96%) of responses coming from the online questionnaire. The questionnaire was offered in English, Spanish and Vietnamese, with 77% of respondents completing the questionnaire in English, 20% Spanish, and 3% in Vietnamese.

Based on questionnaire demographic information, respondent race/ethnicity distribution is similar to the reported values for the Orange County population.

Orange County Race/Ethnicity	2019 Population Estimates¹	Questionnaire Respondents
Hispanic or Latino	34%	39%
White (Non-Hispanic)	40%	32%
Asian	22%	23%
Black/African American	2%	3%
American Indian/Alaskan Native	1%	2%
Native Hawaiian/Pacific Islander	0.4%	1%

The English / Spanish and English / Vietnamese questionnaire instruments are included as Appendix A.

The questionnaire results are considered informal and qualitative, rather than statistically significant, as the sample size is small, and participants were self-selected. Informal research such as this questionnaire is useful to explore a group's opinions and views, allowing for the collection of rich and verifiable data. This data can reveal information that may warrant further study and is often a cornerstone for the generation of new ideas.

¹ Source: U.S. Census Bureau, Population Estimates Program (PEP). Population and Housing Unit Estimates, July 1, 2019, (V2019) [Latest Estimate Available]

Public Hearing

April 26, 2021 – Virtual OCTA Board Meeting

In accordance with COVID-19-related changes to public and local government meetings (Executive Order N-25-20), and to ensure public safety, the public hearing for the proposed June 2021 Service Plan was held as a virtual public hearing on April 26, 2021, as part of the regularly scheduled OCTA Board meeting.

Individuals wishing to provide comments for the public hearing were able to submit or email their comments by 5:00 pm on April 25, 2021. A total of five official public hearing comments were received during the public outreach process and have been entered into the record as public hearing comments.

What We Heard

Following extensive public outreach, a total of 2,353 comments were received on the proposed plan, including at virtual community meetings, public hearing, online, and by mail and phone. The table below identifies how those individuals shared their feedback.

Channel	Count
Online/Print Questionnaires	2,108
Virtual Community Meeting Attendees	169
Customer Relations (Calls, Emails, Social Media)	71
Public Hearing Comments	5
Total:	2,353

Current Usage of OC Bus

For the purposes of this analysis, all individuals that have responded to the public feedback questionnaire were grouped into the following rider types, based on their travel frequency/usage of OC Bus during the COVID-19 pandemic compared to before the COVID-19 pandemic. Due to rounding, some percentages may not add up to 100%.

- **Current riders (72%)** defined as individuals who previously rode OC Bus before the COVID-19 pandemic and continued to ride during the pandemic, with 16% riding more than before, 14% the same as before, and 28% riding less than before the pandemic.
- **Inactive riders (19%)** defined as individuals who previously rode OC Bus before the COVID-19 pandemic but have not ridden since or during the pandemic.
- **Non-riders (10%)** are individuals who completed the feedback questionnaire, but they haven't ridden OC Bus before or during the pandemic. Unless expressly mentioned, further questionnaire items do not include non-riders' responses.

Figure 1: Respondent rider status and frequency of usage (all respondents)

Respondent Type & Usage	Respondents	% Respondents
Current riders	1,508	72%
More than before	294	14%
Same as before	590	28%
Less than before	591	28%
Did not ride before COVID-19, but I am riding now	33	2%
Inactive riders	392	19%
Not at all, but I plan to return	254	12%
Not at all, and I don't know yet if I will return	122	6%
Not at all, and I will not return	16	1%
Non-riders	208	10%
N/A – I do not use OC Bus	208	10%
Grand Total	2,108	100%

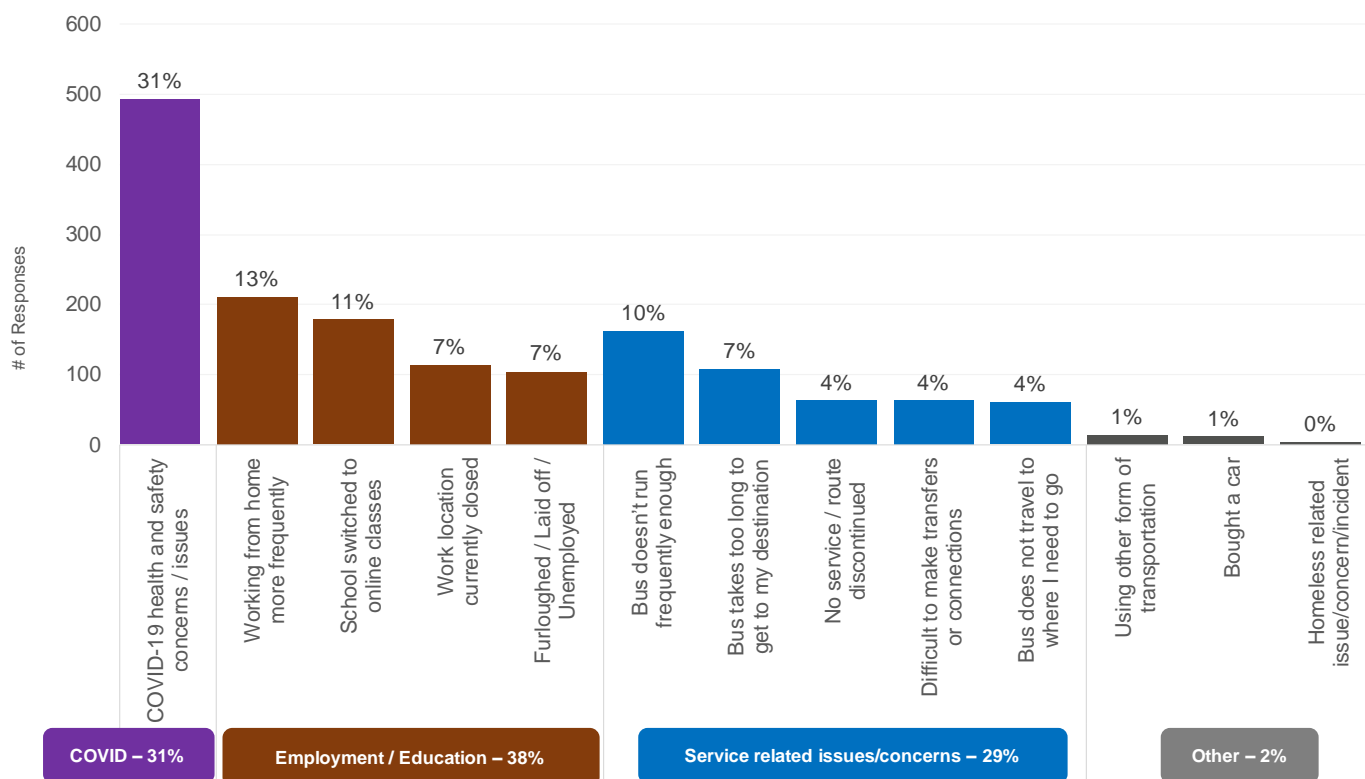
n = 2,108 respondents

Reasons for Riding Less Frequently / Not at All

Inactive riders and those that are currently riding less than before were asked their primary reasons for riding less or not riding during the pandemic. COVID-19 health and safety concerns/issues stood out with 31% of all responses to this question. Also significant was how many questionnaire respondents selected this as a choice. Respondents could select multiple options, but 60% of all respondents selected this as a response, which clearly shows that health and safety is a noticeable concern for customers. Following COVID-19, employment/education-related reasons were also significant, with 38% of all responses, including working from home more frequently (13%), school switching to online classes (11%), work location closures (7%) and furloughed/laid off/unemployed (7%). Over half of respondents (56%) selected employment / education reason for riding less or not riding during the pandemic.

Nearly one-third of respondents selected service-related issues/concerns for riding less or not at all riding, with 29% of total responses including bus doesn't run frequently enough (10%), bus takes too long to get to their final destinations (7%), no bus service or route temporarily discontinued (4%), difficult to make transfers or connections (4%), and bus does not travel to where they need to go (4%).

Figure 2: Primary reasons for riding less or not riding (currently riding less and inactive riders)

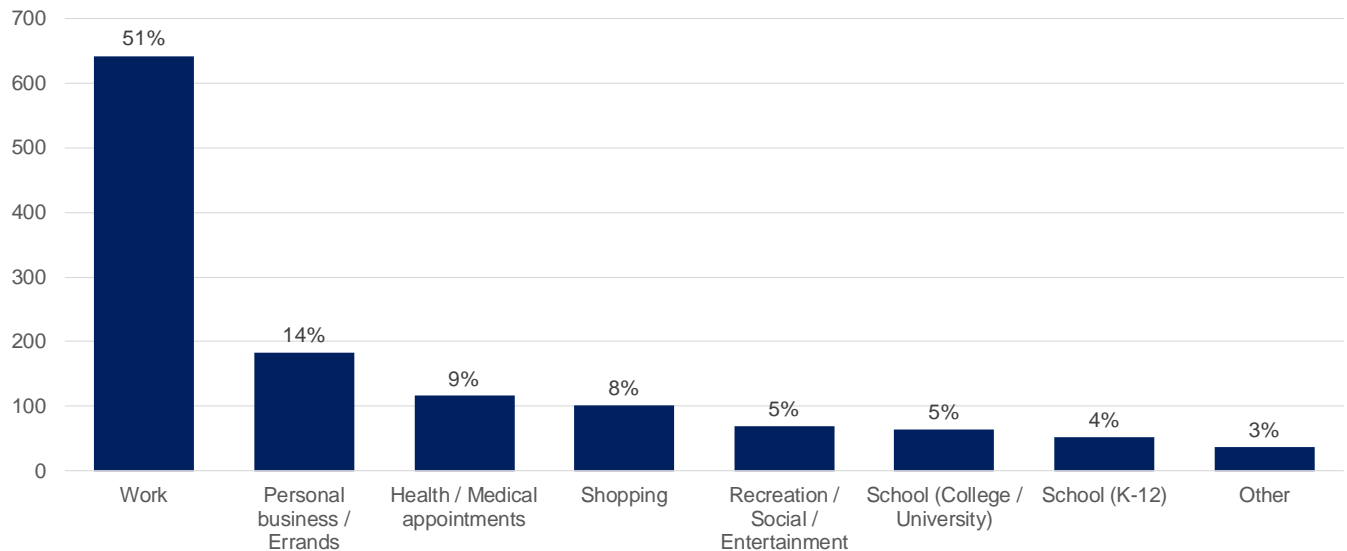


n = 1,588 responses from 808 respondents (multiple responses possible)

Trip Purpose Among Current Riders

Current riders (those who have been riding during the pandemic the same, more, or less than before) rely on OC Bus for essential trips, including commuting to work (51%), personal business/errands (14%), shopping and recreation/social/entertainment (13%), school (K-12/college/university) (9%), and health/medical appointments (9%).

Figure 3: Primary trip purpose (current riders)

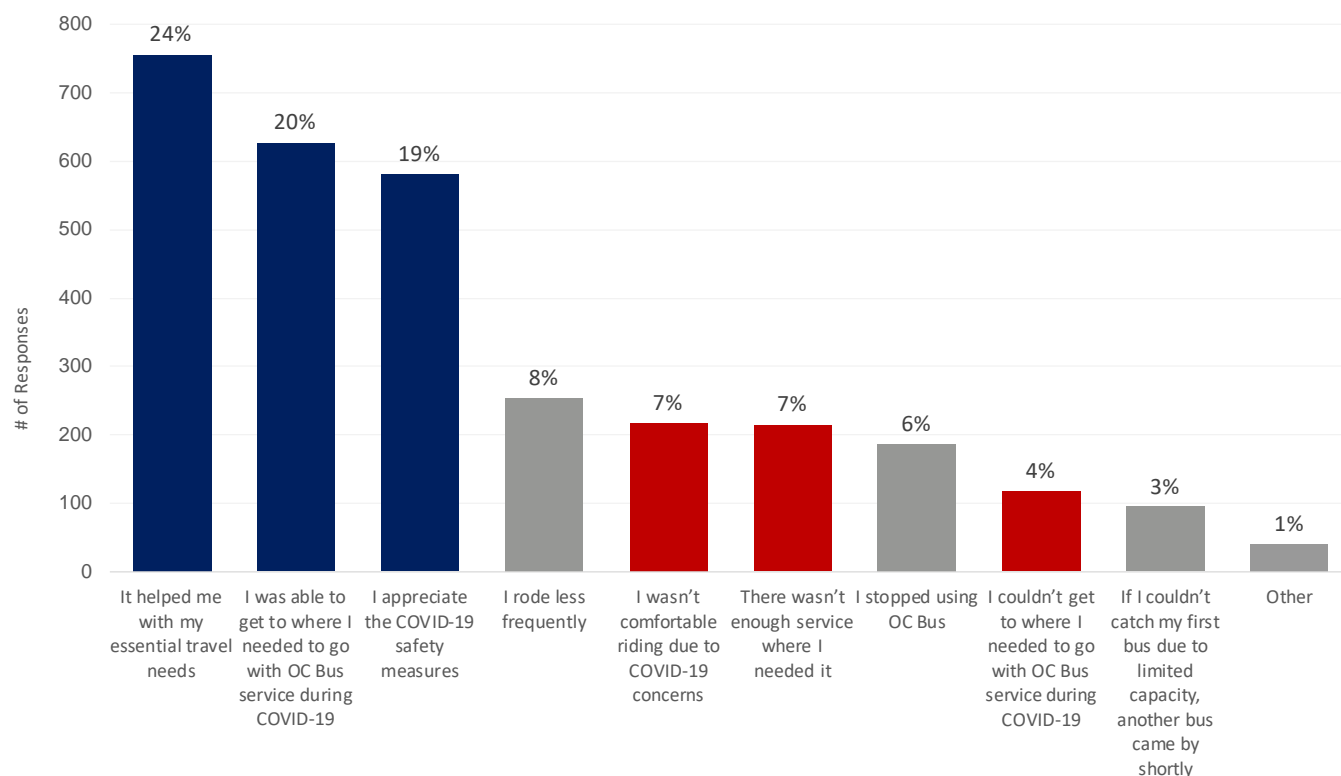


n = 1,263 respondents

Customer Experience with OC Bus during COVID-19

During the pandemic and stay-at-home order, OCTA was able to continue to operate limited, essential service. Respondents were asked what their experience has been with OC Bus service related to COVID-19 changes. Respondents could select multiple options.

Figure 4: OC Bus service experience during COVID-19 (current and inactive riders)



n = 3,090 responses from 1,542 respondents (multiple responses possible)

The top three responses regarding customer experience with OC Bus during COVID-19 were largely positive, with 64% of all responses, including “it helps with my essential travel needs” (24%), “I was able to get to where I needed to go (20%), and “I appreciate the COVID-19 safety measures” (19%). Most respondents (75%) selected at least one of these positive responses.

The negative responses to customer experience with OC Bus during COVID-19, representing 18% of all responses, including “I wasn’t comfortable riding due to COVID-19 concerns” (7%), “there wasn’t enough service where I needed it” (7%), and “I couldn’t get to where I needed to go with OC Bus service during COVID-19” (4%). Nearly one-third of respondents (29%) selected at least one of these negative responses.

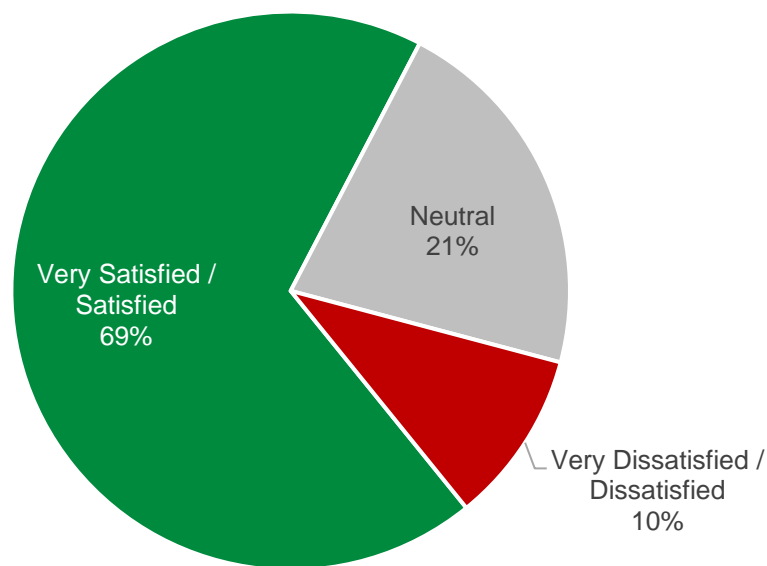
Feedback on Current OC Bus Service

Respondents were asked to respond with up to three of their most frequently used OCTA routes and to tell us how satisfied they were with each route, including any route-specific feedback they would like to share with OCTA.

A total of 493 unique respondents provided route satisfaction ratings. On average, each respondent rated approximately 2.3 routes. Figure 5 shows a summary of all individual route satisfaction rating responses with current service/routes.

Based on the overall percentage of all route rating responses, respondents reported largely positive responses to satisfaction ratings with the current OC Bus service, with almost 70% of route ratings being satisfied or very satisfied, 21% neutral, and only 10% dissatisfied or very dissatisfied.

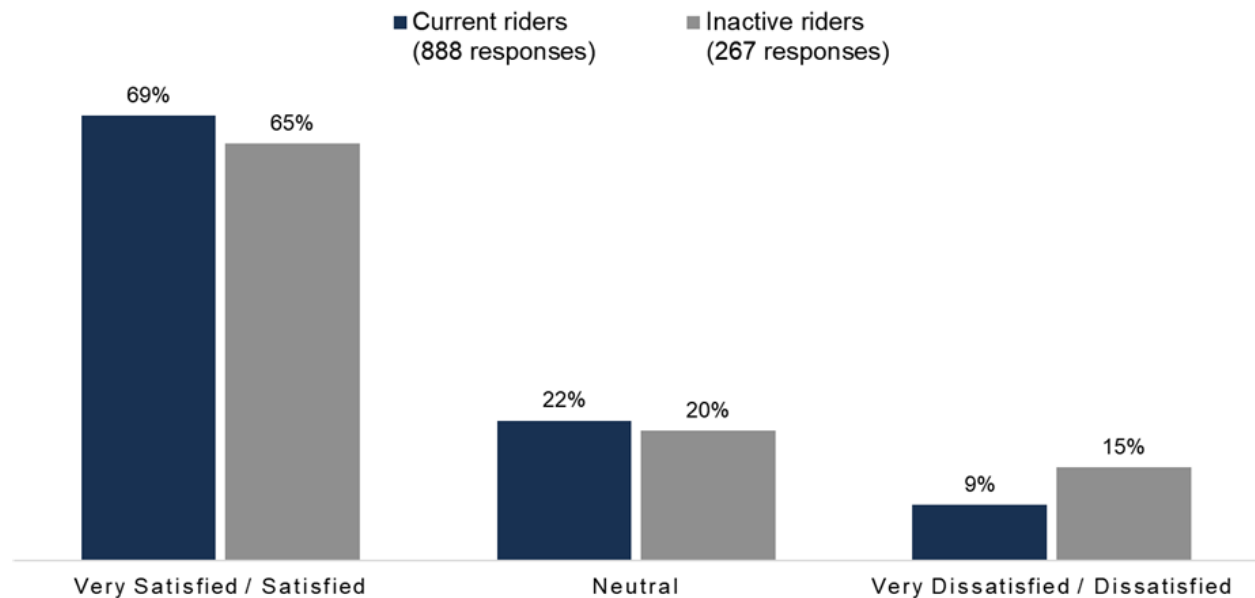
Figure 5: Overall customer satisfaction ratings (current and inactive riders).



n = 1,155 responses from 493 respondents

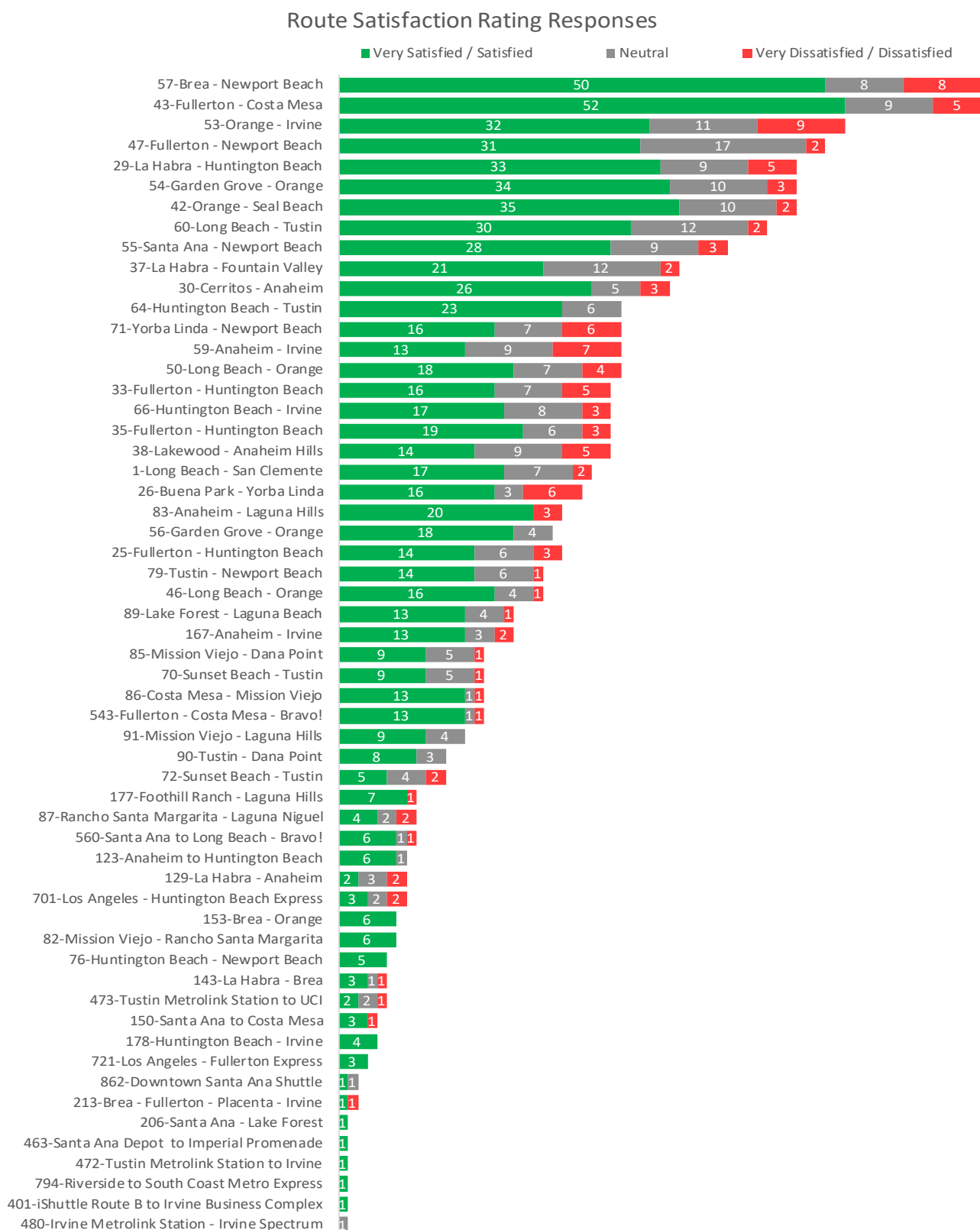
When comparing satisfaction by rider type, questionnaire respondents who reported themselves as “current riders” were slightly more likely to report being “satisfied or very satisfied.” Respondents who reported themselves as “inactive riders,” who had stopped riding OC Bus during the pandemic, were more likely to report being “dissatisfied or very dissatisfied.”

Figure 6: Overall customer satisfaction ratings by rider type (current and inactive riders).



n = 1,155 responses from 493 respondents

Figure 7: Overall customer satisfaction ratings by route (current and inactive riders).



n = 1,155 responses from 493 respondents

Route-specific feedback comments

In addition to asking customer satisfaction with the selected routes, respondents were asked to provide written, free-form feedback comments about current service. A total of 1,286 route-specific comments were received, reviewed, and categorized. The following is a summary of customer comment categorization from most to least frequent response by theme.

Figure 8: Customer route-specific comment categorization by theme (current and inactive riders).

Comment Theme	Comment Category	# of Comments	% of Comments
Satisfaction	Satisfied with service/route	503	39%
	Driver Compliment	51	4%
	Thank you	23	2%
Satisfaction Total		577	45%
Service enhancements	Increase frequency	178	14%
	Restore service/route (suspended due to COVID-19)	43	3%
	Improve on-time performance	38	3%
	Add/Increase early morning hrs	34	3%
	Overcrowded	33	3%
	Add/Increase late evening hrs	29	2%
	Add/Increase weekend service	25	2%
	Improve travel time	24	2%
	Difficulty connecting between routes	20	2%
	Add/Increase service	19	1%
	Add/Increase weekday service	14	1%
	Too many transfers/connections	5	0%
	Difficulty connecting to other transit services	2	0%
	Improve bus stop amenities	2	0%
	Improve safety/security on the bus	1	0%
Service enhancements Total		467	36%
General Comments	General comment/suggestion/information	112	9%
General Comments Total		112	9%
COVID-19	COVID-19 related safety concern/issue/incident	80	6%
COVID-19 Total		80	6%
Negative	Homeless related issue/concern/incident	20	2%
	Driver Complaint	20	2%
	Dissatisfied with service/route (suspended due to COVID-19)	10	1%
Negative Total		50	4%
Grand Total		1,286	100%

n = 1,286 comments from 577 respondents

More than one-third of all comments were service-related issues, concerns, or requests which are summarized in the following table.

General comments or suggestions, which did not relate to OC Bus service, represented 9% of the categorized comments received.

Approximately 6% of all comments were about COVID-19 related safety concerns or issues, including social distancing, cleanliness, mask enforcement, sick passengers, etc.

While feedback on current OC Bus routes was largely positive (45% of responses), customer requested improvements included:

Increase Service Frequency (14%) <i>Routes 30, 25, 35, 29, 71, 37</i>	Add Service Span (9% overall) Weekday Mornings: <i>Routes 26, 54, 72, 25, 53</i> Weekday Evenings: <i>Routes 38, 42, 87, 37, 25, 26</i> Weekends: <i>Routes 42, 87, 86, 29, 167</i>
Restore Suspended Route (3%) <i>Routes 560, 57X, 721, 701</i>	Improve On-Time Performance (3%) <i>Routes 57, 35, 50, 53</i>

Future Service Enhancements Requested

To help plan what future/post-COVID-19 transit will look like in Orange County, respondents were asked to select up to three of their most important OC Bus service enhancements.

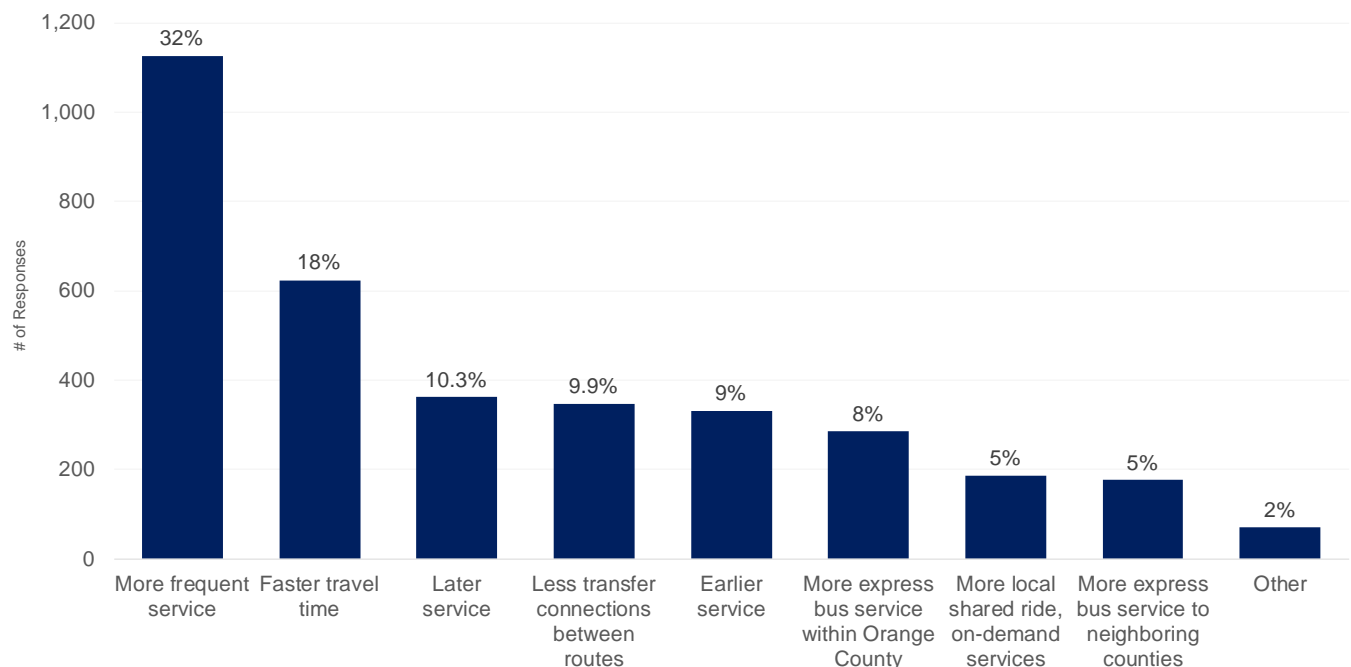
More frequent service was the most common response at 32%, with over 80% of total respondents selecting this enhancement. Approximately 64% of those responses requested more frequent weekday service compared to 36% for weekend service.

Faster travel time was the second most common response at 18%, with nearly half of total respondents selecting it. Over 70% of responses requested faster travel time on weekday service compared to 29% for weekend service.

Later service was the third most common response at 10.3%, with 27% of total respondents selecting it. Half of responses requested later service on weekdays and the rest requested later service on the weekend.

While top three responses make up 60% of all responses, the remaining 40% of responses included *Less transfer connections between routes* (10%), *earlier service* (9%), *more express bus service within Orange County* (8%), *more local shared ride, on-demand services*, and *more express bus service to neighboring counties* at 5% each.

Figure 9: Future service enhancements (current and inactive riders)



n = 3,508 responses from 1,083 respondents (multiple responses possible)

Future Service Amenities Requested

For future planning in terms of OC Bus amenities or enhancements, respondents were asked to select up to three of their most important OC Bus amenities or enhancements.

Real-time information provided at transit centers and major bus stops was the most commonly selected response (26% of all responses). Nearly 70% of respondents selected this enhancement.

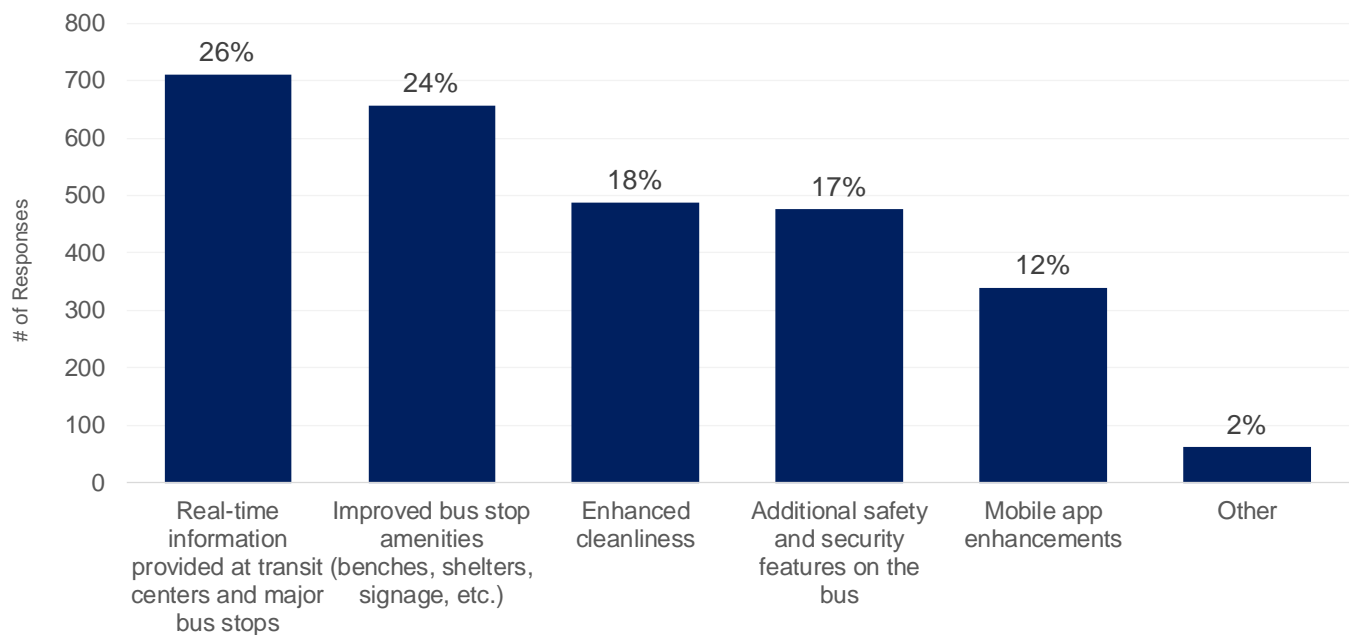
Improved bus stop amenities (benches, shelters, signage, etc.) was the second most commonly selected response (24% of all responses). A total of 62% of total respondents selected this amenity.

Enhanced cleanliness was the third most commonly selected response (18% of all responses), with nearly half total respondents (46%) selecting this enhancement.

The top three responses make up 68% of all responses. Nearly all (96%) of questionnaire respondents selected at least one of these top three enhancements.

The remaining 32% of responses included *additional safety and security features* on the bus (17%), *mobile app enhancements* (12%), or other comments (2%).

Figure 10: OC Bus service amenities (current and inactive riders)



n = 2,732 responses from 1,061 respondents (multiple responses possible)

Public Comments

In addition to the qualitative questionnaire, OCTA collected public input on the June 2021 Service Change Plan from a variety of channels, including:

- Virtual Community Meetings (available using Zoom teleconferencing or by telephone)
- Customer Comments (received by phone, email, or social media)
- Public Hearing Comments

A summary of public comments received from these sources follows, with references or sources included in the appendix.

Generally, public comments received provided positive feedback on the COVID-19 mitigation measures taken by OCTA during the pandemic. During the virtual meetings or in other public comments, customers noted that they appreciated the installation of hand sanitizer stations and face mask dispensers onboard buses. A common concern shared was non-compliance of a few other customers wearing face masks onboard the bus, particularly once the vehicle was in motion. This concern about the risk from other passengers onboard was also reflected in comments and questions regarding OC Bus passenger capacity limits, indicators of how crowded a bus was, and comments on social distancing. A few customers suggested that existing public information signage was helpful, but others suggested marking off seats to help passengers socially distance onboard.

In terms of OC Bus service provided during the pandemic, public comments noted appreciation for the service that OCTA was providing, as well as noting that service had improved over the course of the pandemic. Requested changes to existing service were similar to comments seen in responses to the questionnaire, including:

- Providing additional early morning service, particularly for early morning commutes for work or school
- Providing later evening service, particularly for routes requiring connecting transfers
- Providing additional service to educational institutions with reduced service, including California State University, Fullerton and University of California, Irvine.
- Increasing frequency of service for existing service and/or returning to pre-pandemic service schedules
- Restoring currently discontinued routes, including routes 794, 701, 529 and iShuttle service

Other public comments requested service enhancements or amenities, including:

- Extending existing routes to connect to other counties, such as connections to Los Angeles or San Diego transit lines
- Additional real time information/next bus arrival signage located at bus stops
- Providing the printed OC Bus schedule (Bus Book) onboard buses
- Adding Wi-Fi and USB charging ports to buses
- Providing additional on-board staff or transit ambassadors to assist with safety rules education, security, or route-finding support for new riders in additional languages.

Also, several public comments requested additional public information or advertising to let customers know that the bus is safe to ride. Some of the tactics discussed included:

- Safety-focused public announcements and multilingual advertising for OC Bus using radio, TV, YouTube, and Facebook
- Additional and ongoing advertising for OC Bus using popular ethnic media sources
- Continuing to provide virtual customer meeting options, particularly in multiple languages

Conclusion

On February 22, 2021, OCTA embarked on an extensive public outreach program to gather feedback on OC Bus service during COVID-19 and the draft June 2021 Service Plan.

The multifaceted and multilingual outreach program concluded with a public hearing on April 26, 2021. More than 2,300 respondents provided valuable input that was incorporated into final service change recommendations for the June 2021 service change and future service changes.

Appendices

A. Service Change Questionnaire (English / Spanish & English / Vietnamese)

Copies of the printed versions of the Service Change Questionnaire are available at the following links.

English / Spanish: www.OCTA.net/June2021Questionnaire-ENG-SPN

English / Vietnamese: www.OCTA.net/June2021Questionnaire-ENG-VIET

B. Service Change Questionnaire Results

Introduction

An online and print questionnaire was developed and distributed to gather customer feedback about the draft June 2021 Service Plan and bus service changes made during the coronavirus (COVID-19) pandemic. The questionnaire was offered in English, Spanish, and Vietnamese languages.

As of April 26, 2021, a total of 2,108 respondents completed the questionnaire and provided feedback, with the majority (96%) of respondents having completed the online questionnaire, while 4% of respondents completed the printed questionnaire.

Methodology Considerations

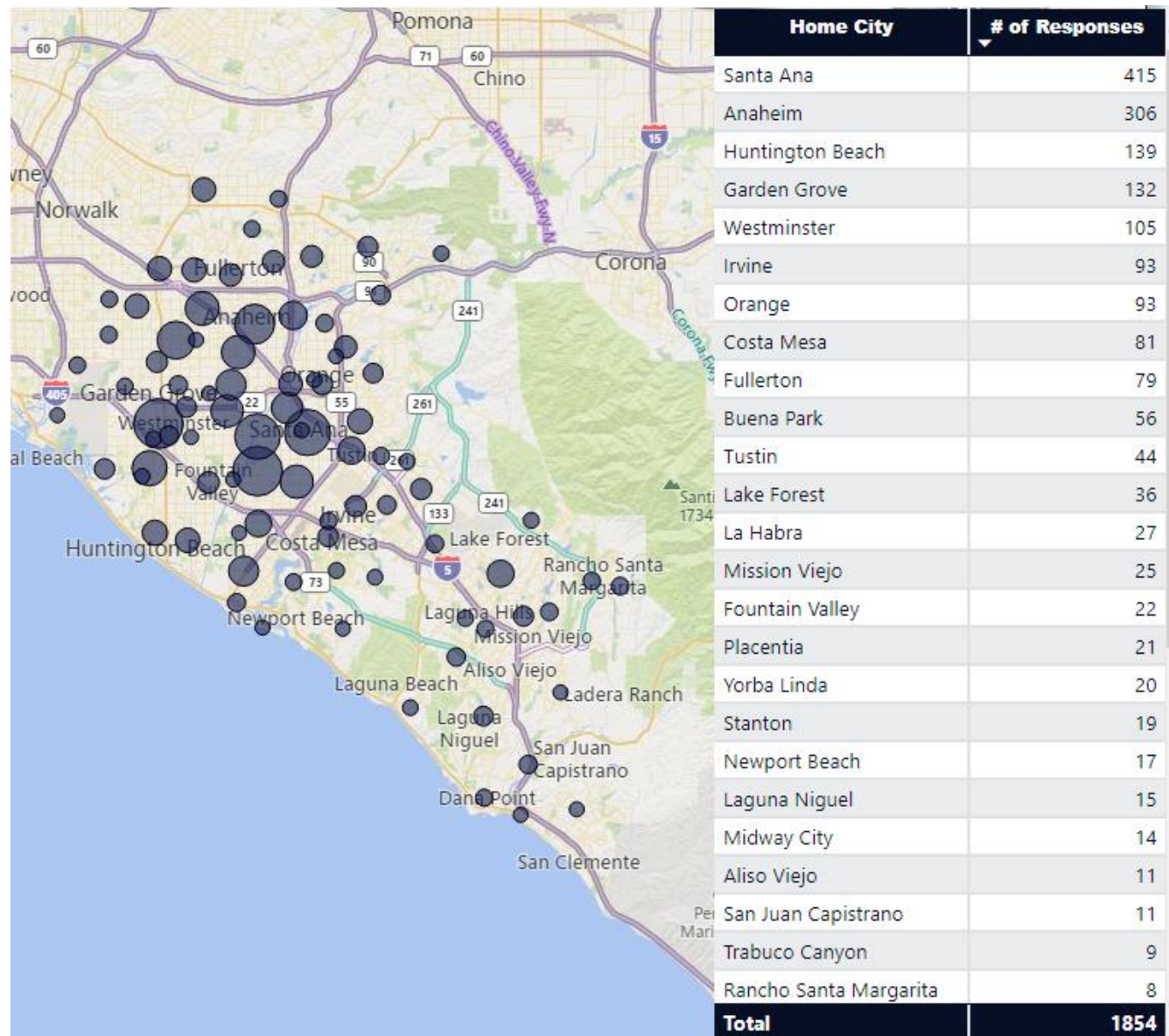
As the customer questionnaire was a self-selecting survey, the results are not considered statistically significant and can't be considered representative of all OC Bus riders. However, this type of qualitative feedback can provide useful information and themes for further investigation or research – including actions to incorporate customer feedback into service change recommendations. Due to rounding, some percentages may not add up to 100%.

Respondent Home Geographic Region

Q1: In what ZIP code is your HOME located?

All respondents (with valid ZIP codes)

The total number of responses included Orange County ZIP codes only. The map shows the distribution of responses by respondent home geographic region in Orange County, determined by respondent HOME ZIP code. Responses outside of Orange County (120 total) are not shown.



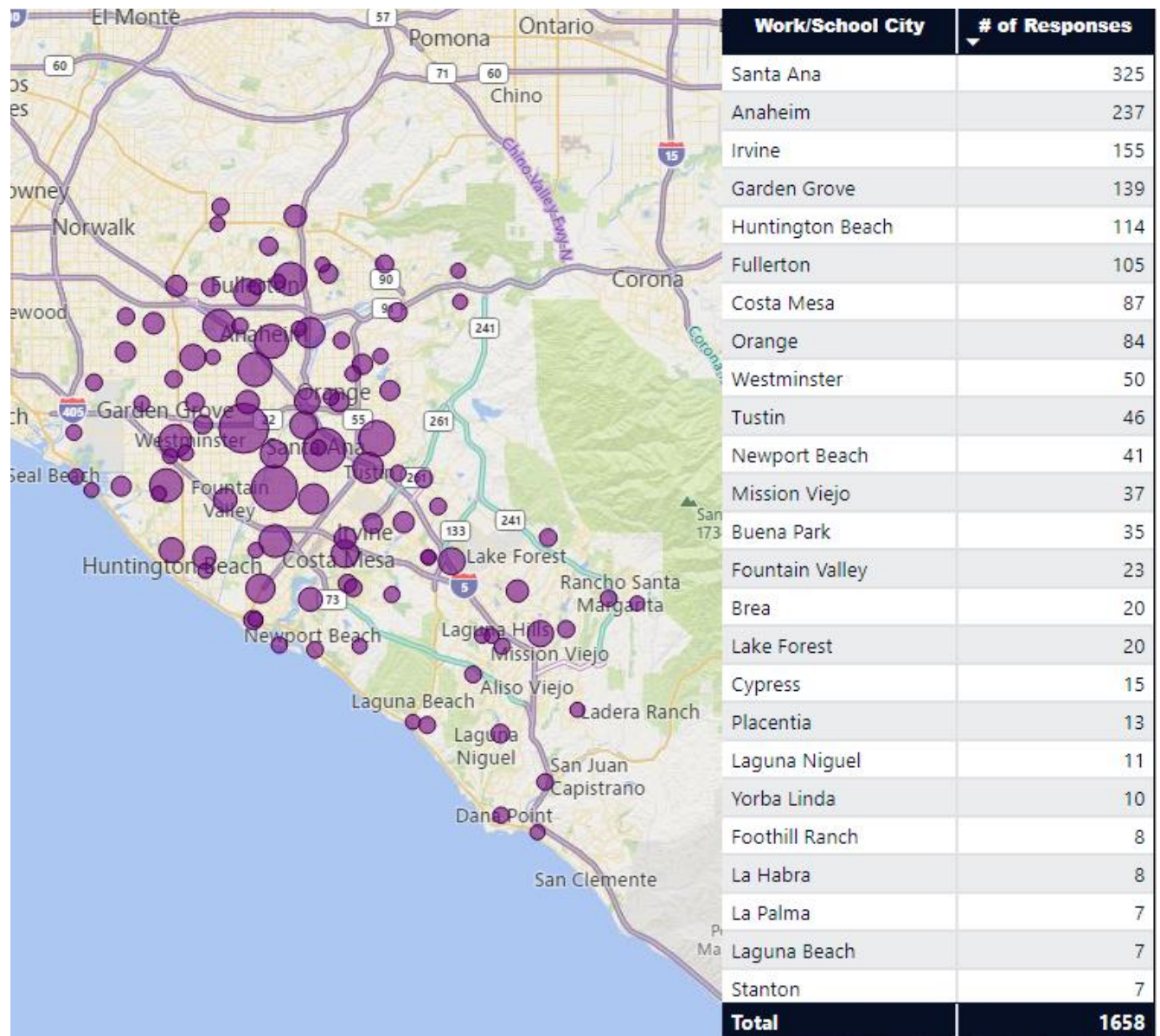
n = 1,854 responses

Respondent Geographic Region - Work/School

Q2: In what ZIP code is your Work / School located?

All respondents (with valid ZIP codes)

The map shows the distribution of responses by respondent geographic region in Orange County, determined by respondent WORK / SCHOOL ZIP code. The total number of responses included Orange County ZIP codes only. Responses outside of Orange County (132 total) are not shown.



n = 1,658 responses

Respondent Rider Type

Q3: Compared to your average use before COVID-19, how frequently are you riding OC Bus now?

All respondents

Respondent Type & Usage	Respondents	% Respondents
Current riders	1,508	72%
More than before	294	14%
Same as before	590	28%
Less than before	591	28%
Did not ride before COVID-19, but I am riding now	33	2%
Inactive riders	392	19%
Not at all, but I plan to return	254	12%
Not at all, and I don't know yet if I will return	122	6%
Not at all, and I will not return	16	1%
Non-riders	208	10%
N/A – I do not use OC Bus	208	10%
Grand Total	2,108	100%

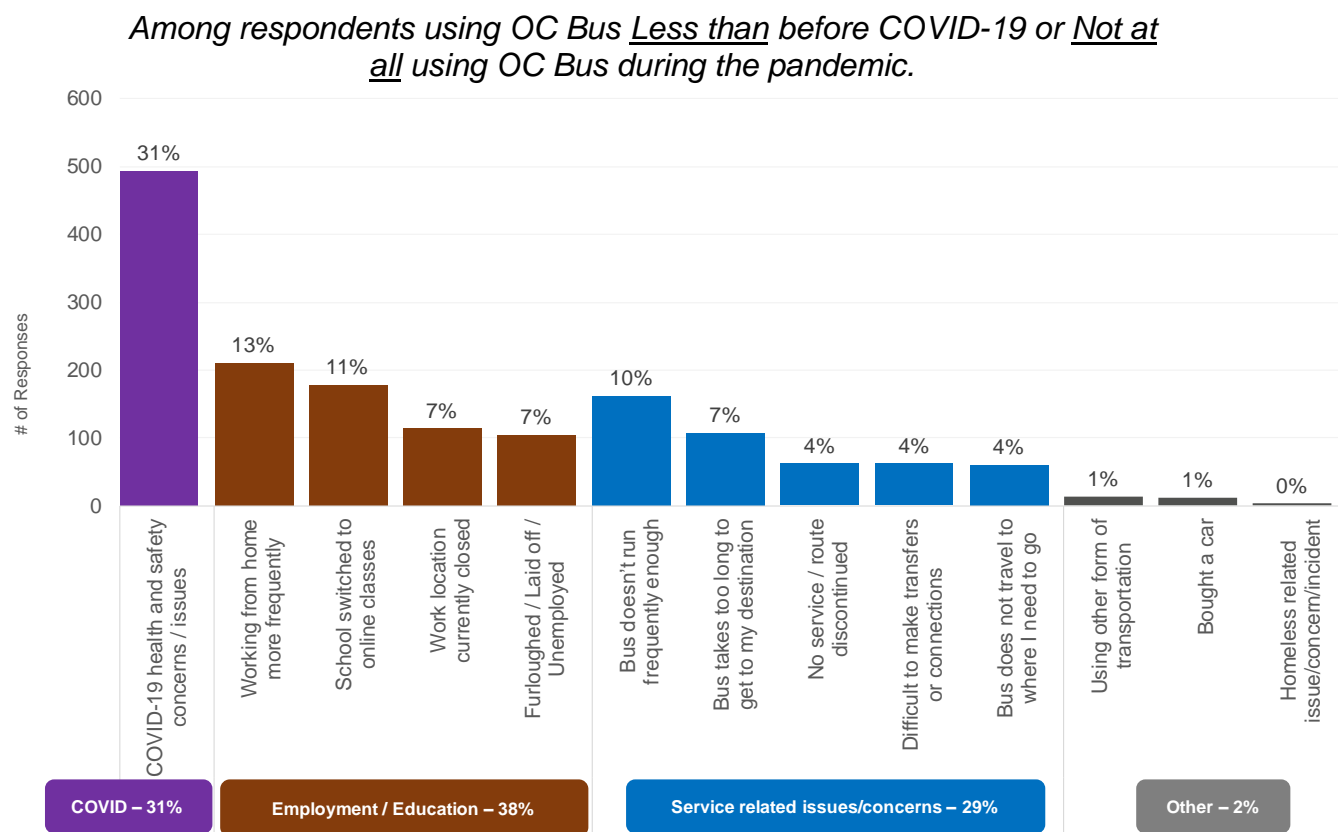
n = 2,108 respondents

- Current riders (72%) defined as individuals who previously rode OC Bus before the COVID-19 pandemic and continued to ride during the pandemic, with 16% riding more than before, 14% the same as before and 28% riding less than before the pandemic.
- Inactive riders (19%) defined as individuals who previously rode OC Bus before the COVID-19 pandemic but have not ridden since or during the pandemic. Most of these riders anticipate returning, with 65% indicating “I plan to return”, 31% “I don’t know yet if I will return”, and 4% “I will not return” to riding OC Bus.
- Non-riders (10%) are individuals who completed the feedback questionnaire, but they haven’t ridden OC Bus before or during the pandemic.

Respondents who identified themselves as non-riders were not asked questions related to their experience on OC Bus. Instead, these respondents moved directly to demographics questions and an opportunity for general feedback.

Reasons for Riding OC Bus Less or Not Riding

Q4: What are your primary reasons for riding less frequently / not riding? (Select all that apply)

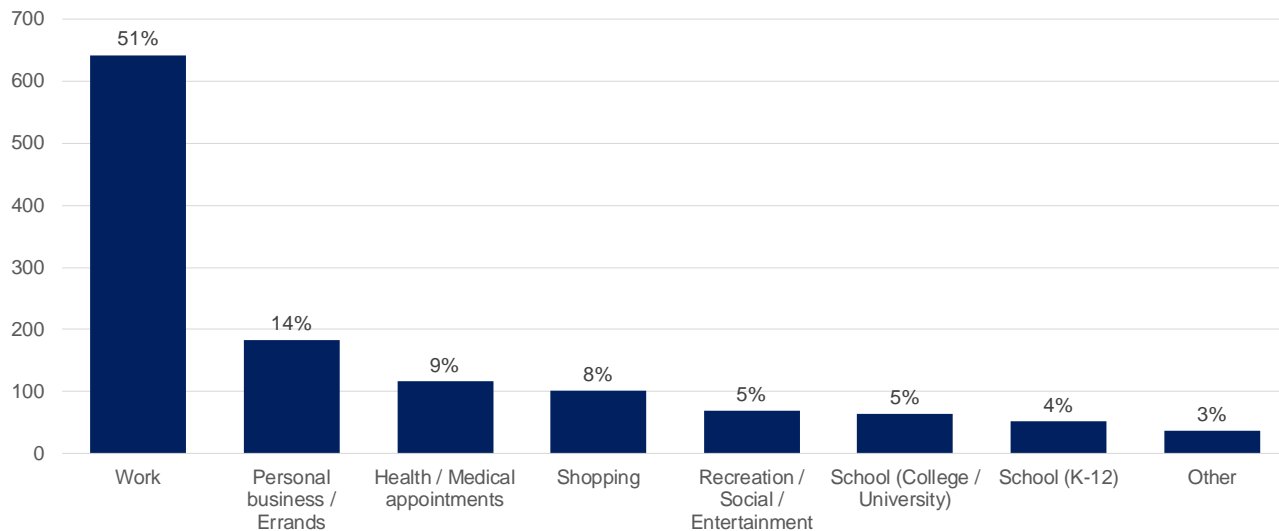


n = 1,588 responses from 808 respondents (multiple responses possible)

Primary Trip Purpose

Q5: What describes your primary trip purpose for which you currently use / plan to use OC Bus?

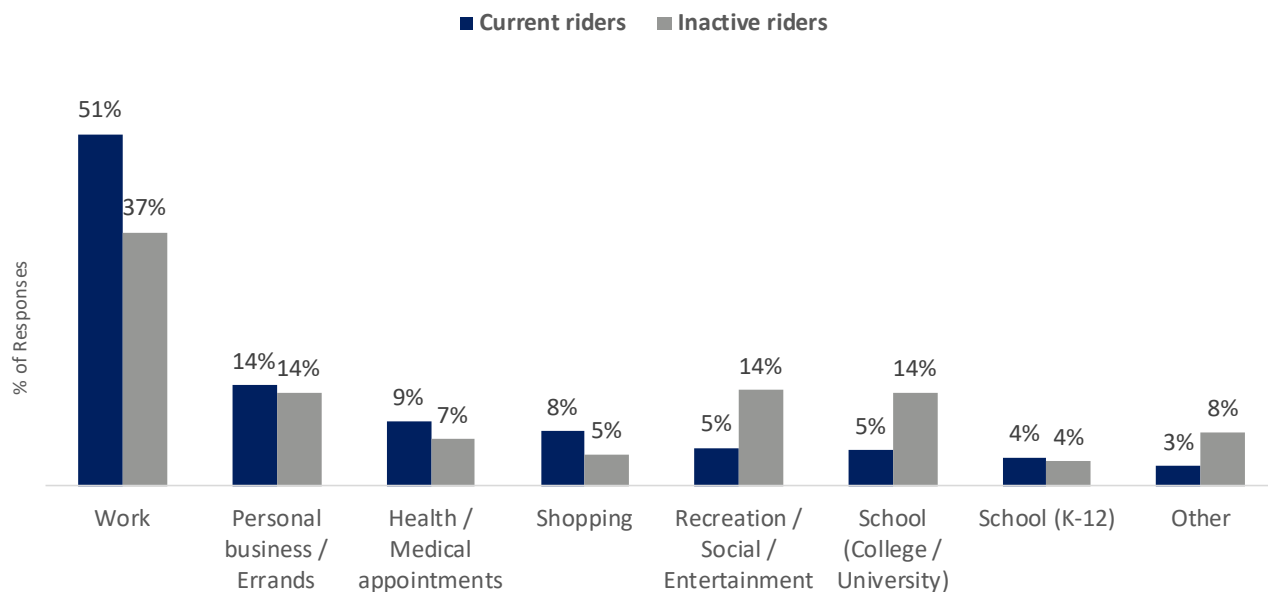
Current riders



n = 1,263 respondents

Among current riders (those who have been riding during the pandemic the same, more, or less than before) rely on OC Bus for essential trips, including commuting to work (51%), personal business/errands (14%), shopping & recreation/social/entertainment (13%), school (K-12/college/university) (9%) and health/medical appointments (9%).

Primary trip purpose segmented by rider type (current and inactive riders)

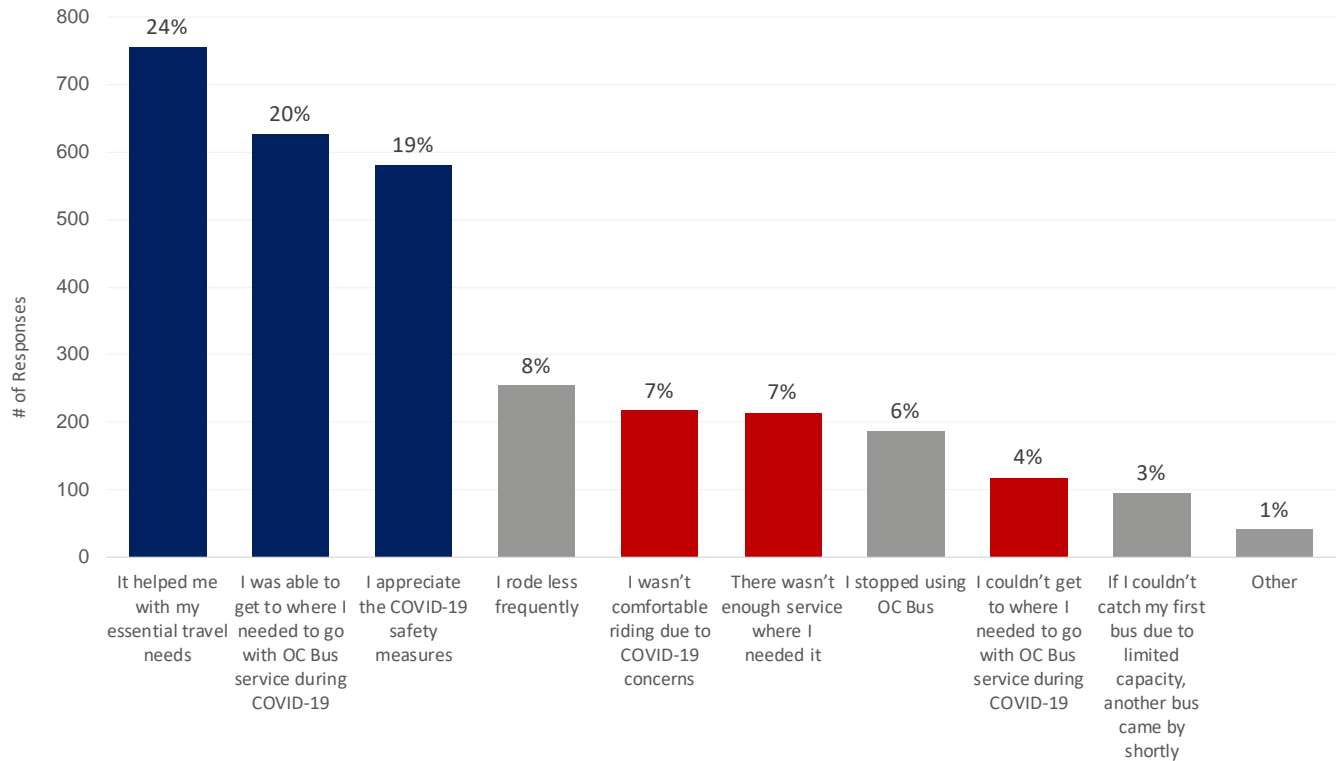


n = 1,568 respondents

OC Bus Service Experience During the Pandemic

Q6: OCTA was able to continue to operate limited, essential service during the pandemic and stay-at-home order. What has been your experience with OC Bus service during the pandemic? (Select up to three (3))

Current and Inactive riders



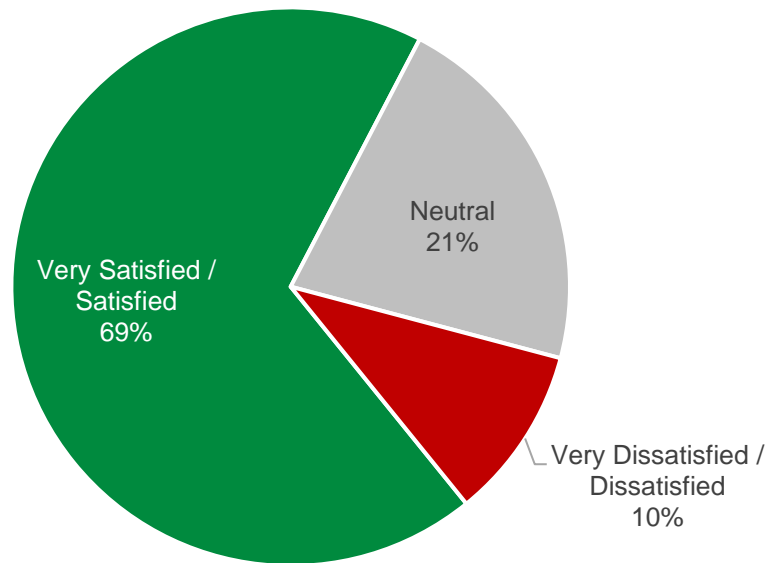
n = 3,090 responses from 1,542 respondents (multiple responses possible)

The “Other” category included comments on COVID-19 safety issues, general feedback/suggestions, driver compliments, and expressions of gratitude.

Customer Satisfaction - Overall

Q7: Please let us know what you think about current OC Bus service on the routes that you use most frequently. (Select up to three (3) routes, with #1 being your most frequently used route)

Current and Inactive riders

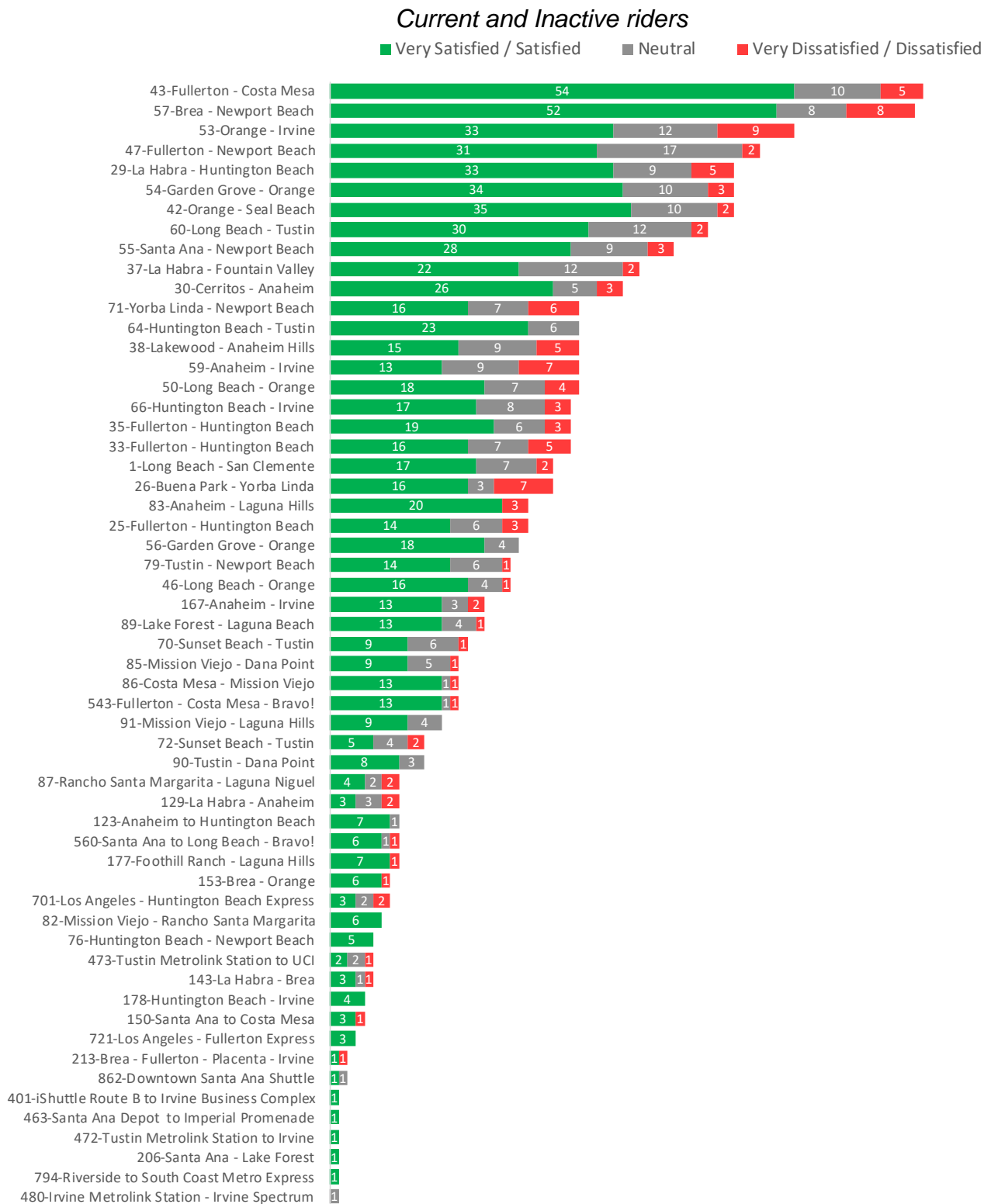


n = 1,155 responses from 493 respondents

Current and inactive riders were asked to respond with up to three of their most frequently used routes and tell us how satisfied they were with the routes. The chart above shows a summary of all individual route satisfaction rating responses with current service/routes.

Customer Satisfaction by Route

Q8: Please rate your satisfaction with the OC Bus route. (Select up to three (3) routes, with #1 being your most frequently used route)



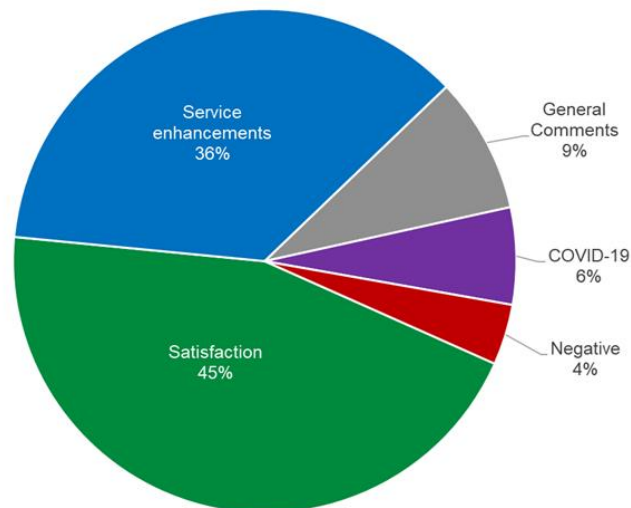
n = 1,155 responses from 493 respondents

Route-Specific Comments - Categorized

Q9: Most frequently used route comments.

Overall summary of route-specific feedback/comments categorization by theme.

Current and Inactive riders



Detailed summary of route-specific feedback categorization by theme.

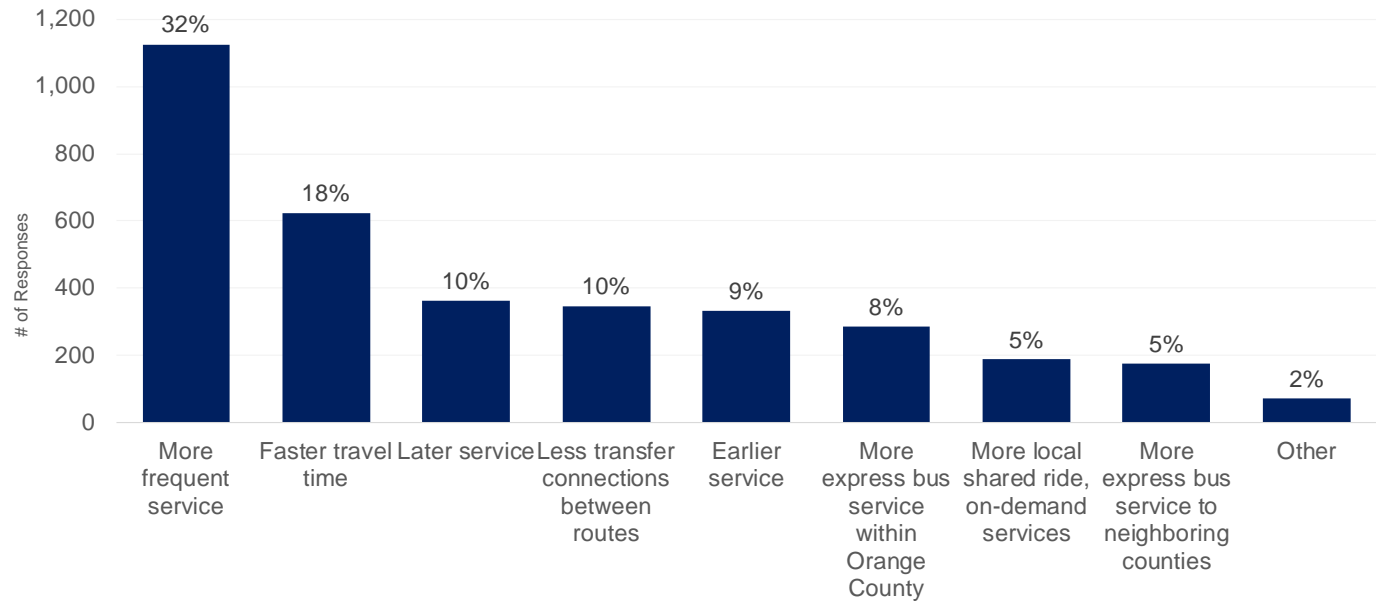
Comment Theme	Comment Category	# of Comments	% of Comments
Satisfaction	Satisfied with service/route	503	39%
	Driver Compliment	51	4%
	Thank you	23	2%
Satisfaction Total		577	45%
Service enhancements	Increase frequency	178	14%
	Restore service/route (suspended due to COVID-19)	43	3%
	Improve on-time performance	38	3%
	Add/Increase early morning hrs	34	3%
	Overcrowded	33	3%
	Add/Increase late evening hrs	29	2%
	Add/Increase weekend service	25	2%
	Improve travel time	24	2%
	Difficulty connecting between routes	20	2%
	Add/Increase service	19	1%
	Add/Increase weekday service	14	1%
	Too many transfers/connections	5	0%
	Difficulty connecting to other transit services	2	0%
	Improve bus stop amenities	2	0%
	Improve safety/security on the bus	1	0%
Service enhancements Total		467	36%
General Comments	General comment/suggestion/information	112	9%
General Comments Total		112	9%
COVID-19	COVID-19 related safety concern/issue/incident	80	6%
COVID-19 Total		80	6%
Negative	Homeless related issue/concern/incident	20	2%
	Driver Complaint	20	2%
	Dissatisfied with service/route (suspended due to COVID-19)	10	1%
Negative Total		50	4%
Grand Total		1,286	100%

n = 1,286 comments from 577 respondents

Future Service Enhancements

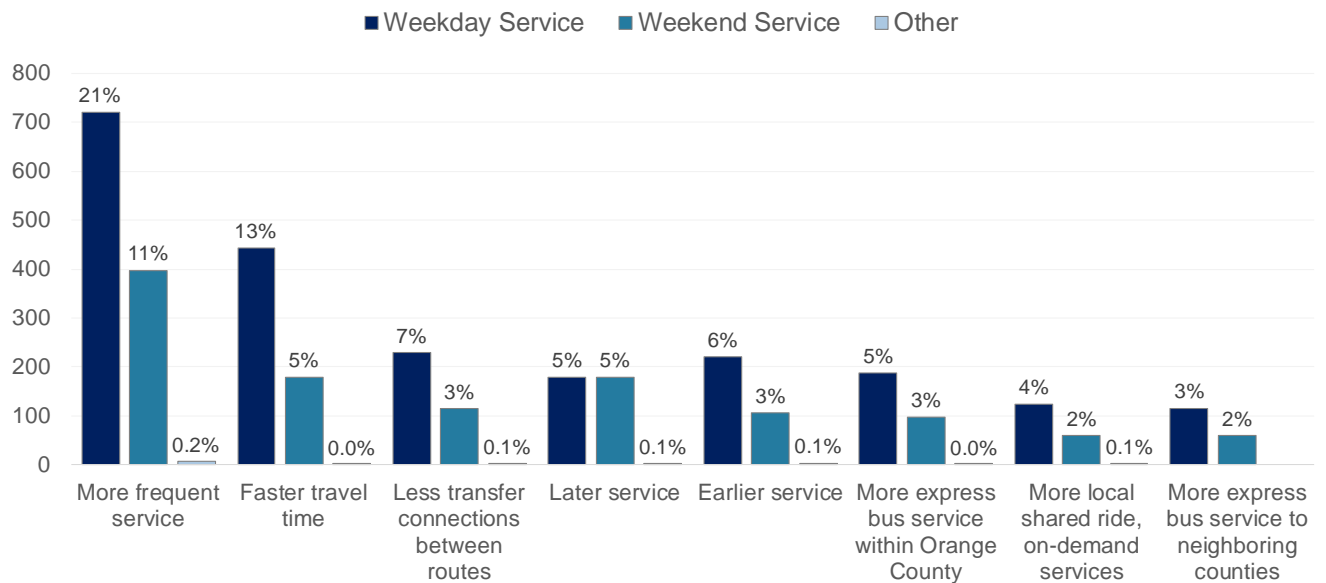
Q10: What would be your top three (3) most important OC Bus service enhancements as a transit rider? (Please check your top three (3) most important service enhancements)

Current and Inactive riders



n = 3,508 responses from 1,083 respondents (multiple responses possible)

Future service enhancements segmented by service type (Weekday service, Weekend service and Other).

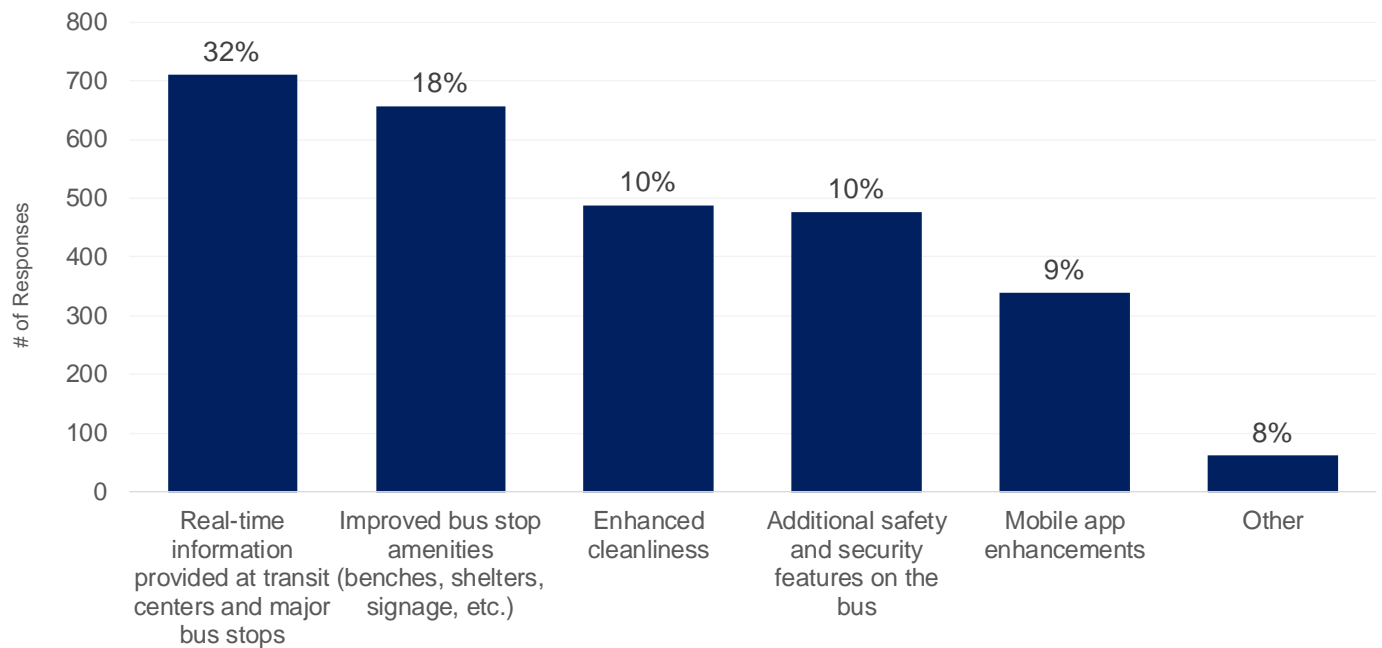


n = 3,508 responses from 1,083 respondents (multiple responses possible)

Future OC Bus Amenities

Q11: What would be your top three (3) most important OC Bus amenities or enhancements? (Please select up to three (3) amenities)

Current and Inactive riders

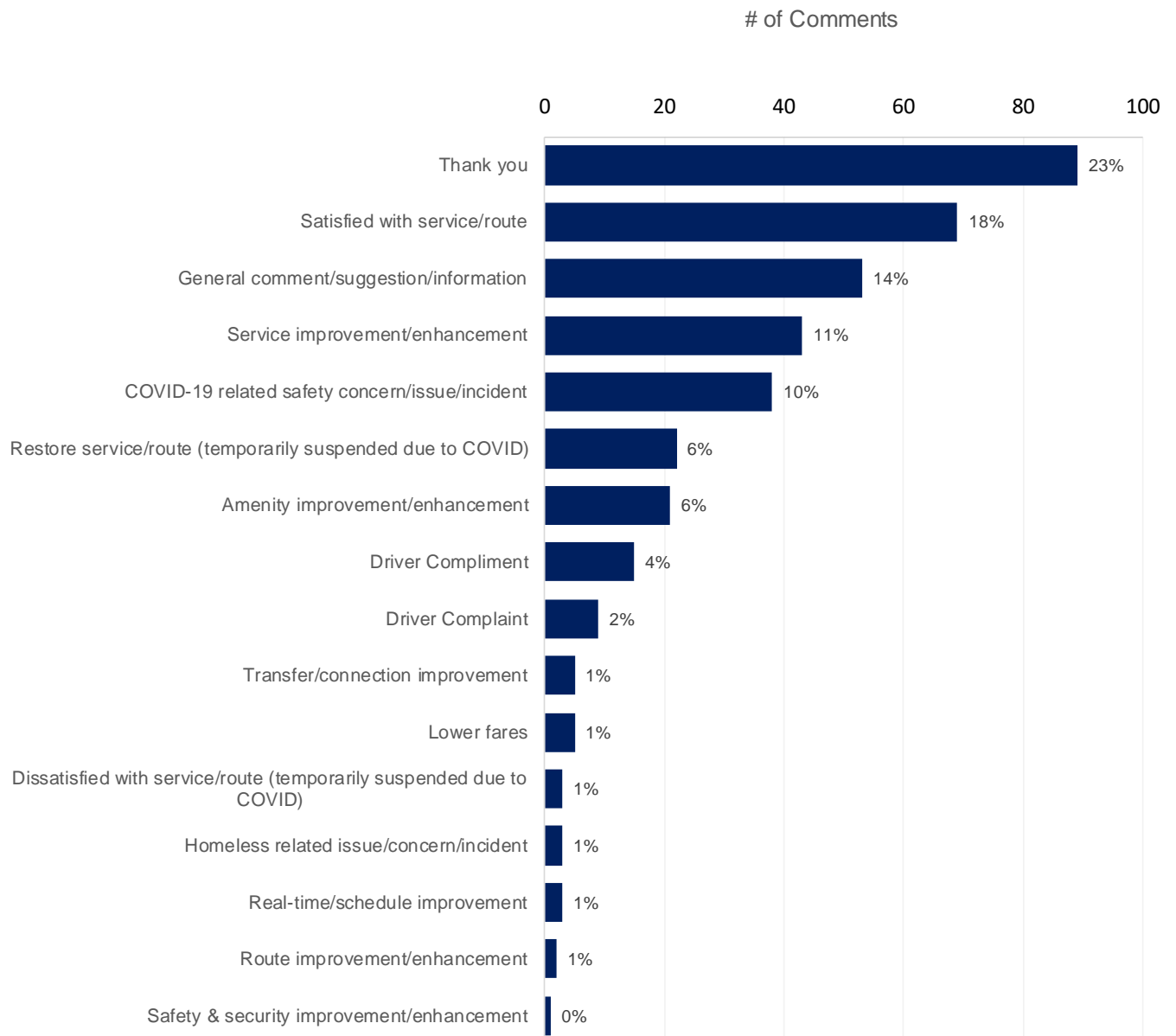


n = 2,732 responses from 1,061 respondents (multiple responses possible)

Other Customer Comments - Categorized

Q12: Any other comments/concerns/questions you would like to share with OCTA?

All respondents



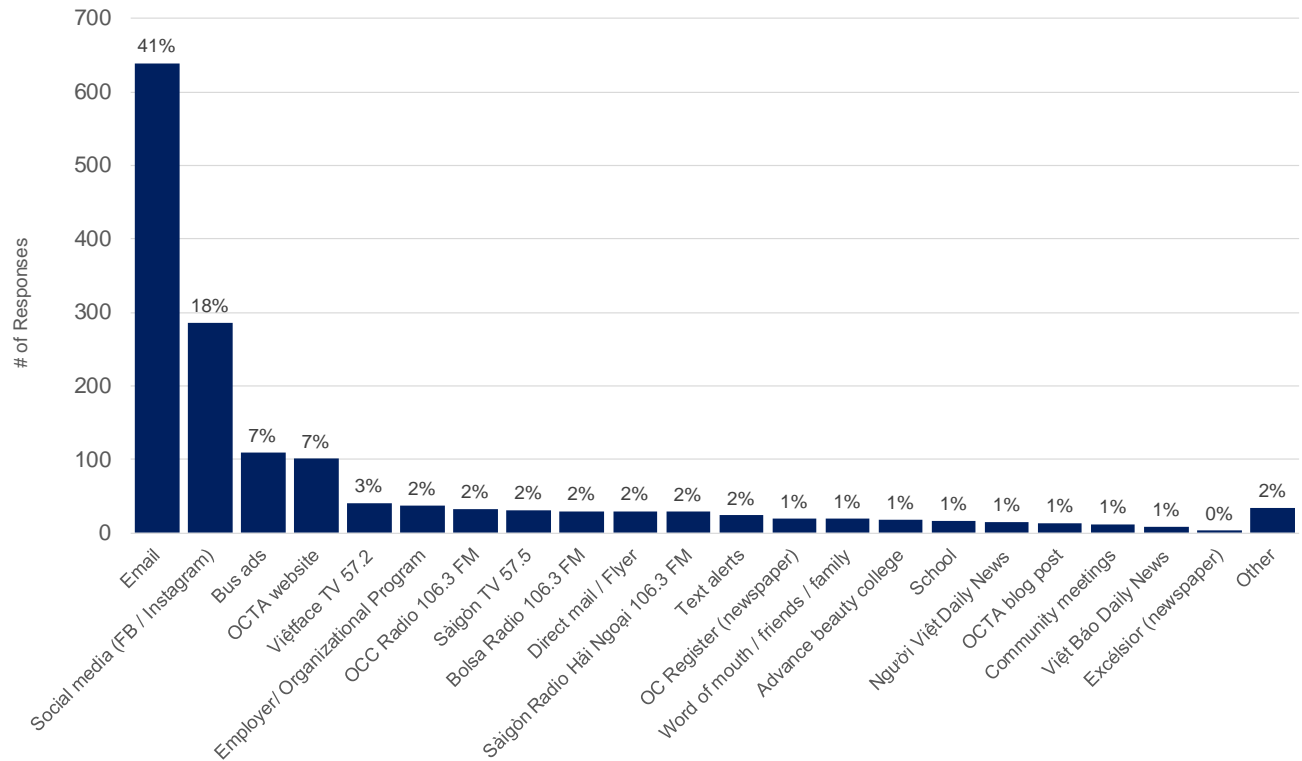
n = 381 comment responses from 345 respondents

This was an open-ended comment response question, which allowed customers to share additional feedback with OCTA, including comments, questions, concerns, and/or improvement suggestions. The chart above is a summary of customer feedback by category and sorted in order from most to least frequent response.

How Did You Hear

Q11: How did you learn about this feedback questionnaire? (Select all that apply)

All Respondents



n = 1,548 responses from 1,206 respondents (multiple selections possible)

For the background and demographic questions, the percentages reported are the actual percent within each demographic category or question who responded to the questionnaire. Percentages may not add to 100% due to rounding.

Age

n = 1,214 respondents		
	Respondents	% Respondents
13-17 years	26	2%
18-24 years	230	19%
25-34 years	228	19%
35-44 years	264	22%
45-59 years	250	21%
60-64 years	89	7%
65 and older	127	10%
Grand Total	1,214	100%

Gender

n = 1,216 respondents		
	Respondents	% Respondents
Female	618	51%
Male	554	46%
Other	9	1%
Prefer not to answer	35	3%
Grand Total	1,216	100%

Ethnic Identity

n = 1,217 respondents		
	Respondents	% Respondents
Asian	256	21%
Black / African American	39	3%
Latino / Hispanic	437	36%
Middle Eastern	19	2%
Native American / Alaska Native	18	1%
Pacific Islander	10	1%
White / Caucasian	337	28%
Other	28	2%
Prefer not to answer	73	6%
Grand Total	1,217	100%

Employment Status

n = 1,215 respondents		
	Respondents	% Respondents
Employed full-time	462	38%
Employed part-time	226	19%
Homemaker	37	3%
Laid-off / furloughed	38	3%
Not employed, but looking for work	66	5%
Prefer not to answer	55	5%
Retired	113	9%
Self-employed	62	5%
Student	156	13%
Grand Total	1,215	100%

Annual Household Income

n = 1,215 respondents		
	Respondents	% Respondents
Under \$10,000	205	17%
\$10,000 - \$19,999	166	14%
\$20,000 - \$29,999	160	13%
\$30,000 - \$49,999	158	13%
\$50,000 - \$64,999	72	6%
\$65,000 - \$84,999	77	6%
\$85,000 - \$99,999	32	3%
\$100,000 or more	108	9%
Not sure	58	5%
Prefer not to answer	179	15%
Grand Total	1,215	100%

Smartphone Ownership

n = 1,210 respondents		
	Respondents	% Respondents
Yes, it's a smartphone	1,097	91%
Yes, but not a smartphone	84	7%
No, neither mobile phone nor smart phone	29	2%
Grand Total	1,210	100%

Moving out of Orange County

n = 1,213 respondents		
	Respondents	% Respondents
No, definitely not moving	893	74%
Yes, definitely moving	50	4%
Maybe/ thinking about it	208	17%
N/A – I plan to move to Orange County	17	1%
N/A – I do not live in Orange County	45	4%
Grand Total	1,213	100%

Service Change Questionnaire Open Ended Comments

C. Service Change Comments by Theme

Route-Specific Feedback by Category and Route

Comment categories presented in order of overall frequency.

Feedback on Specific OC Bus Local Routes (Routes 1 to 56):

Total Count of Categorized Comments					OC Bus Local Routes (Routes 1 - 56)														
Comment Category	1	25	26	29	30	33	35	37	38	42	43	46	47	50	53	54	55	56	
Satisfied with service / route	17	9	13	23	9	9	10	10	4	19	33	8	26	15	30	18	26	17	
Increase frequency	2	10	5	8	10	5	9	7	3	6	4	6	3	6	2	5	6	5	
General comment / suggestion	3	3	1	3	2	1		3	4	1	10	2		2	10	8	3	3	
Restore service / route (temp. suspended)				2	1	2			2	1			1	1		2	1		
Improve on-time performance	1	1		1			4		2	1	1		1	3	3		1		
Add / Increase early morning hrs		3	4	1	2	1		2	1						3	3	1		
Overcrowded		1			2		1		2	4	1		2	1	2		2		
Add / Increase late evening hrs		2	2	1			1	2	4	4			1						
Add / Increase weekend service				2			1			3	1	1	1	1		1			
Improve travel time				4	1	1	1			1	1	1							
Difficulty connecting between routes	1					1	1		2		2			1	1		3		
Add / Increase service			1					2			1		1	1		1		2	
Add / Increase weekday service			2	1		1	2		1	1						1	1		
Too many transfers / connections											2		1						
Improve bus stop amenities											1								
Difficulty connecting to other transit services														1					

Feedback on Specific OC Bus Local Routes (57 – 99):

Total Count of Categorized Comments						OC Bus Local Routes (Routes 57 - 99)													
Comment Category	57	59	60	64	66	70	71	72	76	79	82	83	85	86	87	89	90	91	
Satisfied with service / route	42	4	27	18	13	6	13	5		5	1	9	1	1		2	1	2	
Increase frequency	3	6	1	3	6	2	7	5	4	5	1	2	3	3	2	2	4		
General comment / suggestion	7	2	3		4	1	1		1	4		1	1	2					
Restore service / route (temp. suspended)	3	2	2	1	1	1	2	1		1		1					1		
Improve on-time performance	7	2	2			1	2										2		
Add / Increase early morning hrs			1			2	1	3			1	2							
Overcrowded	3	1	3	2	1		1	1				1					1		
Add / Increase late evening hrs			1	1		1	1					2			2			1	
Add / Increase weekend service					1				1			1	1	2	3			1	
Improve travel time	2		1	2	2		2	1					1						
Difficulty connecting between routes			1				2	1	1		1								
Add / Increase service	1												1			1	2		
Add / Increase weekday service							1	1											
Too many transfers / connections																			
Improve bus stop amenities								1											
Difficulty connecting to other transit services												1							

Feedback on OC Bus Non-Local Routes (100 – 799):

Total Count of Categorized Comments		OC Bus Non-Local Routes (Routes 100 - 799)																	
Comment Category	123	129	143	150	153	167	177	178	206	213	400	472	473	480	543	560	701	721	794
Satisfied with service / route	2	5	3	6	4	1	4	3	2						4	4		1	
General comment / suggestion	4	3	2			2	1								4		1		
Restore service / route (temp. suspended)				1			1			1	1					4	2	2	1
Increase frequency			1		1	1				1		1	1	1	4		1		
Add / Increase weekend service						2		1								1			
Improve on-time performance							1					1					1		
Add / Increase early morning hrs			1				1										1		
Add / Increase late evening hrs		1															2		
Improve travel time			1		1												1		
Difficulty connecting between routes						1	1												
Add / Increase service						1	1												
Add / Increase weekday service													1		1				
Overcrowded																			1
Too many transfers / connections			1																

D. Service Change Comments

The verbatim customer comments received for route related feedback are available here:

www.OCTA.net/June2021RouteComments

E. “Other” Customer Comments

The verbatim customer comments received for any other “comments/concerns/questions” by respondents are available here:

www.OCTA.net/June2021OtherComments

Virtual Community Meetings

F. Virtual Meeting Transcript (English Language Meeting)

A transcript of the March 9, 2021 virtual community meeting is available at:

www.OCTA.net/2021-03-09-ServiceChangeMeetingTranscript

G. Virtual Meeting Transcript (Spanish Language Meeting)

A translated transcript of the March 10, 2021 Spanish language virtual community meeting is available at:

www.OCTA.net/2021-03-10-Spanish-ServiceChangeMeetingTranscript

H. Virtual Meeting Summary (Vietnamese Language Meeting)

A summary of the March 10, 2021 Vietnamese language virtual community meeting is available at:

www.OCTA.net/2021-03-10-Vietnamese-ServiceChangeMeetingSummary

Public / Customer Comments

I. Customer Comments Received (Email, Phone, Social Media)

All customer comments received related to the June 2021 Service Change are available at:

www.OCTA.net/June2021CustomerComments

J. Public Hearing Comments

All public comments received related to the June 2021 Service Change are available at:

www.OCTA.net/June2021PublicComments