

# **Measure M2 Ten-Year Comprehensive Review Survey**

# Purpose of Study

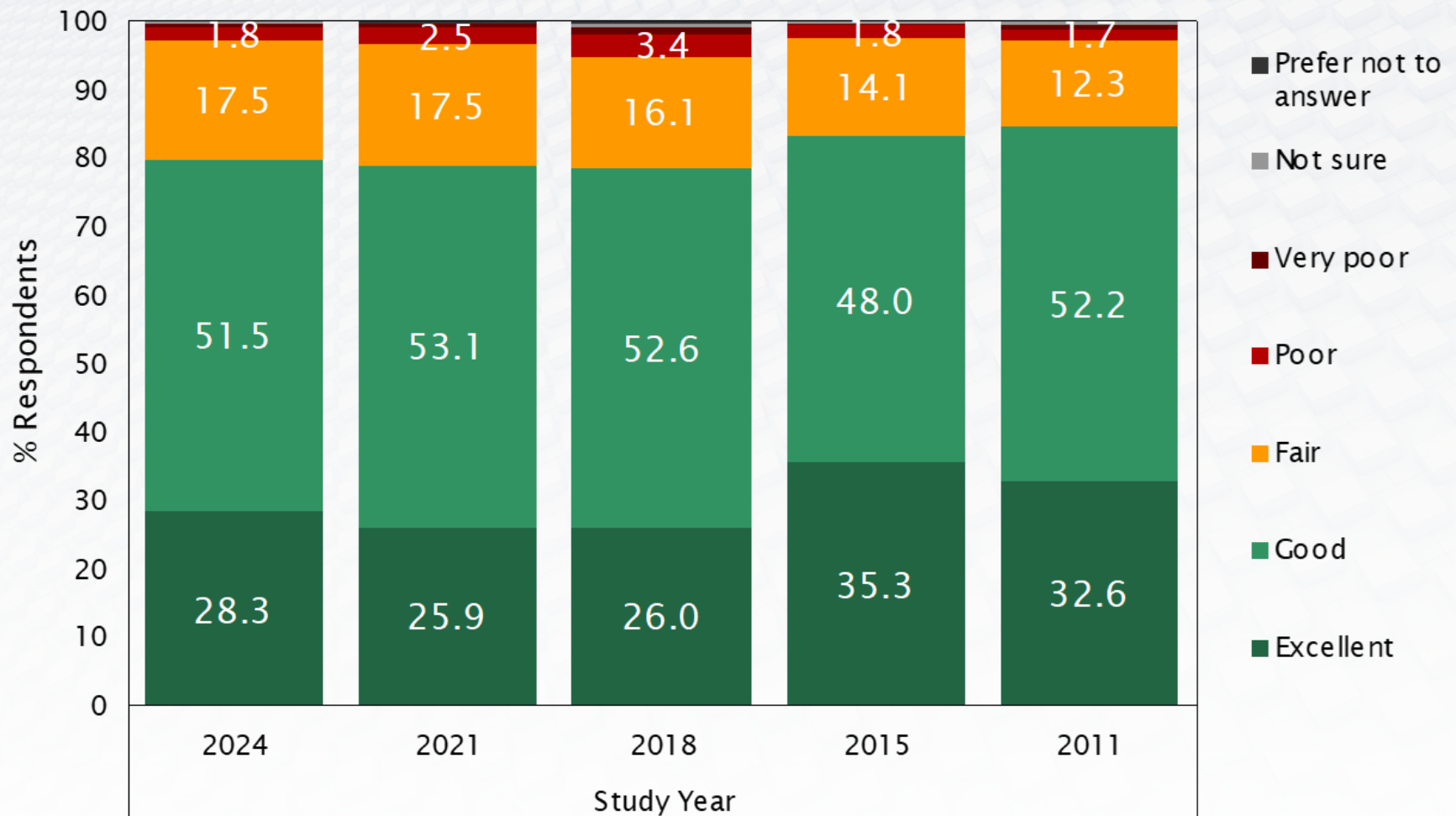
- Identify how voters assess various aspects of the transportation network in Orange County
- Measure priorities among potential uses of M2\* funds and how priorities may have changed over time
- Gauge awareness and perceptions of the Orange County Transportation Authority (OCTA) and M2\*

\*Measure M2

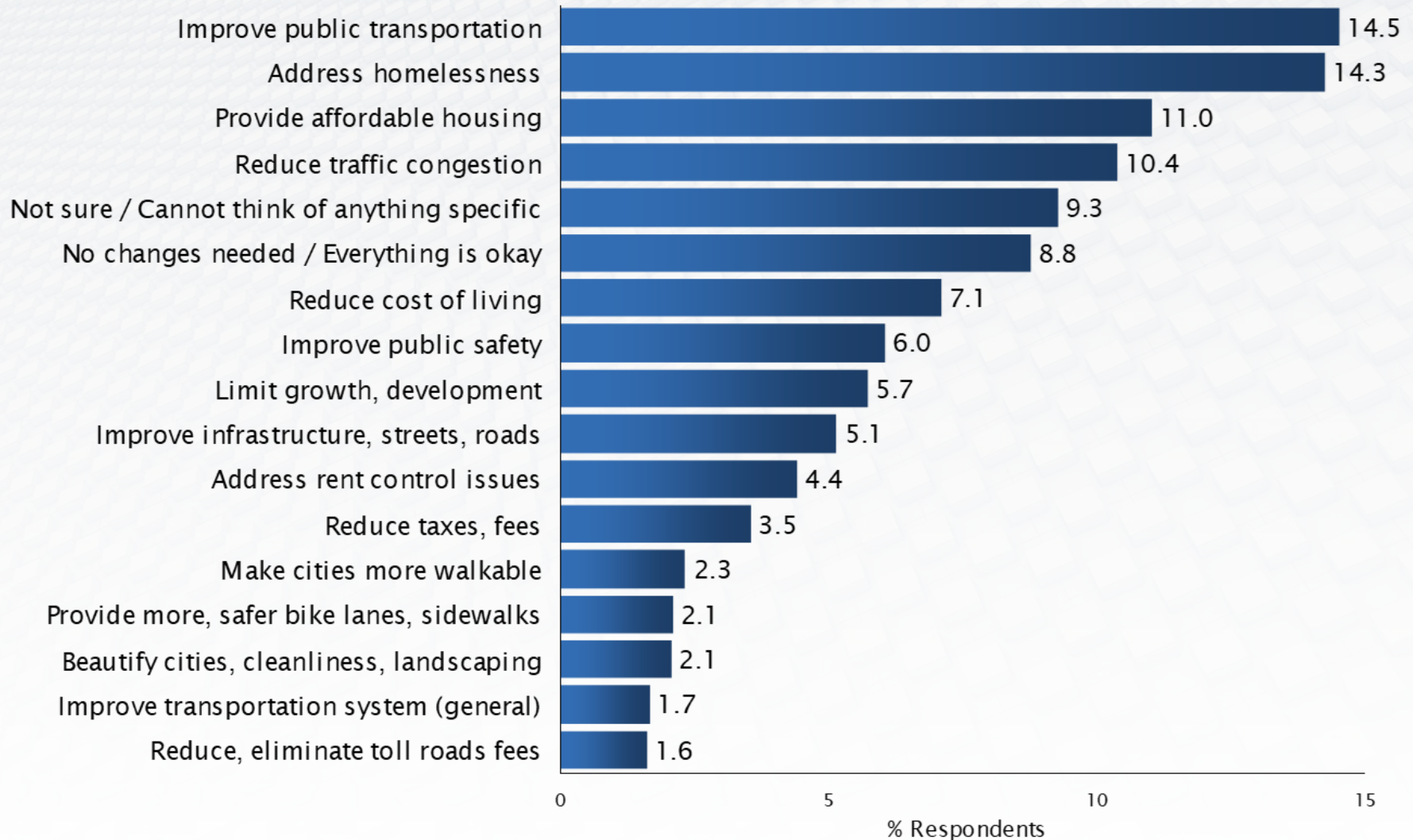
# Methodology of Study

- **How did we select voters to survey?**
  - Stratified & Clustered Random Sample of likely voters (2024) using age, gender, partisanship, household party type, and sub-geographies
  - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
  - Personalized email, text, and telephone calls
  - PINs to restrict access and ensure one complete survey per respondent
- **How were voters able to share their opinions?**
  - Online & Telephone (land line or mobile)
  - English, Spanish & Vietnamese
- **What was the sample size?**
  - 1,080 completed surveys; Overall margin of error of  $\pm 3.0\%$  at 95%

# Quality of Life



# Changes to Improve Quality of Life



# Public Transportation Comments

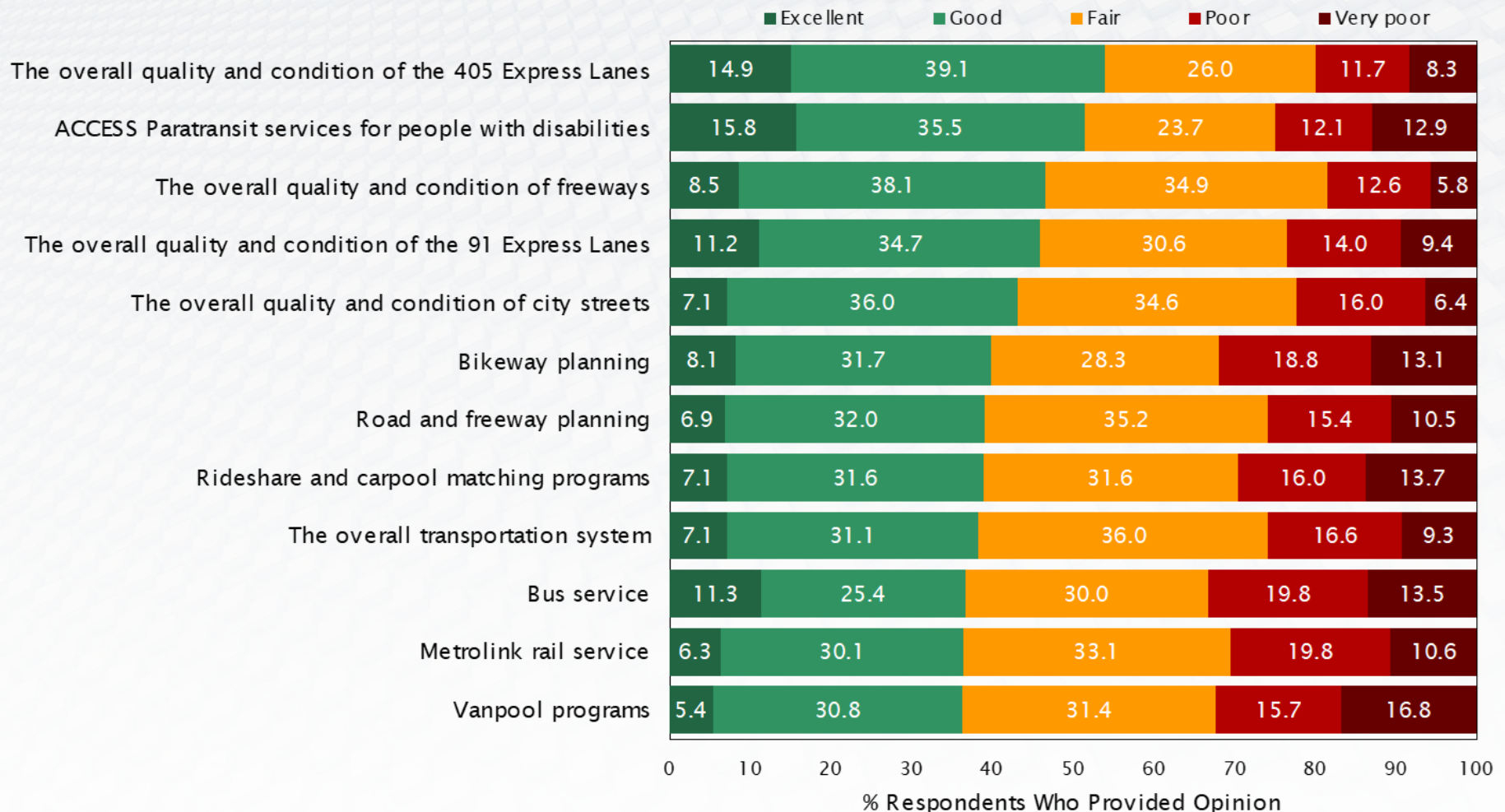
*“We need more public buses and underground metros all over the county to avoid traffic and get to our job and schools in time.”*

*“I wish there was more available and frequent access to public transportation. We are chained to the automobile and this is limiting, dangerous, and unhealthy.”*

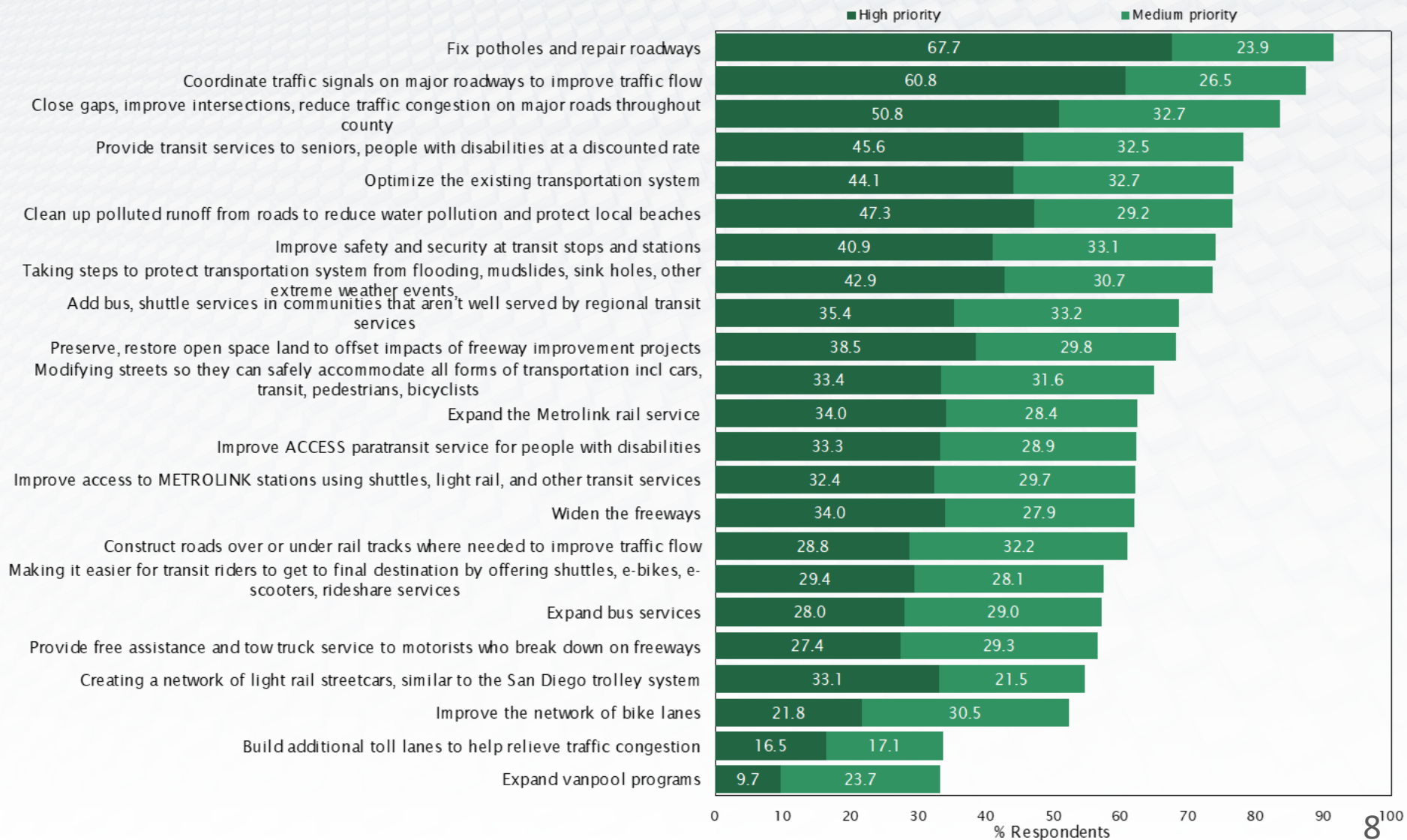
*“Mass transit that's reliable, with frequent pick-up schedules, expansion of routes and programs to encourage ridership.”*

*“Initiate a light rail service which would connect with the Los Angeles system.”*

# Rating Transportation System



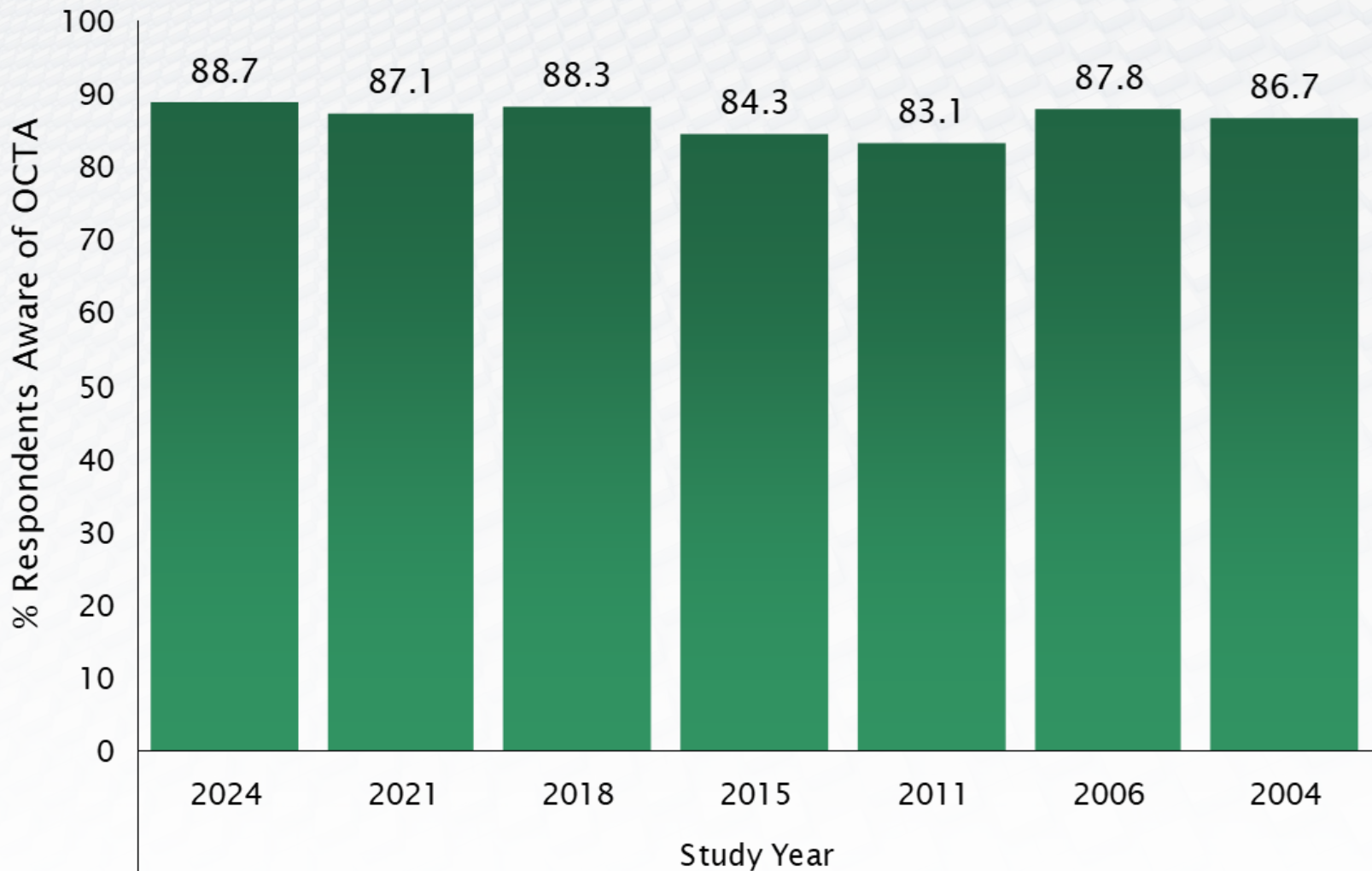
# Funding Priorities



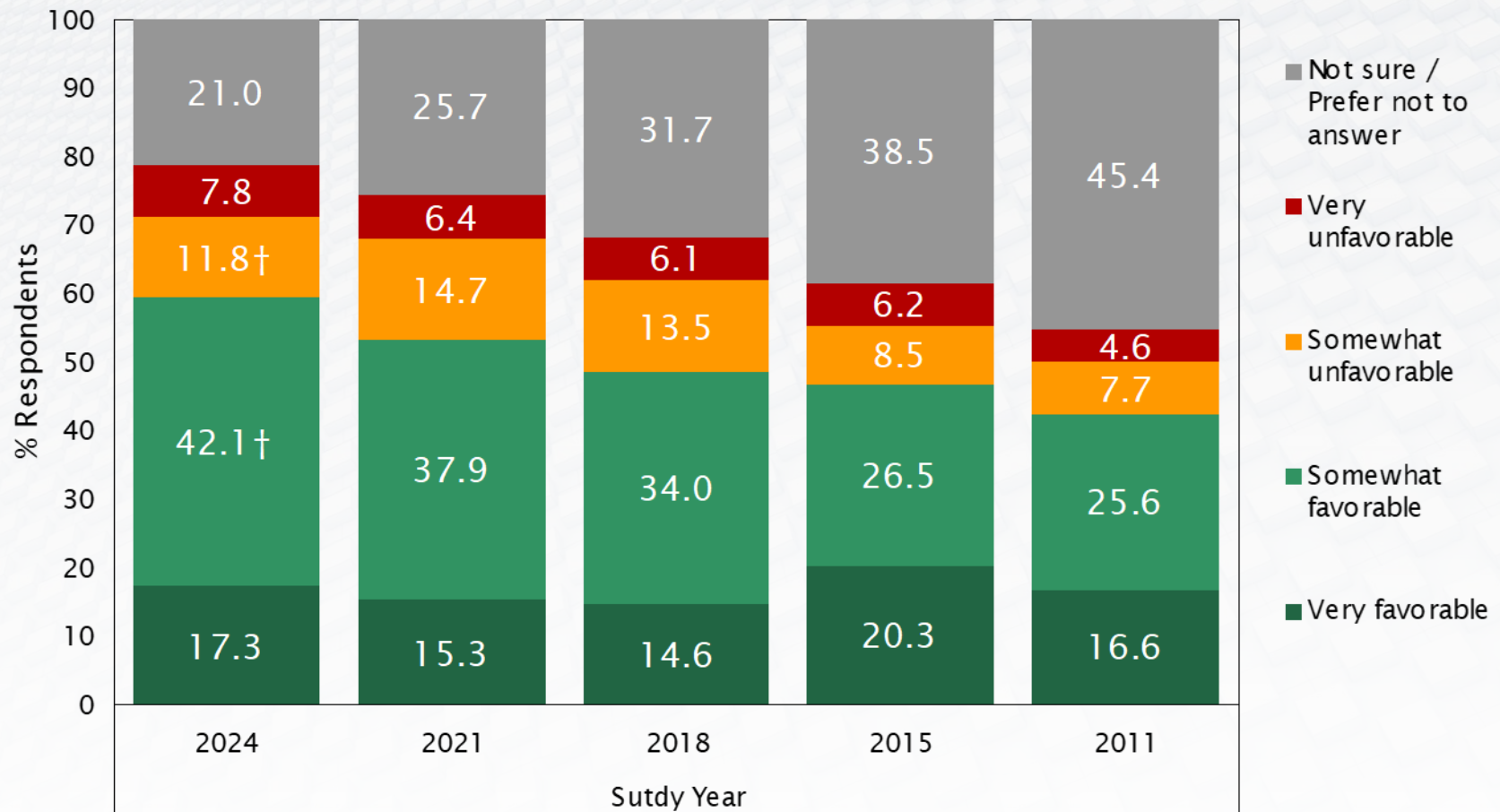
# Ranking of Priorities: 2015-2024

	Study Year		Position Change based on <b>High</b> Priority
	2024	2015	
Fix potholes and repair roadways	1	1	0
Coordinate traffic signals on major roadways to improve traffic flow	2	2	0
Close gaps, improve intersections, reduce traffic congestion on major roads	3	4	+1
Clean up runoff from roads to reduce water pollution, protect beaches	4	3	-1
Provide transit services to seniors and the disabled at a discounted rate	5	5	0
Optimize the existing transportation system	6	9	+3
Improve safety and security at transit stops and stations	7	8	+1
Preserve, restore open space to offset impacts of freeway projects	8	12	+4
Add bus, shuttle services in communities that aren't well served by transit	9	10	+1
Expand the Metrolink rail service	10	15	+5
Widen the freeways	11	6	-5
Improve ACCESS paratransit service for people with disabilities	12	7	-5
Improve access to Metrolink stations using shuttles, light rail, other services	13	16	+3
Construct roads over or under rail tracks where needed to improve traffic flow	14	13	-1
Expand bus services	15	14	-1
Provide free towing, assistance to motorists who break down on freeways	16	11	-5
Improve the network of bike lanes	17	17	0
Build additional toll lanes to help relieve traffic congestion	18	18	0
Expand vanpool programs	19	19	0

# Awareness of OCTA

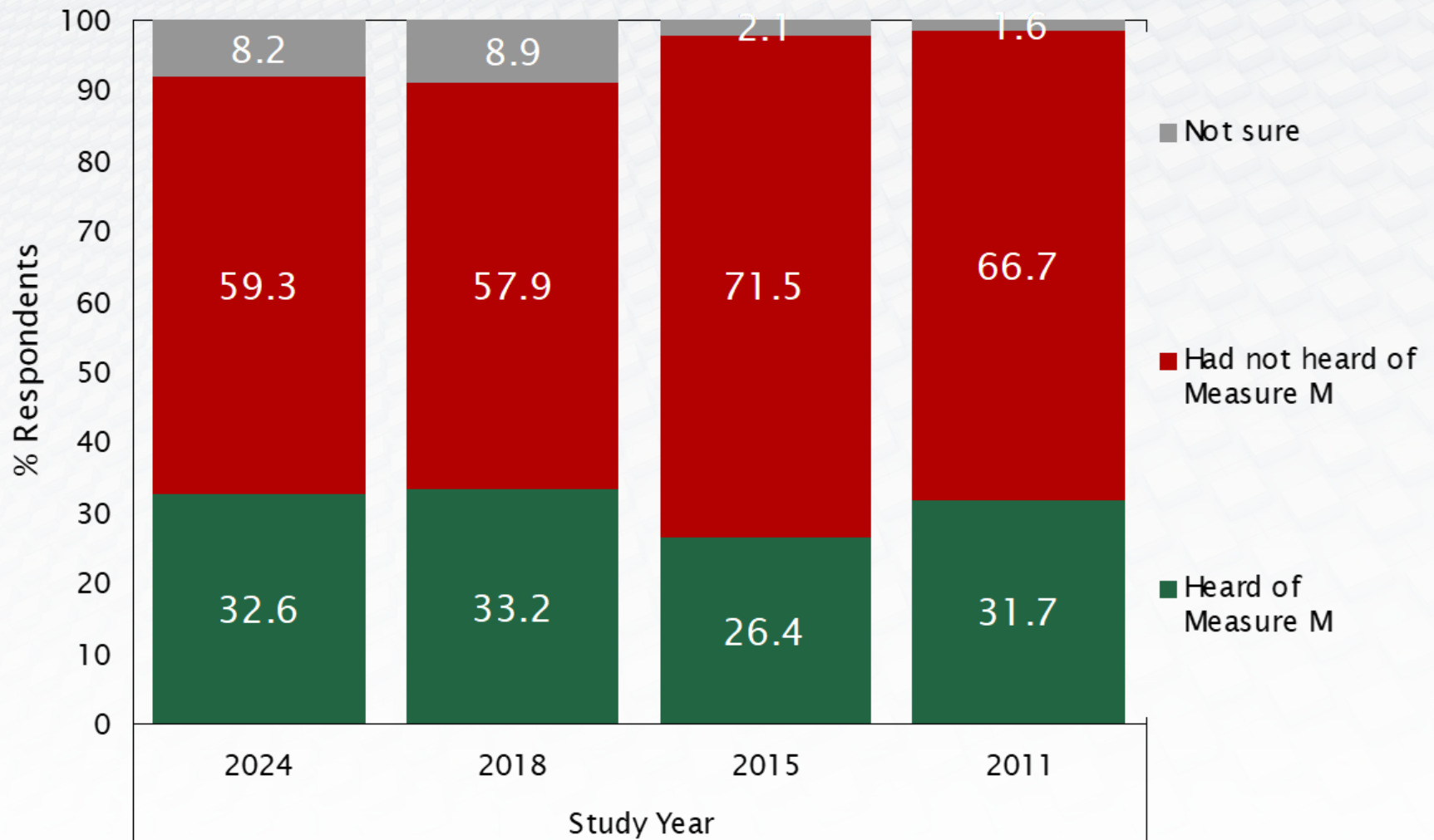


# Overall Opinion of OCTA



† Statistically significant difference ( $p < 0.05$ ) between the 2021 and 2024 studies.

# Awareness of Measure M



# Key Takeaways

## **Top M2\* Funding Priorities Remain the Same**

- Fix potholes/repair roadways
- Coordinate traffic signals to reduce congestion
- Close gaps/improve intersections to improve traffic flow
- Clean-up polluted runoff/protect water quality & beaches
- Provide discounted transit services for seniors/disabled

## **Higher priority when compared to 2015**

- Metrolink services, access to rail, preserving/restoring open space, optimizing the transportation system

## **Lower priority when compared to 2015**

- Widening freeways, freeway towing, ACCESS paratransit

# Key Takeaways

## **Familiarity with OCTA continues to climb**

- Nearly 9-in-10 voters have heard of OCTA
- Percentage with an opinion of OCTA has increased
- Favorable opinions of OCTA have increased

## **Awareness of M2\* remains low**

- Awareness is especially low (less than 20%) among voters under 40 years of age and those who haven't lived in Orange County at least 15 years

## **Public Transportation is a hot topic**

- Improving public transportation was the most frequently mentioned change needed to improve quality of life in Orange County