



Citizens Advisory Committee

November 15, 2011

1:00 – 3:00 p.m.

*600 South Main Street, Orange, California, 92863
Conference Room 103*

Agenda

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| 1. Chairman's Remarks | Patrick Pepper, <i>Chair, CAC</i> |
| 2. Meeting Frequency/Subcommittee Formation
<i>Action Item</i> | Patrick Pepper, <i>Chair, CAC</i> |
| 3. West County Connectors Outreach Program & Project Update (15 min)
<i>Presentation</i> | Christina Byrne, <i>Outreach Mgr, External Affairs</i> |
| 4. OC Bridges Program Update (20 min) (Grade Separations Program)
<i>Presentation</i> | Andy Muth, <i>Program Mgr, Development</i>
Tresa Oliveri, <i>Outreach Mgr, External Affairs</i> |
| 5. 91 Express Lanes Survey Results (15 min)
<i>Presentation</i> | Stella Lin, <i>Manager, Marketing</i> |
| 6. Signal Synchronization Program (15 min)
<i>Presentation</i> | Anup Kulkarni, <i>Section Manager, Development</i> |
| 7. Update Reports (5 minutes each) <ul style="list-style-type: none">• Government Affairs• Bicycle Ad Hoc Committee• Staff Liaison Report | Lance Larson, <i>Exec. Director, Government Rel.</i>
Roy Shahbazian, <i>Chair, Bicycle Ad Hoc Comm</i>
Alice Rogan, <i>Strategic Communications Mgr</i> |
| 8. Committee Member Comments | |
| 9. Public Comments | |
| 10. Adjournment / Next Meeting:
January 17, 2012 | |

Agenda Descriptions/Public Comments on Agenda Items

The Agenda descriptions are intended to give notice to members of the public of a general summary of items of business to be transacted or discussed. Members from the public wishing to address the Committee will be recognized by the Chairman at the time the Agenda item is to be considered. A speaker's comments shall be limited to three (3) minutes.

Any person with a disability who requires a modification or accommodation in order to participate in this meeting should contact the OCTA at (714) 560-5611, no less than two (2) business days prior to this meeting to enable OCTA to make reasonable arrangements to assure accessibility to this meeting.



**Citizens Advisory Committee
Meeting Notes
September 20, 2011
1:00 p.m. to 3:00 p.m.
Orange County Transportation Authority
600 South Main Street, Orange, CA
Conference Room 103/104**

Members Present

Paul Adams, <i>Fountain Valley Resident</i>	Roberta Jorgensen, <i>Architect</i>
Hamid Bahadori, <i>Automobile Club of Southern California</i>	Leonard Lahtinen, <i>North O.C. Community College District</i>
Ralph Bauer, <i>Council on Aging and City of Huntington Beach</i>	Michael McNally, <i>UC Irvine</i>
Michael Brandman, <i>Building Industry Association</i>	Al Murray, <i>Tustin City Council</i>
Vince Buck, <i>Cal State Fullerton</i>	Bob Niccum, <i>Buena Park Library Board of Trustees</i>
Dr. David Chapel, <i>OC School Boards Association</i>	Dan Oregel, <i>Santa Ana Resident</i>
Terry Coakley, <i>Fountain Valley Resident</i>	Pat Pepper, <i>Anaheim Hills Citizen Coalition</i>
Carla DiCandia, <i>Mission Hospital</i>	Jane Reifer, <i>Transit Advocates of Orange County</i>
John Frankel, <i>Rancho Santa Margarita Architectural Review</i>	Roy Shahbazian, <i>Transit Advocates of Orange County</i>
Tom Garner, <i>Retired Lieutenant from Laguna Hills</i>	Jeff Thompson, <i>Tustin Planning Commission</i>
Jeremy Harris, <i>Garden Grove Chamber of Commerce</i>	Kara Watson, <i>Yorba Linda Resident</i>

Members Absent

Eric Altman, <i>La Habra Resident</i>	David Mootchnick, <i>Southern California Commuters Forum</i>
Greg Gantman, <i>Aliso Viejo Planning Commission</i>	Lyle Overby, <i>Building Industry Association</i>
Barbara Mason, <i>Boeing</i>	Linda Rogers, <i>League of Women Voters</i>
Jeffrey Lalloway, <i>Irvine City Council</i>	Greg Smith, <i>Irvine Resident</i>
James Leach, <i>Orange County Taxpayers Association</i>	Jacqueline Tran, <i>Santa Ana Resident</i>
Derek McGregor, <i>Trabuco Canyon Advisory Committee</i>	

1. Welcome/Chairman's Remarks

Chairman Pat Pepper began the meeting at 1:04 PM and welcomed everyone. He discussed the purpose of the committee is to provide input and advice to the Board of Directors. He motioned to put the discussion of changing to quarterly meetings on the next agenda.

Tom Garner seconded.

2. Transit System Study Update

Gordon Robinson, Planning Project Manager, gave an update on the Transit System Study. Just finished extended outreach period with stakeholder groups with draft plan. Refined the plan based on input, technical analysis, and financial sustainability. No new service hours means that OCTA must identify new funding sources or reallocate services. Gordon then explained the consultant's recommendations which includes starting pilot programs to test effectiveness of the recommendations. The consultant is assessing demand management, revenue generation, and cost reductions.

Tom Garner inquired about Corona route clarification.

Gordon replied the consultant recommended the discontinuation of branch into Corona. Currently there are two morning and two evening trips. It terminates near South Coast Plaza.

Tom Garner suggested a Civic Center stop to increase ridership.

Carla DiCandia inquired whether the TSS plan addresses first and last mile issues for seniors.

Gordon responded that the station van concepts are a great alternative.

Ellen Burton, Executive Director External Affairs, added that the current discussion involves cities and OCTA potentially operating those.

Leonard Lahtinen mentioned the quarterly publication, Transit Connection, which highlighted a student within the North Orange County Community College District that used the ACCESS service. A mobility program developed at NOCCCD in partnership with OCTA allowed him to attain independence. The program enables disabled students to get educated to utilize the fixed route service. This program was funded by a federal grant.

Ellen Burton, Executive Director External Affairs, replied that she believes that program was funded through JARC. OCTA did receive these funds and there are awards going to multiple recipients which will be taken to the Board October 24.

Jane Reifer inquired about consultant's rationale for not connecting to Los Angeles. This presents a connectivity issue.

Gordon responded that he would pass on her concern to the consultant.

Hamid Bahadori, Vice-Chair, commented on Long Beach Transit partnership with California State University Long Beach which increased ridership. Innovative programs and partnerships are necessary with limited resources.

Jeff Thompson inquired how much each plan cost, what the anticipated funding sources are and if there is a funding gap.

Gordon responded that the 10 year plan provided by the consultant is 500,000 service hours above sustainability. No additional funding was considered, only current comprehensive business plan. The costs will continue to be refined as a result of the pilot projects. Staff will develop a 5 year short range transit plan to give a clearer perspective.

Ralph Bauer inquired about connectivity to ARTIC.

Gordon responded that connectivity is delineated on the map as Katella Rapid (Route 50).

Paul Adams inquired whether hospitals would be a focal point for ACCESS evaluation.

Ellen Burton, Executive Director External Affairs, model takes into account demographics.

Michael McNally asked what portion of transit costs are labor and fuel.

Gordon responded that it is roughly 60/40.

Jane Reifer asked if service on Balboa Peninsula was removed.

Gordon responded that the City of Newport Beach does not have any Go Local plans. The service is seasonal. OCTA will meet with the city.

3. Bike Sharing Program Overview

Wes Parsel, Marketing Specialist, discussed a new bike sharing concept. An OCTA strategic goal is to expand bikeways and their usage. We have identified an innovative program to implement that goal. Bike sharing is for short term bicycle taxi service to a major transportation center or business hub to develop a transportation network.

Dr. Chapel inquired whether there were any non-governmental models found in research. Is the 93% return on investment per year?

Wes responded that there have not been any found yet. The return on investment is per year.

Tom Garner asked about the cost for a three mile ride.

Wes replied that the Denver model charges \$65 for a membership per year. This entitles a member to 30 minute rides for free and goes up exponentially after that.

Kara Watson inquired about potential maintenance issues.

Wes replied that users would input potential bike maintenance issues at the system kiosk. If maintenance goes undocumented the user will be charged for the cost. Part-time college students would monitor the stations as well.

Roberta Jorgensen asked how many stations Denver has in place.

Wes responded that there are 50 stations with 500 bikes. Users can rent a bike for 29 minutes, return it, and check out a new bike without be charged again. They then are entitled to 30 additional minutes.

Hamid Bahadori, Vice-Chair, commented that this is a noteworthy program. Be careful to build stolen bikes into the model. There is no measureable reduction in CO2 or BMT by the number of bikes used.

Jeff Thompson commented that metrics should be converted to fuel savings and also whether pilot locations been decided.

Stella Lin, Marketing Manager, commented that the planning division has developed model with factors to decide best possible location. They can update the committee on the factors encased in their model.

Tom Garner mentioned that colleges and train stations sound like perfect locations.

Dr. Chapel mentioned that there needed to be a balance mechanism to evenly distribute the bikes amongst the stations.

Wes replied that staff will redistribute the bikes.

Michael McNally commented that UCI had a similar program.

Ellen Burton, Executive Director External Affairs, mentioned they are interested in the program. Also the stations are portable if a location does not work.

Carla DiCandia commented that the bike sharing program should include another method of payment beyond credit card for students and the working poor.

Wes replied not currently but OCTA hopes to develop a program with the colleges to accommodate them.

4. Public Opinion Research

Alice Rogan, Strategic Communications Manager, discussed background on OCTA conducting a series of customer surveys to assess perception and awareness of OCTA

and its programs, projects and services. A goal of the strategic plan is for public service to enhance customer satisfaction by understanding and communicating with community partners. There are four surveys currently which include: 91 Express Lanes Customer Satisfaction Survey, Countywide Attitudinal and Awareness Survey, Bus Customer Satisfaction Survey, and Metrolink Customer Satisfaction Survey. We would like to get a feedback on two this afternoon

Stella Lin, Marketing Manager, discussed the Bus Customer Satisfaction Survey. The last survey took place in 2007. This intercept survey will be conducted at the bus stops. Our intent is to conduct a true sample of the ridership. There will be 1,400 completed surveys needed for data purposes at 95% confidence level. This survey will help to continue to improve bus service and gauge customer satisfaction levels. The results should be available in December.

Pat Pepper, Chair, inquired if there is money available to make any changes based on results of survey.

Stella Lin, Marketing Manager, responded that there are ways to implement changes without involving money. The feedback will give a sense of direction that needs to be taken and we need to be aware of the satisfaction levels. This information will help us to prioritize the needs.

Roberta Jorgensen commented on her concerns regarding the length of the survey.

Stella replied that the survey has not been completed in 4 years and did not want to compromise by eliminating significant questions. OCTA also provided an incentive to complete the survey, free bus passes, and an opportunity to mail in the completed survey also with paid postage.

Paul Adams inquired if individuals could complete survey online to increase numbers.

Stella responded that it is hard to control accurate sample.

Alice Rogan, Strategic Communications Manager, discussed the Attitudinal and Awareness Survey, which was last conducted in 2006. It is completed on a three year cycle to identify perceptions and assess awareness. The consultant is True North. It will be conducted by phone or online. OCTA will develop key findings to guide in the future in an effort to better serve constituents. The survey size is 2,000 at the 95% confidence level. The survey will be conducted in October with the results going to the Board in January.

Leonard Lahtinen mentioned there is not incentive to complete a fourteen minute survey. There is no identification from beginning of who the survey is for.

Ellen Burton, Executive Director External Affairs, responded that there is a high propensity of women to complete survey. There will be an equal distribution of individuals surveyed. The value will be tangible when the results are revealed. The survey was also pre-tested for tolerance.

Tom Garner commented that the organization should be identified from the beginning.

Alice Rogan, Strategic Communications Manager, will relay concerns to the consultant. The organization will be revealed by question 4.

Dr. Chapel commented that surveys have been abused lately and lost reputation especially within campaign season.

5. Freeway Program Update

Rose Casey, Director Planning Programs, discussed a freeway program update. There are 33 active projects that are monitored under the Capital Action Plan. The projects encompass: I-5, SR-55, SR-57, SR-91, I-405 and grade separation projects.

Jeff Thompson inquired if he could get a copy of the report.

Alice Rogan, Strategic Communications Manager, responded that all committee presentations can be viewed on our website at www.octa.net/cac.

6. Legislative Platform Update

Manny Leon, State Relations, discussed the draft copy of 2012 legislative platform. They were approved by the legislative committee and will be presented to the Board next week. Government Affairs is still seeking comments through October. It will be presented with revisions to the Board. Once approved, the platform will be distributed to more than 300 key stakeholders.

7. Update Reports

- Government Affairs, Lance Larson, Executive Director Government Relations, discussed a federal and state update. The state legislators have gone on recess. Transportation funding has been protected in part due to Proposition 22 and 26. Some project delivery bills were killed. They will reconvene in December. On the federal side, there is a deadline this month to pass the transportation reauthorization bill (SAFETEA-LU). There was an extension passed by Congress, which will last 6 months through Mar. 2012. The highway trust fund is not as robust and transportation agencies should expect a 30% cut across the Board accordingly. Congress will discuss appropriations related to the transportation reauthorization bill this month. We should have some conclusions by the end of the week.

The President's Job Act was released last week. It is an infused extra year of transportation funding for agencies across the country. The way that it is being

funded is vague. This is like ARRA but infrastructure related. This would mean \$27 billion for highways, \$ 9 billion for mass transit and \$2 billion for intercity rail.

The Congressional delegation is against tolling an existing free lane. OCTA would like the Federal Highway Administration to study tolling.

Chair Amante is on his way to Washington to discuss Breaking Down Barriers.

- Jobs Summit Recap, Ellen Burton, Executive Director External Affairs, discussed the Jobs Summit which happened in August and was attended by over 250 people. Currently OCTA has \$86 million in construction projects which equates to an estimated 1,547 jobs. Every billion dollars equates to 18,000 jobs. There is a summary on our website at www.octa.net.
- Staff Liaison Report, Alice Rogan, Strategic Communications Manager, stated that the CAC currently has a full slate of members.

8. Committee Member Comments

Carla DiCandia informed the committee of international walk to school day on Oct. 6.

9. Public Comments

There were no public comments.

10. Adjournment

The meeting was adjourned at 3:05 PM and the next meeting will be held on January 17, 2011 at 1:00 PM at OCTA Headquarters.