



Citizens Advisory Committee

September 20, 2011

1:00 – 3:00 p.m.

600 South Main Street, Orange, California, 92863

Conference Room 103

Agenda

- 1. Chairman's Remarks** Patrick Pepper, *Chair, CAC*

- 2. Transit System Study Update** (20 min)
Presentation & Discussion Gordon Robinson, *Project Manager, Planning*
Stella Lin, *Manager, Marketing*

- 3. Bike Sharing Program Overview** (20 min)
Presentation & Discussion Wes Parcel, *Marketing Special Assistant*

- 4. Public Opinion Research** (20 min)
Presentation & Discussion
 - Bus Customer Satisfaction Survey Stella Lin, *Manager, Marketing*
 - Attitudinal & Awareness Survey Alice Rogan, *Strategic Communications Mgr*

- 5. Freeway Program Update** (15 min)
Presentation Rose Casey, *Director, Development*

- 6. Legislative Platform Update** (10 min)
Presentation Manny Leon, *Senior Government Relations Representative*

- 7. Update Reports** (5 minutes each)
 - Government Affairs Lance Larson, *Exec. Director, Government Rel.*
 - Jobs Summit Recap Ellen Burton, *Exec. Director, External Affairs*
 - Staff Liaison Report Alice Rogan, *Strategic Communications Manager*

- 8. Committee Member Comments**

- 9. Public Comments**

- 10. Adjournment / Next Meeting:**
November 15, 2011

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
July 19, 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, *Fountain Valley Resident*
Eric Altman, *La Habra Resident*
Hamid Bahadori, *Automobile Club of Southern California*
Michael Brandman, *Building Industry Association*
Dr. David Chapel, *OC School Boards Association*
Terry Coakley, *Fountain Valley Resident*
Carla DiCandia, *Mission Hospital*
Jeremy Harris, *Garden Grove Chamber of Commerce*
Leonard Lahtinen, *North O.C. Community College District*
James Leach, *Orange County Taxpayers Association*

Barbara Mason, *Boeing*
Derek McGregor, *Trabuco Canyon Advisory Committee*
Michael McNally, *UC Irvine*
Bob Niccum, *Buena Park Library Board of Trustees*
Pat Pepper, *Anaheim Hills Citizen Coalition*
Linda Rogers, *League of Women Voters*
Roy Shahbazian, *Transit Advocates of Orange County*
Jeff Thompson, *Tustin Planning Commission*
Jacqueline Tran, *Santa Ana Resident*
Kara Watson, *Yorba Linda Resident*

Members Absent

Ralph Bauer, *Council on Aging and City of Huntington Beach*
Vince Buck, *Cal State Fullerton*
John Frankel, *Rancho Santa Margarita Architectural Review*
Greg Gantman, *Aliso Viejo Planning Commission*
Tom Garner, *Retired Lieutenant from Laguna Hills*
Roberta Jorgensen, *Architect*

Jeffrey Lalloway, *Irvine City Council*
David Mootchnick, *Southern California Commuters Forum*
Al Murray, *Tustin City Council*
Lyle Overby, *Building Industry Association*
Jane Reifer, *Transit Advocates of Orange County*
Greg Smith, *Irvine Resident*

1. Welcome/Chairman's Remarks

Chairman Pat Pepper began the meeting at 1:00 PM and welcomed everyone. Committee members and staff became acquainted by stating their name and affiliation.

2. Metrolink Marketing

Stella Lin, Marketing Manager, gave an update on the various marketing promotions currently under way. In April, Metrolink launched the Angels Express where game attendees can ride the train for \$7 roundtrip, \$4 for youth 6-18, and free for riders 5 and under. After 26 games in its inaugural season, Angel Express trips ridership has reached 10,840 people. Riders have elicited overwhelming support for this program. The majority of riders come from South Orange County. 99% of riders would

recommend Metrolink and 50% of the riders surveyed had never ridden Metrolink before.

In July, Metrolink service was expanded in Orange County. The Metrolink Service Expansion Program (MSEP) adds extra rail service and longer hours to the OC line between the Fullerton and Laguna Niguel/Mission Viejo station during the weekdays. Additionally the weekend service has been expanded through October 9, 2011. A new weekend pass has been introduced that will allow passengers to ride anywhere on the Metrolink system from 7 p.m. Friday to midnight on Sunday for just \$10. The OCLINK Pass is an intra-county travel option which allows individuals to ride any Metrolink train and all local OCTA buses all day, anywhere in OC for just \$7, and \$6 for seniors and persons with disabilities. OCTA has currently sold 3,555 passes. Tickets can be purchased at the vending machines, at Metrolink stations, online at www.octa.net/OCLINK, at Vons, onboard OCTA buses, or via phone at (714) 560-5932.

The OC FAIR EXPRESS offers direct bus service to the OC FAIR through its duration, July 15 – August 14. Service operates hourly on Friday from 3 p.m. to midnight, and Saturday and Sunday from 10 a.m. to midnight for \$1.50 one-way plus a coupon for \$2 admission. If you would like fliers or an email blast to your organization please contact Stella at slin@octa.net. There were more than 3,000 riders opening weekend! For more information visit www.octa.net/ocfairexpress2.

Paul Adams said that the weekend Metrolink pass includes Los Angeles and that it should be emphasized.

Michael McNally added that a map schematic on the marketing materials could be an option.

Stella Lin, OCTA Marketing Manager, clarified that the Angels Express is offered on week days from South County only and saves riders \$10 on parking.

Hamid Bahadori suggested Stella share marketing materials with OCBC and local Chambers to increase awareness.

Carla DiCandia suggested Stella share useful information with family resource centers.

3. Streets and Roads Programs Update

Abbe McClenahan, Measure M Program Manager, discussed M2 streets and roads projects intended to improve street operations and reduce congestion. Measure M2 includes competitive grant funding programs for local streets and roads projects. There is \$117 million allocated for these programs to include: \$50 million Measure M2 funds, \$53 million local agency matching funds, and \$14 million SLPP funds. The Regional Capacity Program (RCP), Project O, in combination with local matching funds, provides

a funding source to complete the Orange County Master Plan of Arterial Highways (MPAH). There is \$56 million available for RCP with \$107 million in total investment.

The Regional Traffic Signal Synchronization Program, Project P, targets more than 2,000 signalized intersections across the County for coordinated operation. The goal is to improve the flow of traffic by developing and implementing regional signal coordination programs that cross jurisdictional boundaries. There is \$6 million available for signal synchronization with \$10 million in total investment. 100% of the applicants were recommended for funding. A total of 500 signals will be coordinated along 140 miles.

Jim Leach asked whether the ability to fund 100% of projects is rare?

Abbe McClenahan, Measure M Program Manager, responded that the cost of projects from the combined applications were below the funds available. There is a local fund match requirement that can get as low as 25%.

Linda Rogers asked staff to send the committee members a link to current projects.

Hamid Bahadori requested for a report at a future meeting of payment conditions county-wide.

Eric Altman inquired how many jobs were created.

Ellen Burton, Executive Director External Affairs, responded that there would be an accurate formulaic answer available this month. Stay tuned.

4. Transit System Study Outreach Findings

Gordon Robinson, Planning Project Manager, and Stella Lin, Marketing Manager, discussed the TSS, which is looking for new ways to maximize the efficiency and effectiveness of our transit system. Feedback was gathered from the community in June via stakeholder meetings, open houses, aboard buses, via social media and the like across a wide spectrum of individuals which elicited 8,000 comments. The respondents' accolades and concerns were noted in the presentation. Gordon informed the committee that there are 60 different potential concepts. In September the technical data from the findings (community outreach) will be refined.

Jeff Thompson recommended the Board should outline core goals and priorities. Then as funding is available and service expands what the next layer of priorities would explicitly delineate.

Director Greg Winterbottom explained that it is a great concept technically, but difficult to implement diplomatically.

Pat Pepper, CAC Chair, told the committee that service will not be restored to the 2008 level until 2035.

Gordon Robinson, Planning Project Manager, explained that flat hours and paratransit growth was the basis of the projection. The LRTP is a realistic approach.

Hamid Bahadori asked if there were any viable opportunities for new money found.

Ellen Burton, Executive Director External Affairs, said not at this time. Bus revenue comes from sales tax which took a 40% hit. The OCTA resultantly cut bus service by 22% over a few years.

Pat Pepper, CAC Chair, asked if the Finance Manager could come to explain fundamentals at a future meeting.

Director Greg Winterbottom requested staff to send a link to the CAC Committee of the budget.

5. OCTA Overview

Darrell Johnson, Deputy Chief Executive Officer, welcomed new committee members and extrapolated on the basics of OCTA. OCTA functions as: operator of county-wide bus service, owner and operator of 91 Express Lanes, overseer of planning and operation of Metrolink commuter rail services in Orange County, administrator of Measure M, and facilitator with planning funding, and delivering freeway projects. The five-year Strategic Plan identifies several key initiatives and can be found at www.octa.net/pdf/stratplan11.pdf. There will be quarterly reporting on the progress.

Leonard Lahtinen thanked the Board for reducing the number of units required for a community college student to obtain a student rate pass. He challenged the Board to mimic a program developed jointly with SBCCD and Omnitrans, which offers students free bus passes.

Carla DiCandia requested a list of programs to serve as a resource to the community members at Mission Hospital.

6. Update Reports

Lance Larson, Executive Director Government Relations, updated the committee on the state of affairs with the Federal and State governments. The State Budget was passed on-time by a majority vote with one time solutions which backfill the budget shortfall with transportation funds. State Transit Assistance Funds (STA) were saved primarily due to Proposition 22.

Federally there are ongoing efforts to pass the House Transportation Reauthorization Bill yet there is no funding available. The legislation would replace the current program, which expired in September 2009 and has been extended seven times. The House bill

would slash current transportation programs by more than 33 percent, calling for consolidation of the current individual programs into a flexible state program that will allow states to maximize the available revenue.

Lance stated he wanted to create a subcommittee to vet the 2012 Federal and State Platform in August. Expect an email to follow-up with details.

7. Committee Member Comments

There were no Committee Member comments.

8. Public Comments

There were no public comments.

9. Adjournment

The meeting was adjourned at 3:00 PM and the next meeting will be held on September 20, 2011 at 1:00 PM at OCTA Headquarters.

**Citizens Advisory Committee
Fiscal Year 2011-2012 Attendance Record**

● = Present

⊙ = Absent

R = Resigned

Member	Meeting Dates						
	7/19/11	9/20/11	11/15/11	1/17/12	3/20/12	5/15/12	
Adams, Paul	●						
Altman, Eric	●						
Bahadori, Hamid	●						
Bauer, Ralph	⊙						
Brandman, Michael	●						
Buck, Vince	⊙						
Chapel, David	●						
Coakley, Terry	●						
DiCandia, Carla	●						
Frankel, John	⊙						
Gantman, Greg	⊙						
Garner, Tom	⊙						
Gonzales-Hayes, Dolores	N/A						
Harris, Jeremy	●						
Jorgensen, Roberta	⊙						
Lahtinen, Leonard	●						
Lalloway, Jeffrey	⊙						
Leach, James	●						
Mason, Barbara	●						
McGregor, Derek	●						
McNally, Michael	●						
Mootchnick, David	⊙						
Murray, Al	⊙						
Niccum, Bob	●						
Oregel, Dan	N/A						
Overby, Lyle	⊙						
Pepper, Pat	●						
Reifer, Jane	⊙						
Rogers, Linda	●						
Shahbazian, Roy	●						
Smith, Greg	⊙						
Thompson, Jeff	●						
Tran, Jacqueline	●						
Watson, Kara	●						