

# Surfing For Community Support in the O.C.



Sept. 10, 2005

Orange County Transportation Authority



# Rail Lessons Learned

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**Orange County's proposed light-rail system**

# Rail Lessons Learned

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**Orange County's proposed rapid transit system**

# Hang 5: Lessons Learned

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1. Loco locals
2. 5<sup>th</sup> dimension
3. Bigger: better
4. Capital games
5. Engineer Out



# Measure M

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20-Year Program Renewal

# The next wave

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- Research
- Plan
- Implement
- Evaluate



# Outreach & Communications

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- Public Awareness
- Sign Program
- Extreme Traffic Makeover
- Speakers Bureau
- Public Information Kits



# Public Awareness

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- News stories on Measure M allocation
- Articles in chamber and city publications
- Measure M at community events





# Sign Program

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- High impact – low cost
- Partnering with 34 cities
- Goal: 100% participation

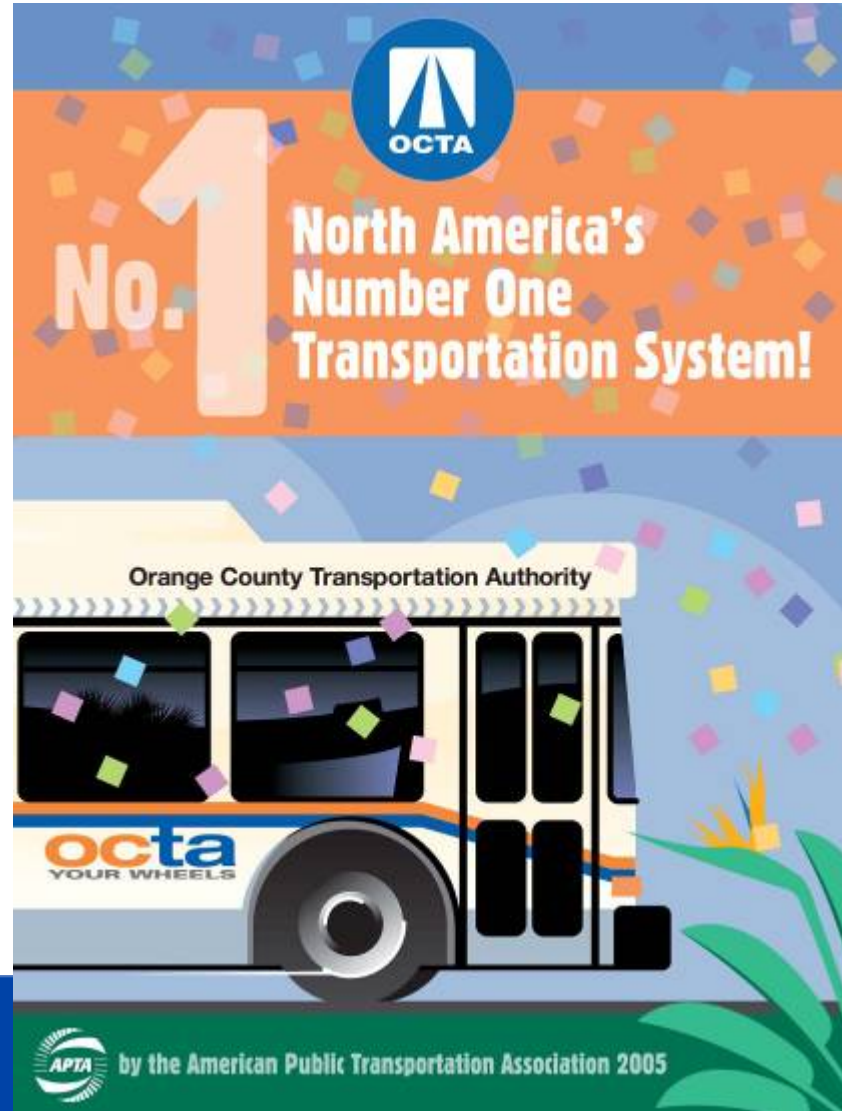


# Sign Program

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# Building the Plan





# LONG-RANGE TRANSPORTATION PLAN

For Orange County's Future

**TIER III**  
Unconstrained Long-Range Corridor

**TIER II**  
Add Measure M

**TIER I**  
Constrained to Traditional Funding

**NO PROJECT**



# Extreme Traffic Makeover

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**Demolition event for  
90-day traffic makeover**



**Big smiles for the  
extreme team**

# Extreme Traffic Makeover

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# Extreme Traffic Makeover

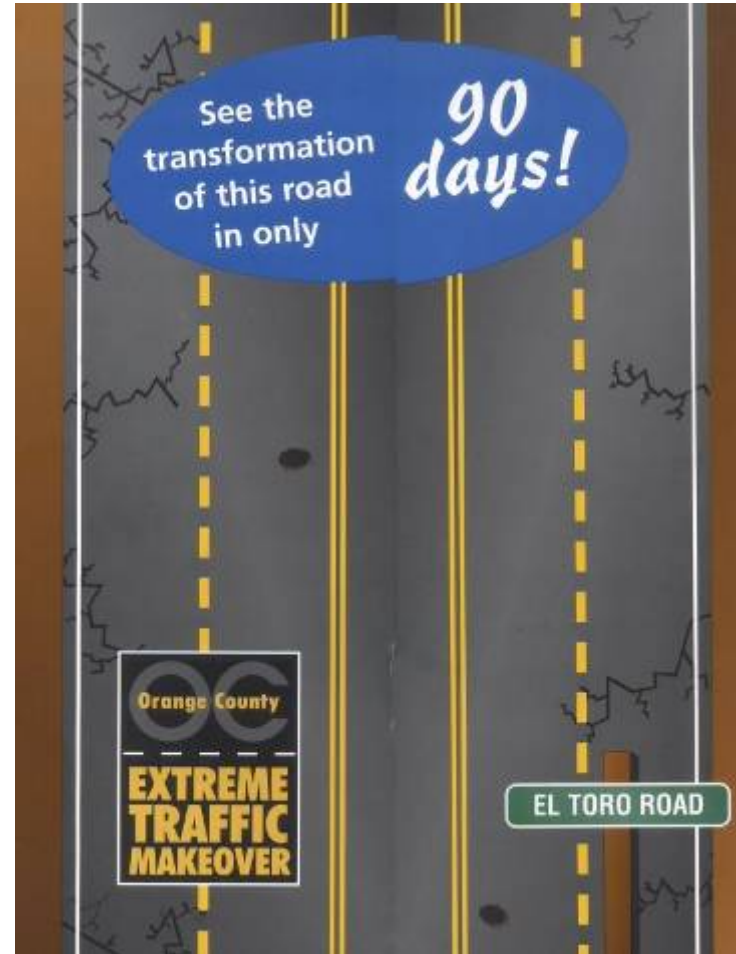
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- Extensive news coverage worth \$200,000
  - 6 TV stations
  - 5 radio stations
  - 25 newspapers



# Extreme Traffic Makeover

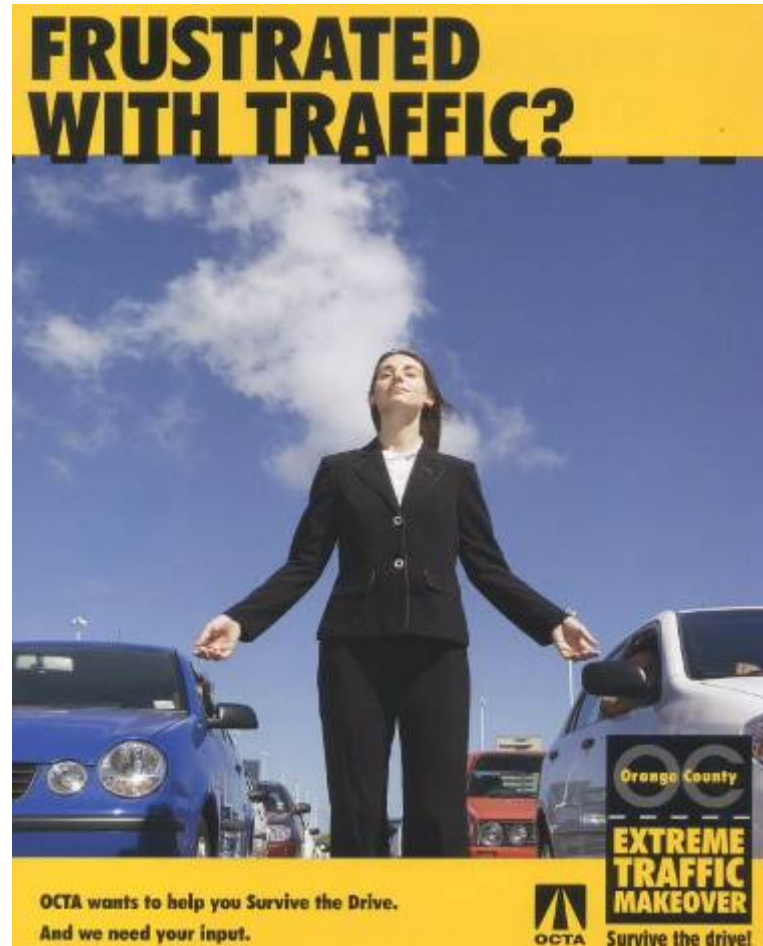
- Plan for extreme traffic makeover 'reveal' news event Nov. 2
- Utilize 'Extreme Team' with community members





# Extreme Traffic Makeover

- 7,500 people filled out surveys
- Tabulating responses
- Survey results complete in November



# Speakers Bureau Program

- Inform city councils, civic and community groups, businesses, etc.
- Present 'M Card'
- Ask for feedback through surveys



# Information Kit

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- Partnering with city leaders
- Informing stakeholders
- Asking for feedback



# Results

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- High level of pessimism
- 13% increase in awareness
- 69% support renewal
- Asking public for feedback



# Next Steps

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Informing	Ongoing
Asking	Now – Late 2005
Sharing	Late 2005 – Early 2006
Showing	April – June 2006
Ballot	Nov. 2006

# Questions & Comments

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