Surfing For Community Support in the O.C.

Sept. 10, 2005

Orange County Transportation Authority
Rail Lessons Learned

Orange County’s proposed light-rail system
Rail Lessons Learned

Orange County’s proposed rapid transit system
Hang 5: Lessons Learned

1. Loco locals
2. 5\textsuperscript{th} dimension
3. Bigger: better
4. Capital games
5. Engineer Out
Measure M

20-Year Program Renewal
The next wave

- Research
- Plan
- Implement
- Evaluate
Outreach & Communications

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

• News stories on Measure M allocation
• Articles in chamber and city publications
• Measure M at community events
Sign Program

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

Project funded by MEASURE M
Sign Program

Newport Beach
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

Demolition event for 90-day traffic makeover

Big smiles for the extreme team
Extreme Traffic Makeover
Extreme Traffic Makeover

• 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

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

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informing</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Asking</td>
<td>Now – Late 2005</td>
</tr>
<tr>
<td>Sharing</td>
<td>Late 2005 – Early 2006</td>
</tr>
<tr>
<td>Showing</td>
<td>April – June 2006</td>
</tr>
<tr>
<td>Ballot</td>
<td>Nov. 2006</td>
</tr>
</tbody>
</table>
Questions & Comments

Ted Nguyen

tednguyen@octa.net

714.560.5334