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OCTEC Bazette

The Official Newsletter of
the Orange County Traffic
Engineers Council

2010-2011— Issue 3
January 2011

PROGRAM TOPIC & SPEAKERS



Program:

Orange County's Transportation Network—What's in Store for 2011: This month's presentation will be Mr. Kia Mortazavi, Executive Director of the Planning Division of OCTA.

Kia Mortazavi is the Executive Director of the Planning Division (Division) of the Orange County Transportation Authority. His Division has responsibility for planning development and funding of transportation programs and projects in Orange County, including highways, rail transit, and multimodal corridor improvements. The agency is working on delivery of the Measure M2 Program – the local half-cent transportation sales

tax which now includes habitat conservation and water quality protection programs. Current activities include work on 17 freeway projects, transit system re-design, and countywide signal synchronization.

Kia has spent over 25 years developing and implementing major public sector capital improvement programs in Southern California including lead work on two transportation sales tax measures. He has served as the Principal Engineer for the City of Irvine where he managed the delivery of major roadway capital projects. Kia holds a Master of Science degree in Civil Engineering with emphasis in Transportation & Urban Systems from University of California, Irvine. He received his Bachelor of Science degree in Civil Engineering from University of California, Irvine.



Measure M2

Ensuring transportation improvements for years to come.

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JANUARY MEETING

The meeting will be at
(NEW LOCATION):
JT Schmitt's Anaheim
January 27, 2011
11:30 AM – 1:00 PM

2610 E. Katella Ave., Anaheim, CA

(SEC Douglas Rd/Katella Ave
use SR 57/Katella exit)

Please RSVP to Melissa Hewitt at
Melissa.Hewitt@kimley-horn.com

\$20 (\$25 without RSVP)

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LOCAL NEWS

OCTA Jobs Boost SoCal Economy
More than \$525 million in projects were launched, creating nearly 9,500 positions this year.



December 27, 2010

By Kristen Schott — OC Metro

Construction began on more than \$525 million worth of transit projects in 2010, and nearly 9,500 jobs were created as a result, providing a much-needed boost to the Southern California economy.

The Orange County Transportation Authority launched construction projects throughout the county, including infrastructure improvements for increased rail service, grade separation developments, lane additions and parking renovations.

OCTA says it was able to quickly move these projects into construction because of their shovel-ready status – a designation that means environmental and design work was complete – which made them eligible for matching dollars through state and federal funding, as well as the county's half-cent sales tax for transportation.

"Our goal is to get projects out on the street as quickly as possible to improve our transportation network and provide much-needed employment opportunities for the transportation and construction sectors," said Will Kempton, CEO of OCTA and a 2010 OC METRO Hot 25 honoree.

Additionally, OCTA officials said the agency experienced a 40 percent savings in construction costs by starting the projects during the down economy.

"While the economic situation has been a challenge, the one positive byproduct is lower construction bids on projects," said Kempton. "The savings we received allowed us to put even more projects out to bid, which created additional work for the private sector overall."

Moving forward, the agency plans to continue its efforts to boost the economy through a number of upcoming developments. The projects are part of the Measure M2 program, a 30-year, \$11.8 billion plan designed to improve Orange County's transportation system. The developments include seven grade separations totaling \$590 million; \$1.4 billion in improvements to the 91 freeway; and \$600 million for enhanced connections to Metrolink.

"These infrastructure projects provide the boost Orange County needs to get the economy on the right track," said Lucy Dunn, president and CEO of the Orange County Business Council and a member of the California Transportation Commission.

"Orange County is ready to work, and OCTA continues to be a major player in developing the jobs that will stimulate our local economy." Here's a look at this year's projects:

- \$165.5 million to add carpool connectors between three freeways – the 22, 405 and 605
- \$95 million in infrastructure improvements for increased rail service
- \$85 million to enhance safety at 50 railroad crossings
- \$68.3 million to add a 5-mile northbound lane on the 57
- \$40 million to add an eastbound lane on the 91 from the 241 to the 71
- \$34.2 million for grade separation projects
- \$28.7 million for various parking improvements
- \$4.6 million to construct new sound walls
- \$3.9 million for improvements at bus bases

OCTA Honored For Text Messaging Program
December 27, 2010
Metro Magazine

A text messaging program by California's Orange County Transportation Authority (OCTA) that helped save tens of thousands of dollars earned one of the nation's top marketing honors Wednesday from the Mobile Marketing Association (MMA).

Powered by interactive marketing solutions provider ExactTarget, the public transportation agency earned the honor for its Text4Next program, an interactive campaign that has reduced operating costs by giving passengers the ability to request bus schedule information via text messaging rather than calling the agency's customer support center.

"We were facing a serious revenue shortfall due to the recent economic downturn, and we needed a way to help reduce costs," said Stella Lin, marketing manager for OCTA. "Sending schedule information via text is a great way for OCTA to provide passengers with the most up-to-date information, in a very cost-effective way."

The award-winning Text4Next allows passengers to text a bus stop number and route number to "OCTAGO" to receive arrival times of the next three buses for that stop, giving customers the added flexibility to confirm bus schedules on the go. The program has reduced incoming customer calls to the agency's call center (CIC) by more than 40 percent, which is a great savings for OCTA with SMS costing 10 cents per message versus a passenger calling the CIC at \$2 per call, Lin said.

The news of OCTA's award-winning mobile efforts comes less than two months after ExactTarget unveiled its enhanced ExactTarget MobileTM application in London. The new application provides marketers an easy-to-use application to build, launch, manage and analyze mobile marketing programs ranging from SMS alerts and promotional messages to mobile couponing and text-to-win campaigns.

OC Deputies Bust Traffic Violators Along Train Tracks
Drivers, pedestrians cited
December 1, 2010
CBS

Law enforcement agencies teamed up on Wednesday to enforce traffic violations and promote rail safety along train tracks throughout Orange County.

Officers swarmed a busy railroad crossing in Fullerton to catch people ignoring the flashing lights.

Drivers and pedestrians who walked around railroad crossing signals were cited and reporters had an opportunity to ride along rail right-of-ways to watch the enforcement.

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OCTEC Gazette

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February	Kimley-Horn and Associates & RBF	July	No Meeting / No Newsletter
March		August	No Meeting / No Newsletter

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