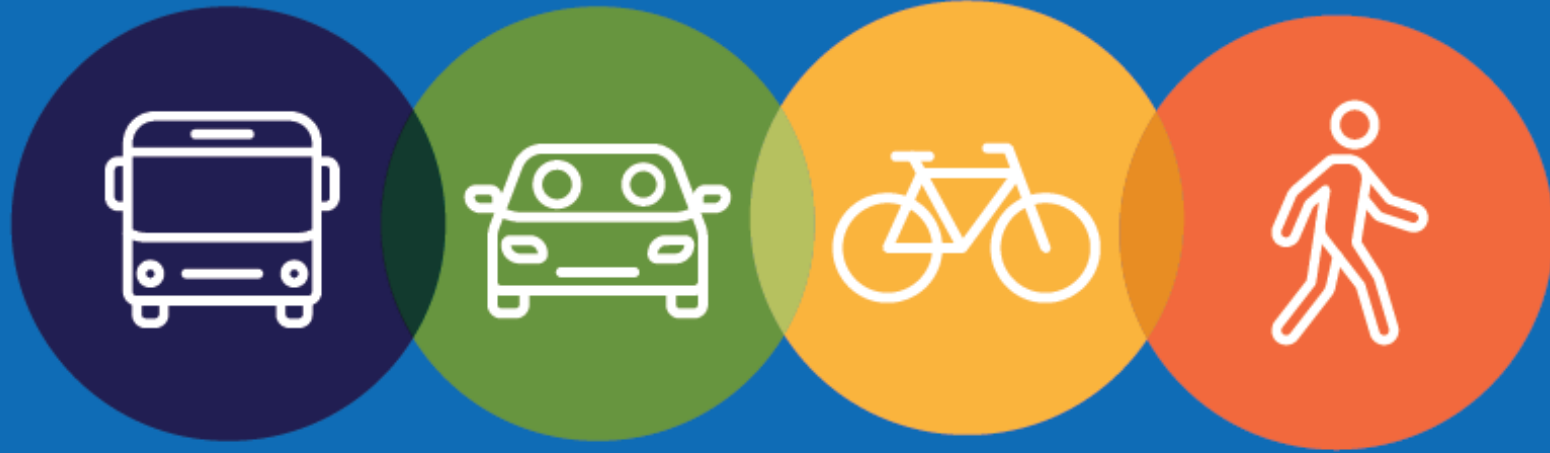


IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Welcome! | *¡Bienvenido!*

We will begin in a few moments. | Comenzaremos en unos momentos.





IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Transportation Demand Management Webinar #1

August 31, 2023



Accessing Spanish Interpretation

Spanish Interpretation

Via Zoom

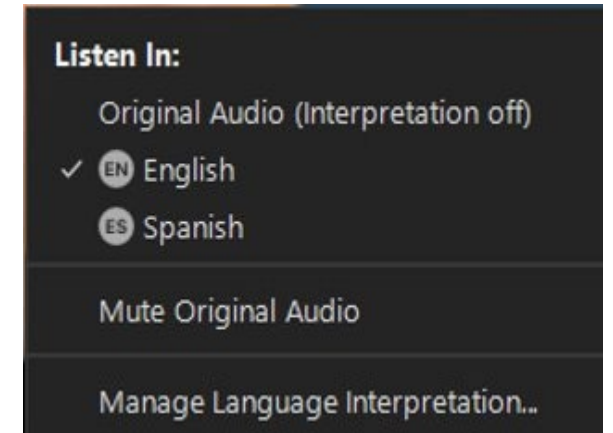
- Click on the “Interpretation” icon
- Pick the language you would like to listen to (Spanish)
- To hear the interpreted language only, click Mute Original Audio



Interpretación en español

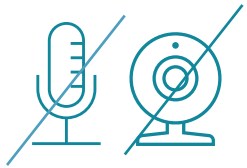
Vía Zoom

- Haga clic en el icono de “Interpretación”
- Escoja la opción para escuchar en español
- Para escuchar solo el idioma interpretado, haga clic en “Mute Original Audio” para “Silenciar audio original”

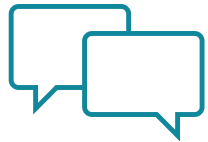


Today's Meeting Format

Today's meeting is being recorded.



Attendee cameras are off and microphones are muted.



Questions can be submitted throughout the presentation using the 'Q&A' function. The team will respond to questions during the Q&A sessions.



To use closed captioning, select the "cc" at the bottom of your Zoom screen



Please use the '*Raise Hand*' icon to ask a question verbally during the 'Q&A' sessions.

How to Participate

You may submit multiple comments/questions, as needed:

Via web

- Verbal Comments: Click Participants > “**raise hand**”
- Type comments: Click the “**Q&A**” function
- State your name and organization (if any)
- When announced, unmute your audio, you can then ask you question(s)
- You will be re-muted once you complete your comment(s)



Via the phone (calling in):

- Press “*9” on your keypad to “raise hand”
- You will be announced by the last four digits of your phone number
- Press “*6” to unmute your audio
- You will be re-muted once you complete your comment(s)

Today's Speakers

Kristin Tso

Project Manager

OC Transportation Demand Management Plan

Marissa Espino

Public Outreach Section Manager



Today's Agenda

- Welcome and Introductions
- Background – What is TDM
- Goals
- Project Schedule
- Public & Stakeholder Engagement
- Q&A
- Next Steps





Community Polls



Zoom Poll #1 / Encuesta Zoom #1

In a typical week, how often do you travel for work/school?

En una semana típica, ¿con qué frecuencia viaja al trabajo/escuela?

- a. 0 days / 0 días
- b. 1 - 2 days / 1 a 2 días
- c. 3 - 4 days / 3 a 4 días
- d. 5+ days / 5 o más días



Zoom Poll #2 / Encuesta Zoom #2

Thinking about your most common trip in a week, how far is it usually each way?

Piense en su viaje más común en una semana, ¿qué distancia recorre normalmente en cada sentido?

- a. Less than 1 mile / *Menos de una milla*
- b. 1 – 10 miles / *1 – 10 millas*
- c. 10 – 25 miles / *10 – 25 millas*
- d. More than 25 miles / *Más de 25 millas*

Zoom Poll #3 / Encuesta Zoom #3

Thinking about your most common trips in a week (*whether work/school, or shopping/family/social activities*), which travel modes do you usually use?

Piense en sus viajes más comunes en una semana (ya sea al trabajo/escuela, compras/actividades familiares/sociales), ¿qué modos de transporte utiliza normalmente?

- a. Drive alone
- b. Carpool/vanpool
- c. Bus
- d. Walk
- e. Train (Amtrak/Metrolink)
- f. Rideshare services (Uber, Taxi, etc.)
- g. Bike
- h. E-bike or e-scooter
- i. Shuttles (OC Flex, iShuttle, etc.)
- j. OC Access/paratransit
- k. Other

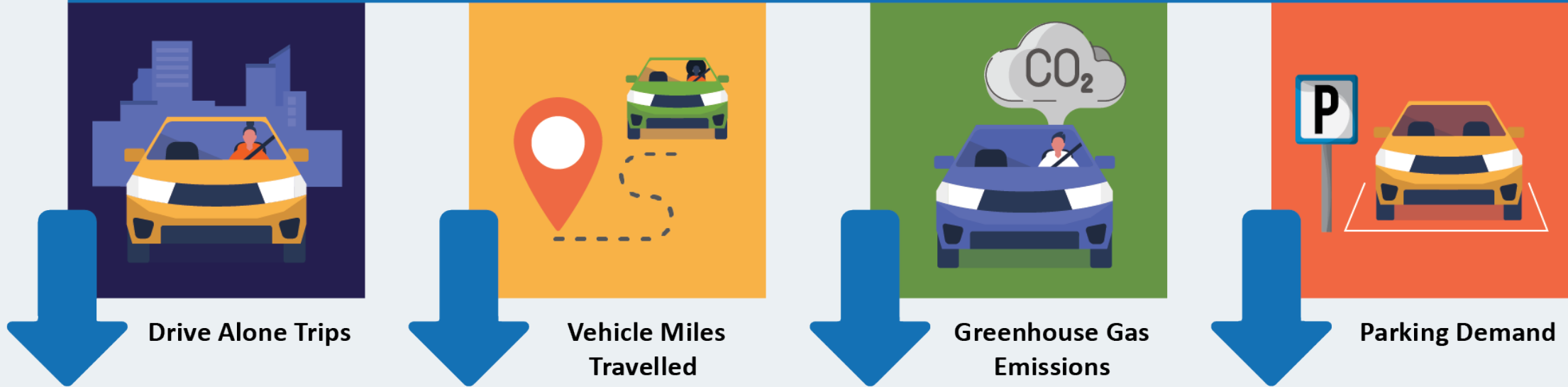
- a. *Viajar solo en auto*
- b. *Uso compartido de vehículo/camioneta*
- c. *Autobús*
- d. *Caminar*
- e. *Tren (Amtrak/Metrolink)*
- f. *Uber/Lyft/Taxi o algo similar*
- g. *Bicicleta*
- h. *Bicicleta eléctrica o patín del diablo eléctrico*
- i. *Microbús o shuttle (en inglés) (OC Flex, iShuttle, etc.)*
- j. *OC Access/servicio de transporte para personas discapacitadas*
- k. *Otro*



Transportation Demand Management

Transportation Demand Management (TDM) is the use of targeted strategies, incentives and policies to encourage the use of sustainable transportation.

The goals of these strategies are to **reduce**:



Types of TDM Strategies

Services/Programming



- Carpool/vanpool
- Shuttle services
- Carshare
- Bikeshare
- Remote work
- Alternative work schedule

Policy/Plan



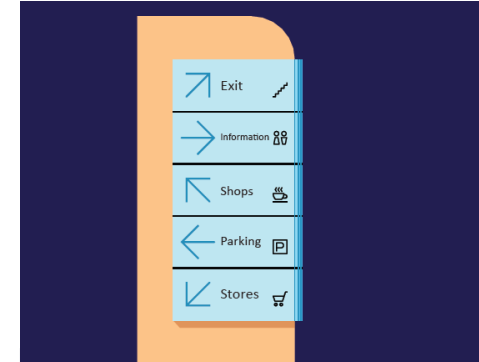
- Complete street
- Transit-oriented land use
- Curbside management
- Parking pricing
- Road pricing

Promotion/Incentives



- Commute travel allowances
- Subsidized transit passes
- Parking cash-out
- Awards/recognition programs

Site-Based Infrastructure



- Wayfinding signage
- Information kiosks
- Real-time displays
- End of trip (bicycle) facilities
- Mobility hubs



Community Polls



Zoom Poll #4 / Encuesta Zoom #4

What are your main considerations when making your travel mode choices?

¿Cuáles son sus principales consideraciones al elegir el modo de transportarse?

- a. Cost
- b. Time savings
- c. Convenience and flexibility
- d. Reliability
- e. Healthy lifestyle
- f. Environmental sustainability
- g. Safety
- h. Other

- a. Costo*
- b. Ahorro de tiempo*
- c. Conveniencia y flexibilidad*
- d. Fiabilidad*
- e. Estilo de vida saludable*
- f. Sostenibilidad del medio ambiente*
- g. Seguridad*
- h. Otro*



TDM Benefits

TDM can support transportation equity by improving access to affordable transportation options and enhanced connections to essential services and opportunities



Improve air quality



Reduce congestion



Support healthier and happier travel



Attract a wider, more diverse talent pool



Potential to better utilize vehicle parking



Activate streets and local business districts



Potential to reduce transportation inequities



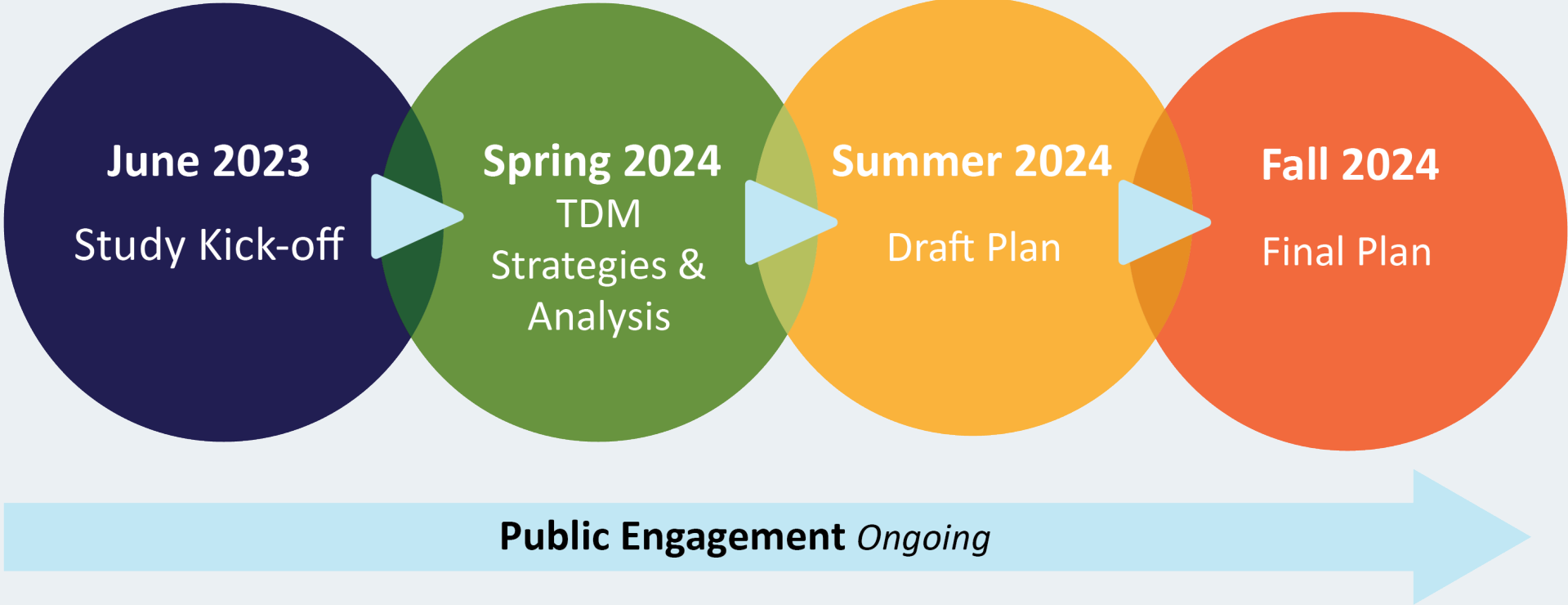
Enhance access to affordable transportation options

The OCTA Countywide TDM Plan

- Orange County will experience significant population and employment increases of 9% and 12% by 2045, **necessitating a county-wide TDM plan to respond to the increase in travel demand.**
- The TDM Plan will provide a consistent, countywide TDM approach that will be shared with local jurisdictions and other partner agencies to encourage **a coordinated approach for advancing, funding, and implementing TDM strategies both locally and regionally.**
- **Your input will be used to identify TDM priorities and inform the plan's recommendations**



Schedule



Public and Stakeholder Engagement

Phase I: Trilingual Notification: (EN, SP and VT)

- Mailing
- Electronic notices
- Newspaper ads
- Social media
- Newsletters
- Communications toolkit distribution to key stakeholders and agencies
- Public counter notification distribution

Engagement Activities:

- Events and Pop-ups
- Virtual Meeting
- Multilingual online and print survey
- OCTA Advisory Committees





Q&A Session



How to Participate

You may submit multiple comments/questions, as needed:

Via web

- Verbal Comments: Click Participants > “**raise hand**”
- Type comments: Click the “**Q&A**” function
- Include contact information:
Name and organization (if any)
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Community Polls



Zoom Poll #5 / Encuesta Zoom #5

Which of these transportation programs would motivate you to drive alone less?

¿Cuál de estos programas de transporte lo motivaría a disminuir las veces que maneja solo?

- a. Financial incentives for drive-alone alternatives**
- b. Guaranteed ride home from work**
- c. Ride-matching program for carpool/vanpool partners**
- d. A digital app**
- e. First- and last-mile transportation services**
- f. On-demand carshare program**
- g. Remote work program or alternative work schedule**
- h. I do not drive alone**
- i. Other**

- a. Incentivos financieros para las alternativas a manejar solo***
- b. Transporte garantizado a casa desde el trabajo***
- c. Programa de emparejamiento de viajes para socios de uso compartido de vehículos/camionetas***
- d. Una aplicación digital***
- e. Servicios de transporte de primera y última milla***
- f. Programa bajo demanda de coche compartido***
- g. Programa de trabajo remoto o horario de trabajo alternativo***
- h. No manejo solo***
- i. Otro***



Zoom Poll #6 / Encuesta Zoom #6

Which of these policies would you support the most to reduce drive alone trips? ¿Cuál de estas políticas apoyaría más para reducir los viajes en coche solo?

- a. Provide free or discounted pricing for carpooling on tolled express lanes
 - b. Replace gas tax with mileage-based fees that apply to all vehicle types including electric vehicles
 - c. Charge higher parking fees for high traffic areas
 - d. Convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users
 - e. Plan new housing and business developments around major bus/rail stations
 - f. I would not support any of these policies
 - g. Other
- a. *Ofrecer precios gratuitos o con descuento para el uso compartido de vehículos en los carriles exprés de peaje*
 - b. *Reemplazar el impuesto a la gasolina con tarifas basadas en el millaje que se aplican a todos los tipos de vehículos, incluyendo los vehículos eléctricos*
 - c. *Cobrar tarifas de estacionamiento más altas en áreas con mucho tráfico*
 - d. *Convertir partes de las carreteras subutilizadas para servir mejor a peatones, ciclistas o usuarios del transporte público*
 - e. *Planear nuevos desarrollos de viviendas y negocios alrededor de las principales estaciones de autobús/tren*
 - f. *No apoyaría ninguna de estas políticas.*
 - g. *Otro*



Next Steps

- Solicit public and stakeholder input
- Analyze survey and interview results
- Define area of need
- Finalize goals and objectives
- TDM "Toolbox"

Stay Connected

- Website: www.octa.net/TDM
- Online Survey: bit.ly/OCTDMSurvey

Marissa Espino

Community Relations Specialist

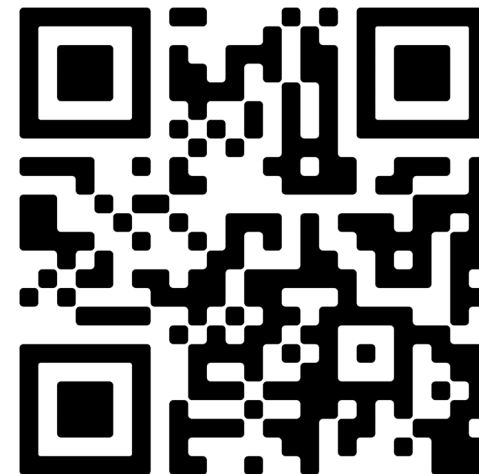
Mespino@octa.net

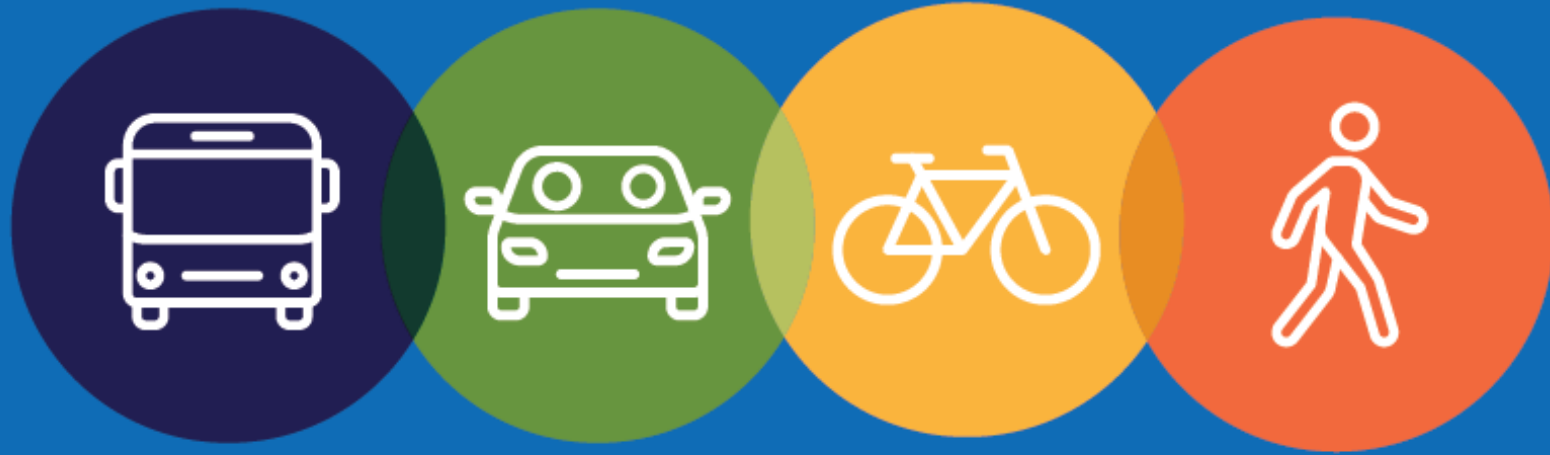
Kristin Tso

Principal Transportation Analyst

ktso@octa.net

Scan the QR to take our survey!





IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Thank you for participating!

octa.net/TDM

