

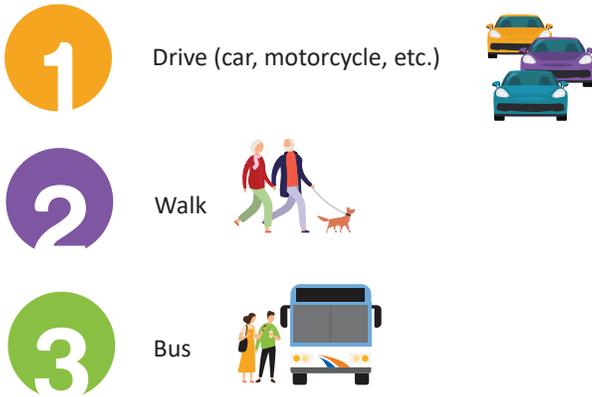


DIRECTIONS 2045

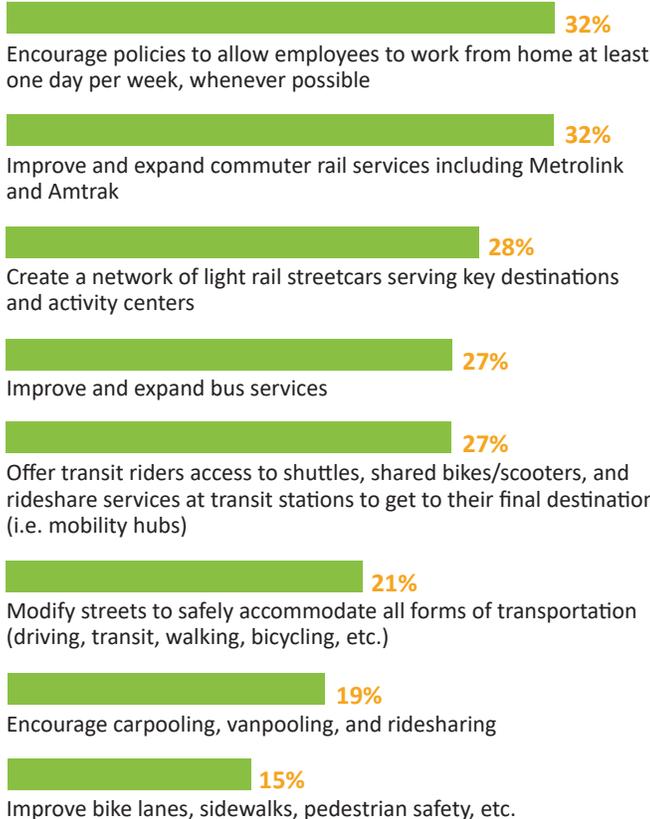
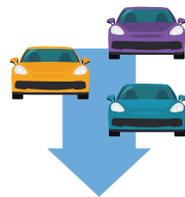
LONG RANGE TRANSPORTATION PLAN

Survey Results & Outreach

How people travel from place to place:



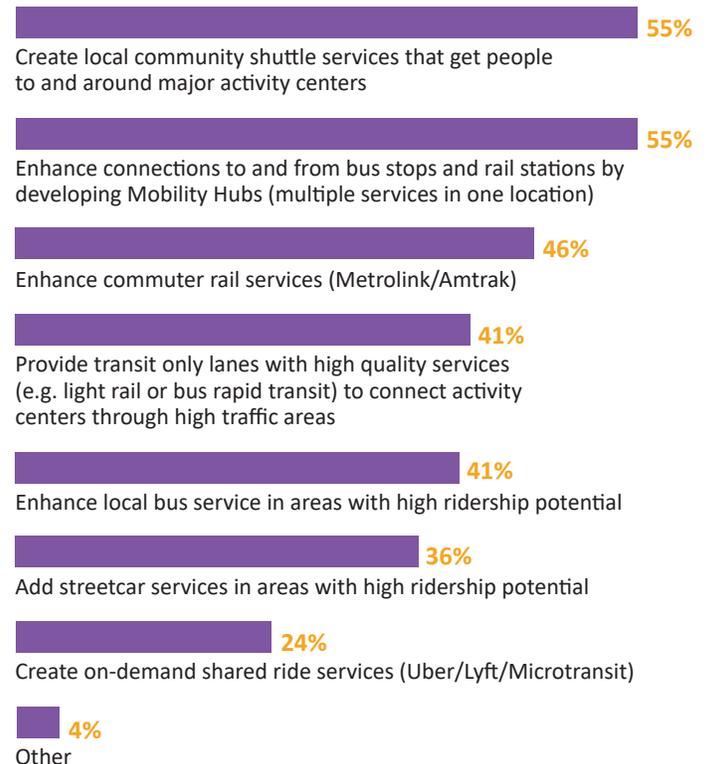
Strategies to help decrease traffic congestion and reduce how much people need to drive in the future (top two):



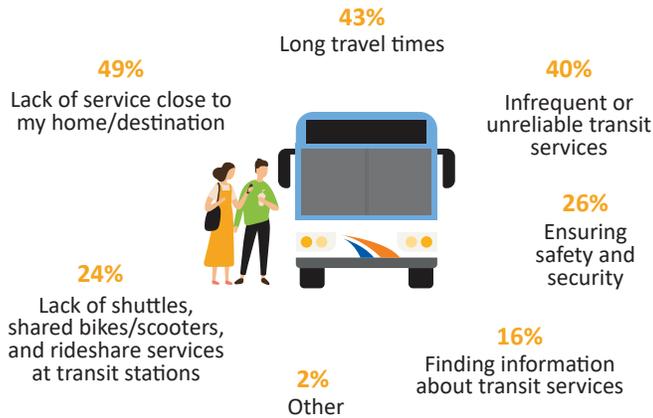
Strategies to encourage people to drive less or use alternative forms of transportation (top two):



Transit improvements to help relieve congestion in Orange County (top three):



Main challenges to increase transit (top two):



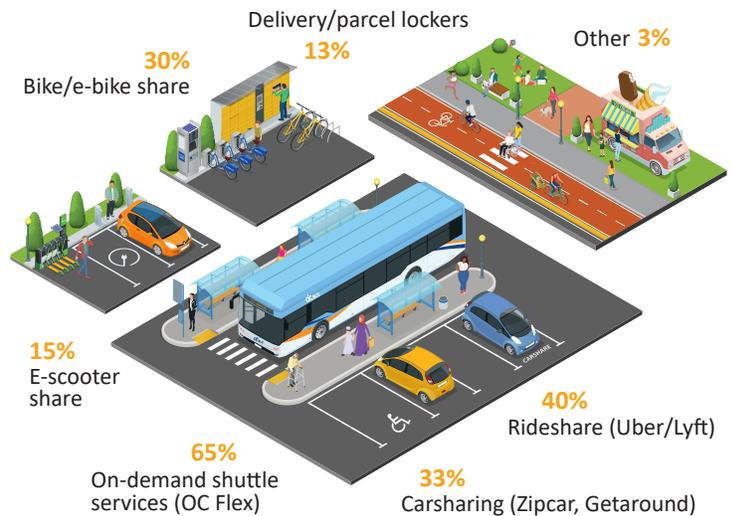
Ranking of transportation improvement types:



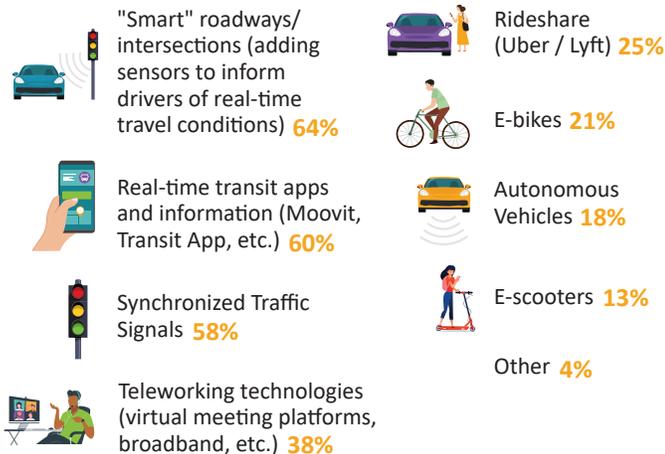
Ranking of land use strategies to relieve traffic congestion:



Preference of potential services at Mobility Hubs (top two):



Preference of technology solutions to improve transportation (top three):



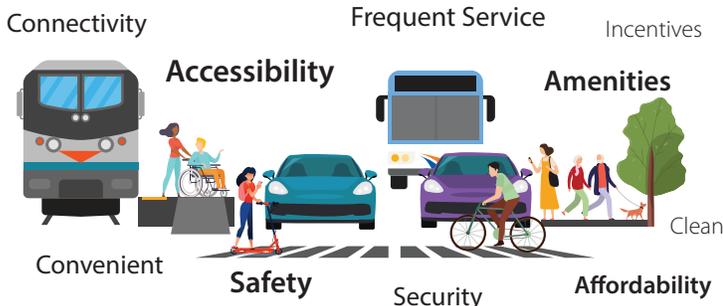
Ranking of amenities/services at Mobility Hubs:

- 1 Security features (cameras, lighting, etc.)
- 2 Bathrooms 
- 3 Seating and open space 
- 4 Secure bicycle parking 
- 5 Availability of staff at the transit station 
- 6 USB charging station 
- 7 Dining options (food trucks/carts, vending machines) 
- 8 Bicycle repair stand/station 
- 9 ATM machines 
- 10 Storage lockers for luggage or package delivery 

Potential Mobility Hub locations in Orange County (top two):

- 48% At major visitor destinations (amusement parks, shopping malls, beaches, etc.) 
- 37% At rail stations/stops 
- 29% Educational Facilities (universities, colleges, etc.) 
- 27% At bus stations/stops 
- 25% At neighborhood shopping centers 
- 19% Near residential areas 
- 16% At employment centers 
- <1% Other

Reasons to use Mobility Hubs:



Demographics

Age range:

- 5% 16-24
- 14% 25-34
- 16% 35-44
- 18% 45-54
- 24% 55-64
- 15% 65-74
- 4% 75 or older
- 4% Prefer not to answer



Annual household income:

- 17% Less than \$30,000
- 13% \$30,000 – \$49,999
- 14% \$50,000 – \$79,999
- 13% \$80,000 – \$109,000
- 15% \$110,000 – \$169,000
- 10% \$170,000 or more
- 18% Prefer not to answer



Ethnicity:

- 46% Caucasian/White
- 21% Latino/Hispanic
- 3% African American/Black
- 1% American Indian or Alaskan Native
- 13% Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian
- 1% Pacific Islander
- 1% Middle Eastern
- 3% Mixed Heritage
- 1% Other
- 10% Prefer not to answer



Community Engagement

- 
 Collected **1,825** completed surveys from September 28 to October 31, 2021
- 
 E-mailed **22** project notices to up to **67,000** bus and rail riders, rideshare travelers and project stakeholders
- 
 Advertised in Spanish and Vietnamese newspapers
- 
 Broadcasted **20** Vietnamese radio advertisements
- 
 Hosted **5** OCTA committee briefings, **2** Community Leader Roundtable webinars and **1** public webinar attracting **46** participants, as well as uploaded the public presentation and online video for those that could not attend
- 
 Gathered **900+** public comments from survey respondents and engaged stakeholders during meetings and events

- 
 Provided a multi-language helpline for interested parties to take the survey and comment on the study
- 
 Conducted a text campaign sending **5** notices to nearly **300** interested parties
- 
 Shared an e-communication toolkit with **34** local cities, **124** Community Leader Roundtable Members, and **12** OCTA committee/stakeholder organizations
- 
 Announced the project through **OCTA's On-the Move** blog, newsletter and the press
- 
 Promoted the project and survey with **4** Twitter posts, **1** Instagram Story, **6** OCTA Facebook posts, and **6** Facebook ads and **1** geofencing ad with **233,000+** views
- 
 Shared materials in **English, Spanish** and **Vietnamese**

Participant home zip code:

