

IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

## OC Transportation Demand Management *Final Outreach Report*

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January 2025

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## I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) developed the Orange County Transportation Demand Management (TDM) Plan (Plan), which provides recommendations to reduce single-occupancy vehicle trips and expand access to alternative travel options. The plan will result in a set of prioritized strategies aimed to reimagine Orange County's transportation framework, prioritizing mobility and sustainability by reducing solo driving in Orange County. It will also aim to provide safe and accessible transportation options that better bridge geographic disparities within the region and address the needs of vulnerable populations. TDM strategies include carpooling, vanpooling, telecommuting, and other technology-enabled innovations such as carshare, bikeshare, and mobile trip planning apps, amongst others. As part of the recent 18-month study, a comprehensive community outreach program was conducted to inform and engage public stakeholders and receive feedback on the Plan. Two surveys were also developed and conducted to gain insight into the public's travel patterns and preferences. Throughout the engagement periods, the outreach team invited stakeholders to provide feedback through surveys, virtual webinars, and community events held across Orange County. Feedback from the engagement efforts was used to develop and identify travel priorities for the TDM Strategic Plan.

### 1. Community Engagement Approach

A comprehensive Engagement Action Plan was developed to increase awareness about the study and invite key stakeholders, as well as those who live, work and travel through Orange County, to learn about the TDM strategies and provide feedback at two project milestones:

- Phase 1: Needs and Opportunity Identification
- Phase 2: Strategy Development

The engagement plan also outlined the anticipated timeline, identified target audiences, and detailed outreach strategies for effectively engaging with various audiences. Inclusive outreach strategies prioritized connecting with underserved communities while ensuring broad reach across the county.

Notification efforts for each survey used both traditional and digital methods, including newspaper advertisements, emails, organic social media posts, and a promotional digital communications toolkit. These efforts were further broadened by engaging with stakeholders at community events and distributing flyers at key locations such as community centers and libraries. Phase 1 outreach efforts took place between August and September 2023 to inform Orange County residents, visitors and commuters about the development of the TDM Plan and encourage involvement by participating in a virtual community meeting and completing the TDM survey. Phase 2 was executed from September to October 2024 and allowed the project team to provide a project update and invite Orange County residents, visitors and commuters to provide feedback on their preferred transportation solutions.

## 2. Diversity Outreach

Outreach methods were implemented to engage diverse and disadvantaged areas of the community and ensured participation from all segments of the population, regardless of ethnicity, language preference, or socioeconomic background. The survey and project collateral and notification materials, such as fact sheets, meeting notices, and e-blasts, were made available in English, Spanish, and Vietnamese. The outreach team identified and participated in various community and pop-up events to increase awareness of the TDM Plan and promote the two surveys throughout the county. Priority was given to cities with the highest populations of residents who speak English as a second language, emphasizing inclusivity and accessibility.

## 3. Key Themes

The following is a summary of key themes collected from stakeholders during the public webinars, community events, and the community surveys.

- **Safety and Security Concerns:** Address personal safety concerns to improve rider confidence and encourage public transportation use.
- **Biking and Walking Accessibility:** Enhance the active transportation network to encourage walking and biking as viable commuting options and improve public health and safety.
- **Public Transit Accessibility and Connectivity:** Increase transit options to ensure seamless connections within and beyond Orange County, addressing underserved areas and first- and last-mile connectivity gaps.
- **Infrastructure and Service Improvements:** Enhance physical infrastructure to better serve the transit user experience through better pedestrian facilities and sustainable transportation options, including shelter, street lighting, ramp and other improvements.
- **Sustainability and Climate Resilience:** Promote environmentally friendly transportation options to reduce emissions and build a climate-resilient transportation network.
- **Equity and Inclusion in Transit Services:** Ensure equitable transit solutions for seniors, individuals with disabilities, and low-income communities to improve access and mobility.

Please see **Appendix A** to view the full webinar summary reports and presentations.

## 4. Engagement Highlights

Comprehensive outreach efforts were conducted throughout the study. The highlights of the combined outreach efforts for both phases and meeting details are as follows:

- Presented at 2 OCTA Citizens Advisory Committee (CAC) meetings, 3 Stakeholder Working Group (SWG) meetings, 8 Advisory Committee Meetings (ACM), and 1 Orange County Council of Government (OCCOG) meeting. The CAC comprises community leaders throughout all five supervisorial districts, the SWG includes local jurisdictions, large

employers, business groups, academic institutions, community organizations, and transportation advocates. ACM includes staff from OCTA and partner transportation agencies.

- Hosted two (2) public webinars attracting 120+ participants, as well as uploading the public presentation and video online for those who could not attend.
- Engaged with more than 6,000 community members at 23 Orange County events throughout the 5 county supervisorial districts.
- Reached 135,230 readers through Spanish and Vietnamese newspapers.
- Distributed more than 2,900 multilingual notices at pop-up events and to organizations that serve diverse and disadvantaged communities in Orange County.
- Sent 2,000+ mailers to key stakeholders and community organizations.
- E-mailed 11 multilingual notices to more than 6,000 interested community stakeholders.
- Promoted surveys and virtual meetings with 8 Facebook posts, 7 Instagram stories, and 6 X posts generating over 35,000 impressions.
- Developed and distributed an electronic communications toolkit, providing an easy-to-share communication resource to more than 109 local cities, community leaders, as well as OCTA committee and stakeholder organizations.
- Announced the project through OCTA's On the Move blog and via press releases.
- Featured a webpage viewed more than 2,573 times.
- Shared materials in English, Spanish, and Vietnamese.

## II. MEETINGS & EVENTS

As part of the outreach process, a robust series of meetings and events were conducted to engage the community, key stakeholders, and city and elected representatives regarding the Plan. This section provides an overview of the various engagement touchpoints conducted throughout the project.

### 1. Virtual Public Webinars

Two (2) virtual public webinars were held to gather feedback from Orange County stakeholders during the study. Each webinar followed a similar format, beginning with an overview of the project, followed by interactive Zoom polls, a Q&A session, and a discussion section. The first webinar was held on August 31, 2023, and focused on introducing the Plan to the community and gathering feedback on their travel patterns and preferences. The second webinar was held on September 18, 2024, and focused on prioritizing community travel preferences identified from Phase 1. To increase engagement with non-English speakers, Spanish and Vietnamese interpretation services were provided during each webinar. For an overview of virtual meeting participation, please refer to Table 1 below.

Figure 1: Webinar Screenshots

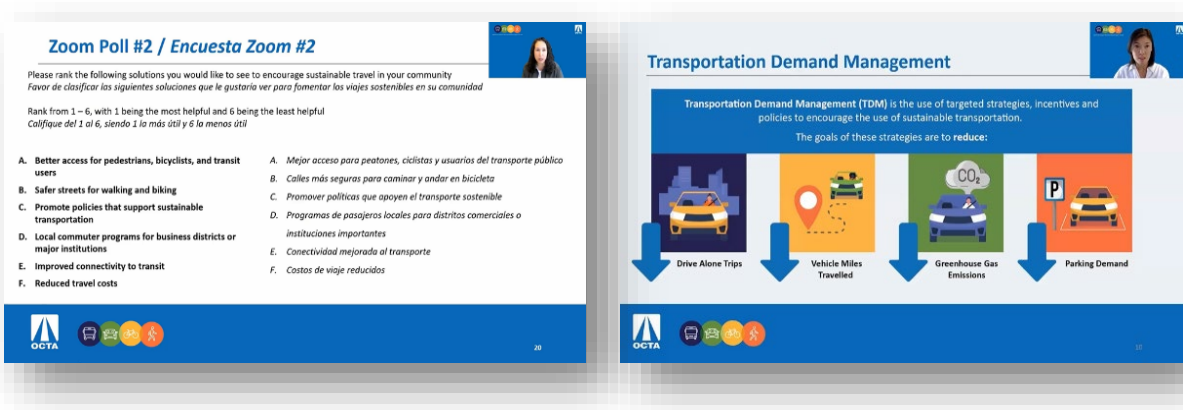


Table 1: Virtual Meeting Participation

Meeting Details	Virtual Webinar #1	Virtual Webinar #2	Total
Date	August 31, 2023	September 18, 2024	
<b>Attendance</b>	43	21	64
<b>Question/Comments Received</b>	37	20	57

Please see **Appendix A** to view the full webinar summary reports and presentations.

## 2. OCTA Committee Meetings

Throughout the development of the Plan, the project team participated in briefings with various OCTA-led stakeholder committees. These briefings were opportunities to provide an overview of the Plan, garner feedback, and answer questions. Table 2 captures the briefings conducted by the project team.

Table 2: Committee Meetings

No	Date	Committee
1	7/18/2023	OCTA Citizens Advisory Committee
2	10/17/2023	OCTA Citizens Advisory Committee
3	10/15/2024	OCTA Citizens Advisory Committee
4	10/16/2024	OCTA Diverse Community Leaders Group



### 3. Community & Pop-up Events

A key component of the community engagement plan involved participating in community events. Since the Plan is a countywide effort, event selection focused on ensuring participation from all five Orange County supervisorial districts, with additional events held in Anaheim and Santa Ana, two of the cities with the highest concentration of diverse and underserved communities. Community events were identified and selected based on their significance within the community, cultural relevance, and large-scale attendance. Pop-up locations were also strategically selected to maximize participation from underserved communities. Table 3 lists the events attended by the project team.

Pop-up events were staffed by bilingual English/Spanish and English/Vietnamese project team members to address community language needs. For added accessibility of information, all surveys, flyers, and fact sheets were made available in English, Spanish, and Vietnamese. To attract engagement at booths, a variety of giveaways were distributed.

The survey implementation for both phases of outreach was as follows:

- The surveys were offered in three languages (English, Spanish, and Vietnamese).
- The qualitative surveys were available in both print and digital formats.
- A QR code was developed to facilitate smartphone access to the surveys.
- Countywide, multilingual survey promotion and notifications included mailers, email blasts, digital communication toolkits, print newspaper ads, social media posts, paid social media ads, and in-person events.
- Survey respondents were entered into a drawing for a chance to win one of two \$50 gift cards.

Figure 2: Community Outreach Events



Table 3: Community Events

#	Event Name	Supervisory District	City
<b>Fall 2023 Community Events</b>			
1	Anaheim Farmer's Market	2	Anaheim
2	Chicano Heritage Festival	2	Santa Ana
3	Brea Art Walk	4	Brea
4	LSTV Moon Lantern Festival*	1	Westminster
5	Costa Mesa Farmer's Market	5	Anaheim
6	Garden Grove Farmer's Market	1	Garden Grove
7	2023 Fiesta Latina en Irvine	3	Irvine
8	Community Flu Shot Clinic	3	Mission Viejo
9	Food Distribution at Buena Park Boys & Girls Club	4	Buena Park
10	Hispanic Heritage Celebration	5	Costa Mesa
11	Small Business Diversity Network Procurement Conference	5	Fullerton
12	Mehgrang*	5	Costa Mesa
<b>Fall 2024 Community Events</b>			
13	LSTV Moon Lantern Festival	5	Westminster
14	Unveiling of La Raza Mural	1	Santa Ana
15	The Mid-Autumn Festival*	2	Irvine
16	Mid-Autumn Festival Community Celebration*	1	Fountain Valley
17	Santa Ana's Fiestas Patrias (Day 2)	5	Santa Ana
18	Chili Cook-Off and Car Show event	2	Garden Grove
19	Laguna Hills Heritage Day	3	Laguna Hills
20	Santa Ana Mid-Autumn Festival*	5	Santa Ana
21	Senior Wellness Expo	4	Yorba Linda
22	O.C. LGBTQ Pride Festival*	4	Costa Mesa
23	Fullerton Family Movie Night	5	Fullerton
24	La Habra Corn Festival	1	La Habra

\*Events attended in collaboration with the OCTA Diversity Outreach Team

### III. INFORMATIONAL RESOURCE & TOOLS

Informational resources included a combination of a stakeholder database, a fact sheet, and a project webpage on the OCTA website to inform the community about the latest Plan updates and engagement opportunities. Community surveys were used to gather feedback and input on the Plan.

#### 1. Stakeholder Database

A stakeholder database was created to connect with stakeholders, generate awareness, promote key milestones, and increase participation in community surveys and public webinars. The initial database was compiled through an opt-in campaign to existing OCTA stakeholder lists. The campaign introduced the study and provided stakeholders with the opportunity to subscribe to receive TDM news and updates. The database was continuously updated to include new contact information from stakeholders who signed up on the website, participated in the surveys, and attended community events and webinars. As a result, 1,535 new contacts were added throughout the engagement process.

#### 2. Project Fact Sheet

A project fact sheet was developed to provide the community with a Plan overview, background, and a proposed development schedule. The fact sheet was updated at each study phase and translated into Spanish and Vietnamese. This collateral piece was printed and distributed at all community events and included in the electronic communications toolkit and email campaigns. For more details, see **Appendix B**.

Figure 3: Fact sheets



#### 3. Project Website

The project webpage was updated throughout each outreach phase to share surveys, promote public webinars, and provide other project-related resources. Stakeholders were encouraged to visit [octa.net/TDM](http://octa.net/TDM) for information on the study, public meetings, and the latest updates.

## 4. Community Surveys

Two (2) survey campaigns were developed to engage with and gather feedback from stakeholders across Orange County. These qualitative surveys provided valuable community input that informed and guided the development of the Plan.

The first phase of the survey was conducted from August through September 2023 and focused on gathering input from stakeholders about their travel patterns and preferences. The second survey, conducted from September through October 2024, aimed to seek input from the community on their preferred travel options based on the feedback received from Phase 1.

Each survey was made available in English, Spanish, and Vietnamese to ensure inclusivity and greater reach, especially among diverse and disadvantaged communities. See **Appendix C** for the print version of both community surveys. Notification outreach campaigns followed a similar approach, promoting the survey through both traditional and online tactics, including e-blasts, social media, newspaper advertisements, flyer distribution, and key stakeholder engagements. Emphasis was also placed on local community events, which facilitated direct interaction with residents and helped increase survey participation. For details on survey notifications, format and analysis, refer to **Appendix D**.

Figure 4: Print Survey

The image shows a printed survey titled "Transportation Strategies Survey" from the Orange County Transportation Authority (OCTA). At the top, there are four circular icons representing different modes of transport: a bus, a car, a bicycle, and a pedestrian. Below the icons, the text reads "IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS". The survey title "Transportation Strategies Survey" is prominently displayed. The introductory text explains that OCTA aims to make sustainable transportation easier and that the survey's purpose is to gather input on environmentally friendly options. A red banner encourages participants to take a three-minute survey for a chance to win a \$50 gift card. The survey questions include: 1. "What is your connection to Orange County (OC)?" with four radio button options. 2. "Please rank the following solutions you would like to see to encourage sustainable travel in your community." with a ranking scale from 1 (most helpful) to 6 (least helpful). The solutions listed are: Better access for pedestrians, bicyclists, and transit users; Safer streets for walking and biking; Promote policies that support sustainable transportation; Local commuter programs for business districts or major institutions; Improved connectivity to transit; and Reduced travel costs. The page number "Page 1 of 2" and the OCTA logo are visible at the bottom.



*Table 4: Survey Participation*

Phase	Date	Survey Collected by Language			Total Surveys Collected
		English	Spanish	Vietnamese	
<b>Phase 1</b>	9/8/23 - 9/27/23	899	82	21	1,002
<b>Phase 2</b>	9/4/24 - 10/13/24	1,270	120	12	1,402
<b>Total</b>		2,169	202	33	2,404

## IV. NOTIFICATION EFFORTS

Notification efforts were made through the combined utilization of electronic mail distributions, print and social media ads, social media posts, website notices, and a stakeholder electronic toolkit.

### 1. Electronic Mail Distributions

Electronic mail distributions (E-blasts) were a fundamental method of communicating with public stakeholders during both engagement phases, including the Spanish- and Vietnamese- speaking communities. In total, 10 e-blasts were distributed in English, Spanish, and Vietnamese to invite interested stakeholders and community organizations to encourage public input, survey participation, and webinar attendance. E-blasts were directed to the project’s stakeholder database, which was updated regularly as new interested parties and community organizations engaged with the Plan. Table 5 includes a list of E-blasts for both phases of the project. See **Appendix E** for additional e-blast details.

*Table 5: E-blast Distribution Metrics*

Date	Type of E-blast	Sent
<b>Fall 2023</b>		
8/11/23	Public Meeting Save The Date E-blast #1	1,463
8/17/23	Public Meeting Reminder E-blast #2	1,458
8/24/23	Public Meeting Reminder E-blast #3	1,458
8/30/23	Public Meeting Thank You E-blast	1,590
9/25/23	Final Thank You & Survey Closure E-blast	1,599
<b>Fall 2024</b>		
9/4/24	Public Meeting Save the Date E-blast #1	2,527
9/11/24	Public Meeting Reminder E-blast #2	3,712
9/17/24	Public Meeting Reminder E-blast #3	1,070
9/25/24	Public Meeting Reminder E-blast #4	3,750
10/9/24	Public Meeting Thank You E-blast	3,582
10/12/24	Final Thank You and Survey Closure E-blast	3,574

## 2. Print Advertisements

Advertisements (**Appendix E**) were created and published in prominent Spanish and Vietnamese newspapers covering Orange County. These advertisements were strategically placed to engage with the multilingual OC community and used to promote each survey and community webinar. *Excelsior* and *Nguoi Viet Daily* published the Spanish and Vietnamese pieces, reaching a circulation of approximately 57,000 readers. In summer 2024, *El Aviso* and *Nguoi Viet Daily* ran similar advertisements, reaching approximately 78,000 readers to promote the second survey and featured webinar.

## 3. Social Media Posts

Social media posts on Facebook (FB), X, and Instagram (IG) were used to promote community surveys and webinars to OCTA's community of followers. To promote the first survey, four posts were made on Facebook, three on Instagram posts, and four on X. The second phase includes four posts each on Facebook and X.

## 4. Website Notice

OCTA's feature project webpage was updated to promote each survey, community webinar, and other informational resources. Keeping the website updated ensured visitors had easy access to the latest engagement opportunities and could stay informed about the Plan's development.

Figure 5: Print and Social Advertisements

GIÚP CHO VIỆC ĐI LẠI ĐỂ DÀNG HƠN CHO TẤT CẢ MỌI NGƯỜI

**Hãy tham gia cùng chúng tôi!**  
Chia sẻ ý kiến và đề nghị của quý vị về cách chúng ta có thể cải thiện việc di chuyển và thúc đẩy các phương thức giao thông thay thế.

**Hội Thảo Trực Tuyến Trên Zoom**

Thứ Năm, Ngày 31 tháng Tám lúc 5:30 chiều  
ID Webinar: 825 5834 0344  
Số gọi vào: (213) 338-8477

**Khảo Sát**  
Tham gia khảo sát tại link [bit.ly/OCTDMSurvey](https://bit.ly/OCTDMSurvey) trước ngày 13 tháng 10 để có cơ hội trúng một trong hai thẻ quà tặng trị giá \$50!

Tim hiểu thêm về kế hoạch và con đường dẫn đến thành công tại [octa.net/TDM](https://octa.net/TDM).

*Sẽ có cung cấp phiên dịch tiếng Tây Ban Nha. Có các dịch vụ đặc biệt và phiên dịch bổ sung thông bằng cách gọi số (714) 636-7433. Xin yêu cầu ít nhất 72 giờ trước buổi hội thảo trực tuyến được lên lịch.*

¡RESPONDA A NUESTRA ENCUESTA!

¡PARA TENER LA OPORTUNIDAD DE GANAR UNA DE LAS DOS TARJETAS DE PREMIO DE \$50!

## 5. Stakeholder Electronic Communications Toolkit

As a component of the digital outreach tactics, a comprehensive electronic toolkit was distributed to promote both surveys. The toolkit comprised of copy, content, and graphics for community organizations and key stakeholders to share information with their audiences. The toolkit was posted online on the OCTA digital toolkit repository for their active campaign. Furthermore, the toolkits were also distributed to more than 109 local municipalities, community organizations, and groups associated with OCTA committees and stakeholders. Suggested promotional tactics included e-blasts, newsletters, social media posts (in English, Spanish, and Vietnamese), web content, cable slides, and calendar postings. Toolkits developed for the Plan can be found in **Appendix E**.

## 6. Flyer Distribution

Bilingual flyers (**Appendix E**) promoting the community webinar and survey were distributed at 14 libraries and community centers across the county. Locations were selected based on their proximity to key neighborhoods and high foot traffic to increase outreach to underserved communities. A complete list of the locations where flyers were distributed and displayed can be found in Table 6 below.

*Table 6: Flyer Distribution and Locations*

No	Location	City
1	Anaheim Central Public Library	Anaheim
2	Community Action Partnership of Orange County Food Bank	Garden Grove
3	Downtown Anaheim Community Center	Anaheim
4	Delhi Center	Santa Ana
5	El Salvador Community Center	Santa Ana
6	Families Forward	Irvine
7	Garden Grove Main Library	Garden Grove
8	Garden Grove Sports & Recreation Center	Garden Grove
9	SEVA Collective	Santa Ana
10	Santa Ana Main Public Library	Santa Ana
11	Stanton Community Center	Stanton
12	Stanton Library	Stanton
13	South Orange County Family Resource Center	Lake Forest
14	(CHEC) Family Resource Center	San Juan Capistrano

## V. CONCLUSION

The comprehensive community engagement efforts for the Orange County Transportation Demand Management (TDM) Plan were instrumental in generating public awareness about alternative travel options and gathering valuable insights to shape the Plan's development. These efforts included two phases of outreach, combining surveys, public webinars, OCTA committee meetings, and participation in 23 community and pop-up events across all five supervisorial districts. Public engagement activities reached over 6,000 community members in-person and extended further through digital tools such as e-blasts, a project website, social media campaigns, and multilingual print advertisements. Input collected through diverse methods, including stakeholder meetings, webinars with real-time Q&A sessions, and multilingual surveys distributed both online and in print, provided a well-rounded perspective of community priorities and preferences. These insights will guide OCTA in prioritizing strategies for the final TDM Plan, ensuring it meets the region's mobility needs while addressing sustainability and accessibility goals.



# APPENDIX

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# Appendix A: Public Webinars

- Summary Report – Fall 2023
- Presentation – Fall 2023
- Summary Report – Fall 2024
- Presentation – Fall 2024



# Orange County Transportation Demand Management (TDM)

## Community Webinar #1 – Summary Recap

August 31, 2023

### I. Meeting Details

<b>ZOOM WEBINAR</b> Thursday, August 31, 2023 5:30 – 6:30 PM	
<b>Zoom Panelists</b>	<ul style="list-style-type: none"> <li>• 11 Total Panelists                             <ul style="list-style-type: none"> <li>○ 4 OCTA</li> </ul> </li> <li>• 3 Technical consulting staff</li> <li>• 3 Outreach consulting staff</li> <li>• 1 Interpreter: Spanish</li> </ul>
<b>Registered</b>	<ul style="list-style-type: none"> <li>• 73 Registrants</li> </ul>
<b>Attendance</b>	<ul style="list-style-type: none"> <li>• 43 Total Participants                             <ul style="list-style-type: none"> <li>○ 11 Panelist/project team (OCTA, technical consultant, &amp; outreach consultant)</li> <li>○ 32 Non-team attendees                                     <ul style="list-style-type: none"> <li>• 2 Additional OCTA staff</li> <li>• 30 Other attendees</li> </ul> </li> </ul> </li> </ul>
<b>Oral Statements</b>	<ul style="list-style-type: none"> <li>• 6 Questions/Comments                             <ul style="list-style-type: none"> <li>○ Presented by 6 named stakeholders</li> </ul> </li> </ul>
<b>Written Statements</b>	<ul style="list-style-type: none"> <li>• 32 Zoom Q&amp;A Questions/Comments                             <ul style="list-style-type: none"> <li>○ 30 Comments from 10 named stakeholders</li> <li>○ 2 anonymous comments</li> </ul> </li> </ul>
<b>Zoom Chat</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Stakeholder Contacts</b>	<ul style="list-style-type: none"> <li>• 17 New contact emails</li> </ul>
<b>Agency Staff</b>	<ul style="list-style-type: none"> <li>• City of Costa Mesa, Brett Atencio Thomas</li> <li>• City of Irvine, Amir Ainechi</li> <li>• City of Irvine, Melissa Chao</li> <li>• Orange County Public Works, Sonica Kohli</li> </ul>
<b>Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• CAC &amp; ATAC Member, Mary Ann Remnet</li> <li>• Friends of Harbors; Beaches and Parks, Melanie Schlotterbeck</li> <li>• Klein &amp; Associates, Larry Klein</li> <li>• LOSSAN, Puja Thomas-Patel</li> <li>• Orange Coast College, Rich Pagel</li> <li>• Orange County Goodwill, Diana Nevarez</li> <li>• Rail Passenger Association of California, Brian Yanity</li> <li>• Remake Irvine’s Streets for Everyone, Youssef Kaddeche</li> <li>• Transportation &amp; Distribution Services, Erika Hennon</li> </ul>



# Orange County Transportation Demand Management (TDM)

## Community Webinar #1 – Summary Recap

August 31, 2023

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	<ul style="list-style-type: none"><li>• Unidos South OC, Miriam Zuniga</li></ul>
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### II. Meeting Format and Presentation

The virtual community webinar for phase 1 of the Transportation Demand Management (TDM) Plan was convened utilizing Zoom to facilitate public engagement. The webinar included Spanish interpretation to enhance webinar access and utility, enabling the greatest number of interested participants. The community meeting was also recorded and posted to the project website and shared through [octa.net/TDM](https://octa.net/TDM) in days following the meeting to extend the reach of the meeting and message beyond those who could attend.

Marissa Espino, Principal Community Relations Specialist, served as the meeting host and MC, welcoming participants, and led team introductions. She also announced the meeting agenda, presented the project engagement efforts to-date, and facilitated interim Question and Answer (Q&A) sessions and zoom polls at dedicated segments throughout the webinar. She also introduced Maria Yanez-Forgash, Arellano Associates outreach consultant, who shared instructions on how participants could enable Spanish interpretation.

Kristin Tso, Project Manager, was the primary presenter. She shared the project background, including TDM strategies, benefits, and a review of the TDM milestones.

### III. Poll Questions

A six-question survey poll was asked of the audience via Zoom. Poll response have been captured and summarized in the section below.

#### Question One:

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

Of the 24 who responded, 46% travel for work/school more than 5 days a week. The full poll results are as follows.

Answer	Count	Percentage
0 days	4	17%
1 - 2 days	3	13%
3 - 4 days	6	25%
5+ days	11	46%



# Orange County Transportation Demand Management (TDM)

## Community Webinar #1 – Summary Recap

August 31, 2023

### Question Two:

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

More than 58% travel between 1-10 miles each way in a given week. Based upon 24 respondents, results are as follows.

Answer	Count	Percentage
Less than 1 mile	0	0%
1-10 miles	14	58%
10-25 miles	8	33%
More than 25 miles	2	8%

### Question Three:

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

Over 52% of respondents tend to drive alone, followed by 30% who walk. The complete poll responses are as follows.

Answer	Count	Percentage
Drive alone	12	52%
Carpool/vanpool	3	13%
Bus	6	26%
Walk	7	30%
Train (Amtrak/Metrolink)	3	13%
Rideshare services (Uber, Taxi, etc.)	1	4%
Bike	4	17%
E-bike or e-scooter	3	13%
Shuttles (OC Flex, iShuttle, etc.)	1	4%
OC Access/paratransit	2	9%
Other	0	0%

### Question Four:

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

Nearly 57% of respondents selected convenience and flexibility as their main consideration when making travel mode choices, followed by 43% who selected environmental sustainability. The detailed poll results are as follows.



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Answer	Count	Percentage
Cost	8	35%
Time savings	9	39%
Convenience and flexibility	13	57%
Reliability	7	30%
Healthy lifestyle	6	26%
Environmental sustainability	10	43%
Safety	9	39%
Other	2	9%

### Question Five:

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

Nearly 63% responded that first-and last-mile transportation services would motivate them to drive alone less. The detailed results are as follows.

Answer	Count	Percentage
Financial incentives for drive-alone alternatives	4	25%
Guaranteed ride home from work	4	25%
Ride-matching program for carpool/vanpool partners	1	6%
A digital app	4	25%
First- and last-mile transportation services	10	63%
On-demand carshare program	3	19%
Remote work program or alternative work schedule	5	31%
I do not drive alone	0	0%
Other	6	38%

### Question Six:

#### Which of these policies would you support the most to reduce drive alone trips?

Nearly 67% responded that the policy they would support the most to reduce drive alone trips is to convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users. The complete poll responses are as follows.

Answer	Count	Percentage
--------	-------	------------



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Provide free or discounted pricing for carpooling on tolled express lanes	4	27%
Replace gas tax with mileage-based fees that apply to all vehicle types including electric vehicles	4	27%
Charge higher parking fees for high traffic areas	3	20%
Convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users	10	67%
Plan new housing and business developments around major bus/rail stations	8	53%
I would not support any of these policies	1	7%
Other	0	0%

### IV. Comment Themes

- Recommended service for commuters would be the availability of charging for electric vehicles at the destination
- Recommended connections for OC and LA public transportation options
- Concern for lack of bus services, especially in commercial and educational areas and lack of first-and-last mile connectivity
- Clarification on how jurisdictions could use the TDM Plan
- Recommended improvements for OCTA ACCESS. Not enough services for the growing population in OC.
- Clarification on the benefits of Bus Rapid Transit services
- Concern over limited biking and walking options in major arterials
- Recommended increased transit frequencies and access
- Recommended the development of a countywide bike sharing program
- Recommended to have more free bus passes
- Support for car share and bike share program
- Concern over opportunities to reduce greenhouse gas emissions and improve sustainability and climate resilience
- Recommended to improve wayfinding near stations

### V. Public Comment

The public was invited and encouraged to comment either orally or in written form. Written comments and questions were accepted throughout the meeting by typing directly into the Zoom Q&A function. Marissa also led oral comment discussions at mid-presentation and following the PowerPoint. Marissa facilitated oral comments as well as read aloud written statements that had been submitted to through the Q&A function. Marissa led the Q&A session and addressed



# Orange County Transportation Demand Management (TDM)

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comments presented. For some specific project related questions, Marissa asked that interested parties share their information and she would follow-up to address those inquiries.

A total of 32 known members of the public participated in the Q&A, presenting 39 unique comments. In addition, anonymous attendees presented another 2 comments, for a total of 41 total comments. A summary of oral and written comments is listed below:

### Q&A Verbal Comments

The Q&A discussion gathered 38 unique comments from participating attendees.

#### 1. Noah Kouchekinia (1)

- Increasing transit frequencies - where does this fit into this plan because I don't see it on the Types of Strategies graphic. That should be emphasized in this plan, and I'm worried it won't be considered.

#### 2. Erika Hennon (1)

- I'm a resident of South County and my access to public transit is minimal and it affects the users who travel as commuters. I would like to see options expanded in the South County. We should see a countywide bike sharing program similar to LA Metro. I am a Sustainable Management partner from UCI and would like to collaborate with OCTA. We have 5,000 employees and students traveling to and from UCI and it would be helpful to expand our partnership to neighboring counties to help benefit TDM.

#### 3. Toby Ngo (1)

- I'm going to UCSB and we're working on how to expand it. We have the same issue that people don't know about it and just rely on their cars. We should encourage ridership by giving out free bus passes and more PSA released by cities.

#### 4. Brian Yanity (1)

- Expanding Metrolink services. I am a frequent user, and we need as many trains during the middle of the day. The current spread out schedule makes it inaccessible. Need to collaborate with Caltrans on the San Clemente route to and improve it.

#### 5. Melanie Schlotterbeck (1)

- I agree with the bike share idea and a car share program. We have done work in the city of Brea, and we should see how we can incorporate it into the plan. I fully endorse the modified work schedule as we needed to accommodate to the COVID-19 pandemic, and it alleviate time on the freeways. There are also opportunities to reduce gas emissions through regional governments and see what other agencies do in other areas to





# Orange County Transportation Demand Management (TDM)

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improve sustainability. Also, climate resilience. Are there things that can be done locally where we can tackle that issue (grants, funding, etc.)?

### 6. Puja Thomas-Patel (1)

- We have limited first last mile stations for connectivity. We need to improve wayfinding near the stations.

## Q&A Written Comments

The Q&A discussion gathered 32 unique comments from participating attendees.

### 1. Noah Koucheinia (4)

- You mentioned this is a toolbox for stakeholders. Could you list who these stakeholders are? I would have thought OCTA would implement the plan directly.
- Please involve me in the Transit General Plan.
- I think I am still a bit unclear as to who the stakeholders are. Are these mainly cities?
- I would like to second the previous questioner's concern on vehicle speed. It is a major barrier to biking and am disappointed to learn OCTA mandates high speeds.

### 2. Larry Klein (8)

- Another service that could be valuable to commuters is the availability of charging for electric vehicles at the destination.
- Tying OC public transportation options with those in LA County is also important. I cannot get home from a baseball game at Dodger Stadium by public transportation. Amtrak and Metrolink do not have a late evening train I can return on.
- Another example is the lack of bus service to the Hollywood Bowl from OC. This service used to be available.
- FHWA has a series of documents that address TDM.
- One FHWA website is [https://ops.fhwa.dot.gov/plan4ops/trans\\_demand.htm](https://ops.fhwa.dot.gov/plan4ops/trans_demand.htm)
- I understand that Bus Rapid Transit (BRT) is a relatively low-cost method to move commuters along existing roadways from centralized pickup locations to a variety of business parks.
- I would like to be involved in formulating your traffic vision. I have been a member of the Transportation Research Board's Freeway Operations Committee and Highway Traffic Monitoring Committee. Currently I serve on two research panels of the National Academy of Engineering.
- Contact info: [larry@laklein.com](mailto:larry@laklein.com)



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### 3. Youssef Kaddeche (6)

- Is the goal to achieve a certain modal share target?
- Targets\* of walking, cycling, transit, etc.?
- Can you elaborate how local jurisdictions can use this TDM plan for their own initiatives?
- What's the difference between optimization and higher frequency bus service? Isn't that the same thing?
- What can OCTA do to promote transit-oriented land-use if that is more within municipal jurisdictions?
- It seems that OCTA is rather powerless in that.

### 4. June Li (2)

- Culver Drive is the main street in Irvine, from North to south, there are a lot of shopping centers, schools, post office on this road, then why there is no bus running, we have to do the transfer.
- Time schedules every hour, that is too long.

### 5. Maria Lopez (2)

- Your office promotes public transportation. Bus 862, the shortest route OCTA has been challenging and only runs smoothly when a supervisor is there. Today we came into the train station and as the train pulled in the bus left us at 6:41 am. Even though the train was pulling in. That Bus left EMPTY and the next bus pulled in at 6:46 am and that driver said I can't leave until 7:15 am. 30 minutes having us riders wait while we see the bus just sitting. Most of us walked to make it to work!!
- Maria515@me.com

### 6. Mary Ann Remnet (1)

- Many tdm's concentrate on larger employers. What level of user/user group will this be able to address. In other words, is this for the 200+ companies with corporate managements, or will the companies of 25 or so be able to relate?

### 7. Toby Ngo (3)

- I would like to be involved with the transit vision.
- I'm actually interested in being involved in transit vision. Do you have a website or a platform I can go through?
- There are a few really apparent weak points that can yield fairly immediate results. Route 39/Beach Blvd comes to mind. It is the only viable way to reach several cities and completely congests several times a day. I think focusing on obvious weak points could be a strong starting point.



# Orange County Transportation Demand Management (TDM)

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### 8. Shawna McCann (1)

- I would like to be included in the transit master plan database. Email is shawna.mccann.1996@gmail.com

### 9. Erika Hennon (2)

- I'm also interested in being included in future discussions if you have any with key stakeholders/other TDM professionals in the county (email: ehennon@uci.edu).
- UCI has its own TDM planning and implementation outside of the city of Irvine and would like to be included in key stakeholder feedback. Thanks for this webinar!

### 10. Scott Ham (1)

- The city I live in has attempted to lower car traffic speeds on the most dangerous arterials, in order to increase walkability/bikeability. However, OCTA has prevented the city from lowering traffic speed through withholding of measure M2 funds (Master Plan of Arterial Highways) if minimum traffic speed, road width, number of lanes are not met. The result is that no one can safely walk or bike on or across arterial roads, and the lowest capacity alternative (cars) is always prioritized. Is there any plan to allow cities to use this space more efficiently and safely? For example: allowing dedicated bus lanes, reduction in mixed traffic lanes, or completely eliminating Master Plan of Arterial Highways requirements.

### 11. Anonymous Attendee (1)

- Other: Medical necessity to travel alone.

### 12. Anonymous Attendee (1)

- Working alongside and supporting adults with disabilities, most consumers use OCTA ACCESS. We have seen an increase in employment in OC, but transportation is a huge barrier for this population. ACCESS comes with various challenges therefore an improvement would be extremely meaningful for many people. Just a statement. Thank you.



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Welcome! | ¡Bienvenido!  
We will begin in a few moments. | Comenzaremos en unos momentos.



1



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

**Transportation Demand Management Webinar #1**  
August 31, 2023



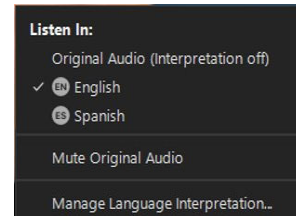
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## Accessing Spanish Interpretation

### Spanish Interpretation

#### Vía 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”



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## 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.



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## How to Participate

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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)



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## Today's Speakers

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### Kristin Tso

Project Manager  
OC Transportation Demand Management Plan

### Marissa Espino

Public Outreach Section Manager



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## Today's Agenda

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



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## Community Polls



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## Zoom Poll #1 / Encuesta Zoom #1

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**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



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## Zoom Poll #2 / Encuesta Zoom #2

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**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



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## 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                           | a. Viajar solo en auto   |
| b. Carpool/vanpool                       | b. Uso compartido de vehículo/camioneta                          |
| c. Bus                                   | c. Autobús   |
| d. Walk                                  | d. Caminar   |
| e. Train (Amtrak/Metrolink)              | e. Tren (Amtrak/Metrolink)                                       |
| f. Rideshare services (Uber, Taxi, etc.) | f. Uber/Lyft/Taxi o algo similar                                 |
| g. Bike                                  | g. Bicicleta   |
| h. E-bike or e-scooter                   | h. Bicicleta eléctrica o patín del diablo eléctrico              |
| i. Shuttles (OC Flex, iShuttle, etc.)    | i. Microbús o shuttle (en inglés) (OC Flex, iShuttle, etc.)      |
| j. OC Access/paratransit                 | j. OC Access/servicio de transporte para personas discapacitadas |
| k. Other                                 | k. Otro  |



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## 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**:



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## Types of TDM Strategies

### Services/Programming



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

### Policy/Plan



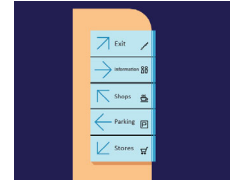
- Complete street
- Transit-oriented land use
- Curbside management
- Parking pricing
- Road pricing

### 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



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## Community Polls



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## 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                         | a. Costo                             |
| b. Time savings                 | b. Ahorro de tiempo                  |
| c. Convenience and flexibility  | c. Conveniencia y flexibilidad       |
| d. Reliability                  | d. Fiabilidad                        |
| e. Healthy lifestyle            | e. Estilo de vida saludable          |
| f. Environmental sustainability | f. Sostenibilidad del medio ambiente |
| g. Safety                       | g. Seguridad                         |
| h. Other                        | h. Otro                              |



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## 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



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## The OCTA Countywide TDM Plan

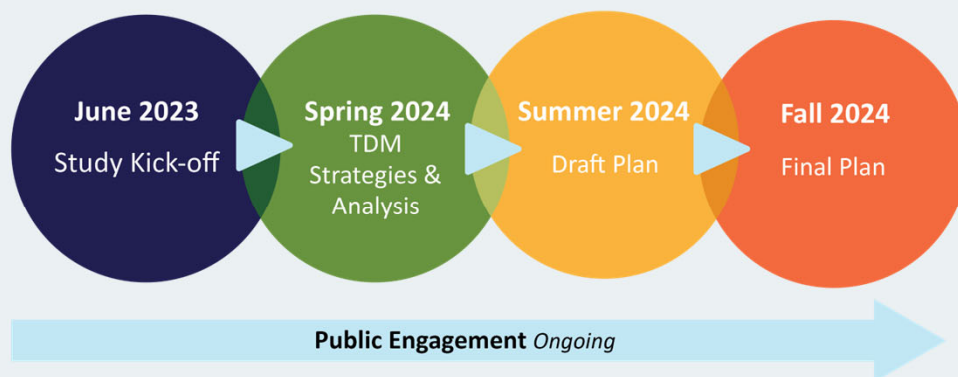
- Orange County will experience significant population and employment increases of 9% and 12% by 2045, **necessitating a county-wide TDM plan to respond to the increase in travel demand.**
- The TDM Plan will provide a consistent, countywide TDM approach that will be shared with local jurisdictions and 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**



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## Schedule



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## 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



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## Q&A Session



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## 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)
- 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)



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## Community Polls



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## 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  | a. Incentivos financieros para las alternativas a manejar solo                                |
| b. Guaranteed ride home from work                     | b. Transporte garantizado a casa desde el trabajo   |
| c. Ride-matching program for carpool/vanpool partners | c. Programa de emparejamiento de viajes para socios de uso compartido de vehículos/camionetas |
| d. A digital app                                      | d. Una aplicación digital   |
| e. First- and last-mile transportation services       | e. Servicios de transporte de primera y última milla  |
| f. On-demand carshare program                         | f. Programa bajo demanda de coche compartido  |
| g. Remote work program or alternative work schedule   | g. Programa de trabajo remoto o horario de trabajo alternativo                                |
| h. I do not drive alone                               | h. No manejo solo   |
| i. Other  | i. Otro   |



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



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## Next Steps

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



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## Stay Connected

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- Website: [www.octa.net/TDM](http://www.octa.net/TDM)
- Online Survey: [bit.ly/OCTDMSurvey](http://bit.ly/OCTDMSurvey)

**Marissa Espino**  
Community Relations Specialist  
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**Kristin Tso**  
Principal Transportation Analyst  
[ktso@octa.net](mailto:ktso@octa.net)

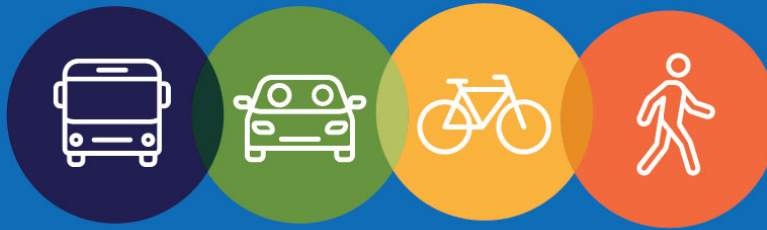
Scan the QR to take our  
survey!



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IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Thank you for participating!

[octa.net/TDM](http://octa.net/TDM)





**Orange County Transportation Demand Management (TDM)  
Phase 2 Community Webinar – Summary Recap  
September 18, 2024**

**I. Meeting Details**

<b>ZOOM WEBINAR</b> Wednesday, September 18, 2024 5:30 – 6:30 PM	
<b>Zoom Panelists</b>	<ul style="list-style-type: none"> <li>• 12 Total Panelists                             <ul style="list-style-type: none"> <li>○ 5 OCTA</li> <li>○ 2 Technical consulting staff</li> <li>○ 4 Outreach consulting staff</li> <li>○ 1 Interpreter: Spanish</li> </ul> </li> </ul>
<b>Registered</b>	<ul style="list-style-type: none"> <li>• 58 Registrants</li> </ul>
<b>Attendance</b>	<ul style="list-style-type: none"> <li>• 21 Total Participants                             <ul style="list-style-type: none"> <li>○ 12 Panelist/project team (OCTA, technical consultant, &amp; outreach consultant)</li> <li>○ 21 Non-team attendees</li> </ul> </li> </ul>
<b>Oral Statements</b>	<ul style="list-style-type: none"> <li>• 6 Questions/Comments                             <ul style="list-style-type: none"> <li>○ Presented by 6 named stakeholders</li> </ul> </li> </ul>
<b>Written Statements*</b>	<ul style="list-style-type: none"> <li>• 14 Zoom Q&amp;A Questions/Comments                             <ul style="list-style-type: none"> <li>○ 12 Comments</li> <li>○ 2 anonymous comments</li> </ul> </li> </ul>
<b>Stakeholder Contacts</b>	<ul style="list-style-type: none"> <li>• 17 New contact emails</li> </ul>
<b>Agency Staff</b>	<ul style="list-style-type: none"> <li>• Joe Alcock, City of Anaheim</li> </ul>
<b>Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Bob Henning, Vocational Visions</li> <li>• Maria Vega, Easter Seals Southern CA</li> <li>• Angel morales, CSUF</li> <li>• Drew Howel, Kimley-horn</li> </ul>



## **Orange County Transportation Demand Management (TDM) Phase 2 Community Webinar – Summary Recap September 18, 2024**

### **II. Meeting Format and Presentation**

The meeting focused on addressing key transportation issues and was held virtually via Zoom to promote public engagement. The meeting was recorded and will be shared on the project website for those unable to attend live. Marrison welcomed participants and introduced the agenda. She led team introductions and facilitated discussion, incorporating Q&A sessions at designated points to encourage interaction. Marrison discussed essential topics, including cross-county transit access, delays in OCTA Access services, pedestrian infrastructure funding, sustainable transportation policies, uniform transit fares, and the expansion of protected bike lanes. The session concluded with a summary of key takeaways, next steps, and future opportunities for public involvement.

#### **Key Takeaways**

- Concerns about access to public transit for those who live in Orange County but attend school in LA County.
- Multiple complaints about long delays with the OCTA Access service, and a need for better alternatives.
- Lack of sidewalks in many areas of OC and a call for increased funding to improve pedestrian safety.
- Questions about why typical TDM strategies, such as parking pricing, were not included in the plan.
- Suggestion to work with other transit agencies to implement uniform fares and signage to simplify public transit use.
- Strong interest in expanding protected bike lanes and lowering speed limits to improve cyclist and pedestrian safety.
- Concerns about speeding and traffic violations in gated communities impacting resident safety.
- Interest in the effectiveness of the OC Bus Rewards program in attracting more users.
- Requests for more information on the funding and implementation timeline for transportation improvements.

### **III. Poll Questions**

A two-survey survey poll was asked of the audience via Zoom. Poll response have been captured and summarized in the section below.

#### **Question One:**

**What is your connection to Orange County (OC)?**



**Orange County Transportation Demand Management (TDM)  
Phase 2 Community Webinar – Summary Recap  
September 18, 2024**

Of the 9 who responded, 66% live and work in OC. The full poll results are as follows.

Answer	Count	Percentage
I live and work in OC	6	66%
I live in OC, but work outside of OC	2	22%
I live outside OC, but work in OC	0	0%
I don't live or work in OC, but visit OC	1	12%

**Question Two:**

Please rank the following solutions you would like to see to encourage sustainable travel in your community. Rank from 1 – 6, with 1 being the most helpful and 6 being the least helpful.

Based on 12 respondents, better access for pedestrians, bicyclists, and transit users was ranked as the top solution. The results are as follows:

Options	1	2	3	4	5	6
Better access for pedestrians, bicyclists, and transit users	<b>7 (58%)</b>	1 (8%)	1 (8%)	<b>2 (17%)</b>	0 (0%)	1 (8%)
Safer streets for walking and biking	6 (50%)	1 (8%)	<b>2 (17%)</b>	1 (8%)	1 (8%)	1 (8%)
Promote policies that support sustainable transportation	2 (17%)	2 (17%)	<b>2 (17%)</b>	<b>2 (17%)</b>	3 (25%)	1 (8%)
Local commuter programs for business districts or major institutions	1 (8%)	1 (8%)	3 (25%)	<b>2 (17%)</b>	2 (17%)	<b>3 (25%)</b>
Improved connectivity to transit	3 (25%)	<b>6 (50%)</b>	<b>2 (17%)</b>	1 (8%)	0 (0%)	0 (0%)
Reduced travel costs	2 (17%)	1 (8%)	<b>2 (17%)</b>	1 (8%)	<b>4 (33%)</b>	2 (17%)

**IV. Q&A Written and Verbal Comments**

The Q&A discussion gathered 14 unique comments from participating attendees.

Adam Zibell

- I live in OC but go to school in LA County, would this be counted the same?



**Orange County Transportation Demand Management (TDM)  
Phase 2 Community Webinar – Summary Recap  
September 18, 2024**

Alexis Simmons

- Why is access having trouble with booking trips and having a long period of time? I had an issue with on Saturday waiting longer than 30 minutes. What am I supposed to use if I don't feel comfortable using Lyft or Uber on my own

Melanie Grant

- Are the OC Bus Rewards attracting more users.

Melanie Grant

- There are no sidewalks in many areas of OC. Can funding be increased?

Darrell Clarke

- What did "Promote policies that support sustainable transportation" include? And I don't see any of the financial (dis)incentives that TDM typically includes, like pricing parking

Adam Zibell

- Is it possible to work with other agencies/transit providers on uniform public transit fares and signage like what is planned for the Bay Area? This would make it less daunting to ride OC bus for the first time and make it easier to move between counties

Toshiro Ozawa

- My son has been an OCTA Access user for years. But recently we are facing a huge delay (more than an hour) so we stopped using the service for now. Will it be resolved anytime soon? I know there is a shortage of drivers, but we need to know about the delay before the ride is finalized. Web interface is improving so I hope they can do something.

Anonymous

- Can you clarify funding and implementation for the plan

Anonymous

- Who would we speak to if we wanted more protected bike lanes? That's the major issue for me

Adam Zibell

- Improving pedestrian and cyclist access in some areas would be helpful to introduce alternative transportation modes. There are sprawling suburban areas of the county where cyclists and pedestrians coexist with fast-moving cars which makes it unappealing to use any other mode of transport but a personal car.

Anonymous



**Orange County Transportation Demand Management (TDM)  
Phase 2 Community Webinar – Summary Recap  
September 18, 2024**

- To then follow up on the protected bike lanes and Adam’s comment—would we also talk to the city about lowering speed limits?

Adrienne Nguyen

- I’m the bike lane questioner—please add my name and contact info to the upcoming project about bike lanes! I had to use my work email to register for the webinar, which is why I chose anonymity, my actual email is: [akn28216@gmail.com](mailto:akn28216@gmail.com)

Alexis Simmons

- I live in a gated community and I'm having issues with them not stopping at certain stop signs and going too fast.



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Welcome! | *¡Bienvenido!*  
We will begin in a few moments. | *Comenzaremos en unos momentos.*



1



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

**Transportation Demand Management Webinar #2**  
September 18, 2024

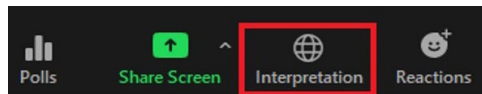


2

## Interpretation Available / Interpretación Disponible

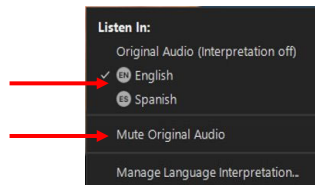
### Via Zoom

- Click on the "Interpretation" icon
- Select your language of choice "English" or "Spanish"
- To hear the Spanish interpretation only, click Mute Original Audio



### Vía Zoom

- Haga clic en el icono de "Interpretación"
- Seleccione "Spanish" (español)
- Para escuchar solo el idioma interpretado, haga clic en "Mute Original Audio" para "Silenciar el audio inglés"



3

3

## Meeting Format

Today's meeting is being recorded to accurately capture your input.



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.



4

4



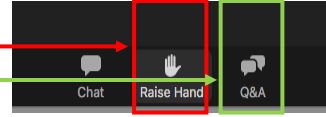
## How to Participate

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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)

*As a reminder, the chat will be used by the team to share information and links to resources.*



5

5

## Today's Speakers

---

### Kristin Tso

Project Manager  
OC Transportation Demand Management Plan

### Marissa Espino

Public Outreach Section Manager



6

6

## Today's Agenda

---

- Welcome and Introductions
- What is TDM?
- TDM Plan Overview
- TDM Strategies
- Public and Stakeholder Engagement
- Schedule
- Q&A



7

7



## Community Polls



8

8

## Zoom Poll #1 / Encuesta Zoom #1

**What is your connection to Orange County (OC)?**

*¿Cuál es su conexión con el Condado de Orange (OC)?*

- a. I live and work in OC / *Vivo y trabajo en OC*
- b. I live in OC, but work outside of OC / *Vivo en OC, pero trabajo fuera de OC*
- c. I live outside of OC, but work in OC / *Vivo fuera de OC, pero trabajo en OC*
- d. I don't live or work in OC, but visit OC / *No vivo ni trabajo en OC, pero visito OC*



9

9

## 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**:



10

10

## The OCTA Countywide TDM Plan



- Encourage a coordinated approach for advancing, funding, and implementing TDM strategies both locally and countywide.
- Public input used to identify TDM needs and to inform the plan's "Toolbox" of TDM Strategies.



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## Toolbox of TDM Strategies and their Outcomes



12

## TDM Strategies

Better access for pedestrians, bicyclists, and transit users of all ages and abilities



### Active Transportation Infrastructure Improvements

sidewalk | bike lanes | crosswalk



### Bicycle Transit Integration

bike lockers | bike racks on buses | bike areas on trains



### Universal Design Transit Enhancements

multilingual signage | accessibility features



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## TDM Strategies

Safer streets for walking and biking



### Complete Streets Policies

Sidewalk widening | protected bike lanes | high-visibility paint | traffic signal adjustments



### Motor Vehicle Restriction Zones

one-time/recurring open street events | permanent vehicle-free zones



### Safe Routes to School (SRTS) Programs

safety education | partnership | funding



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## TDM Strategies

Raise awareness and promote policies that support sustainable transportation



### Mobility as a Service

All in one trip planning and payment



### Mobility Hubs

hubs connecting various transport modes



### Parking Supply Management

reduced parking where alternatives are available



### Transit Oriented Development

mixed-use land uses near transit



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## TDM Strategies

Local commuter programs for business districts or major institutions



### Transportation Management Associations/Organizations (TMA/TMOs)

localized and member-controlled (i.e. Spectrumotion)



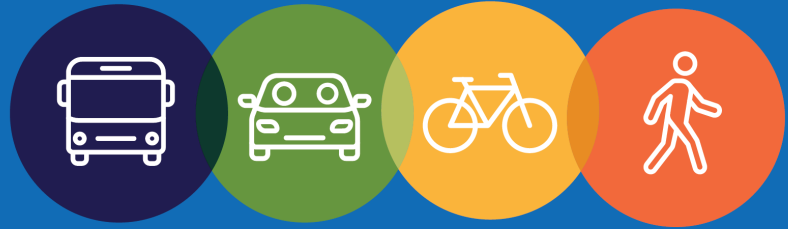
### Commute Preferential Surveys



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## Appendix B: Fact Sheets

# ORANGE COUNTY TRANSPORTATION DEMAND MANAGEMENT PLAN



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

## AT A GLANCE

**PROJECT MANAGER:** Kristin Tso  
(714) 560-5496  
ktso@octa.net

**COMMUNITY OUTREACH:** Marissa Espino  
(714) 560-5607  
mespino@octa.net

**WEBSITE:** octa.net/TDM

Fact Sheet as of 08/05/24

## OVERVIEW/DESCRIPTION

The Orange County Transportation Authority (OCTA) is developing an Orange County Transportation Demand Management (TDM) Plan that will provide recommendations that shift trips away from those driving alone and expand access to alternative travel options. The plan will offer a set of strategies aimed to reimagine Orange County’s transportation framework, prioritizing sustainability, efficiency, and accessibility by reducing drive alone trips in Orange County. TDM strategies include carpooling, vanpooling, telecommuting, and other technology-enabled innovations such as carshare, bikeshare, and mobile trip planning apps.

## BACKGROUND

Orange County is looking at a significant population and employment increase of 9% and 12% by 2045, which will lead to more vehicles on the road. This growth is expected to increase travel demand and traffic congestion significantly if convenient alternatives are not provided.

TDM strategies provide a good opportunity to improve equity, sustainability, public health, and quality of life. Some TDM benefits include improving air quality, supporting healthier travel, and enhancing access to affordable transportation options. By boosting connections to essential services and opportunities, TDM can contribute to increased quality of life and socioeconomic mobility.

The 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.

## PROJECT STATUS

MILESTONE	APPROXIMATE TIMELINE
Study Kickoff	June 2023
Public Engagement	Ongoing
TDM Strategies and Analysis	Spring 2024
Draft Plan	Fall 2024
Final Plan	Winter 2024

## GET INVOLVED

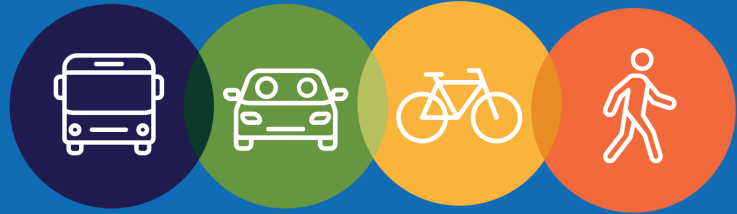
Visit [octa.net/TDM](https://octa.net/TDM) to learn more about the study, upcoming meetings, and to receive updates.



Orange County Transportation Authority  
550 S. Main Street  
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Orange, CA 92863-1584  
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[www.octa.net](http://www.octa.net)



# PLAN DE ADMINISTRACIÓN DE LA DEMANDA DE TRANSPORTE DEL CONDADO DE ORANGE



MEJORANDO LA MOVILIDAD CON OPCIONES DE VIAJE ALTERNATIVAS

## EN RESUMEN

<b>GERENTE DEL PROYECTO:</b>	Kristin Tso (714) 560-5496 ktso@octa.net
<b>ALCANCE COMUNITARIO:</b>	Marissa Espino (714) 560-5607 mespino@octa.net
<b>SITIO WEB:</b>	octa.net/TDM

Hoja informativa a partir del 08/5/24

## VISIÓN GENERAL/DESCRIPCIÓN

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés) está elaborando un Plan de Administración de la Demanda de Transporte (TDM, por sus siglas en inglés) del Condado de Orange que brindará recomendaciones para disuadir los viajes de aquellos que manejan solos en automóvil y ampliar el acceso a opciones de transporte alternativas. El plan propone un conjunto de estrategias para reinventar el sistema de transporte del Condado de Orange, priorizando la sostenibilidad, eficiencia y accesibilidad al reducir los viajes de personas que viajan solas en automóvil en el Condado de Orange. Las estrategias del Plan de la TDM incluyen el uso compartido de vehículos o carpooling (en inglés), uso de camionetas compartidas o vanpooling (en inglés), teletrabajo y otras innovaciones tecnológicas como coche compartido, bicicleta compartida y aplicaciones móviles para planear viajes.

## ANTECEDENTES

El Condado de Orange espera un aumento significativo de la población y del empleo del 9% y el 12%, respectivamente, para 2045, lo que dará lugar a que haya más vehículos en las carreteras. Se espera que este crecimiento aumente significativamente la demanda de movilidad y la congestión del tráfico si no se brindan alternativas prácticas.

Las estrategias de la TDM son una excelente oportunidad para mejorar la equidad, sustentabilidad, salud pública y calidad de vida. Algunos beneficios de la TDM incluyen mejorar la calidad del aire, apoyar viajes más saludables y mejorar el acceso a opciones de transporte asequibles. Al impulsar las conexiones con servicios y oportunidades esenciales, la TDM puede contribuir al aumento de la calidad de vida y la movilidad socioeconómica.

El plan establecerá un enfoque coherente de TDM a nivel del condado, que se compartirá con las jurisdicciones locales y otras agencias asociadas, para promover un enfoque coordinado en el avance, financiamiento e implementación de las estrategias de TDM tanto a nivel local como regional.

## ESTADO DEL PROYECTO

HITOS	CALENDARIO
Inicio del Estudio	Junio 2023
Participación Pública	Continuo
Estrategias y Análisis de la TDM	Primavera 2024
Borrador del Plan	Otoño 2024
Plan Final	Invierno 2024

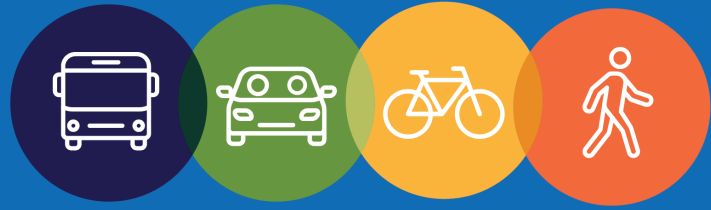
## INVOLÚCRESE

Visite [octa.net/TDM](https://octa.net/TDM) para obtener más información sobre el estudio, conocer las próximas reuniones y recibir actualizaciones.



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Orange, CA 92863-1584  
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[www.octa.net](http://www.octa.net)

# KẾ HOẠCH QUẢN LÝ NHU CẦU GIAO THÔNG QUẬN CAM



CẢI THIỆN KHẢ NĂNG DI CHUYỂN BẰNG CÁC LỰA CHỌN ĐI LẠI THAY THẾ

## SƠ LƯỢC

<b>QUẢN LÝ DỰ ÁN:</b>	Kristin Tso (714) 560-5496 ktso@octa.net
<b>TIẾP CẬN CỘNG ĐỒNG:</b>	Marissa Espino (714) 560-5607 mespino@octa.net
<b>TRANG WEB:</b>	octa.net/TDM

Bảng thông tin cập nhật 8/4/24

## TỔNG QUAN/MIÊU TẢ

Cơ Quan Giao Thông Quận Cam (viết tắt tiếng Anh là OCTA) đang phát triển một Kế Hoạch Quản Lý Nhu Cầu Giao Thông Quận Cam (viết tắt tiếng Anh là TDM) với mục đích đưa ra các phương hướng nhằm loại bỏ việc lái xe một mình và thay thế bằng các phương tiện di chuyển khác. Kế hoạch sẽ đưa ra một loạt chiến lược nhằm tái tạo khung cảnh giao thông của Quận Cam, đặt ưu tiên trên sự bền vững, hiệu quả và tiện lợi bằng cách giảm số lượng chuyến đi lái xe một mình ở Quận Cam. Các chiến lược TDM bao gồm việc đi chung xe hơi, chung xe van, làm việc từ nhà, và các đổi mới công nghệ khác như chia sẻ xe, chia sẻ xe đạp và những ứng dụng lập kế hoạch chuyến đi trên điện thoại di động.

## BỐI CẢNH

Vào năm 2045, dự kiến dân số và việc làm tại Quận Cam sẽ tăng nhanh lên tới 9% và 12%, dẫn đến việc có nhiều xe cộ di chuyển hơn trên đường. Nếu không cung cấp các phương thức thay thế thuận tiện, sự tăng trưởng này hẳn nhiên sẽ làm tăng nhu cầu di chuyển và nạn kẹt xe sẽ là trở ngại đáng kể.

Các chiến lược TDM cung cấp cơ hội tốt để cải thiện sự công bằng, sự bền bỉ, sức khỏe cộng đồng và phẩm chất cuộc sống. Một số lợi ích của TDM bao gồm sự cải thiện phẩm chất không khí, ủng hộ việc di chuyển lành mạnh, và tăng cường tiếp cận các phương tiện vận chuyển vừa túi tiền. Bằng cách tăng cường kết nối đến các dịch vụ và cơ hội thiết yếu, TDM có thể đóng góp vào việc nâng cao phẩm chất cuộc sống và sự chuyển động kinh tế xã hội.

Kế hoạch sẽ cung cấp một phương pháp TDM đồng nhất trên toàn quận, sẽ được chia sẻ với các cơ quan địa phương khác cũng như các đối tác khác nhằm khuyến khích việc tiếp cận đồng bộ trong việc đẩy mạnh, tài trợ và khai triển các chiến lược TDM cả ở cấp địa phương lẫn khu vực.

## TÌNH TRẠNG DỰ ÁN

CÁC CỘT MỐC	MỐC THỜI GIAN
Khởi Động Việc Nghiên Cứu	Tháng Sáu năm 2023
Sự Tham Gia Của Công Chúng	Đang Tiến Hành
Các Chiến Lược và Phân Tích TDM	Mùa Xuân Năm 2024
Bản Dự Thảo Kế Hoạch	Mùa Thu Năm 2024
Kế Hoạch Cuối Cùng	Mùa Đông Năm 2024

## THAM GIA

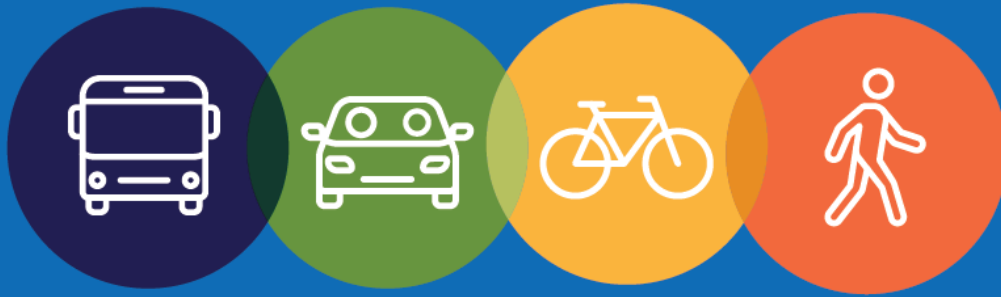
Vào trang [octa.net/TDM](https://octa.net/TDM) để tìm hiểu thêm về những nghiên cứu, các cuộc họp sắp tới và nhận các thông tin cập nhật.



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## Appendix C: Paper Surveys

- Survey 1 – Fall 2023
- Survey 2 – Fall 2024



## IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

### OC TDM Needs and Opportunities Survey

The Orange County Transportation Authority (OCTA) is working on a plan to identify strategies that shift trips away from those driving alone and encourage alternative travel options. Examples include carpooling and car/bike share programs, teleworking, subsidized transit passes, and mobile trip planning apps.

**Take our three-minute survey for a chance to win one of two \$50 gift cards!**

NO PURCHASE OR PAYMENT NECESSARY TO WIN. View rules at [octa.net/TDM](http://octa.net/TDM).

1. In a typical week, how often do you travel for **work/school**?  
 0 days  1 to 2 days  3 to 4 days  5 or more days
2. In a typical week, how often do you travel for **shopping/family/social activities**?  
 0 days  1 to 2 days  3 to 4 days  5 or more days
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? (Select your top 3)
  - Drive alone
  - Carpool/vanpool
  - Walk
  - Bus
  - Train (Amtrak/Metrolink)
  - Uber/Lyft/Taxi or similar
  - Bicycle
  - E-bike or e-scooter
  - Shuttles (OC Flex, iShuttle, etc.)
  - OC Access/paratransit service
  - Other: \_\_\_\_\_

4. Thinking about your most common trip in a week, how long is it usually each way?
- Less than 15 minutes
  - 15-30 minutes
  - 30-60 minutes
  - More than 60 mins
5. Thinking about your most common trip in a week, how far is it usually each way?
- Less than 1 mile
  - 1 – 10 miles
  - 10 – 25 miles
  - More than 25 miles
6. What are your main considerations when making your travel mode choices? (Select up to 3)
- Cost
  - Time savings
  - Convenience and flexibility
  - Reliability
  - Healthy lifestyle
  - Environmental sustainability
  - Safety
  - Other: \_\_\_\_\_
7. Which of these transportation programs would motivate you to drive alone less? (Select up to 3)
- Financial incentives for drive-alone alternatives
  - Guaranteed ride home in the event of an emergency or unscheduled overtime
  - Ride-matching program to help find carpool/vanpool partners
  - A digital app integrating all available transportation services for users to plan, schedule, and pay for their trips
  - First- and last-mile transportation services (e.g. bike/e-scooter share network, shuttles)
  - On-demand carshare program, like a loaner car, available at your workplace or local transportation center
  - Remote work program or alternative work schedule
  - I do not drive alone
  - Other: \_\_\_\_\_

8. Which of these policies would you support the most to reduce drive alone trips? (Select up to 2)
- Provide free or discounted pricing for carpooling on tolled express lanes
  - Replace gas tax with mileage-based fees that apply to all vehicle types including electric vehicles
  - Charge higher parking fees for high traffic areas
  - Convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users
  - Plan new housing and business developments around major bus/rail stations
  - I would not support any of these policies
  - Other: \_\_\_\_\_

**Thanks for your input!**

*Please tell us a little about yourself. (Optional)*

9. What is your home zip code? \_\_\_\_\_

10. What is your age range?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

11. What is your combined annual household income?

- Less than 30,000
- 30,000 – 49,000
- 50,000 – 79,000
- 80,000 – 109,000
- 110,000 – 169,000
- 170,000 – or more
- Prefer not to answer

12. What ethnic group do you consider yourself a part of or feel closest to?

- Caucasian/White
- Latino/Hispanic
- African American/Black
- American Indian or Alaskan Native
- Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other
- Pacific Islander
- Middle Eastern
- Mixed Heritage
- Prefer not to answer
- Other: \_\_\_\_\_

13. Enter your email below to receive project updates and meeting invitations and be entered into a drawing for a chance to receive one of two \$50 gift cards. NO PURCHASE OR PAYMENT NECESSARY TO WIN. See official rules at [octa.net/TDM](http://octa.net/TDM).

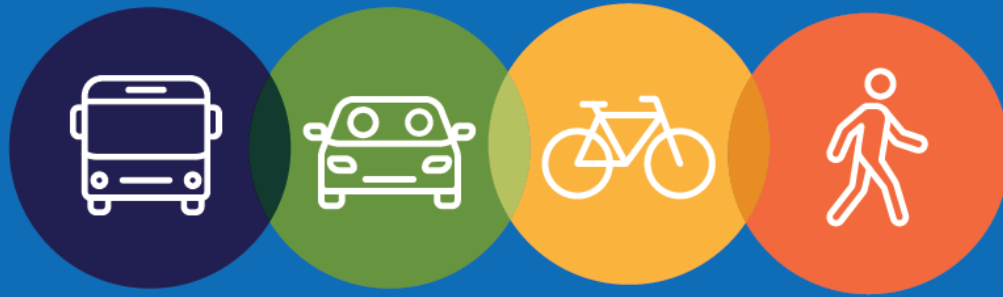
If you do not have an email, you can enter your phone number in the next question.

---

14. Enter your phone number below.

---

**Thank you for participating!**



## IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

### Encuesta de Necesidades y Oportunidades de la TDM (por sus siglas en inglés)

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés) está trabajando en un plan para identificar estrategias que cambien los viajes de las personas que manejan solas y promover opciones de transporte alternativas. Algunos ejemplos incluyen programas de uso compartido de vehículos y bicicletas/coches compartidos, teletrabajo, pases de transporte subsidiados y aplicaciones móviles para planear viajes.

**Tome nuestra encuesta de tres minutos y tendrá la oportunidad de ganar una de las dos tarjetas de regalo de \$50. NO NECESITA COMPRAR NI PAGAR PARA GANAR.** Vea las reglas.

1. En una semana típica, ¿con qué frecuencia viaja al **trabajo/escuela**?  
 0 días  1 a 2 días  3 a 4 días  5 o más días
2. En una semana típica, ¿con qué frecuencia viaja para hacer **compras/actividades familiares/sociales**?  
 0 días  1 a 2 días  3 a 4 días  5 o más días
3. Piense en sus viajes más comunes en una semana (ya sea al trabajo/escuela, compras/actividades familiares/sociales), ¿qué modos de transporte utiliza normalmente? (*Seleccione los 3 principales*)
  - Viajar solo en auto
  - Uso compartido de vehículo/camioneta
  - Caminar
  - Autobús
  - Tren (Amtrak/Metrolink)
  - Uber/Lyft/Taxi o algo similar
  - Bicicleta
  - Bicicleta eléctrica o patín del diablo eléctrico
  - Microbús o *shuttle* (en inglés) (OC Flex, iShuttle, etc.)
  - OC Access/servicio de transporte para personas discapacitadas
  - Otro; Favor de especificar \_\_\_\_\_



4. Piense en su viaje más común en una semana, ¿cuánto dura normalmente en cada sentido?
- Menos de 15 minutos
  - 15-30 minutos
  - 30-60 minutos
  - Más de 60 minutos
5. Piense en su viaje más común en una semana, ¿qué distancia recorre normalmente en cada sentido?
- Menos de una milla
  - 1 – 10 millas
  - 10 – 25 millas
  - Más de 25 millas
6. ¿Cuáles son sus principales consideraciones al elegir el modo de transportarse? (*Seleccione hasta 3*)
- Costo
  - Ahorro de tiempo
  - Conveniencia y flexibilidad
  - Fiabilidad
  - Estilo de vida saludable
  - Sostenibilidad del medio ambiente
  - Seguridad
  - Otro; Favor de especificar: \_\_\_\_\_
7. ¿Cuál de estos programas de transporte lo motivaría a disminuir las veces que maneja solo? (*Seleccione hasta 3*)
- Incentivos financieros para las alternativas a manejar solo
  - Transporte garantizado a casa en caso de una emergencia u horas extras no programadas
  - Programa de emparejamiento de viajes para ayudar a encontrar socios de uso compartido de vehículos/camionetas
  - Una aplicación digital que integra todos los servicios de transporte disponibles para que los usuarios planeen, programen y paguen sus viajes
  - Servicios de transporte de primera y última milla (p. ej., red compartida de bicicletas/patines del diablo eléctricos, microbuses o *shuttles* (en inglés))
  - Programa bajo demanda de coche compartido, como un automóvil prestado, disponible en su lugar de trabajo o centro de transporte local
  - Programa de trabajo remoto o horario de trabajo alternativo
  - No manejo solo
  - Otro; Favor de especificar: \_\_\_\_\_

8. ¿Cuál de estas políticas apoyaría más para reducir los viajes en coche solo? (*Selecione hasta 2*)
- Ofrecer precios gratuitos o con descuento para el uso compartido de vehículos en los carriles exprés de peaje
  - 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
  - Cobrar tarifas de estacionamiento más altas en áreas con mucho tráfico
  - Convertir partes de las carreteras subutilizadas para servir mejor a peatones, ciclistas o usuarios del transporte público
  - Planear nuevos desarrollos de viviendas y negocios alrededor de las principales estaciones de autobús/tren
  - No apoyaría ninguna de estas políticas.
  - Otro (favor de especificar): \_\_\_\_\_

**¡Gracias por sus comentarios!**

#### Preguntas Demográficas Opcionales

9. Código postal \_\_\_\_\_

10. ¿Cuál es su rango de edad?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 años o más

11. ¿Cuál es su ingreso familiar anual combinado?

- Menos de 30,000
- 30,000 – 49,000
- 50,000 – 79,000
- 80,000 – 109,000
- 110,000 – 169,000
- 170,000 – o más
- Prefiero no responder

12. ¿A qué grupo étnico considera que forma parte de o se siente más cercano a?

- Caucásico/Blanco
- Latino/Hispano
- Afroamericano/Negro
- Indio Americano o Nativo de Alaska
- Asiático - Coreano, Japonés, Chino, Vietnamita, Filipino u otro asiático
- Isleño del Pacífico
- Medio Oriente
- Ascendencia Mixta
- Otro
- Prefiero no responder

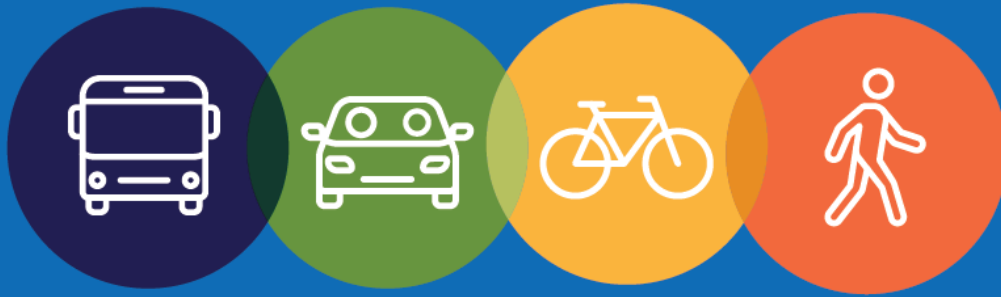
13. Ingrese su correo electrónico a continuación para recibir actualizaciones del proyecto e invitaciones a reuniones y participe en un sorteo para tener la oportunidad de recibir una de las dos tarjetas de regalo de \$50. NO NECESITA COMPRAR NI PAGAR PARA GANAR. Ver las reglas oficiales en [octa.net/](http://octa.net/).

Dirección de correo electrónico \_\_\_\_\_

14. Ingrese su teléfono a continuación.

\_\_\_\_\_

**¡Gracias por participar!**



## IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

### Cuộc khảo sát Nhu cầu và Cơ hội TDM (theo từ viết tắt tiếng Anh)

Cơ Quan Giao thông Orange County (viết tắt tiếng Anh là OCTA) đang làm việc để xây dựng một kế hoạch nhằm xác định các chính sách và chiến lược tập trung vào việc giảm số chuyến đi một mình bằng phương tiện cá nhân và khuyến khích các chọn lựa di chuyển thay thế. Các ví dụ bao gồm việc đi chung xe, các chương trình chia sẻ xe hơi/xe đạp, làm việc từ xa, các vé phiếu giảm giá cho phương tiện công cộng, và ứng dụng lập kế hoạch di chuyển trên điện thoại di động.

**Hãy dành vài ba phút để tham gia cuộc khảo sát của chúng tôi để có cơ hội nhận một trong hai thẻ quà tặng trị giá \$50.**

**MUA HOẶC TRẢ LỆ PHÍ ĐỂ THẮNG GIẢI.** Xem thể lệ.

1. Thông thường trong một tuần, bạn thường di chuyển đến **nơi làm việc/trường học** bao nhiêu lần?  
 0 ngày  1 đến 2 ngày  3 đến 4 ngày  5 ngày hoặc nhiều hơn
2. Thông thường trong một tuần, bạn thường di chuyển để **mua sắm/sinh hoạt gia đình/xã hội** bao nhiêu lần?  
 0 ngày  1 đến 2 ngày  3 đến 4 ngày  5 ngày hoặc nhiều hơn
3. Khi cân nhắc về các chuyến đi thường xuyên nhất trong tuần (dù là đi làm/đi học hay mua sắm/sinh hoạt gia đình/xã hội), bạn thường sử dụng phương tiện di chuyển nào? (Chọn 3 phương tiện thường dùng nhất.)
  - Lái xe một mình
  - Chung xe hơi/xe van
  - Đi bộ
  - Xe buýt
  - Tàu hỏa (Amtrak/Metrolink)
  - Uber/Lyft/Taxi hoặc tương tự
  - Xe đạp
  - Xe đạp điện hoặc xe tay ga điện
  - Xe đưa đón (OC Flex, iShuttle, vv.)
  - Dịch vụ OC Access/xe đưa đón đặc biệt cho người khuyết tật
  - Các phương tiện khác (xin vui lòng nói rõ): \_\_\_\_\_

4. Khi cân nhắc về chuyến đi thường xuyên nhất trong một tuần, thời gian đi một chiều thường là bao lâu?
- Dưới 15 phút
  - 15-30 phút
  - 30-60 phút
  - Trên 60 phút
5. Khi cân nhắc về chuyến đi thường xuyên nhất trong một tuần, khoảng cách đi một chiều thường là bao xa?
- Dưới 1 dặm
  - 1 – 10 dặm
  - 10 – 25 dặm
  - Trên 25 dặm
6. Khi đưa ra quyết định về phương tiện di chuyển, bạn chú trọng vào những điểm gì? (Chọn tối đa 3)
- Giá cả
  - Tiết kiệm thời gian
  - Tiện lợi và linh hoạt
  - Đáng tin cậy
  - Lối sống lành mạnh
  - Bền vững về môi trường
  - Sự an toàn
  - Các điểm khác; xin vui lòng nói rõ: \_\_\_\_\_
7. Trong những chương trình giao thông sau đây, những chương trình nào sẽ thúc đẩy bạn giảm số lần phải lái xe một mình? (Chọn tối đa 3)
- Các ưu đãi tài chính khi chọn không lái xe một mình
  - Bảo đảm có phương tiện để về nhà trong trường hợp khẩn cấp hoặc khi làm thêm giờ không báo trước
  - Chương trình giúp tìm người cùng đi chung xe hơi/xe van
  - Ứng dụng số hóa kết nối tất cả các dịch vụ giao thông có sẵn để người dùng lập kế hoạch, lên lịch và thanh toán cho các chuyến đi của họ
  - Các dịch vụ vận chuyển ở đầu và cuối lộ trình (ví dụ: mạng lưới chia sẻ xe đạp/xe tay ga, xe đưa đón)
  - Chương trình chia sẻ xe theo yêu cầu, ví dụ mượn xe, xe có sẵn tại nơi làm việc hoặc trung tâm giao thông địa phương
  - Chương trình làm việc tại nhà hoặc lịch trình làm việc thay thế
  - Tôi không đi một mình
  - Điều gì khác; xin vui lòng nói rõ: \_\_\_\_\_

8. Trong những chính sách sau đây, bạn sẽ hỗ trợ những chính sách nào để giảm số lần phải lái xe một mình? (Chọn tối đa 2)
- Cung cấp giá miễn phí hoặc giảm giá cho việc đi chung xe trên làn đường trả tiền
  - Thay thế thuế xăng bằng các khoản phí dựa trên số dặm đã đi, áp dụng cho tất cả các loại phương tiện, bao gồm cả xe điện
  - Thu lệ phí đậu xe cao hơn cho các khu vực giao thông đông đúc
  - Chuyển đổi một phần của các đoạn đường ít được sử dụng để thích ứng hơn cho người đi bộ, người đi xe đạp hoặc người dùng phương tiện công cộng
  - Lập kế hoạch xây dựng các khu phố mới và các dự án kinh doanh xung quanh các trạm xe buýt/tàu điện chính
  - Tôi sẽ không ủng hộ bất kỳ chính sách nào trong số này
  - Ý kiến khác: xin vui lòng nói rõ \_\_\_\_\_

## Cảm ơn vì đầu vào của bạn!

*Các câu hỏi tùy chọn về dân số*

9. Mã bưu điện \_\_\_\_\_

10. Bạn thuộc nhóm tuổi nào?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 hoặc lớn hơn

11. Thu nhập hàng năm của gia đình bạn là bao nhiêu?

- Dưới 30.000 đô la
- 30,000 – 49,000
- 50,000 – 79,000
- 80,000 – 109,000
- 110,000 – 169,000
- 170.000 đô la hoặc nhiều hơn
- Tôi không muốn trả lời

12. Bạn xem mình là thuộc nhóm sắc tộc nào hoặc cảm thấy gần gũi nhất với nhóm sắc tộc nào?

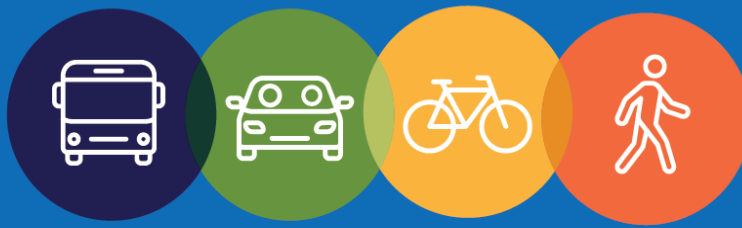
- Người Da Trắng
- Người Trung và Nam Mỹ
- Người Mỹ gốc Phi Châu/Da Đen
- Người Dân Bản Địa Mỹ hoặc gốc Alaska
- Người Á châu - Hàn Quốc, Nhật Bản, Trung Quốc, Việt Nam, Philippines hoặc các gốc Á Châu khác
- Người Hải Đảo Thái Bình Dương
- Người Trung Đông
- Dân Hợp Chúng
- Sắc tộc khác
- Tôi không muốn trả lời : \_\_\_\_\_

13. Ghi tên nhận cập nhật dự án và thư mời tham dự cuộc họp

Địa chỉ Email:

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**Cảm ơn vì đã tham gia!**



IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

## Transportation Strategies Survey

The Orange County Transportation Authority (OCTA) continues to provide ways to make it easier for you to use sustainable transportation. Using public transportation, carpooling, vanpooling, remote working, walking and biking, can all help reduce traffic and pollution.

**Your input is important!** Let us know which transportation solutions you would like to see in your community to make environmentally friendly transportation options more appealing.

**Take our three-minute survey for a chance to win one of two \$50 gift cards!**  
**NO PURCHASE OR PAYMENT NECESSARY TO WIN.** View rules at [octa.net/TDM](http://octa.net/TDM).

1. What is your connection to Orange County (OC)? \*

- I live and work in OC
- I live in OC, but work outside of OC
- I live outside of OC, but work in OC
- I don't live or work in OC, but visit OC

2. Please rank the following solutions you would like to see to encourage sustainable travel in your community.\*

Rank from 1 – 6, with 1 being the most helpful and 6 being the least helpful

<p><b>Better access for pedestrians, bicyclists, and transit users</b>  <i>E.g., bike lanes, sidewalks, wheelchair and stroller access, bicycle-friendly buses, and multilingual signage.</i></p>
<p><b>Safer streets for walking and biking</b>  <i>E.g., high visibility paint for crosswalk and bike lanes, special pedestrian &amp; bike only zones, and protected bike lanes.</i></p>
<p><b>Promote policies that support sustainable transportation</b>  <i>E.g., new developments near public transportation, user-friendly trip planning apps, and transit hubs for buses, trains, and ridesharing.</i></p>
<p><b>Local commuter programs for business districts or major institutions</b>  <i>E.g., remote work, flexible work schedule, and locally organized carpool, vanpools, and ridesharing services.</i></p>
<p><b>Improved connectivity to transit</b>  <i>E.g., local shuttles, bike share, and carpool matching services</i></p>
<p><b>Reduced travel costs</b>  <i>E.g., free or discounted transit passes, employer provided incentives, and reward programs for frequent transit users.</i></p>



3. Do you have any additional feedback?

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*Thanks for your input! Please tell us a little about yourself.*

4. What is your **home** ZIP-code? \*

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5. What is your **work** ZIP-code? \*

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6. What is your age range?

- Under 20
- 20-35
- 36-50
- 51-65
- 66 or older
- Prefer not to answer

7. What is your **combined** annual household income?

- Less than \$30,000
- \$30,000 – \$49,000
- \$50,000 – \$79,000
- \$80,000 – \$99,000
- \$100,000 – \$149,000
- \$150,000 or more
- Prefer not to answer

8. What ethnic group do you consider yourself a part of or feel closest to?

- Caucasian/White
- Latino/Hispanic
- African American/Black
- American Indian or Alaskan Native
- Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other
- Pacific Islander
- Middle Eastern
- Mixed Heritage
- Prefer not to answer
- Other: \_\_\_\_\_

9. Enter your email below to receive project updates and meeting invitations and be entered into a drawing for a chance to receive one of two \$50 gift cards. NO PURCHASE OR PAYMENT NECESSARY TO WIN. See official rules at [octa.net/TDM](http://octa.net/TDM).

If you do not have an email, you can enter your phone number in the next question.

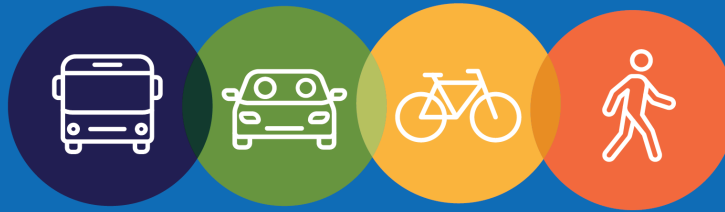
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10. Enter your phone number below.

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**Thank you for participating!**





MEJORANDO LA MOVILIDAD CON OPCIONES DE VIAJE ALTERNATIVAS

## Encuesta de Estrategias de Transporte de la OCTA

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés) continúa brindando formas para que le sea más fácil usar el transporte sostenible. Usar el transporte público, compartir el vehículo o camioneta, trabajar de manera remota, caminar y andar en bicicleta pueden ayudar a reducir el tráfico y la contaminación.

**¡Sus aportes son importantes!** Déjenos saber qué tipo de soluciones de transporte le gustaría ver en su comunidad para hacer que las opciones de transporte respetuosas con el medio ambiente sean más atractivas.

**¡Responda nuestra encuesta de tres minutos para tener la oportunidad de ganar una de las dos tarjetas de regalo de \$50! NO SE REQUIERE NINGUNA COMPRA O PAGO PARA GANAR.** Vea las reglas en [octa.net/TDM](http://octa.net/TDM).

1. ¿Cuál es su conexión con el Condado de Orange (OC, por sus siglas en inglés)? \*

- Vivo y trabajo en OC
- Vivo en OC, pero trabajo fuera de OC
- Vivo fuera de OC, pero trabajo en OC
- No vivo ni trabajo en OC, pero visito OC

2. Favor de clasificar las siguientes soluciones que le gustaría ver para fomentar los viajes sostenibles en su comunidad.

Califique del 1 al 6, siendo 1 la más útil y 6 la menos útil.

<b>Mejor acceso para peatones, ciclistas y usuarios del transporte público.</b> <i>Por ejemplo, carriles para bicicletas, banquetas, acceso para sillas de ruedas y carritos, autobuses adaptados para bicicletas y señalización multilingüe.</i>
<b>Calles más seguras para caminar y andar en bicicleta</b> <i>Por ejemplo, pintura de alta visibilidad para cruces de peatones y carriles para bicicletas, zonas especiales para peatones y exclusivas para bicicletas y carriles para bicicletas protegidas.</i>
<b>Promover políticas que apoyen el transporte sostenible</b> <i>Por ejemplo, nuevos desarrollos cerca del transporte público, aplicaciones para planear viajes fáciles de usar y centros de transporte para autobuses, trenes y viajes compartidos.</i>
<b>Programas de pasajeros locales para distritos comerciales o instituciones importantes</b> <i>Por ejemplo, trabajo remoto, horarios de trabajo flexibles y servicios de vehículo compartido, camioneta compartida, y viajes compartidos organizados localmente.</i>
<b>Conectividad mejorada al transporte</b> <i>Por ejemplo, servicios de enlace, bicicletas compartidas y servicios de vinculación para vehículos compartidos.</i>
<b>Costos de viaje reducidos</b> <i>Por ejemplo, pases de transporte público gratuitos o con descuento, incentivos proporcionados por el empleador y programas de recompensa para usuarios frecuentes del transporte público.</i>

3. ¿Tiene algún comentario adicional?

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---

*¡Gracias por su aportación! Cuéntenos un poco sobre usted.*

4. ¿Cuál es el código postal de su domicilio? \*

---

5. ¿Cuál es su código postal de su trabajo? \*

---

6. ¿Cuál es su rango de edad?

- Menor de 20 años
- 20-35
- 36-50
- 51-65
- 66 años o más
- Prefiero no responder

7. ¿Cuál es su ingreso familiar anual combinado?

- Menos de \$30,000
- \$30,000 – \$49,000
- \$50,000 – \$79,000
- \$80,000 – \$99,000
- \$100,000 – \$149,000
- \$150,000 o más
- Prefiero no responder

8. ¿A qué grupo étnico considere que forma parte de o se siente más cercano a?

- Caucásico/Blanco
- Latino/Hispano
- Afroamericano/Negro
- Indio Americano o Nativo de Alaska
- Asiático - Coreano, Japonés, Chino, Vietnamita, Filipino u otro
- Isleño del Pacífico
- Mediorienta
- Herencia Mixta
- Prefiero no responder
- Otro: \_\_\_\_\_

9. Ingrese su correo electrónico a continuación para recibir actualizaciones del proyecto e invitaciones a reuniones y para participar en un sorteo para tener la oportunidad de ganar una de las dos tarjetas de regalo de \$50. NO SE REQUIERE NINGUNA COMPRA O PAGO PARA GANAR. Vea las reglas oficiales en [octa.net/TDM](http://octa.net/TDM).

Si no tiene un correo electrónico, puede ingresar su número de teléfono en la siguiente pregunta.

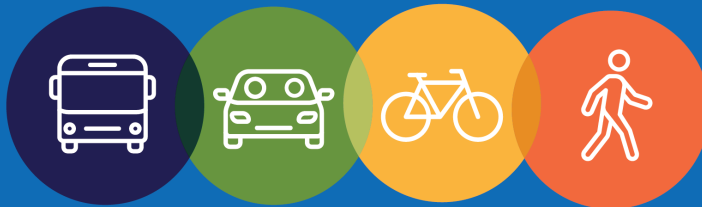
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10. Ingrese su número de teléfono a continuación.

---

**¡Gracias por su participación!**





CẢI THIỆN KHẢ NĂNG DI CHUYỂN BẰNG CÁC LỰA CHỌN ĐI LẠI THAY THẾ

## Khảo Sát Chiến Lược Giao Thông OCTA

Cơ Quan Quản Lý Giao Thông Vận Tải Quận Cam (OCTA) tiếp tục cung cấp các phương thức để giúp quý vị sử dụng các phương tiện giao thông bền vững một cách dễ dàng hơn. Sử dụng phương tiện công cộng, đi chung xe, đi xe tải nhỏ chung, làm việc từ xa, đi bộ và đi xe đạp đều có thể giúp giảm kẹt xe và ô nhiễm.

**Ý kiến của quý vị rất quan trọng!** Hãy cho chúng tôi biết những giải pháp giao thông nào quý vị muốn thấy trong cộng đồng để giúp các lựa chọn giao thông thân thiện với môi trường trở nên hấp dẫn hơn.

**Chỉ tốn ba phút tham gia khảo sát để có cơ hội trúng một trong hai thẻ quà tặng trị giá \$50!  
KHÔNG CẦN MUA HÀNG HOẶC THANH TOÁN ĐỂ TRÚNG GIẢI.** Xem quy định tại [octa.net/TDM](http://octa.net/TDM).

1. Quý vị có mối liên hệ gì với Quận Cam?\*

- Tôi sống và làm việc ở Quận Cam
- Tôi sống ở Quận Cam, nhưng làm việc ngoài Quận Cam
- Tôi sống ngoài Quận Cam, nhưng làm việc ở Quận Cam
- Tôi không sống hay làm việc ở Quận Cam, nhưng có ghé Quận Cam

2. Vui lòng xếp hạng các giải pháp sau mà quý vị muốn thấy để khuyến khích việc đi lại bền vững trong cộng đồng.\*

**Xếp hạng từ 1 đến 6, với 1 là hữu ích nhất và 6 là ít hữu ích nhất:**

<b>Cải thiện khả năng tiếp cận cho người đi bộ, người đi xe đạp và người sử dụng phương tiện công cộng</b> <i>Ví dụ: làn xe đạp, vỉa hè, lối đi cho xe lăn và xe đẩy, xe buýt thân thiện với xe đạp, và biển báo đa ngôn ngữ.</i>
<b>Đường phố an toàn hơn cho việc đi bộ và đi xe đạp</b> <i>Ví dụ: sơn tôn tạo độ nổi bật cho vạch qua đường và làn xe đạp, khu vực dành riêng cho người đi bộ và xe đạp, và làn xe đạp được bảo vệ.</i>
<b>Khuyến khích các chính sách hỗ trợ giao thông bền vững</b> <i>Ví dụ: các phát triển mới gần phương tiện công cộng, ứng dụng lập kế hoạch chuyến đi thân thiện với người sử dụng, và các điểm chuyển cho xe buýt, tàu hỏa và dịch vụ chia sẻ xe.</i>
<b>Các chương trình đi lại địa phương cho khu vực kinh doanh hoặc các tổ chức lớn</b> <i>Ví dụ: làm việc từ xa, lịch làm việc linh hoạt, và các dịch vụ đi chung xe, đi chung xe tải nhỏ, và chia sẻ xe được tổ chức tại địa phương.</i>
<b>Cải thiện khả năng kết nối với phương tiện công cộng</b> <i>Ví dụ: xe buýt đưa đón tại địa phương, chia sẻ xe đạp, và dịch vụ kết nối đi chung xe.</i>
<b>Giảm chi phí di chuyển</b> <i>Ví dụ: thẻ giao thông miễn phí hoặc giảm giá, ưu đãi từ nhà tuyển dụng, và các chương trình điểm thưởng cho người sử dụng phương tiện công cộng thường xuyên.</i>

3. Quý vị có ý kiến đóng góp thêm nào không?

---

---

*Cảm ơn quý vị đã đóng góp ý kiến! Xin vui lòng cho chúng tôi biết một chút về quý vị.*

4. Mã vùng tại nhà quý vị là gì?\*

---

5. Mã vùng tại chỗ làm quý vị là gì? \*

---

6. Quý vị thuộc nhóm tuổi nào?

- Dưới 20 tuổi  
 20-35 tuổi  
 36-50 tuổi  
 51-65 tuổi  
 66 tuổi trở lên  
 Không muốn trả lời

7. Thu nhập hộ gia đình hàng năm của quý vị bao nhiêu?

- Dưới \$30,000  
 \$30,000 – \$49,000  
 \$50,000 – \$79,000  
 \$80,000 – \$99,000  
 \$100,000 – \$149,000  
 \$150,000 trở lên  
 Không muốn trả lời

8. Quý vị tự cho mình thuộc nhóm dân tộc nào hoặc cảm thấy gần gũi nhất với nhóm dân tộc nào?

- Người da trắng  
 Người Gốc Latin/Tây Ban Nha  
 Người da đen/Người Mỹ gốc Phi  
 Người bản địa Mỹ hoặc Người bản địa Alaska  
 Người Á - Hàn, Nhật, Trung, Việt, Phi hoặc gốc người Á khác  
 Người sống ở các đảo Thái Bình Dương  
 Người Trung Đông  
 Dân tộc lai  
 Không muốn trả lời  
 Nhóm khác: \_\_\_\_\_

9. Đăng nhập email của quý vị dưới đây để nhận cập nhật dự án và lời mời tham gia cuộc họp và có cơ hội nhận một trong hai thẻ quà tặng trị giá \$50. KHÔNG CẦN MUA HÀNG HOẶC THANH TOÁN ĐỂ TRÚNG GIẢI. Xem quy định chính thức tại [octa.net/TDM](http://octa.net/TDM).

Nếu quý vị không có email, quý vị có thể nhập số điện thoại trong câu hỏi tiếp theo.

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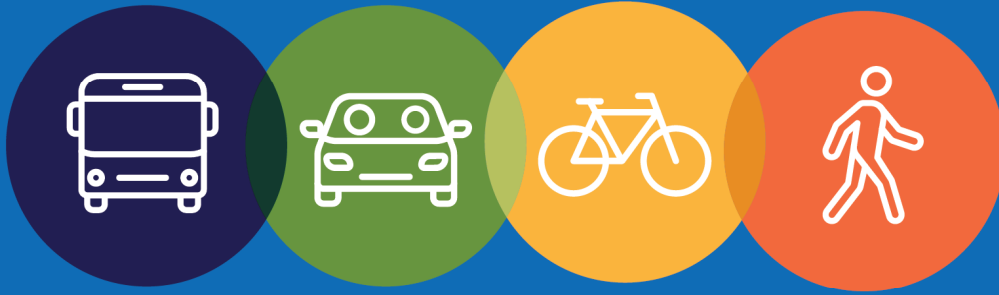
Nhập số điện thoại của quý vị dưới đây.

---

**Cảm ơn quý vị đã tham gia!**

## Appendix D: Survey Analysis Reports

- Survey Report # 1
- Survey Report # 2



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

## OC Transportation Demand Management *Survey Analysis Report*

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October 2023

**Prepared for:** Orange County Transportation Authority  
550 South Main Street  
Orange, CA 92868



**Prepared by:** Arellano Associates  
5851 Pine Avenue, Suite A  
Chino Hills, CA 91709



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## I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) is developing the Orange County Transportation Demand Management (TDM) Plan that will provide recommendations to shift trips away from those driving alone and expand access to alternative travel options. The plan will result in a set of recommended strategies aimed to reimagine Orange County's transportation framework, prioritizing mobility and sustainability by reducing drive alone trips in Orange County. It will also aim to provide safe and accessible transportation options that better bridge geographic disparities within the region and address the needs of vulnerable groups. TDM strategies include carpooling, vanpooling, telecommuting, and other technology-enabled innovations such as carshare, bikeshare, and mobile trip planning apps, amongst others.

As part of this study, a comprehensive outreach plan was developed to engage the public during the two phases of outreach for the project. This report discusses the results of the phase 1 outreach and, with phase 2 anticipated in fall 2024. Outreach for phase 1 efforts took place between August and September 2023 to inform Orange County residents, visitors and commuters about TDM efforts and encourage them to get involved by participating in a virtual community meeting and completing the TDM survey. Through the implementation of the survey, the Project Team was able to gather input on travel patterns and preferred TDM strategies.

The survey research was qualitative, which means that results cannot be considered representative of the total population of interest. Informal research methods are useful to explore a group's opinions and views, allowing for the collection of verifiable data. This data can reveal information that may warrant further study and is often a cornerstone for generating new ideas.

### i. Community Engagement Approach

A comprehensive outreach plan was developed to increase awareness about the study and invite key stakeholders and those that live, work and travel through Orange County to learn more about the TDM strategies and provide feedback by completing the online survey. The plan aimed to actively engage the community through a variety of outreach activities including a virtual meeting, an online survey and participation in community events from August 8<sup>th</sup> to September 27<sup>th</sup>, 2023. A combination of traditional and digital methods was utilized to reach and promote the survey to the public, including email blasts/electronic notices, blogs, a virtual meeting, social media posts, mailers, newspaper ads, flyer distribution at public counters, electronic communications toolkit distribution to key stakeholders, agencies, and community-based organizations and announcements at OCTA committee and board meetings.

## ii. Diversity Outreach

In support of OCTA's diversity, equity and inclusion goals, outreach methods were implemented to engage diverse and disadvantaged segments of the community and ensure participation from all segments of the population, regardless of ethnicity, language preference or socioeconomic background. The survey and project collateral and notification materials, such as fact sheets, notices, and eblasts were made available in English, Spanish and Vietnamese. The outreach team identified and participated in various community and pop-up events to create awareness of the TDM plan and promote the survey throughout the County. Priority was placed on cities with the greatest need for additional engagement - those with the highest populations of English as a second language.

Some examples of community events attended by the team and a brief description of each are found below:

- The Chicano Heritage Festival on August 27, 2023
  - This family-friendly event, attended by more than 300 people, serves as a celebration of Santa Ana's Mexican American history through food, carnival rides, arts, a kid's zone, cultural exhibits, and much more. The team was able to collect more than 60 print surveys at this event, of which one third were in Spanish.
- The Moon Lantern Festival on September 9, 2023
  - The Lantern Festival took place in the Asian Garden Mall in Westminster, which is the largest majority Vietnamese-owned and operated mall in America. The event is one of the most important celebrations in Asian cultures and featured food, games, and entertainment. More than 100 print surveys were collected at this event, of which more than half were in Vietnamese.
- Hispanic Heritage Celebrations
  - The Fiesta Latina event in Irvine took place on September 17, 2023, to celebrate Hispanic Heritage Month through food, dance, and crafts. The family-friendly event was attended by more than 300 people from many diverse backgrounds. More than 30 print surveys were collected at this event.
  - Costa Mesa's Hispanic Heritage Celebration took place on September 23, 2023, featuring kid's activities, food vendors, and informational booths. Over 50 print surveys were collected.

Other events attended by staff were a Community Flu Shot Clinic at the Mission Viejo Senior Center and a food distribution at the Buena Park Boys and Girls Club.

### iii. Survey Implementation

The qualitative survey was administered from August 8th to September 27th, 2023. During that time, a total of 1,002 surveys were collected and analyzed (899 English, 82 Spanish and 21 Vietnamese). The following is a summary of survey implementation:

- The survey was offered in three languages (English, Spanish and Vietnamese).
- The qualitative survey was available in print and digital formats.
- A variety of multilingual methods were used to promote the survey, including mailers, email blasts, blogs, digital communication toolkits, print newspaper ads, social media posts, as well as in-person events.
- A QR code was developed for the survey to facilitate access via smartphone.
- Survey respondents were entered into a drawing for a chance to win one of two \$50 gift cards.

### iv. Survey Results & Key Findings

The following section illustrates the findings for each survey question. Please note that for questions allowing respondents to select their top 2 or 3 choices, the percentages may not add up to 100% as respondents were given the flexibility to choose multiple options.

**Table 1. Travel frequency**

Survey Question	0 Days	1 to 2 Days	3 to 4 Days	5 or more days
<b>Q1. In a typical week, how often do you travel for work/school?</b>	13%	12%	30%	46%
<b>Q2. In a typical week, how often do you travel for shopping/family/social activities?</b>	2%	40%	33%	26%

**Table 2. Mode of travel**

<b>Q3. Thinking about your most common trips in a week (whether work/school, or shopping/family/social activities), which travel modes do you usually use? (Select your top 3)</b>	
<b>Drive alone</b>	<b>65%</b>
<b>Walk</b>	<b>34%</b>
<b>Bus</b>	<b>32%</b>

<b>Carpool/Vanpool</b>	30%
<b>Bicycle</b>	18%
<b>Uber/Lyft/Taxi or similar</b>	11%
<b>E-bike or e-scooter</b>	10%
<b>Train (Amtrak/Metrolink)</b>	10%
<b>Shuttles (OC Flex, iShuttle, etc.)</b>	2%
<b>OC Access/paratransit service</b>	3%
<b>Other</b>	1%

*Table 3. Travel distance and travel time*

Survey Question	Less than 15 minutes	15-30 minutes	30-60 minutes	More than 60 minutes
<b>Q4. Thinking about your most common trip in a week, how long is it usually each way?</b>	20%	46%	24%	10%
Survey Question	Less than 1 mile	1-10 miles	10-25 miles	More than 25 miles
<b>Q5. Thinking about your most common trip in a week, how far is it usually each way?</b>	3%	51%	33%	13%

*Table 4. Travel considerations*

<b>Q6. What are your main considerations when making your travel mode choices? (Select up to 3)</b>	
<b>Convenience and flexibility</b>	<b>60%</b>
<b>Time savings</b>	<b>59%</b>
<b>Cost</b>	<b>41%</b>
<b>Reliability</b>	<b>36%</b>
<b>Safety</b>	26%
<b>Healthy lifestyle</b>	17%

<b>Environmental sustainability</b>	17%
<b>Other</b>	2%

*Table 5. Transportation programs for driving alone less*

<b>Q7. Which of these transportation programs would motivate you to drive alone less? (Select up to 3)</b>	
<b>A digital app integrating all available transportation services for users to plan, schedule, and pay for their trips</b>	<b>36%</b>
<b>Guaranteed ride home in the event of an emergency or unscheduled overtime</b>	<b>33%</b>
<b>Financial incentives for drive-alone alternatives</b>	<b>33%</b>
<b>First- and last-mile transportation services (e.g., bike/e-scooter share network, shuttles)</b>	30%
<b>Remote work program or alternative work schedule</b>	27%
<b>Ride-matching program to help find carpool/vanpool partners</b>	21%
<b>On-demand carshare program, like a loaner car, available at your workplace or local transportation center</b>	19%
<b>I do not drive alone</b>	13%
<b>Other</b>	9%

*Table 6. Transportation policies for driving alone less*

<b>Q8. Which of these policies would you support the most to reduce drive alone trips? (Select up to 2)</b>	
<b>Convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users</b>	<b>42%</b>
<b>Provide free or discounted pricing for carpooling on tolled express lanes</b>	<b>38%</b>
<b>Replace gas tax with mileage-based fees that apply to all vehicle types including electric vehicles</b>	<b>30%</b>
<b>Plan new housing and business developments around major bus/rail stations</b>	34%
<b>Charge higher parking fees for high traffic areas</b>	11%

I would not support any of these policies	9%
Other	5%

## v. Key Demographics

**Figure 1. Key Demographic Findings**

9: What is your age range?

- 9% 16-24
- 26% 25-34
- 32% 35-44
- 13% 45-54
- 10% 55-64
- 7% 65-74
- 2% 75 or older



10: What is your combined annual household income?

- 9% Less than \$30,000
- 14% \$30,000 – \$49,999
- 17% \$50,000 – \$79,999
- 19% \$80,000 – \$109,000
- 18% \$110,000 – \$169,000
- 14% \$170,000 or more
- 10% Prefer not to answer



11: What ethnic group do you consider yourself a part of or feel closest to?

- 44% Caucasian/White
- 27% Latino/Hispanic
- 12% Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian
- 4% African American/Black
- 1% American Indian or Alaskan Native
- 1% Pacific Islander
- 1% Middle Eastern
- 3% Mixed Heritage
- 0% Other
- 6% Prefer not to answer

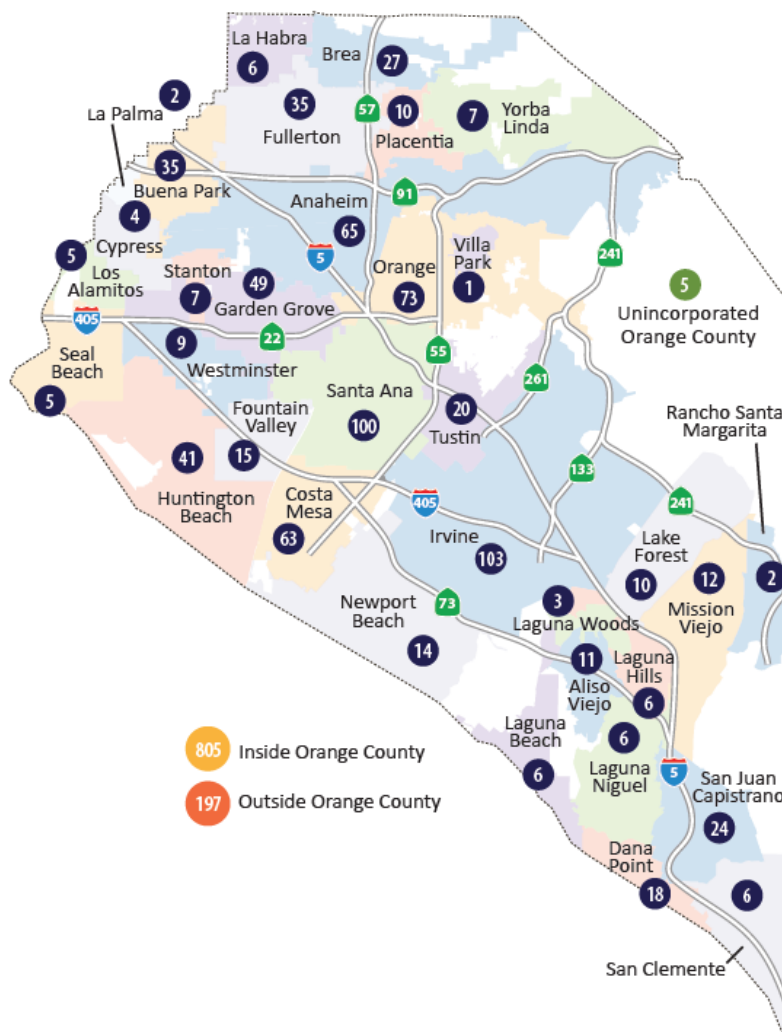




## vi. Geographic Distribution

The majority of survey respondents shared their home zip code, with 80% of respondents stating they reside within Orange County. A full zip code count can be found in Appendix C.

Figure 2. Home Zip Code Breakdown



An infographic was prepared to visually communicate the TDM survey results and highlight the outreach efforts executed to engage the public. The infographic was distributed to all contacts in the TDM stakeholder database and posted online. The infographic is available as part of Appendix A.

## II. SURVEY IMPLEMENTATION AND OVERVIEW

The purpose of the outreach efforts and the qualitative survey was to develop community awareness on the TDM plan, inform and engage the public on the study, and solicit input to shape the draft plan.

The survey questions were designed to:

- Identify travel patterns
- Understand preferred TDM strategies
- Gather respondent demographics, and
- Collect new contact information.

There was a total of 14 questions, including four (4) optional demographic questions and two (2) optional sign-up questions at the conclusion of the survey.

### i. Survey Format & Participation

Broad community participation was essential to the success and value of the survey; this includes the participation of diverse and disadvantaged communities. For this reason, two (2) survey formats were prepared, an online and a print option. The digital survey was prepared using TypeForm, an online survey platform, which allowed for a wide-range distribution of the survey throughout the County. It also provided a convenient option, allowing stakeholders to take the survey anywhere, anytime via their desktop or mobile devices.

A printed version of the survey was prepared in three languages (Appendix B). The print survey allowed for greater participation from communities with limited internet access or those uncomfortable using digital tools. The print version was offered along with the online version at community events in English, Spanish and Vietnamese.

Figure 1: English Print Survey

OC TDM Needs and Opportunities Survey

The Orange County Transportation Authority (OCTA) is working on a plan to identify strategies that shift trips away from those driving alone and encourage alternative travel options. Examples include carpooling and car/bike share programs, teleworking, subsidized transit passes, and mobile trip planning apps.

Take our three-minute survey for a chance to win one of two \$50 gift cards!  
NO PURCHASE OR PAYMENT NECESSARY TO WIN. View rules at octa.net/TDM.

1. In a typical week, how often do you travel for work/school?  
 0 days  1 to 2 days  3 to 4 days  5 or more days

2. In a typical week, how often do you travel for shopping/family/social activities?  
 0 days  1 to 2 days  3 to 4 days  5 or more days

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? (Select your top 3)

Drive alone  
 Carpool/vanpool  
 Walk  
 Bus  
 Train (Amtrak/MetroLink)  
 Uber/Lyft/Taxi or similar  
 Bicycle  
 E-bike or e-scooter  
 Shuttles (OC Flex, iShuttle, etc.)  
 OC Access/paratransit service  
 Other: \_\_\_\_\_

## ii. Survey Outreach

Multiple outreach methods were utilized to create and increase awareness in the greater Orange County area regarding the TDM plan and the survey. These methods consisted of email blasts, flyer drop-offs at public counters locations, multi-lingual social media posts, electronic communication toolkits, and print newspaper advertisements. Notifications were distributed in multiple languages to maximize the reach of project messaging and support diverse and disadvantaged community engagement. The survey was also promoted during the virtual meeting, key stakeholder engagements and at local community events to further encourage participation. A summary detailing this notification efforts is as follows:

- Hosted 1 OCTA Community Advisory Committee (CAC), 1 Stakeholder Working Group (SWG), 2 Advisory Committee Meetings (ACM), and 1 public webinar attracting 132+ participants, as well as uploaded the public presentation and video online for those that could not attend. The CAC serves as the study's key stakeholder group, the SWG includes cities, employers, business groups, academic institutions, and transportation agencies and advocates. ACM includes partner transportation agencies.
- Engaged more than 1,100 community members at 12 Orange County events throughout the 5 county supervisorial districts.
- Reached 78,230 readers through Spanish and Vietnamese newspapers.
- Distributed more than 1,200 multi-lingual notices at pop-up events and to organizations that serve diverse and disadvantaged communities in Orange County
- Sent 486 mailers to key stakeholders and community organizations.
- E-mailed 5 multi-lingual notices to more than 2,515 interested community stakeholders.
- Promoted the survey and community webinar with 3 Facebook posts, 2 Instagram stories, and 3 Twitter posts with 15,515 impressions.
- Developed and distributed an electronic communications toolkit, providing an easy-to-share communication resource to more than 109 local cities, community leaders, as well as OCTA committee and stakeholder organizations.
- Announced the project through OCTA's On the Move blog and via press release.
- Featured a webpage viewed more than 1,873 times.
- Shared materials in English, Spanish, and Vietnamese.

Figure 2: Community Outreach Events



### iii. New Contacts

A total of 1,535 new email addresses and 1,184 new mobile phone numbers were collected from survey respondents and will be used to keep interested stakeholders engaged throughout the TDM study.

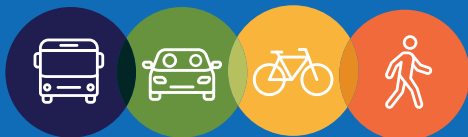
## III. CONCLUSION

The community survey was implemented to build awareness about alternative travel options to driving alone and gather public input on travel patterns and preferred TDM strategies. The survey input offers valuable insights on what respondents would like OCTA to focus on when shaping the TDM plan.

# APPENDIX

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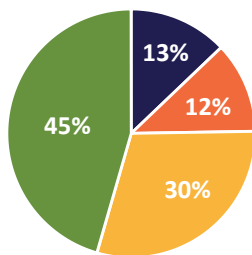
# Appendix A: Survey Infographic



**IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS**  
SURVEY RESULTS AND OUTREACH

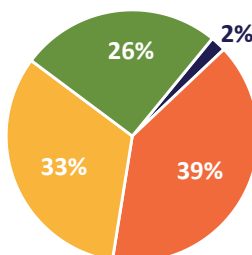
1: In a typical week, how often do you travel for work/school?

- 0 days
- 1-2 days
- 3-4 days
- 5-7 days

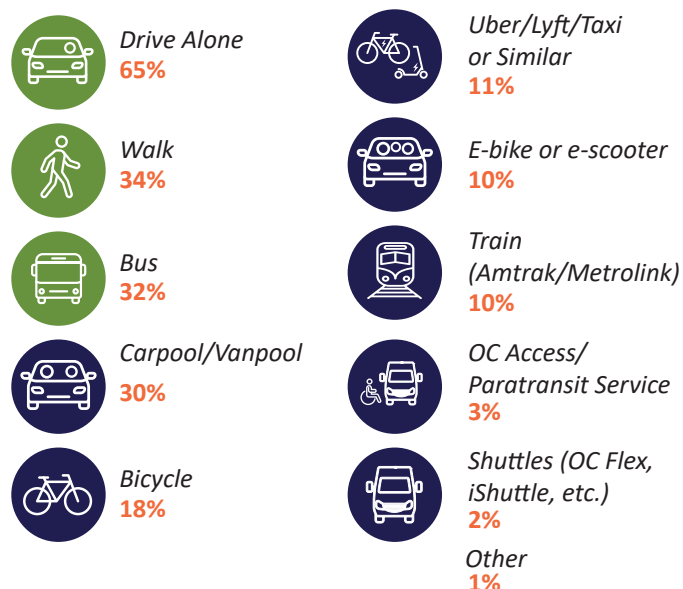


2: In a typical week, how often do you travel for shopping/family/social activities?

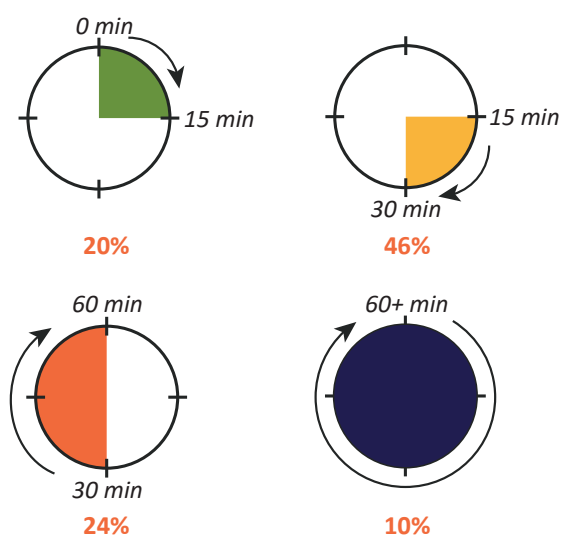
- 0 days
- 1-2 days
- 3-4 days
- 5-7 days



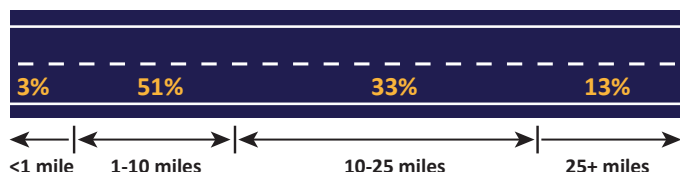
3: Thinking about your most common trips in a week (whether work/school, or shopping/family/social activities), which travel modes do you usually use? (Select your top 3)



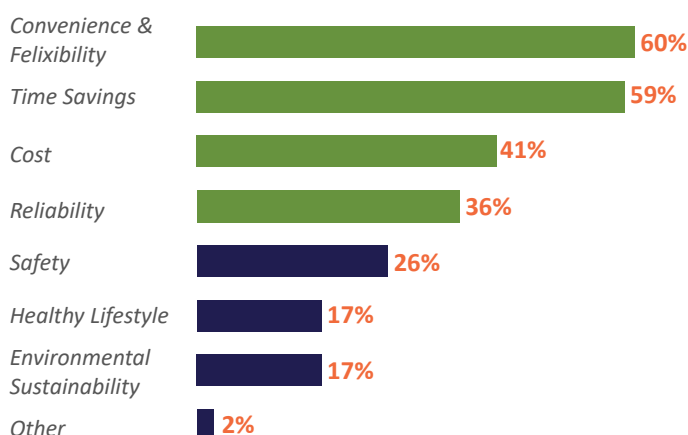
4: Thinking about your most common trip in a week, how long is it usually each way?



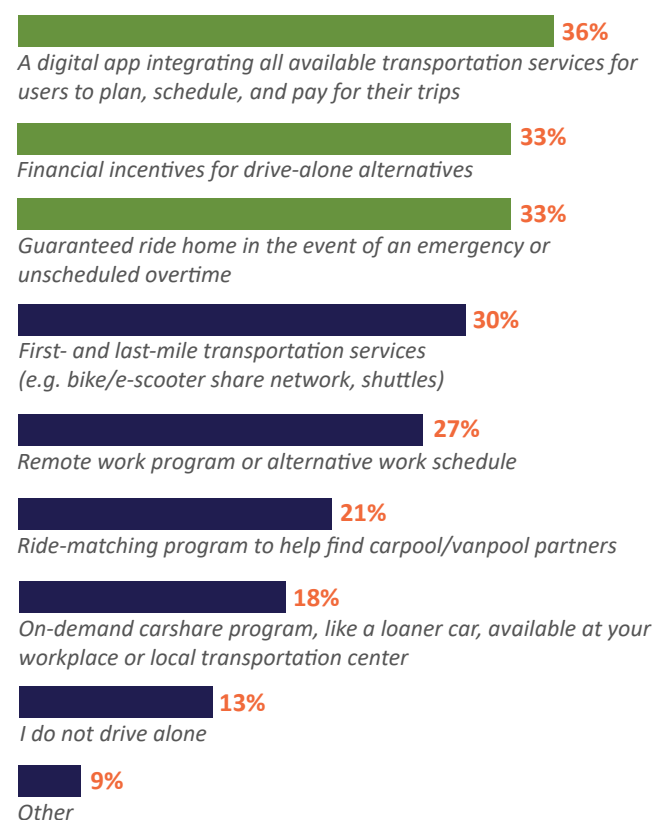
5: Thinking about your most common trip in a week, how far is it usually each way?



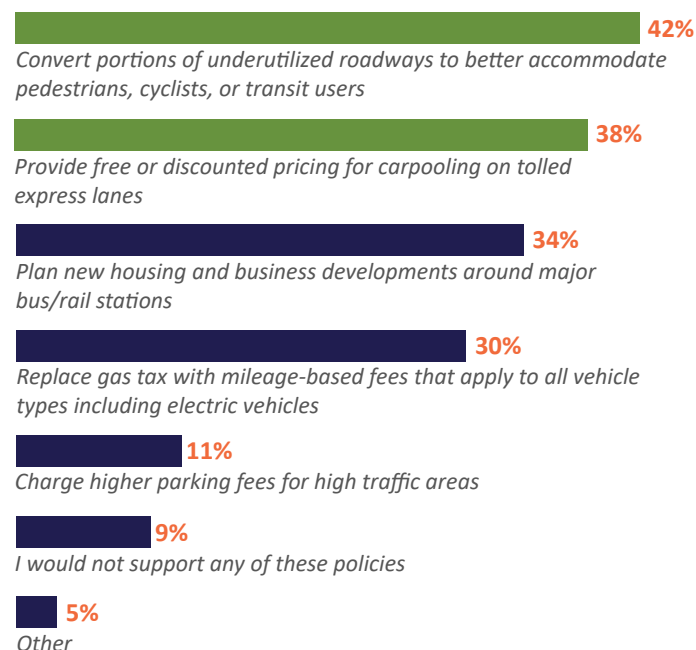
6: What are your main considerations when making your travel mode choices? (Select up to 3)



7: Which of these transportation programs would motivate you to drive alone less? (Select up to 3)



8: Which of these policies would you support the most to reduce drive alone trips? (Select up to 2)





**IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS**  
SURVEY RESULTS AND OUTREACH

9: What is your age range?

- 9% 16-24
- 26% 25-34
- 32% 35-44
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- 1% Pacific Islander
- 1% Middle Eastern
- 3% Mixed Heritage
- 0% Other
- 6% Prefer not to answer



**Community Engagement**

Collected **1,002** respondent surveys from August 8 to September 27, 2023

Hosted **1** Community Advisory Committee (CAC), **1** Stakeholder Working Group (SWG), **2** Advisory Committee Meetings (ACM), and **1** public webinar attracting **130+** participants, as well as uploaded the public presentation and video for those that could not attend

Engaged **1,100+** community members at **12** Orange County events throughout the **5** County Supervisor Districts

Reached **78,230** readers through Spanish and Vietnamese newspapers

Distributed **1,200+** multi-lingual notices at pop-up events and to organizations that serve diverse and disadvantaged communities in Orange County

Sent **486** mailers to key stakeholders and community organizations

E-mailed **5** multi-lingual notices to more than **2,515** interested community stakeholders

Promoted the survey and community webinar with **3** Facebook posts, **2** Instagram stories, and **3** Twitter posts with **15,515** impressions

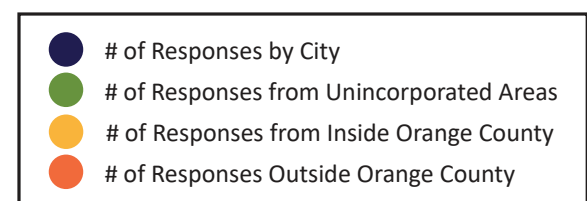
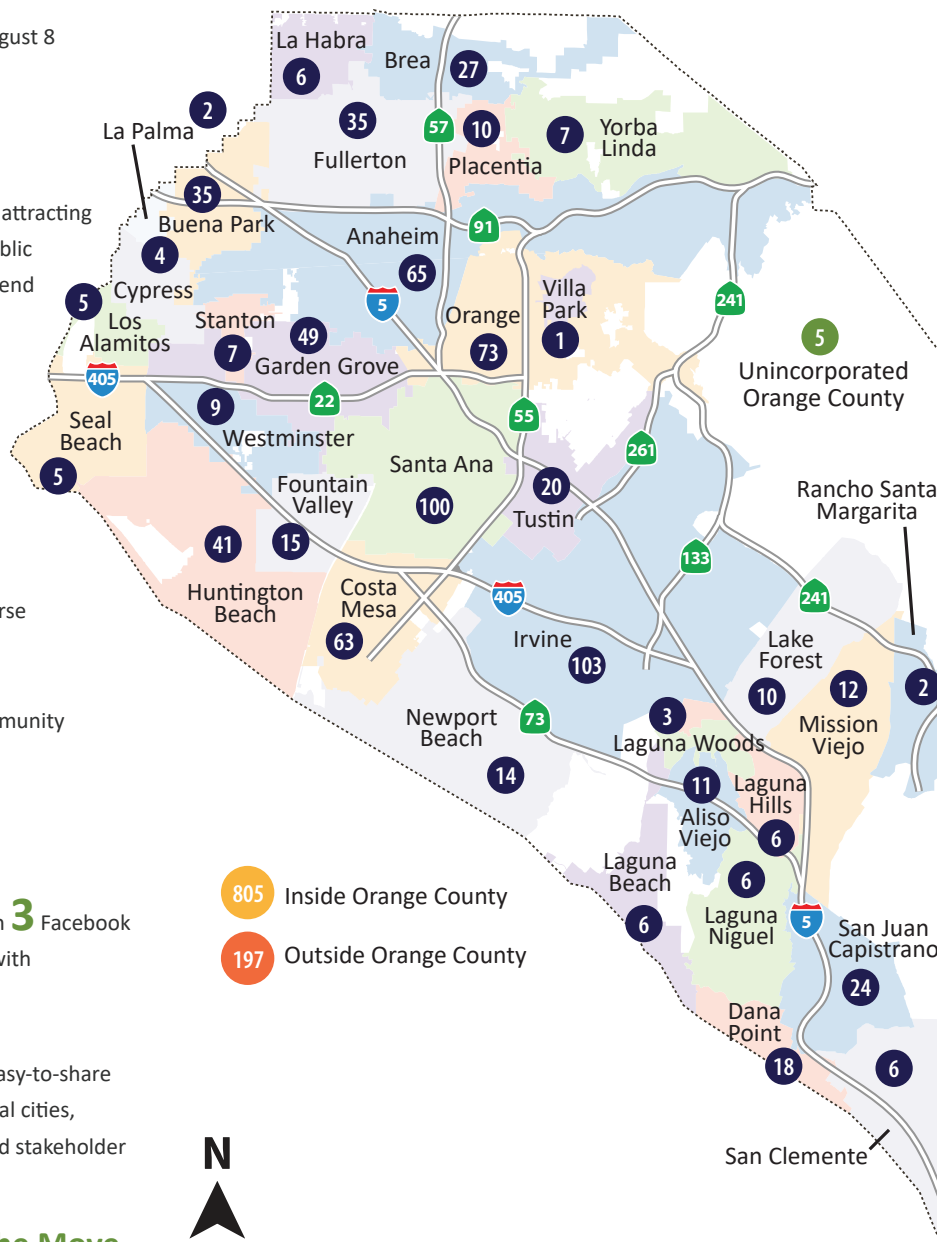
Developed and distributed toolkits, providing an easy-to-share communication resource to more than **109** local cities, community leaders, as well as OCTA committee and stakeholder organizations

Announced the project through **OCTA's On the Move** blog and via press release

Featured a webpage viewed more than **1,873** times

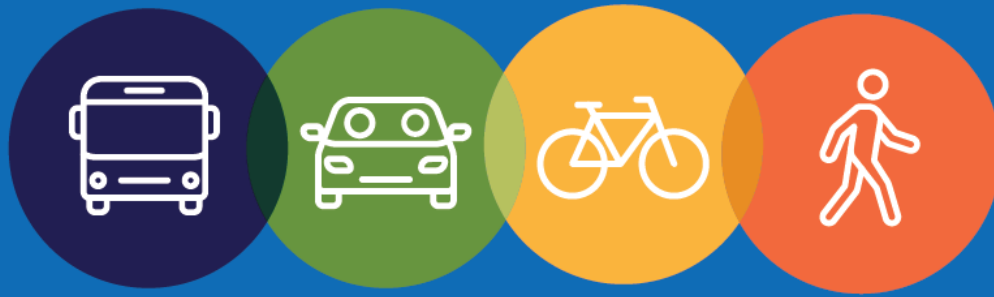
Shared materials in **English, Spanish, and Vietnamese**

**Participant home zip code:**





## Appendix B: Print Surveys in English, Spanish, and Vietnamese



## IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

### OC TDM Needs and Opportunities Survey

The Orange County Transportation Authority (OCTA) is working on a plan to identify strategies that shift trips away from those driving alone and encourage alternative travel options. Examples include carpooling and car/bike share programs, teleworking, subsidized transit passes, and mobile trip planning apps.

**Take our three-minute survey for a chance to win one of two \$50 gift cards!**

NO PURCHASE OR PAYMENT NECESSARY TO WIN. View rules at [octa.net/TDM](http://octa.net/TDM).

1. In a typical week, how often do you travel for **work/school**?  
 0 days  1 to 2 days  3 to 4 days  5 or more days
2. In a typical week, how often do you travel for **shopping/family/social activities**?  
 0 days  1 to 2 days  3 to 4 days  5 or more days
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? (Select your top 3)
  - Drive alone
  - Carpool/vanpool
  - Walk
  - Bus
  - Train (Amtrak/Metrolink)
  - Uber/Lyft/Taxi or similar
  - Bicycle
  - E-bike or e-scooter
  - Shuttles (OC Flex, iShuttle, etc.)
  - OC Access/paratransit service
  - Other: \_\_\_\_\_

4. Thinking about your most common trip in a week, how long is it usually each way?
- Less than 15 minutes
  - 15-30 minutes
  - 30-60 minutes
  - More than 60 mins
5. Thinking about your most common trip in a week, how far is it usually each way?
- Less than 1 mile
  - 1 – 10 miles
  - 10 – 25 miles
  - More than 25 miles
6. What are your main considerations when making your travel mode choices? (Select up to 3)
- Cost
  - Time savings
  - Convenience and flexibility
  - Reliability
  - Healthy lifestyle
  - Environmental sustainability
  - Safety
  - Other: \_\_\_\_\_
7. Which of these transportation programs would motivate you to drive alone less? (Select up to 3)
- Financial incentives for drive-alone alternatives
  - Guaranteed ride home in the event of an emergency or unscheduled overtime
  - Ride-matching program to help find carpool/vanpool partners
  - A digital app integrating all available transportation services for users to plan, schedule, and pay for their trips
  - First- and last-mile transportation services (e.g. bike/e-scooter share network, shuttles)
  - On-demand carshare program, like a loaner car, available at your workplace or local transportation center
  - Remote work program or alternative work schedule
  - I do not drive alone
  - Other: \_\_\_\_\_

8. Which of these policies would you support the most to reduce drive alone trips? (Select up to 2)
- Provide free or discounted pricing for carpooling on tolled express lanes
  - Replace gas tax with mileage-based fees that apply to all vehicle types including electric vehicles
  - Charge higher parking fees for high traffic areas
  - Convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users
  - Plan new housing and business developments around major bus/rail stations
  - I would not support any of these policies
  - Other: \_\_\_\_\_

**Thanks for your input!**

*Please tell us a little about yourself. (Optional)*

9. What is your home zip code? \_\_\_\_\_

10. What is your age range?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

11. What is your combined annual household income?

- Less than 30,000
- 30,000 – 49,000
- 50,000 – 79,000
- 80,000 – 109,000
- 110,000 – 169,000
- 170,000 – or more
- Prefer not to answer

12. What ethnic group do you consider yourself a part of or feel closest to?

- Caucasian/White
- Latino/Hispanic
- African American/Black
- American Indian or Alaskan Native
- Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other
- Pacific Islander
- Middle Eastern
- Mixed Heritage
- Prefer not to answer
- Other: \_\_\_\_\_

13. Enter your email below to receive project updates and meeting invitations and be entered into a drawing for a chance to receive one of two \$50 gift cards. NO PURCHASE OR PAYMENT NECESSARY TO WIN. See official rules at [octa.net/TDM](http://octa.net/TDM).

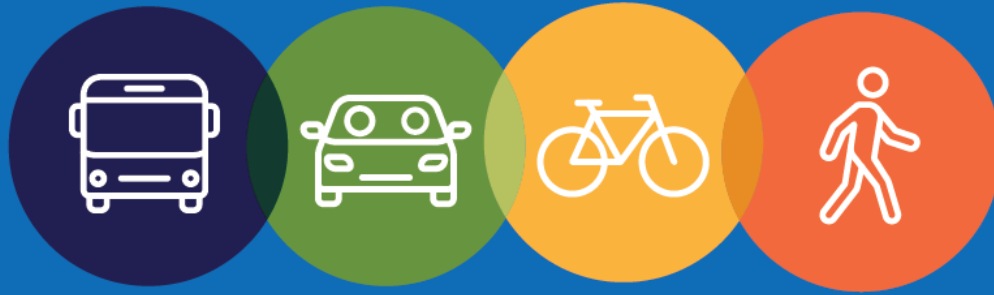
If you do not have an email, you can enter your phone number in the next question.

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14. Enter your phone number below.

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**Thank you for participating!**



## IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

### Encuesta de Necesidades y Oportunidades de la TDM (por sus siglas en inglés)

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés) está trabajando en un plan para identificar estrategias que cambien los viajes de las personas que manejan solas y promover opciones de transporte alternativas. Algunos ejemplos incluyen programas de uso compartido de vehículos y bicicletas/coches compartidos, teletrabajo, pases de transporte subsidiados y aplicaciones móviles para planear viajes.

**Tome nuestra encuesta de tres minutos y tendrá la oportunidad de ganar una de las dos tarjetas de regalo de \$50. NO NECESITA COMPRAR NI PAGAR PARA GANAR.** Vea las reglas.

1. En una semana típica, ¿con qué frecuencia viaja al **trabajo/escuela**?  
 0 días  1 a 2 días  3 a 4 días  5 o más días
2. En una semana típica, ¿con qué frecuencia viaja para hacer **compras/actividades familiares/sociales**?  
 0 días  1 a 2 días  3 a 4 días  5 o más días
3. Piense en sus viajes más comunes en una semana (ya sea al trabajo/escuela, compras/actividades familiares/sociales), ¿qué modos de transporte utiliza normalmente? (*Seleccione los 3 principales*)
  - Viajar solo en auto
  - Uso compartido de vehículo/camioneta
  - Caminar
  - Autobús
  - Tren (Amtrak/Metrolink)
  - Uber/Lyft/Taxi o algo similar
  - Bicicleta
  - Bicicleta eléctrica o patín del diablo eléctrico
  - Microbús o *shuttle* (en inglés) (OC Flex, iShuttle, etc.)
  - OC Access/servicio de transporte para personas discapacitadas
  - Otro; Favor de especificar \_\_\_\_\_

4. Piense en su viaje más común en una semana, ¿cuánto dura normalmente en cada sentido?
- Menos de 15 minutos
  - 15-30 minutos
  - 30-60 minutos
  - Más de 60 minutos
5. Piense en su viaje más común en una semana, ¿qué distancia recorre normalmente en cada sentido?
- Menos de una milla
  - 1 – 10 millas
  - 10 – 25 millas
  - Más de 25 millas
6. ¿Cuáles son sus principales consideraciones al elegir el modo de transportarse? (*Seleccione hasta 3*)
- Costo
  - Ahorro de tiempo
  - Conveniencia y flexibilidad
  - Fiabilidad
  - Estilo de vida saludable
  - Sostenibilidad del medio ambiente
  - Seguridad
  - Otro; Favor de especificar: \_\_\_\_\_
7. ¿Cuál de estos programas de transporte lo motivaría a disminuir las veces que maneja solo? (*Seleccione hasta 3*)
- Incentivos financieros para las alternativas a manejar solo
  - Transporte garantizado a casa en caso de una emergencia u horas extras no programadas
  - Programa de emparejamiento de viajes para ayudar a encontrar socios de uso compartido de vehículos/camionetas
  - Una aplicación digital que integra todos los servicios de transporte disponibles para que los usuarios planeen, programen y paguen sus viajes
  - Servicios de transporte de primera y última milla (p. ej., red compartida de bicicletas/patines del diablo eléctricos, microbuses o *shuttles* (en inglés))
  - Programa bajo demanda de coche compartido, como un automóvil prestado, disponible en su lugar de trabajo o centro de transporte local
  - Programa de trabajo remoto o horario de trabajo alternativo
  - No manejo solo
  - Otro; Favor de especificar: \_\_\_\_\_

8. ¿Cuál de estas políticas apoyaría más para reducir los viajes en coche solo? (*Selecione hasta 2*)
- Ofrecer precios gratuitos o con descuento para el uso compartido de vehículos en los carriles exprés de peaje
  - 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
  - Cobrar tarifas de estacionamiento más altas en áreas con mucho tráfico
  - Convertir partes de las carreteras subutilizadas para servir mejor a peatones, ciclistas o usuarios del transporte público
  - Planear nuevos desarrollos de viviendas y negocios alrededor de las principales estaciones de autobús/tren
  - No apoyaría ninguna de estas políticas.
  - Otro (favor de especificar): \_\_\_\_\_

**¡Gracias por sus comentarios!**

#### Preguntas Demográficas Opcionales

9. Código postal \_\_\_\_\_

10. ¿Cuál es su rango de edad?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 años o más

11. ¿Cuál es su ingreso familiar anual combinado?

- Menos de 30,000
- 30,000 – 49,000
- 50,000 – 79,000
- 80,000 – 109,000
- 110,000 – 169,000
- 170,000 – o más
- Prefiero no responder



12. ¿A qué grupo étnico considera que forma parte de o se siente más cercano a?

- Caucásico/Blanco
- Latino/Hispano
- Afroamericano/Negro
- Indio Americano o Nativo de Alaska
- Asiático - Coreano, Japonés, Chino, Vietnamita, Filipino u otro asiático
- Isleño del Pacífico
- Medio Oriente
- Ascendencia Mixta
- Otro
- Prefiero no responder

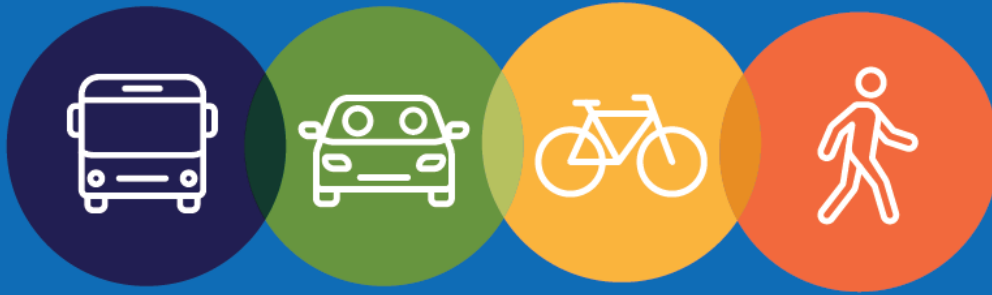
13. Ingrese su correo electrónico a continuación para recibir actualizaciones del proyecto e invitaciones a reuniones y participe en un sorteo para tener la oportunidad de recibir una de las dos tarjetas de regalo de \$50. NO NECESITA COMPRAR NI PAGAR PARA GANAR. Ver las reglas oficiales en [octa.net/](http://octa.net/).

Dirección de correo electrónico \_\_\_\_\_

14. Ingrese su teléfono a continuación.

\_\_\_\_\_

**¡Gracias por participar!**



## IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

### Cuộc khảo sát Nhu cầu và Cơ hội TDM (theo từ viết tắt tiếng Anh)

Cơ Quan Giao thông Orange County (viết tắt tiếng Anh là OCTA) đang làm việc để xây dựng một kế hoạch nhằm xác định các chính sách và chiến lược tập trung vào việc giảm số chuyến đi một mình bằng phương tiện cá nhân và khuyến khích các chọn lựa di chuyển thay thế. Các ví dụ bao gồm việc đi chung xe, các chương trình chia sẻ xe hơi/xe đạp, làm việc từ xa, các vé phiếu giảm giá cho phương tiện công cộng, và ứng dụng lập kế hoạch di chuyển trên điện thoại di động.

**Hãy dành vài ba phút để tham gia cuộc khảo sát của chúng tôi để có cơ hội nhận một trong hai thẻ quà tặng trị giá \$50.**

**MUA HOẶC TRẢ LỆ PHÍ ĐỂ THẮNG GIẢI.** Xem thể lệ.

1. Thông thường trong một tuần, bạn thường di chuyển đến **nơi làm việc/trường học** bao nhiêu lần?  
 0 ngày  1 đến 2 ngày  3 đến 4 ngày  5 ngày hoặc nhiều hơn
2. Thông thường trong một tuần, bạn thường di chuyển để **mua sắm/sinh hoạt gia đình/xã hội** bao nhiêu lần?  
 0 ngày  1 đến 2 ngày  3 đến 4 ngày  5 ngày hoặc nhiều hơn
3. Khi cân nhắc về các chuyến đi thường xuyên nhất trong tuần (dù là đi làm/đi học hay mua sắm/sinh hoạt gia đình/xã hội), bạn thường sử dụng phương tiện di chuyển nào? (Chọn 3 phương tiện thường dùng nhất.)
  - Lái xe một mình
  - Chung xe hơi/xe van
  - Đi bộ
  - Xe buýt
  - Tàu hỏa (Amtrak/Metrolink)
  - Uber/Lyft/Taxi hoặc tương tự
  - Xe đạp
  - Xe đạp điện hoặc xe tay ga điện
  - Xe đưa đón (OC Flex, iShuttle, vv.)
  - Dịch vụ OC Access/xe đưa đón đặc biệt cho người khuyết tật
  - Các phương tiện khác (xin vui lòng nói rõ): \_\_\_\_\_

4. Khi cân nhắc về chuyến đi thường xuyên nhất trong một tuần, thời gian đi một chiều thường là bao lâu?
- Dưới 15 phút
  - 15-30 phút
  - 30-60 phút
  - Trên 60 phút
5. Khi cân nhắc về chuyến đi thường xuyên nhất trong một tuần, khoảng cách đi một chiều thường là bao xa?
- Dưới 1 dặm
  - 1 – 10 dặm
  - 10 – 25 dặm
  - Trên 25 dặm
6. Khi đưa ra quyết định về phương tiện di chuyển, bạn chú trọng vào những điểm gì? (*Chọn tối đa 3*)
- Giá cả
  - Tiết kiệm thời gian
  - Tiện lợi và linh hoạt
  - Đáng tin cậy
  - Lối sống lành mạnh
  - Bền vững về môi trường
  - Sự an toàn
  - Các điểm khác; xin vui lòng nói rõ: \_\_\_\_\_
7. Trong những chương trình giao thông sau đây, những chương trình nào sẽ thúc đẩy bạn giảm số lần phải lái xe một mình? (*Chọn tối đa 3*)
- Các ưu đãi tài chính khi chọn không lái xe một mình
  - Bảo đảm có phương tiện để về nhà trong trường hợp khẩn cấp hoặc khi làm thêm giờ không báo trước
  - Chương trình giúp tìm người cùng đi chung xe hơi/xe van
  - Ứng dụng số hóa kết nối tất cả các dịch vụ giao thông có sẵn để người dùng lập kế hoạch, lên lịch và thanh toán cho các chuyến đi của họ
  - Các dịch vụ vận chuyển ở đầu và cuối lộ trình (ví dụ: mạng lưới chia sẻ xe đạp/xe tay ga, xe đưa đón)
  - Chương trình chia sẻ xe theo yêu cầu, ví dụ mượn xe, xe có sẵn tại nơi làm việc hoặc trung tâm giao thông địa phương
  - Chương trình làm việc tại nhà hoặc lịch trình làm việc thay thế
  - Tôi không đi một mình
  - Điều gì khác; xin vui lòng nói rõ: \_\_\_\_\_

8. Trong những chính sách sau đây, bạn sẽ hỗ trợ những chính sách nào để giảm số lần phải lái xe một mình? (Chọn tối đa 2)
- Cung cấp giá miễn phí hoặc giảm giá cho việc đi chung xe trên làn đường trả tiền
  - Thay thế thuế xăng bằng các khoản phí dựa trên số dặm đã đi, áp dụng cho tất cả các loại phương tiện, bao gồm cả xe điện
  - Thu lệ phí đậu xe cao hơn cho các khu vực giao thông đông đúc
  - Chuyển đổi một phần của các đoạn đường ít được sử dụng để thích ứng hơn cho người đi bộ, người đi xe đạp hoặc người dùng phương tiện công cộng
  - Lập kế hoạch xây dựng các khu phố mới và các dự án kinh doanh xung quanh các trạm xe buýt/tàu điện chính
  - Tôi sẽ không ủng hộ bất kỳ chính sách nào trong số này
  - Ý kiến khác: xin vui lòng nói rõ \_\_\_\_\_

## Cảm ơn vì đầu vào của bạn!

*Các câu hỏi tùy chọn về dân số*

9. Mã bưu điện \_\_\_\_\_

10. Bạn thuộc nhóm tuổi nào?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 hoặc lớn hơn

11. Thu nhập hàng năm của gia đình bạn là bao nhiêu?

- Dưới 30.000 đô la
- 30,000 – 49,000
- 50,000 – 79,000
- 80,000 – 109,000
- 110,000 – 169,000
- 170.000 đô la hoặc nhiều hơn
- Tôi không muốn trả lời

12. Bạn xem mình là thuộc nhóm sắc tộc nào hoặc cảm thấy gần gũi nhất với nhóm sắc tộc nào?

- Người Da Trắng
- Người Trung và Nam Mỹ
- Người Mỹ gốc Phi Châu/Da Đen
- Người Dân Bản Địa Mỹ hoặc gốc Alaska
- Người Á châu - Hàn Quốc, Nhật Bản, Trung Quốc, Việt Nam, Philippines hoặc các gốc Á Châu khác
- Người Hải Đảo Thái Bình Dương
- Người Trung Đông
- Dân Hợp Chúng
- Sắc tộc khác
- Tôi không muốn trả lời : \_\_\_\_\_

13. Ghi tên nhận cập nhật dự án và thư mời tham dự cuộc họp

Địa chỉ Email:

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**Cảm ơn vì đã tham gia!**

## Appendix C: Table of Respondent Zip Codes

OC City	Count per OC City	Percentage of OC Cities
Aliso Viejo	11	1.4%
Anaheim	67	8.3%
Brea	27	3.3%
Buena Park	35	4.3%
Costa Mesa	63	7.8%
Coto de Caza	2	0.2%
Cypress	4	0.5%
Dana Point	18	2.2%
East Irvine	1	0.1%
Fountain Valley	15	1.9%
Fullerton	36	4.5%
Garden Grove	49	6.1%
Huntington Beach	39	4.8%
Irvine	104	12.9%
La Habra	6	0.7%
La Palma	2	0.2%
Ladera Ranch	0	0.0%
Laguna Beach	6	0.7%
Laguna Hills	6	0.7%
Laguna Niguel	6	0.7%
Laguna Woods	3	0.4%
Lake Forest	10	1.2%
Los Alamitos	5	0.6%
Midway City	2	0.2%
Mission Viejo	12	1.5%
Newport Beach	14	1.7%
Orange	73	9.1%
Placentia	8	1.0%
Rancho Santa Margarita	2	0.2%
San Clemente	6	0.7%
San Juan Capistrano	24	3.0%
Santa Ana	100	12.4%
Seal Beach	5	0.6%
Silverado	1	0.1%
Stanton	7	0.9%
Sunset Beach	0	0.0%
Trabuco Canyon	0	0.0%
Tustin	20	2.5%
Villa Park	1	0.1%
Westminster	9	1.1%
Yorba Linda	7	0.9%
<b>Grand Total</b>	<b>806</b>	<b>100.0%</b>

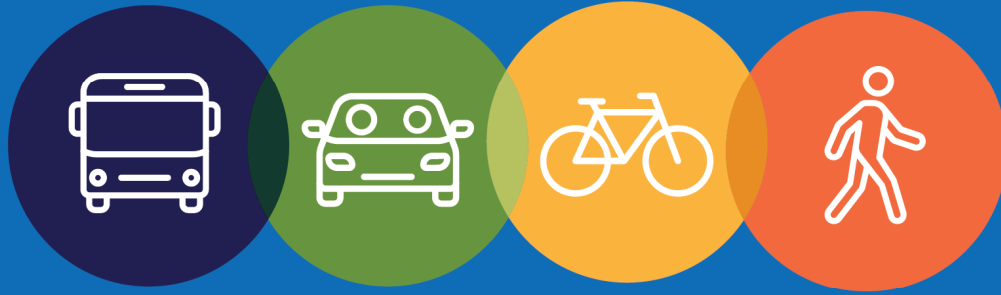
<b>TOTAL ZIP CODES RECEIVED =</b>	<b>1593</b>
<b>TOTAL OC ZIP CODES RECEIVED =</b>	<b>806</b>
<b>PERCENTAGE OF RECEIVED THAT ARE OC =</b>	<b>50.6%</b>

OC Zip Code	OC City	Count
92887	Yorba Linda	1
92886	Yorba Linda	6
92870	Placentia	8
92869	Orange	9
92868	Orange	18
92867	Orange	10
92866	Orange	8
92865	Orange	6
92864	Orange	1
92863	Orange	6
92862	Orange	1
92861	Villa Park	1
92859	Orange	4
92857	Orange	5
92856	Orange	5
92845	Garden Grove	1
92844	Garden Grove	6
92843	Garden Grove	10
92842	Garden Grove	0
92841	Garden Grove	8
92840	Garden Grove	24
92837	Fullerton	1
92836	Fullerton	1
92835	Fullerton	3
92834	Fullerton	2
92833	Fullerton	8
92832	Fullerton	11
92831	Fullerton	9
92823	Brea	0
92821	Brea	27
92815	Anaheim	1
92811	Anaheim	2
92808	Anaheim	0
92807	Anaheim	7
92806	Anaheim	5
92805	Anaheim	12
92804	Anaheim	22
92803	Anaheim	1
92802	Anaheim	5
92801	Anaheim	12
92782	Tustin	3
92780	Tustin	17
92708	Fountain Valley	15
92707	Santa Ana	16
92706	Santa Ana	12
92705	Santa Ana	8
92704	Santa Ana	22
92703	Santa Ana	24
92702	Santa Ana	0
92606	Irvine	7
92605	Irvine	1
92604	Irvine	6
92603	Irvine	7
92602	Irvine	15
90743	Seal Beach	0
90742	Sunset Beach	0
90740	Seal Beach	5
90720	Los Alamitos	5

OC Zip Code	OC City	Count
92701	Santa Ana	18
92698	Aliso Viejo	1
92697	Irvine	11
92694	Ladera Ranch	0
92692	Mission Viejo	3
92691	Mission Viejo	9
92688	Rancho Santa Margarita	2
92683	Westminster	9
92679	Coto de Caza	2
92678	Trabuco Canyon	0
92677	Laguna Niguel	6
92676	Silverado	1
92675	San Juan Capistrano	24
92673	San Clemente	4
92672	San Clemente	2
92663	Newport Beach	5
92662	Newport Beach	0
92661	Newport Beach	0
92660	Newport Beach	0
92657	Newport Beach	3
92656	Aliso Viejo	10
92655	Midway City	2
92653	Laguna Hills	6
92652	Laguna Beach	0
92651	Laguna Beach	6
92650	East Irvine	1
92649	Huntington Beach	2
92648	Huntington Beach	16
92647	Huntington Beach	9
92646	Huntington Beach	12
92637	Laguna Woods	3
92633	Fullerton	1
92630	Lake Forest	5
92629	Dana Point	11
92628	Costa Mesa	2
92627	Costa Mesa	35
92626	Costa Mesa	26
92625	Newport Beach	6
92624	Dana Point	7
92623	Irvine	1
92620	Irvine	12
92619	Irvine	1
92618	Irvine	17
92617	Irvine	8
92616	Irvine	1
92615	Irvine	1
92614	Irvine	9
92612	Irvine	7
92610	Lake Forest	5
90624	Buena Park	1
90623	La Palma	2
90622	Buena Park	2
90621	Buena Park	17
90620	Buena Park	15
90680	Stanton	7
90633	La Habra	1
90632	La Habra	1
90631	La Habra	4
90630	Cypress	4

**TOTAL OC ZIP CODES COLLECTED : 806**





IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

## OC Transportation Demand Management *Public Engagement and Survey Analysis Report* *Phase 2*

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January 2025

**Prepared for:** Orange County Transportation Authority  
550 South Main Street  
Orange, CA 92868



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## I. EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) is developing the Orange County Transportation Demand Management (TDM) Plan to recommend strategies that reduce single-occupancy vehicle trips and enhance access to alternative transportation options. Focusing on sustainability, efficiency, and equity, the plan will incorporate initiatives such as carpooling, vanpooling, telecommuting, and innovative solutions like carshare and bikeshare programs. By addressing geographic disparities and supporting vulnerable groups, the TDM plan aims to improve public health, air quality, and mobility equity, fostering a coordinated countywide approach among local jurisdictions and partner agencies. The project kicked off in June 2023 with a final plan anticipated in Winter 2024.

As part of this study, a comprehensive outreach plan was developed to engage the public through two outreach phases. Phase 1 was conducted from August to September 2023, and Phase 2 was implemented from September to October 2024. This report highlights the results of Phase 2 outreach. Phase 2 of outreach allowed the project team to provide a project update and invite Orange County residents, visitors, and commuters to give feedback on their preferred choices of alternative modes of transportation. Stakeholders were encouraged to get involved by participating in a virtual community meeting and completing a community survey. The community survey gathered input to refine strategies for the draft TDM Strategic Plan. Community members were asked to identify transportation solutions they would like to see in their community to make environmentally friendly transportation options more appealing.

The survey research was qualitative, which means that results cannot be considered representative of the total population of interest. Informal research methods are useful to explore a group's opinions and views, allowing for the collection of verifiable data. This data can reveal information that may warrant further study and is often a cornerstone for generating new ideas.

### i. Community Engagement Approach

A comprehensive outreach plan was developed to raise awareness about the study and invite participation from a broad range of stakeholders, including those who live, work, and travel through Orange County. The outreach focused on engaging a county-wide audience with an emphasis on participation from diverse and underrepresented communities. The plan utilized a mix of traditional and digital methods, including a virtual meeting, community events/pop-ups, and flyers, mailers, and social media notification implemented from September 4 to October 13, 2024. An electronic communications toolkit was distributed to key stakeholders, agencies, and community-based organizations to broaden our reach and support the promotion of the meetings and survey. The electronic toolkit provides copy and paste ready content for email blasts, blogs, social media posts, targeted social media ads, mailers, and newspaper ads. Additional outreach included flyer distribution at public counters, and announcements at OCTA committee and board meetings.

## ii. Diversity Outreach

In support of OCTA’s diversity, equity, and inclusion goals, traditional and digital outreach methods were implemented to engage diverse and disadvantaged segments of the community, ensuring participation from all segments of the population, regardless of ethnicity, language preference, or socioeconomic background. The survey, along with project collateral and notification materials such as fact sheets, notices, and e-blasts were made available in English, Spanish, and Vietnamese. The outreach team identified and participated in various community and pop-up events to raise awareness of the TDM study and promote the survey throughout the County. Priority was given to cities with the greatest need for additional engagement, including those with the highest populations of residents who speak English as a second language.

Some examples of community events attended by the team included:

- Little Saigon TV (LSTV) Moon Lantern Festival on September 7, 2024, in Westminster
- Santa Ana’s Fiestas Patrias (Day 2) on September 15, 2024, in Downtown Santa Ana
- O.C. LGBTQ Pride Festival on October 5, 2024, in Costa Mesa

Figure 1: Diverse Community Events



## iii. Survey Implementation

The qualitative survey was administered from September 4th to October 13th, 2024. During that time, a total of **1,402 surveys** were collected and analyzed (1,270 English, 120 Spanish and 12 Vietnamese). The survey was conducted as follows:

- The survey was offered in three languages (English, Spanish, and Vietnamese).
- The qualitative survey was available in print and digital formats.

- Countywide multilingual survey promotion and notification, including mailers, email blasts, digital communication toolkits, print newspaper ads, social media posts, social media paid ads, as well as in-person events.
- A QR code was developed for the survey to be accessible via smartphone.
- Survey respondents were entered into a drawing for a chance to win one of two \$50 gift cards.

#### iv. Survey Results & Key Findings

The subsequent section summarizes the findings for each survey question. The survey included a ranking question to help identify respondents preferred transportation solutions for their respective communities and preferences to make environmentally friendly transportation options more appealing.

An infographic was prepared to visually communicate the TDM survey results and highlight the outreach efforts executed to engage the public. The infographic was distributed to all contacts in the TDM stakeholder database and posted online. The infographic is available as part of Appendix B.

**Table 1. Connection to Orange County**

<b>Question 1: What is your connection to Orange County (OC)?</b>	
<i>I live and work in OC</i>	1,030 (73%)
<i>I live in OC, but work outside of OC</i>	164 (12%)
<i>I live outside of OC, but work in OC</i>	130 (9%)
<i>I don't live or work in OC, but visit OC</i>	78 (6%)

**Table 2. Transportation Solutions**

<b>Question 2: Please rank the following solutions you would like to see to encourage sustainable travel in your community. (Rank from 1 to 6, with 1 being the most helpful and 6 being the least helpful)</b>							
<i>Transportation Solution</i>	<i>Count by Rank</i>						<i>Overall Rank</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	
<i>Safer streets for walking and biking</i>	453	362	233	160	109	85	<b>1</b>
<i>Better access for pedestrians, bicyclists, and transit users</i>	342	418	236	183	119	104	<b>2</b>
<i>Promote policies that support sustainable transportation</i>	160	186	330	301	231	194	<b>3</b>
<i>Improved connectivity to transit</i>	118	109	202	303	372	298	<b>4</b>
<i>Local commuter programs for business districts or major institutions</i>	160	183	236	269	360	194	<b>5</b>
<i>Reduced travel costs</i>	170	152	154	189	200	537	<b>6</b>



**Table 3. Key Comment Themes**

<b>Question 3: Do you have any additional feedback? (Open ended question)</b>		
<b>Theme</b>	<b>Description</b>	<b>Specific Recommendations</b>
<b>Improve Bicycle Infrastructure</b>	<i>Recommendations for continuous and safer bike routes and lanes.</i>	<ul style="list-style-type: none"> <li>• More and safer bike lanes</li> <li>• Protected bike lanes</li> <li>• Stronger e-bike regulations</li> <li>• Stronger collaboration among local jurisdictions</li> </ul>
<b>Expand Public Transit Services</b>	<i>Better transit connections, especially direct routes to key locations, and extended service hours to make public transportation more convenient and accessible.</i>	<ul style="list-style-type: none"> <li>• Extended hours of service</li> <li>• Connections to other transit services outside OCTA</li> <li>• Add light rail</li> </ul>
<b>Traffic &amp; Road Enhancements</b>	<i>Concerns about traffic congestion and emphasize improvement of better traffic flow management. Requests for improved road conditions and safer intersections for all users.</i>	<ul style="list-style-type: none"> <li>• Optimize traffic signals</li> <li>• More express lanes</li> <li>• More speed limit areas</li> <li>• Increase sidewalk/curb maintenance</li> <li>• More landscape</li> </ul>
<b>Pedestrian &amp; Rider Safety</b>	<i>Requests for safer and more walkable environments through enhanced bus rider safety, improved crosswalks, pedestrian-friendly streets, and enhanced safety measures like traffic calming.</i>	<ul style="list-style-type: none"> <li>• Security on bus and at bus stops</li> <li>• Install more lighting at bus stops</li> <li>• Safety precautions and management</li> </ul>
<b>Increase Accessibility</b>	<i>Better transit options for seniors and other vulnerable populations, such as specialized ride programs and convenient, accessible stops.</i>	<ul style="list-style-type: none"> <li>• Reduced or free fare for seniors</li> <li>• Reduced fare for state employees</li> <li>• Implement vanpool programs</li> <li>• More accessible applications to track transit schedules</li> </ul>

Based on 493 responses

## II. SURVEY IMPLEMENTATION AND OVERVIEW

This qualitative survey builds upon the insights gathered in Phase 1, with a stronger focus on prioritizing transportation solutions to make environmentally friendly transportation options more appealing. These solutions include strategies to reduce traffic and pollution, such as using public transportation, carpooling, vanpooling, remote working, and walking or biking.

The survey questions were designed to:

- Identify community members connections to Orange County
- Rank solutions to encourage sustainable travel
- Gather respondent demographics, and
- Collect new contact information.

There was a total of 10 questions, including two (2) captcha questions to protect the integrity of responses, one (1) multiple choice question, one (1) ranking question, three (3) open ended questions, three (3) optional demographic questions, and two (2) voluntary sign-up options at the conclusion of the survey.

### i. Survey Format & Participation

Engaging a broad and inclusive range of participants was vital to the success of the survey, with a particular focus on ensuring that diverse and disadvantaged communities were represented. Building on the strategies used in Phase 1, the survey was made available in two (2) formats: an online version and a printed option. The digital survey, developed using the TypeForm platform, facilitated wide-scale distribution across the county, offering a flexible, convenient option for participants to complete the survey on any device, at any time.

To ensure inclusivity for communities with limited internet access or who may be less familiar with digital tools, a printed version of the survey was also made available in three languages: English, Spanish, and Vietnamese (Appendix C). Print surveys were distributed alongside the digital version at community

Figure 2: English Paper Survey

The screenshot shows the first page of a printed survey. At the top, there are four circular icons representing different transportation modes: a bus, a car, a bicycle, and a person walking. Below the icons is the text 'IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS'. The survey title is 'Transportation Strategies Survey'. The introductory text states: 'The Orange County Transportation Authority (OCTA) continues to provide ways to make it easier for you to use sustainable transportation. Using public transportation, carpooling, vanpooling, remote working, walking and biking, can all help reduce traffic and pollution.' A call to action says: 'Your input is important! Let us know which transportation solutions you would like to see in your community to make environmentally friendly transportation options more appealing.' A prize notice reads: 'Take our three-minute survey for a chance to win one of two \$50 gift cards! NO PURCHASE OR PAYMENT NECESSARY TO WIN. View rules at octa.net/TDM.' The first question is: '1. What is your connection to Orange County (OC)? \*' with four radio button options: 'I live and work in OC', 'I live in OC, but work outside of OC', 'I live outside of OC, but work in OC', and 'I don't live or work in OC, but visit OC'. The second question is: '2. Please rank the following solutions you would like to see to encourage sustainable travel in your community.\* Rank from 1 - 6, with 1 being the most helpful and 6 being the least helpful'. Below this are six categories of solutions, each with a brief description and examples: 'Better access for pedestrians, bicyclists, and transit users', 'Safer streets for walking and biking', 'Promote policies that support sustainable transportation', 'Local commuter programs for business districts or major institutions', 'Improved connectivity to transit', and 'Reduced travel costs'. At the bottom left, it says 'Page 1 of 2' and '\*Response required'. At the bottom right is the OCTA logo.

events, expanding accessibility for non-digital users and helping to capture the voices of traditionally underserved populations.

## ii. Survey Outreach

A comprehensive outreach campaign was conducted to gather input and refine strategies for the draft TDM Strategic Plan. Efforts included email blasts, flyer distributions at public counters, and a wide range of trilingual communications—delivered in English, Spanish, and Vietnamese—through social media posts, electronic communication toolkits, and print advertisements. This multilingual approach ensured broad community engagement. The survey was further promoted through virtual meetings, key stakeholder engagements, and at community events across the county. Below is a summary of these outreach efforts:

*Figure 3: Community Outreach Events*

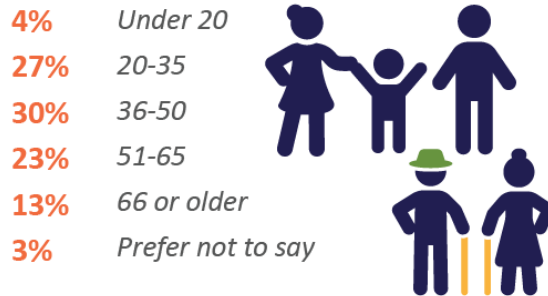


- Presented at the OCTA Citizens Advisory Committee (CAC), the Stakeholder Working Group (SWG), the Advisory Committee (AC) Meetings, and the Orange County Council of Governments (OCCOG) Meeting.
- Hosted 1 public webinar attracting 21 participants, as well as uploading the public presentation and video online for those that could not attend.
- Engaged more than 4,900 community members at 11 Orange County events throughout the 5 county supervisorial districts.
- Reached 57,000 readers through Spanish and Vietnamese newspapers.
- Distributed more than 1,700 multi-lingual notices at pop-up events and to organizations that serve diverse and disadvantaged communities in Orange County
- Sent 1,590 mailers to key stakeholders and community organizations.
- E-mailed 6 multi-lingual notices to more than 3,574 interested community stakeholders.
- Promoted the survey and community webinar with 5 Facebook posts, 5 Instagram posts, and 3 X posts with 20,009 impressions.
- Developed and distributed an electronic communications toolkit, providing an easy-to-share communication resource to more than 109 local cities, community leaders, as well as OCTA committee and stakeholder organizations.
- Announced the project through OCTA's On the Move blog and via press release.
- Featured a webpage viewed more than 700 times.
- Shared materials in English, Spanish, and Vietnamese.

## i. Key Demographics

*Figure 4: Key Demographic Findings*

6: What is your age range?



7: What is your combined annual household income?



8: What ethnic group do you consider yourself a part of or feel closest to?



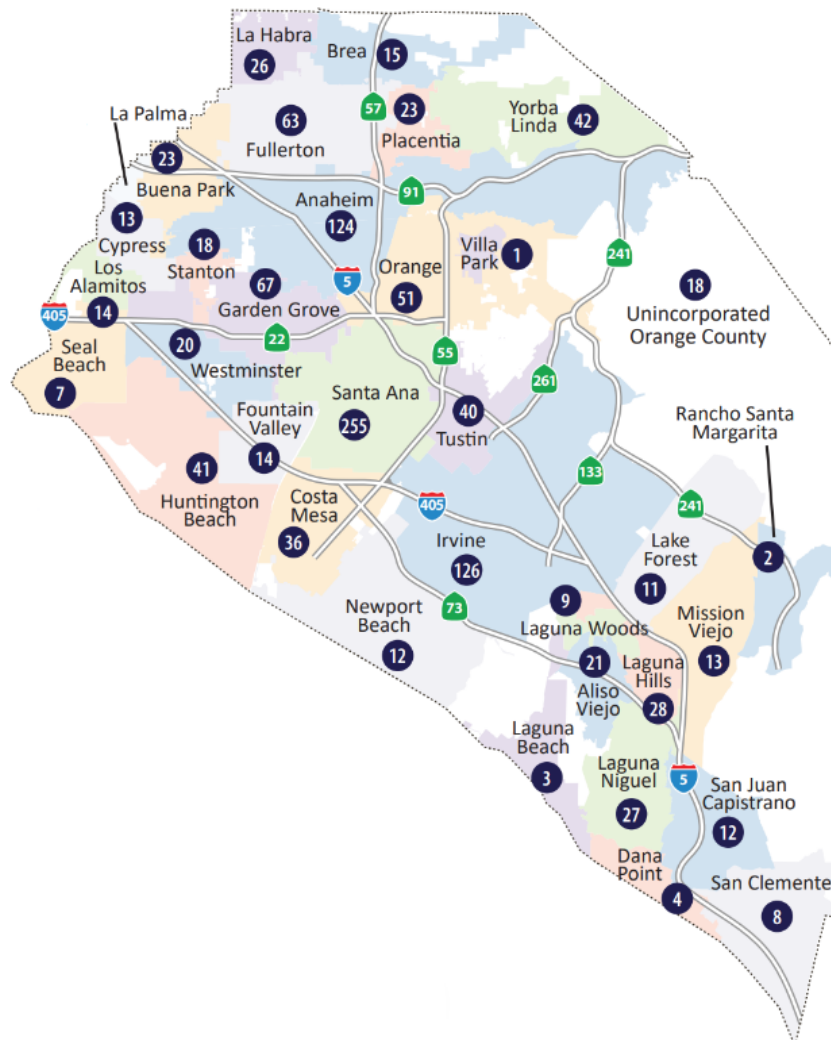
## ii. Geographic Distribution

Respondents were asked to identify zip codes where they live and work. The majority of survey respondents (85%) reside within Orange County and 78% of respondents stated they work within Orange County. The table and graphic below detail the zip code distribution for home and work.

**Table 4. Home Zip Code**

<b>What is your home zip code?</b>	
<i>Within Orange County</i>	1,187 (85%)
<i>Outside Orange County</i>	215 (15%)

**Figure 5: Participant Home Zip Code**



**Table 5. Work Zip Code**

<b>What is your work zip code?</b>	
<i>Within Orange County</i>	1,094 (78%)
<i>Outside Orange County</i>	122 (9%)
<i>Other – includes people working remotely retired, or employment requiring travel to multiple locations across the county.</i>	186 (13%)

### iii. New Contacts

A total of 935 new email addresses and 34 new mobile phone numbers were collected from survey respondents. These contacts will continue to be used to keep interested stakeholders informed of any future developments or follow-up initiatives, marking the conclusion of the TDM study.

## III. CONCLUSION

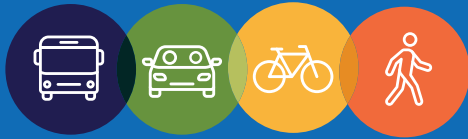
The project team increased project awareness about Transportation Demand Management (TDM) and utilized this second phase of outreach to seek input on how to refine those strategies and identify travel preferences that would best serve the community. The survey responses have provided valuable insights, offering clear guidance on the areas OCTA should prioritize as we shape the final TDM plan.

# APPENDIX

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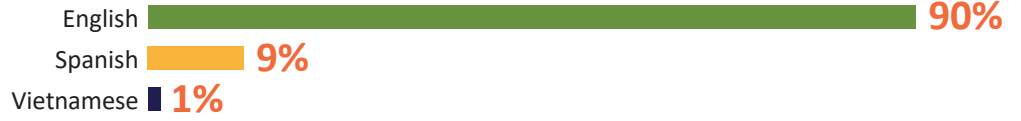
# Appendix A: Survey Infographic



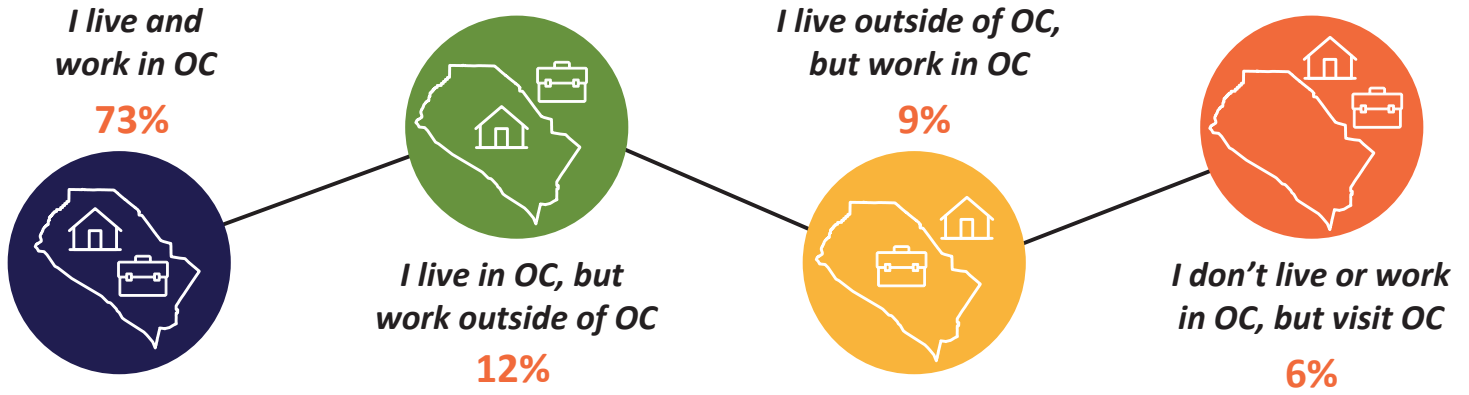


**IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS**  
 PHASE 2 SURVEY RESULTS AND OUTREACH - FALL 2024

**Total number of surveys**  
**1402**



**1: What is your connection to Orange County (OC)?**



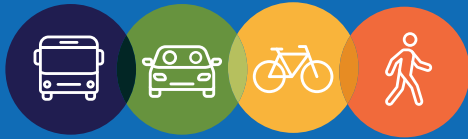
**2: Please rank the following solutions you would like to see to encourage sustainable travel in your community.**

Rank from 1-6, with 1 being the most helpful and 6 being the least helpful.



**3: Do you have any additional feedback?**

Key Themes		
	<b>Improve Bicycle Infrastructure</b>	Recommendations for continuous and safer bike routes and lanes.
	<b>Expand Public Transit Services</b>	Better transit connections, especially direct routes to key locations, and extended service hours to make public transportation more convenient and accessible.
	<b>Traffic &amp; Road Enhancements</b>	Concerns about traffic congestion and emphasize improvement of better traffic flow management. Requests for improved road conditions and safer intersections for all users.
	<b>Pedestrian &amp; Rider Safety</b>	Requests for safer and more walkable environments through enhanced bus rider safety, improved crosswalks, pedestrian-friendly streets, and enhanced safety measures such as speed bumps and curb extensions.
	<b>Increase Accessibility</b>	Better transit options for seniors and other vulnerable populations, such as specialized ride programs and convenient, accessible stops.



**IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS**  
 PHASE 2 SURVEY RESULTS AND OUTREACH - FALL 2024

**4: What is your home zip code?**

**1,187** Inside Orange County    **215** Outside Orange County

**5: What is your work zip code?**

**1,094** Inside Orange County    **122** Outside Orange County

**186** **Other**  
 Respondents who identified themselves as retired, traveling to various locations for work within Orange County, or working remotely.

**6: What is your age range?**

- 4% Under 20
- 27% 20-35
- 30% 36-50
- 23% 51-65
- 14% 66 or older
- 3% Prefer not to say



**7: What is your combined annual household income?**

- 18% Less than \$30,000
- 12% \$30,000 – \$49,000
- 12% \$50,000 – \$79,000
- 12% \$80,000 – \$99,000
- 13% \$100,000 – \$149,000
- 14% \$150,000 or more
- 18% Prefer not to answer

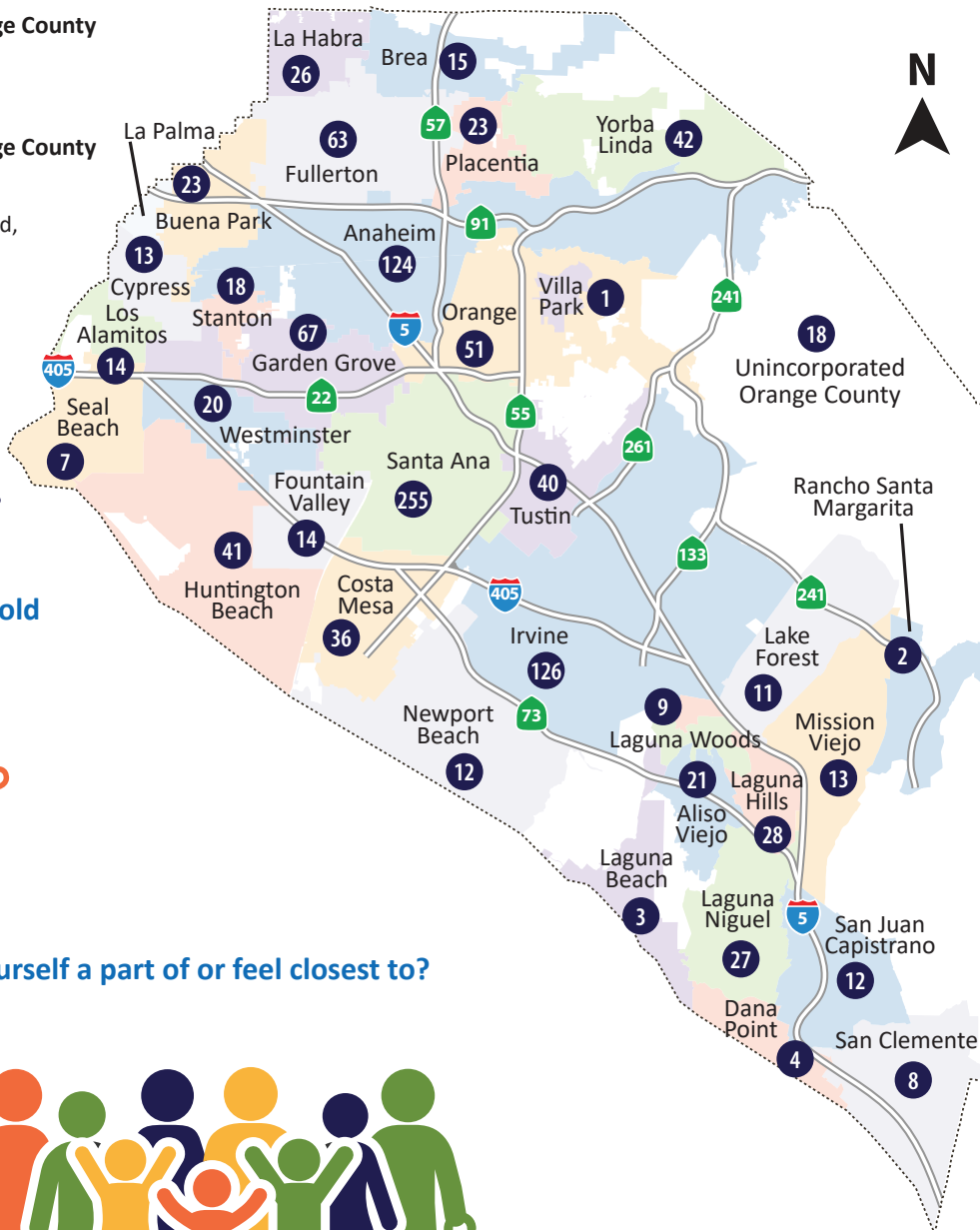


**8: What ethnic group do you consider yourself a part of or feel closest to?**

- 30% Caucasian/White
- 34% Latino/Hispanic
- 19% Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian
- 3% African American/Black
- 1% American Indian or Alaskan Native
- 1% Pacific Islander
- 1% Middle Eastern
- 3% Mixed Heritage
- 1% Other
- 7% Prefer not to answer



Participant Home Zip Code:



**Community Engagement**

Collected **1,402** surveys from September 4 to October 13, 2024

Hosted **1** Citizens Advisory Committee, **1** Stakeholder Working Group, **1** Advisory Committee Meeting, and **1** public webinar, as well as uploaded the public presentation and video for those who could not attend

Engaged **4,900+** community members at **11** Orange County events throughout the **5** county supervisorial districts

Reached **57,000+** readers through Spanish- and Vietnamese-language newspapers

Distributed **1,700+** multi-lingual notices at pop-up events and to organizations that serve diverse and underrepresented communities in Orange County

Distributed **1,590** meeting notices to key stakeholders and community organizations

E-mailed **6** multi-lingual notices to more than **3,574** interested community stakeholders

Promoted the survey and community webinar with **5** Facebook posts, **5** Instagram stories, and **3** X posts with **20,000+** impressions

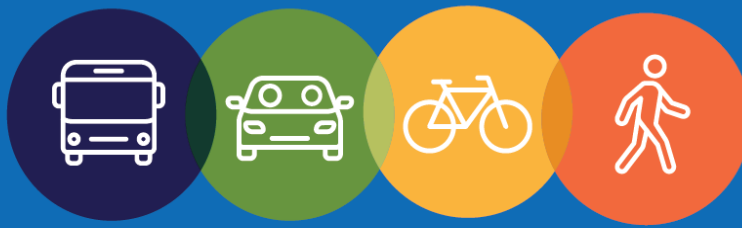
Developed and distributed toolkits, providing an easy-to-share communication resource to more than **109** local cities, community leaders, as well as OCTA committee and stakeholder organizations

Announced the project through **OCTA's On the Move** blog and via press release

Featured a webpage viewed more than **700** times

Shared materials in **English, Spanish, and Vietnamese**

## Appendix B: Print Surveys in English, Spanish, and Vietnamese



IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

## Transportation Strategies Survey

The Orange County Transportation Authority (OCTA) continues to provide ways to make it easier for you to use sustainable transportation. Using public transportation, carpooling, vanpooling, remote working, walking and biking, can all help reduce traffic and pollution.

**Your input is important!** Let us know which transportation solutions you would like to see in your community to make environmentally friendly transportation options more appealing.

**Take our three-minute survey for a chance to win one of two \$50 gift cards!**  
**NO PURCHASE OR PAYMENT NECESSARY TO WIN.** View rules at [octa.net/TDM](http://octa.net/TDM).

1. What is your connection to Orange County (OC)? \*

- I live and work in OC
- I live in OC, but work outside of OC
- I live outside of OC, but work in OC
- I don't live or work in OC, but visit OC

2. Please rank the following solutions you would like to see to encourage sustainable travel in your community.\*

**Rank from 1 – 6, with 1 being the most helpful and 6 being the least helpful**

<b>Better access for pedestrians, bicyclists, and transit users</b> <i>E.g., bike lanes, sidewalks, wheelchair and stroller access, bicycle-friendly buses, and multilingual signage.</i>
<b>Safer streets for walking and biking</b> <i>E.g., high visibility paint for crosswalk and bike lanes, special pedestrian &amp; bike only zones, and protected bike lanes.</i>
<b>Promote policies that support sustainable transportation</b> <i>E.g., new developments near public transportation, user-friendly trip planning apps, and transit hubs for buses, trains, and ridesharing.</i>
<b>Local commuter programs for business districts or major institutions</b> <i>E.g., remote work, flexible work schedule, and locally organized carpool, vanpools, and ridesharing services.</i>
<b>Improved connectivity to transit</b> <i>E.g., local shuttles, bike share, and carpool matching services</i>
<b>Reduced travel costs</b> <i>E.g., free or discounted transit passes, employer provided incentives, and reward programs for frequent transit users.</i>

3. Do you have any additional feedback?

---

---

*Thanks for your input! Please tell us a little about yourself.*

4. What is your **home** ZIP-code? \*

---

5. What is your **work** ZIP-code? \*

---

6. What is your age range?

- Under 20
- 20-35
- 36-50
- 51-65
- 66 or older
- Prefer not to answer

7. What is your **combined** annual household income?

- Less than \$30,000
- \$30,000 – \$49,000
- \$50,000 – \$79,000
- \$80,000 – \$99,000
- \$100,000 – \$149,000
- \$150,000 or more
- Prefer not to answer

8. What ethnic group do you consider yourself a part of or feel closest to?

- Caucasian/White
- Latino/Hispanic
- African American/Black
- American Indian or Alaskan Native
- Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other
- Pacific Islander
- Middle Eastern
- Mixed Heritage
- Prefer not to answer
- Other: \_\_\_\_\_

9. Enter your email below to receive project updates and meeting invitations and be entered into a drawing for a chance to receive one of two \$50 gift cards. NO PURCHASE OR PAYMENT NECESSARY TO WIN. See official rules at [octa.net/TDM](http://octa.net/TDM).

If you do not have an email, you can enter your phone number in the next question.

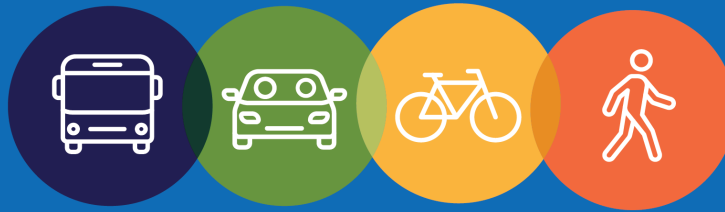
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10. Enter your phone number below.

---

**Thank you for participating!**





MEJORANDO LA MOVILIDAD CON OPCIONES DE VIAJE ALTERNATIVAS

## Encuesta de Estrategias de Transporte de la OCTA

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés) continúa brindando formas para que le sea más fácil usar el transporte sostenible. Usar el transporte público, compartir el vehículo o camioneta, trabajar de manera remota, caminar y andar en bicicleta pueden ayudar a reducir el tráfico y la contaminación.

**¡Sus aportes son importantes!** Déjenos saber qué tipo de soluciones de transporte le gustaría ver en su comunidad para hacer que las opciones de transporte respetuosas con el medio ambiente sean más atractivas.

**¡Responda nuestra encuesta de tres minutos para tener la oportunidad de ganar una de las dos tarjetas de regalo de \$50! NO SE REQUIERE NINGUNA COMPRA O PAGO PARA GANAR.** Vea las reglas en [octa.net/TDM](http://octa.net/TDM).

1. ¿Cuál es su conexión con el Condado de Orange (OC, por sus siglas en inglés)? \*

- Vivo y trabajo en OC
- Vivo en OC, pero trabajo fuera de OC
- Vivo fuera de OC, pero trabajo en OC
- No vivo ni trabajo en OC, pero visito OC

2. Favor de clasificar las siguientes soluciones que le gustaría ver para fomentar los viajes sostenibles en su comunidad.

Califique del 1 al 6, siendo 1 la más útil y 6 la menos útil.

<b>Mejor acceso para peatones, ciclistas y usuarios del transporte público.</b> <i>Por ejemplo, carriles para bicicletas, banquetas, acceso para sillas de ruedas y carritos, autobuses adaptados para bicicletas y señalización multilingüe.</i>
<b>Calles más seguras para caminar y andar en bicicleta</b> <i>Por ejemplo, pintura de alta visibilidad para cruces de peatones y carriles para bicicletas, zonas especiales para peatones y exclusivas para bicicletas y carriles para bicicletas protegidas.</i>
<b>Promover políticas que apoyen el transporte sostenible</b> <i>Por ejemplo, nuevos desarrollos cerca del transporte público, aplicaciones para planear viajes fáciles de usar y centros de transporte para autobuses, trenes y viajes compartidos.</i>
<b>Programas de pasajeros locales para distritos comerciales o instituciones importantes</b> <i>Por ejemplo, trabajo remoto, horarios de trabajo flexibles y servicios de vehículo compartido, camioneta compartida, y viajes compartidos organizados localmente.</i>
<b>Conectividad mejorada al transporte</b> <i>Por ejemplo, servicios de enlace, bicicletas compartidas y servicios de vinculación para vehículos compartidos.</i>
<b>Costos de viaje reducidos</b> <i>Por ejemplo, pases de transporte público gratuitos o con descuento, incentivos proporcionados por el empleador y programas de recompensa para usuarios frecuentes del transporte público.</i>

3. ¿Tiene algún comentario adicional?

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*¡Gracias por su aportación! Cuéntenos un poco sobre usted.*

4. ¿Cuál es el código postal de su domicilio? \*

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5. ¿Cuál es su código postal de su trabajo? \*

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6. ¿Cuál es su rango de edad?

- Menor de 20 años
- 20-35
- 36-50
- 51-65
- 66 años o más
- Prefiero no responder

7. ¿Cuál es su ingreso familiar anual combinado?

- Menos de \$30,000
- \$30,000 – \$49,000
- \$50,000 – \$79,000
- \$80,000 – \$99,000
- \$100,000 – \$149,000
- \$150,000 o más
- Prefiero no responder

8. ¿A qué grupo étnico considere que forma parte de o se siente más cercano a?

- Caucásico/Blanco
- Latino/Hispano
- Afroamericano/Negro
- Indio Americano o Nativo de Alaska
- Asiático - Coreano, Japonés, Chino, Vietnamita, Filipino u otro
- Isleño del Pacífico
- Mediorienta
- Herencia Mixta
- Prefiero no responder
- Otro: \_\_\_\_\_

9. Ingrese su correo electrónico a continuación para recibir actualizaciones del proyecto e invitaciones a reuniones y para participar en un sorteo para tener la oportunidad de ganar una de las dos tarjetas de regalo de \$50. NO SE REQUIERE NINGUNA COMPRA O PAGO PARA GANAR. Vea las reglas oficiales en [octa.net/TDM](http://octa.net/TDM).

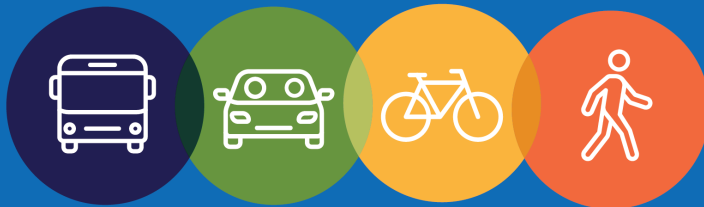
Si no tiene un correo electrónico, puede ingresar su número de teléfono en la siguiente pregunta.

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10. Ingrese su número de teléfono a continuación.

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**¡Gracias por su participación!**



CẢI THIỆN KHẢ NĂNG DI CHUYỂN BẰNG CÁC LỰA CHỌN ĐI LẠI THAY THẾ

## Khảo Sát Chiến Lược Giao Thông OCTA

Cơ Quan Quản Lý Giao Thông Vận Tải Quận Cam (OCTA) tiếp tục cung cấp các phương thức để giúp quý vị sử dụng các phương tiện giao thông bền vững một cách dễ dàng hơn. Sử dụng phương tiện công cộng, đi chung xe, đi xe tải nhỏ chung, làm việc từ xa, đi bộ và đi xe đạp đều có thể giúp giảm kẹt xe và ô nhiễm.

**Ý kiến của quý vị rất quan trọng!** Hãy cho chúng tôi biết những giải pháp giao thông nào quý vị muốn thấy trong cộng đồng để giúp các lựa chọn giao thông thân thiện với môi trường trở nên hấp dẫn hơn.

**Chỉ tốn ba phút tham gia khảo sát để có cơ hội trúng một trong hai thẻ quà tặng trị giá \$50!**  
**KHÔNG CẦN MUA HÀNG HOẶC THANH TOÁN ĐỂ TRÚNG GIẢI.** Xem quy định tại [octa.net/TDM](http://octa.net/TDM).

1. Quý vị có mối liên hệ gì với Quận Cam?\*

- Tôi sống và làm việc ở Quận Cam
- Tôi sống ở Quận Cam, nhưng làm việc ngoài Quận Cam
- Tôi sống ngoài Quận Cam, nhưng làm việc ở Quận Cam
- Tôi không sống hay làm việc ở Quận Cam, nhưng có ghé Quận Cam

2. Vui lòng xếp hạng các giải pháp sau mà quý vị muốn thấy để khuyến khích việc đi lại bền vững trong cộng đồng.\*

**Xếp hạng từ 1 đến 6, với 1 là hữu ích nhất và 6 là ít hữu ích nhất:**

<b>Cải thiện khả năng tiếp cận cho người đi bộ, người đi xe đạp và người sử dụng phương tiện công cộng</b> <i>Ví dụ: làn xe đạp, vỉa hè, lối đi cho xe lăn và xe đẩy, xe buýt thân thiện với xe đạp, và biển báo đa ngôn ngữ.</i>
<b>Đường phố an toàn hơn cho việc đi bộ và đi xe đạp</b> <i>Ví dụ: sơn tôn tạo độ nổi bật cho vạch qua đường và làn xe đạp, khu vực dành riêng cho người đi bộ và xe đạp, và làn xe đạp được bảo vệ.</i>
<b>Khuyến khích các chính sách hỗ trợ giao thông bền vững</b> <i>Ví dụ: các phát triển mới gần phương tiện công cộng, ứng dụng lập kế hoạch chuyến đi thân thiện với người sử dụng, và các điểm chuyển cho xe buýt, tàu hỏa và dịch vụ chia sẻ xe.</i>
<b>Các chương trình đi lại địa phương cho khu vực kinh doanh hoặc các tổ chức lớn</b> <i>Ví dụ: làm việc từ xa, lịch làm việc linh hoạt, và các dịch vụ đi chung xe, đi chung xe tải nhỏ, và chia sẻ xe được tổ chức tại địa phương.</i>
<b>Cải thiện khả năng kết nối với phương tiện công cộng</b> <i>Ví dụ: xe buýt đưa đón tại địa phương, chia sẻ xe đạp, và dịch vụ kết nối đi chung xe.</i>
<b>Giảm chi phí di chuyển</b> <i>Ví dụ: thẻ giao thông miễn phí hoặc giảm giá, ưu đãi từ nhà tuyển dụng, và các chương trình điểm thưởng cho người sử dụng phương tiện công cộng thường xuyên.</i>



3. Quý vị có ý kiến đóng góp thêm nào không?

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*Cảm ơn quý vị đã đóng góp ý kiến! Xin vui lòng cho chúng tôi biết một chút về quý vị.*

4. Mã vùng tại nhà quý vị là gì?\*

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5. Mã vùng tại chỗ làm quý vị là gì? \*

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6. Quý vị thuộc nhóm tuổi nào?

- Dưới 20 tuổi  
 20-35 tuổi  
 36-50 tuổi  
 51-65 tuổi  
 66 tuổi trở lên  
 Không muốn trả lời

7. Thu nhập hộ gia đình hàng năm của quý vị bao nhiêu?

- Dưới \$30,000  
 \$30,000 – \$49,000  
 \$50,000 – \$79,000  
 \$80,000 – \$99,000  
 \$100,000 – \$149,000  
 \$150,000 trở lên  
 Không muốn trả lời

8. Quý vị tự cho mình thuộc nhóm dân tộc nào hoặc cảm thấy gần gũi nhất với nhóm dân tộc nào?

- Người da trắng  
 Người Gốc Latin/Tây Ban Nha  
 Người da đen/Người Mỹ gốc Phi  
 Người bản địa Mỹ hoặc Người bản địa Alaska  
 Người Á - Hàn, Nhật, Trung, Việt, Phi hoặc gốc người Á khác  
 Người sống ở các đảo Thái Bình Dương  
 Người Trung Đông  
 Dân tộc lai  
 Không muốn trả lời  
 Nhóm khác: \_\_\_\_\_

9. Đăng nhập email của quý vị dưới đây để nhận cập nhật dự án và lời mời tham gia cuộc họp và có cơ hội nhận một trong hai thẻ quà tặng trị giá \$50. KHÔNG CẦN MUA HÀNG HOẶC THANH TOÁN ĐỂ TRÚNG GIẢI. Xem quy định chính thức tại [octa.net/TDM](http://octa.net/TDM).

Nếu quý vị không có email, quý vị có thể nhập số điện thoại trong câu hỏi tiếp theo.

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Nhập số điện thoại của quý vị dưới đây.

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**Cảm ơn quý vị đã tham gia!**

# Appendix C: Table of Respondent Zip Codes

OC City	Count per OC City	Percentage of OC Cities
Aliso Viejo	21	1.77%
Anaheim	124	10.45%
Brea	15	1.26%
Buena Park	23	1.94%
Capistrano Beach	1	0.08%
Costa Mesa	36	3.03%
Coto de Caza	0	0.00%
Cypress	13	1.10%
Dana Point	4	0.34%
East Irvine	0	0.00%
Foothill Ranch	5	0.42%
Fountain Valley	14	1.18%
Fullerton	63	5.31%
Garden Grove	67	5.64%
Huntington Beach	41	3.45%
Irvine	126	10.61%
La Habra	26	2.19%
La Palma	0	0.00%
Ladera Ranch	4	0.34%
Laguna Beach	3	0.25%
Laguna Hills	28	2.36%
Laguna Niguel	27	2.27%
Laguna Woods	9	0.76%
Lake Forest	11	0.93%
Los Alamitos	14	1.18%
Midway City	1	0.08%
Mission Viejo	13	1.10%
Newport Beach	12	1.01%
Newport Coast	3	0.25%
Orange	51	4.30%
Placentia	23	1.94%
Rancho Santa Margarita	2	0.17%
San Clemente	8	0.67%
San Juan Capistrano	12	1.01%
Santa Ana	255	21.48%
Seal Beach	7	0.59%
Silverado	2	0.17%
Stanton	18	1.52%
Sunset Beach	1	0.08%
Trabuco Canyon	1	0.08%
Tustin	40	3.37%
Villa Park	1	0.08%
Westminster	20	1.68%
Yorba Linda	42	3.54%
<b>Grand Total</b>	<b>1187</b>	<b>100.0%</b>

<b>TOTAL ZIP CODES RECEIVED =</b>	<b>1402</b>
<b>TOTAL OC ZIP CODES RECEIVED =</b>	<b>1187</b>
<b>PERCENTAGE OF RECEIVED THAT ARE OC =</b>	<b>84.66%</b>

OC Zip Code	OC City	Count
90620	Buena Park	12
90621	Buena Park	10
90624	Buena Park	1
90630	Cypress	13
90631	La Habra	26
90680	Stanton	18
90720	Los Alamitos	14
90740	Seal Beach	7
90742	Sunset Beach	1
92602	Irvine	11
92603	Irvine	10
92604	Irvine	15
92606	Irvine	8
92607	Laguna Niguel	1
92610	Foothill Ranch	5
92612	Irvine	13
92614	Irvine	12
92615	Huntington Beach	1
92616	Irvine	1
92617	Irvine	10
92618	Irvine	24
92620	Irvine	20
92623	Irvine	1
92624	Capistrano Beach	1
92626	Costa Mesa	12
92627	Costa Mesa	22
92628	Costa Mesa	2
92629	Dana Point	4
92630	Lake Forest	11
92637	Laguna Woods	9
92646	Huntington Beach	14
92647	Huntington Beach	9
92648	Huntington Beach	15
92649	Huntington Beach	2
92651	Laguna Beach	3
92653	Laguna Hills	28
92655	Midway City	1
92656	Aliso Viejo	21
92657	Newport Coast	3
92660	Newport Beach	7
92663	Newport Beach	5
92672	San Clemente	6
92673	San Clemente	1
92674	San Clemente	1
92675	San Juan Capistrano	12
92676	Silverado	2
92677	Laguna Niguel	26
92679	Trabuco Canyon	1
92683	Westminster	20
92688	Rancho Santa Margarita	2

OC Zip Code	OC City	Count
92690	Mission Viejo	1
92691	Mission Viejo	7
92692	Mission Viejo	5
92694	Ladera Ranch	4
92697	Irvine	1
92701	Santa Ana	62
92702	Santa Ana	4
92703	Santa Ana	37
92704	Santa Ana	63
92705	Santa Ana	23
92706	Santa Ana	25
92707	Santa Ana	41
92708	Fountain Valley	14
92780	Tustin	27
92781	Tustin	1
92782	Tustin	12
92800	Anaheim	1
92801	Anaheim	23
92802	Anaheim	16
92803	Anaheim	1
92804	Anaheim	18
92805	Anaheim	35
92806	Anaheim	14
92807	Anaheim	13
92808	Anaheim	2
92821	Brea	11
92823	Brea	4
92825	Anaheim	1
92831	Fullerton	20
92832	Fullerton	22
92833	Fullerton	16
92835	Fullerton	5
92840	Garden Grove	17
92841	Garden Grove	11
92843	Garden Grove	11
92844	Garden Grove	12
92845	Garden Grove	15
92848	Garden Grove	1
92856	Orange	1
92861	Villa Park	1
92865	Orange	6
92866	Orange	10
92867	Orange	7
92868	Orange	11
92869	Orange	16
92870	Placentia	23
92886	Yorba Linda	28
92887	Yorba Linda	14

**TOTAL OC ZIP CODES COLLECTED: 1187**

## Appendix E: Notification Materials

- Eblasts
- Newspaper Ads
- Toolkits
- Flyers
- Earned Media



## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

[Anuncio en Español](#)

[Thông báo tại Việt Nam](#)

### Your participation is important!

The Orange County Transportation Authority (OCTA) is working on a plan to identify policies and strategies focused on shifting trips away from those driving alone and encouraging alternative travel options. Examples include carpooling and car/bike share programs, teleworking, subsidized transit passes, and mobile trip planning apps. The plan will help improve equity, sustainability, public health, and quality of life in Orange County.

---

### Attend our Zoom Webinar

Join our Zoom webinar and tell us how you travel around Orange County. Share your ideas and recommendations on how we can improve mobility and promote alternative modes of transportation.

**Thursday, August 31, 2023 at 5:30 pm**

**Webinar ID: 825 5834 0344**

**Call-in: (213) 338-8477**

[\*\*Register Here!\*\*](#)

*Spanish interpretation will be provided. Special accommodations and additional interpretations are available by calling 714-636-7433. Requests must be made at least 72 hours in advance of a scheduled meeting.*

---

### Take Our Online Survey

Take the survey by September 18 for a chance to win one of two \$50 gift cards! By participating in this promotion, you agree to the [\*\*Official Rules\*\*](#).

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## More About Transportation Management Plans

### What are some of the benefits?

Below are some benefits of implementing policies and strategies that encourage alternative travel options.

- Improved air quality and reduced congestion
- Active streets and local business districts
- Potential to reduce transportation inequities
- Enhanced access to affordable transportation options

### How Can the Plan Achieve This?

The plan will result in policies and strategies that move away from solo driving and promote alternative travel options. Some include:

- Site-based infrastructure such as bicycle facilities, real time displays, and on-site affordable housing
- Services/programming such as rideshare (carpool/vanpool), on-site bikeshare, and on-site childcare
- Policies such as dynamic parking pricing, complete streets policies, and road pricing.
- Promotion/incentives such as commute travel allowances, parking cash-out, and subsidized transit passes.

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## Want to Learn More?

Learn more about the draft plan and the paths to success at [OCTA.net/TDM](https://octa.net/TDM).



If you would like to unsubscribe from receiving emails about this project, please [click here](#).

**Orange County Transportation Authority**



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## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

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**TAKE OUR ONLINE  
SURVEY**

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If you would like to unsubscribe from receiving emails about this project, please [click here](#).

**Orange County Transportation Authority**

OCTA | 550 S. Main Street, Orange, CA 92868 (714) 560-6282

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## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

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**Orange County Transportation Authority**

OCTA | 550 S. Main Street, Orange, CA 92868 (714) 560-6282

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## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

[Anuncio en Español](#)

[Thông báo tại Việt Nam](#)

## We are back and we want your input!

The Orange County Transportation Authority (OCTA) continues to work on the Transportation Demand Management (TDM) Strategic Plan to identify policies and strategies focused on reducing drive alone trips by encouraging alternative travel options. Some of these options include carpooling, bike share programs, subsidized transit passes, and mobile trip planning apps. The plan aims to enhance mobility, sustainability, and the overall quality of life in Orange County.

In Summer 2023, your recommendations helped us identify potential strategies that are most supportive of alternative transportation modes across the county.

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## Attend our Zoom Webinar

Your input matters! Join the webinar to share which strategies you find most important and what would benefit your community.

**September 18, 2024, at 5:30 pm**

**Webinar ID: 858 2099 1844**

**Call-in: (213) 338-8477**

[\*\*Register Here!\*\*](#)

Spanish interpretation will be provided. Special accommodations and additional interpretations are available by calling 714-636-7433. Requests must be made at least 72 hours in advance of a scheduled meeting.

Complete our survey by October 13th for a chance to win one of two \$50 prize cards! By participating in this promotion, you agree to the Official Rules.

**TAKE OUR ONLINE SURVEY**

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## More About Transportation Management Plans

### What are some of the benefits?

Below are some benefits of implementing policies and strategies that encourage alternative travel options.

- Improved air quality and reduced congestion
- Active streets and local business districts
- Potential to reduce transportation inequities
- Enhanced access to affordable transportation options

### How Can the Plan Achieve This?

The plan will result in policies and strategies that move away from solo car trips and promote alternative travel options. Some include:

- Site-based infrastructure such as bicycle facilities, real time passenger information displays, and on-site affordable housing
- Services/programming such as rideshare (carpool/vanpool), on-site bikeshare, and on-site childcare
- Policies such as dynamic parking pricing, complete streets policies, and road pricing.
- Promotion/incentives such as commute travel allowances, parking cash-out, and subsidized transit passes.

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## Want to Learn More?

Learn more about the draft plan and the paths to success at [OCTA.net/TDM](https://OCTA.net/TDM).

OCTA | 550 S. Main Street | Orange, CA 92868 US

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## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

[Anuncio en Español](#)

[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

### Share your input!

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### Thank you for joining OCTA!

Thank you to everyone who joined our community webinar on September 18, 2024! Your participation and feedback are helping us explore alternative travel options throughout Orange County.

If you missed the webinar, don't worry—you can still catch up! Visit the study's website at **octa.net/TDM** to watch the full recording and stay informed.

We've also made it easy by including direct links to key resources:

- [Webinar Presentation PDF \(English\)](#)
- [Webinar Recording \(English\)](#)
- [TDM Fact Sheet \(English | Spanish | Vietnamese\)](#)

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### There's still time to participate in our survey!

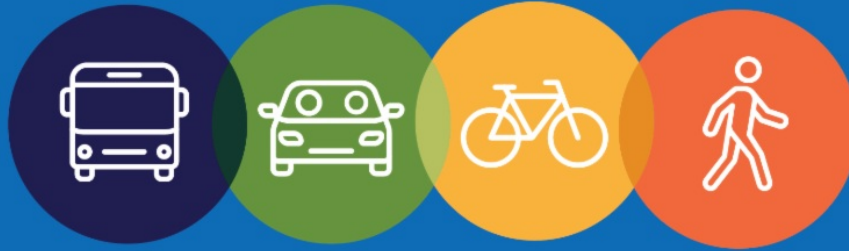
Let us know which transportation solutions you would like to see in your community to make environmentally friendly transportation options more appealing. Complete our online survey by October 13th for a chance to win one of two \$50 gift cards. By entering, you agree to the Official Rules.

**TAKE OUR ONLINE  
SURVEY**

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OCTA | 550 S. Main Street | Orange, CA 92868 US

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## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

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[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

### Your participation is important!

Thank you all who joined us during our webinar last month. There is still time to participate! Your participation and feedback are helping us explore alternative travel options throughout Orange County.

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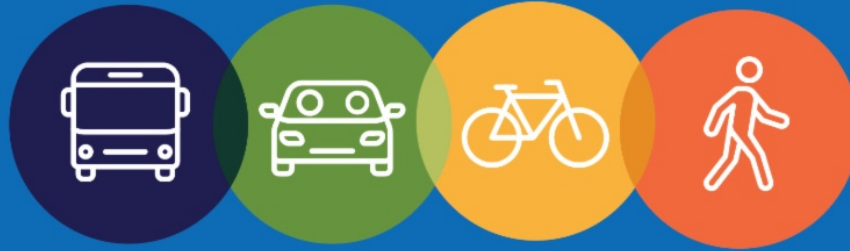
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SURVEY**

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### Learn More

Appendix  
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[Nhấn vào đây để đọc phiên bản tiếng Việt](#)

### Your involvement is valuable and greatly appreciated!

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### Tomorrow is the last day to participate in our survey!

Complete our online survey by tomorrow for a chance to win one of two \$50 gift cards. By entering, you agree to the Official Rules.

**TAKE OUR ONLINE  
SURVEY**

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### Learn More

Appendix  
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SANTA ANA

# La Policía está arrestando a personas que están intoxicadas en la vía pública

La mayoría del Concejo Municipal aprobó la medida el mes pasado

**Destiny Torres**  
SCNG / Excelsior

El jefe de policía de Santa Ana, David Valentin, dijo que sus agentes ya comenzaron a arrestar a personas que están intoxicadas en las vías públicas desde después de que la mayoría del Concejo Municipal alentó la medida el mes pasado.

Enfocándose en las personas que han visto borrachas o bajo la influencia de las drogas merodeando por las licorerías y en los parques públicos, algunos concejales dijeron durante la reunión del martes que los residentes querían que se tomaran medidas más proactivas.

Los concejales también dijeron que la intoxicación pública ya es un delito menor según la ley de California que puede resultar en una multa, encarcelamiento o ambas.

La política no se trata solo de encarcelamiento, dijeron los concejales. La ciudad se ha asociado con CalOptima Health, el proveedor de cobertura de salud financiada con fondos públicos en el Condado de Orange, para brindar a los detenidos información sobre los servicios de tratamiento por abuso de sustancias antes de su liberación.

Durante la reunión de julio, el concejal Phil Becerra pidió a la policía que saque más activamente a las personas intoxicadas de las calles y dijo que la ciudad debe tomar medidas para abordar los problemas de abuso de sustancias en Santa Ana. La mayoría



Una mujer duerme en la acera de la Calle Cuarta en Santa Ana, el martes 4 de febrero de 2020, a media cuadra del tribunal federal.

de los concejales apoyó la idea, sin embargo, a algunos les preocupaba que tal política haría más daño que bien y tendría un impacto negativo en las personas sin hogar.

**Recursos necesarios**

Uno de los lugares donde se pueden necesitar más recursos, es la cárcel de la ciudad, dijeron los empleados de la ciudad en un informe actualizado para la reunión del martes.

Aquellos arrestados que están intoxicados o bajo la influencia de una sustancia controlada, pueden exhibir una variedad de condiciones de salud física y mental, incluidos síntomas de abstinencia o problemas graves relacionados con la intoxicación.

Se propuso en la reunión anterior del consejo que una enfermera practicante esté disponible para tratar a las personas que ingresan

a las cárceles para reducir la dependencia de las salas de emergencia.

“Es importante tener en cuenta que el entorno de la cárcel de Santa Ana puede presentar limitaciones para brindar autorización y atención médica integral”, dijeron los empleados de la ciudad, y agregaron que las capacidades médicas de las cárceles suelen ser limitadas en comparación con los hospitales.

**Atención médica**

“En los casos en que las personas requieran atención médica más especializada, como autorización o evaluación de posibles problemas psiquiátricos, es posible que las instalaciones y el personal de la Cárcel de Santa Ana no tengan la experiencia o los recursos para brindar el nivel de atención necesario”, La idea de la enfermera

practicante, dijo Valentin, todavía está siendo explorada por el departamento de la cárcel.

**Críticas**

Varios defensores de los derechos de las personas sin hogar se dirigieron al consejo, argumentando en contra de la nueva política. “Criminalizar la pobreza, la falta de vivienda y los problemas de atención médica es moralmente incorrecto, violento, dañino y siempre ineficaz”, dijo Daisy Ramirez, defensora principal de políticas y organizadora de la ACLU del sur de California.

“La experiencia y los litigios han demostrado que los municipios no pueden atacar, arrestar y encarcelar a las personas sin hogar y a quienes experimentan consumo de sustancias como remedio o salida de las necesidades de vivienda”.

SANTA ANA



El 14 de noviembre, los votantes de Santa Ana decidirán si la concejal Jessie López mantendrá su asiento en el estrado.

## Programan fecha para elección revocatoria de concejal Jessie López

La fecha que se ha destinado para la elección de destitución es el 14 de noviembre

**Los motivos que señala López**

Pero eso es engañoso, según López, quien dijo que votó a favor del control de alquileres y el establecimiento de una comisión de supervisión policial y que es por eso que los defensores de la destitución la están perdiendo.

**Destiny Torres**  
SCNG / Excelsior

El 14 de noviembre, los votantes de Santa Ana decidirán si la concejal Jessie López mantendrá su asiento en el estrado. Un esfuerzo de destitución reunió suficientes firmas para forzar la votación pública, que el Concejo Municipal programó el martes por la noche.

La boleta electoral del 14 de noviembre preguntará si López debe ser destituida; su mandato finaliza en noviembre de 2024.

El esfuerzo de destitución, dirigido por la Asociación de Oficiales de Policía de Santa Ana, acusa a López de “desfinanciar a la policía” y apoyar “políticas destructivas que han alentado a los propietarios a aumentar los alquileres”, según su documentación de respaldo presentada ante el secretario.

“Desde el principio hemos tenido preocupaciones sobre las declaraciones falsas e inexactas que se distribuyeron a los residentes”, dijo López.

El concejo se dividió en un reunión anterior sobre la programación de la votación revocatoria, y algunos miembros del consejo dijeron que querían una reunión para discutir la demanda presentada el 1 de agosto que intentaba detener la votación destitutoria, alegando que se presentó información falsa o engañosa a los residentes durante el proceso de recolección de firmas. La demanda aún está en los tribunales.

A la ciudad se le cobró \$22,936 para verificar las firmas de la petición y se espera que la elección especial cueste entre \$607,403 y \$666,990.

**MEJORANDO LA MOVILIDAD CON OPCIONES DE VIAJE ALTERNATIVAS**

**¡Acompáñenos!**  
Comparta sus ideas y recomendaciones sobre cómo podemos mejorar la movilidad y promover modos alternativos de transporte.

**Seminario en Zoom**  
Jueves, 31 de agosto de 2023  
5:30 p.m.  
ID de la reunión: 825 5834 0344  
Número de llamada en español: (646) 749-3122

**Encuesta**  
Responda a la encuesta en [bit.ly/OCTDMSurvey](https://bit.ly/OCTDMSurvey) antes del 18 de septiembre y tenga la oportunidad de ganar una de dos tarjetas regalo de \$50.

Obtenga más información sobre el plan y los caminos hacia el éxito en [octa.net/TDM](https://octa.net/TDM).

Se proporcionará interpretación en español. Acomodaciones especiales e interpretaciones adicionales están disponibles llamando al (714) 636-7433. Las solicitudes deben hacerse al menos 72 horas antes de la reunión.

# BELAIRA

**UNA OPORTUNIDAD DE 144 VIVIENDAS ASEQUIBOS**  
Nos complace anunciar que comenzaremos a aceptar solicitudes para Belaira ubicado en 386 Abacus, Irvine, CA 92618 el 13 de julio de 2023.

El periodo de solicitud para Belaira se extenderá desde el 13 de julio de 2023 hasta el 12 de septiembre de 2023. No se aceptarán solicitudes recibidas después del 12 de septiembre de 2023.

Tipo de unidad	30% RENTA MEDIA DE LA ZONA (RMZ) UNIDADES			Inquilinos	Alquiler*	Límite de ingresos
	Inquilinos	Alquiler*	Límite de ingresos			
1 dormitorio	1 persona	\$726	\$24,210 - \$30,150	1 persona	\$726	\$24,210 - \$30,150
	2 personas		\$24,210 - \$34,440	2 personas		\$24,210 - \$34,440
	3 personas		\$24,210 - \$38,760	3 personas		\$24,210 - \$38,760
2 dormitorio	2 personas	\$859	\$29,070 - \$34,440	2 personas	\$859	\$29,070 - \$34,440
	3 personas		\$29,070 - \$38,760	3 personas		\$29,070 - \$38,760
	4 personas		\$29,070 - \$43,050	4 personas		\$29,070 - \$43,050
	5 personas		\$29,070 - \$46,500	5 personas		\$29,070 - \$46,500
	6 personas		\$33,570 - \$38,760	6 personas		\$33,570 - \$38,760
3 dormitorio	4 personas	\$892	\$33,570 - \$43,050	4 personas	\$892	\$33,570 - \$43,050
	5 personas		\$33,570 - \$46,500	5 personas		\$33,570 - \$46,500
	6 personas		\$33,570 - \$49,950	6 personas		\$33,570 - \$49,950
	7 personas		\$33,570 - \$53,400	7 personas		\$33,570 - \$53,400

Tipo de unidad	50% RENTA MEDIA DE LA ZONA (RMZ) UNIDADES			Inquilinos	Alquiler*	Límite de ingresos
	Inquilinos	Alquiler*	Límite de ingresos			
1 dormitorio	1 persona	\$1,197	\$38,340 - \$50,250	1 persona	\$1,197	\$48,420 - \$60,330
	2 personas		\$38,340 - \$57,400	2 personas		\$48,420 - \$68,880
	3 personas		\$38,340 - \$64,600	3 personas		\$48,420 - \$77,520
2 dormitorio	2 personas	\$1,327	\$43,110 - \$57,400	2 personas	\$1,327	\$58,140 - \$68,880
	3 personas		\$43,110 - \$64,600	3 personas		\$58,140 - \$77,520
	4 personas		\$43,110 - \$71,750	4 personas		\$58,140 - \$86,100
	5 personas		\$43,110 - \$77,500	5 personas		\$58,140 - \$93,000
	6 personas		\$47,910 - \$84,600	6 personas		\$67,140 - \$77,520
3 dormitorio	3 personas	\$1,480	\$47,910 - \$71,750	3 personas	\$1,480	\$67,140 - \$86,100
	4 personas		\$47,910 - \$77,500	4 personas		\$67,140 - \$93,000
	5 personas		\$47,910 - \$83,250	5 personas		\$67,140 - \$99,900
	6 personas		\$47,910 - \$89,000	6 personas		\$67,140 - \$106,800

\*Los alquileres brutos. Los límites de ingresos y los alquileres están sujetos a cambios en función de los datos de ingresos medios de la zona cuando los publica el HUD (HUD). La información sobre ingresos y alquileres está sujeta a cambios. Clientes seleccionados pueden ser considerados para la calificación.

Para solicitar alojamiento, visite <https://www.belairaliving.com>, descargue y rellene la solicitud. Las solicitudes cumplimentadas pueden enviarse por correo electrónico a [belairara@related.com](mailto:belairara@related.com) o por correo postal a:  
**Belaira**  
PO BOX 53983  
Irvine, CA 92619

Las solicitudes también pueden recogerse en los siguientes lugares:  
**Sotaira at Pavilion Park** Irvine City Hall Housing Division  
100 Ridge Valley Irvine, CA 92618 (949) 209-5025  
**Irvine Civic Center Plaza** 1 Civic Center Plaza Irvine, CA 92606 (949) 724-6000

Se aceptarán solicitudes entre el 13 de julio de 2023 y el 12 de septiembre de 2023.  
Para más información, visite <https://www.belairaliving.com> o llame al (949) 333-4065.

Los solicitudes cumplimentadas deben enviarse por correo a la dirección arriba indicada. Las solicitudes enviadas por correo a nuestro apartado de correos deben llevar matasellos del 12 de septiembre de 2023 para poder participar en el sorteo. La elegibilidad para Belaira se determina por el tamaño del hogar y los ingresos. Si no se recibe un número suficiente de solicitudes como parte de la lotería, Belaira aceptará nuevas solicitudes por orden de llegada. Se aplican límites máximos y mínimos de ingresos.

Oficialmente gestionado por:  
**RELATED**  
Si tiene alguna pregunta o una discapacidad que le impida participar plenamente en este proceso, llame al (949) 333-4065. El dispositivo telefónico para personas con discapacidad: 1-800-870-8329. Igualdad de oportunidades en la vivienda. No discriminación. **A142**

## Cựu cảnh sát viên bắn người tại quán bar ở Orange County, 4 người chết, 6 bị thương

Tiếp trang A1

Trabuco Canyon, Orange County, tối Thứ Tư, 23 Tháng Tám, theo nhật báo The Los Angeles Times dẫn lời cơ quan công lực cho biết.

Tay súng sau đó bị cảnh sát bắn chết.

Trabuco Canyon là một cộng đồng nhỏ gần Lake Forest, Orange County, cách Little Saigon chừng 15 dặm về phía Nam.

Theo LAT lúc 8 giờ tối, chưa có nhiều chi tiết về vụ nổ súng, nhưng có nhiều cảnh sát hiện diện tại quán bar Cook's Corner trên đường Santiago Canyon Road.

Truyền hình cho thấy cảnh sát phong tỏa bãi đậu xe của quán bar.

Nhật báo The Orange County Register cho biết, trong số sáu người bị thương, có năm người bị trúng đạn, và tất cả được đưa vào bệnh viện.

Tại hiện trường, người ta thấy ba thi thể được phủ vải trắng. Một thi thể ở bãi đậu xe, một ở trước cửa quán bar, và một ở phía sau, theo OCR.

"Cảnh sát có nổ súng và nghi can, một người đàn ông, chết tại hiện trường" cảnh sát viên Frank Gonzalez, thuộc Sở Cảnh Sát Orange County (OCSD), nói với OCR. "Cuộc điều tra này sẽ mất khá nhiều thời gian để bảo đảm là chúng tôi có đủ chứng cứ."

Tại hiện trường, cảnh sát thu được một khẩu súng.

Nguồn tin cảnh sát giấu tên cho LAT biết nghi can là một cựu cảnh sát viên có

thể nhắm bắn người nào đó mà ông biết.

Tuy nhiên, sáng Thứ Năm, Sở Cảnh Sát Ventura, California, xác nhận danh tính nghi can bị bắn chết là Trung Sĩ John Snowling, từng làm cảnh sát nơi đây từ Tháng Bảy, 1986 tới Tháng Hai, 2014, và đã nghỉ hưu gần chục năm nay, theo OCSD.

Cũng hôm Thứ Năm, OCSD xác nhận nghi can bị cảnh sát bắn chết.

"Khi đến nơi, cảnh sát vẫn còn nghe tiếng súng nổ và truy tìm nghi can. Sau đó, cảnh sát tiếp cận nghi can và nghi can bị nhiều cảnh sát viên bắn chết tại chỗ," thông cáo báo chí của OCSD cho biết. "Cảnh sát tìm cách cấp cứu nhiều nạn nhân, nhưng có ba người không qua khỏi. Cho đến nay, chúng tôi chưa biết nguyên nhân vụ nổ súng và đang điều tra sự việc."

Tại cuộc họp báo hôm Thứ Năm, ông Don Barnes, cảnh sát trưởng OCSD, cho biết ông John Snowling mang hai khẩu súng ngắn vào quán bar và dùng một khẩu bắn người vợ cũ. Sau đó, ông chạy ra xe lấy thêm hai khẩu nữa, một súng ngắn và một súng shotgun.

Danh tính của ba nạn nhân chưa được thông báo vì còn chờ kết quả giao nghiệm và báo gia đình trước, theo OCSD.

**Người chồng "điên loạn"**

Một trong những người

bị thương là bà Marie Snowling, vợ cũ của ông John Snowling, và bà bị bắn phía dưới cằm. Hôm Thứ Năm, bà vẫn còn trong bệnh viện UCI Medical Center.

Ông William Mosby, người nói với OCR là ông coi bà Marie như con gái, và mô tả ông John là một người chồng "điên loạn." Hồi còn làm cảnh sát, có lúc ông John, 59 tuổi, tiếp cận người vô gia cư, làm chủ tịch nghiệp đoàn, làm điều tra viên tư nhân.

Hồ sơ tòa cho thấy ông John và bà Marie ly thân sau hôn nhân 22 năm. Tháng Ba năm nay bà nộp đơn ly dị. Hai người có hai con lớn.

Cách đây khoảng một tháng, bà có kể với một người bạn, tên C. Cahill, về cuộc hôn nhân đầy sóng gió của bà, trong lúc hút thuốc và uống rượu bên ngoài một quán bar ở Mission Viejo.

"Bà nói người chồng rất là kỳ cục và cuối cùng bà phải mạnh mẽ lắm mới bỏ ông và không biết phải làm gì," người bạn tên Cahill, cư dân Mission Viejo, kể hôm Thứ Năm. "Bà ấy nói con bà rất ủng hộ bà."

Ông Kenneth H.J. Henjum, một trong những luật sư lo về ly dị cho bà Marie, kể là gia đình yêu cầu mọi người tôn trọng sự riêng tư của họ.

"Gia đình họ cảm thấy sốc với những gì xảy ra

tối hôm qua và yêu cầu sự riêng tư của họ được tôn trọng. Chúng tôi đang chờ thêm thông tin liên quan đến tình trạng sức khỏe của bà Marie," ông Henjum nói với OCR và không cho biết gì thêm.

Ông Mosby nói trong một cuộc phỏng vấn ở bệnh viện là ông John không hài lòng với chuyện người vợ ly dị.

Sau vụ nổ súng, thắc mắc lớn nhất là ông John Snowling là ai và điều gì làm ông hành động như vậy.

Hồ sơ tiểu bang cho thấy, gần đây nhất, ông là một điều tra viên tư nhân, và làm việc tại công ty Norman A. Traub and Associates ở Thousand Oaks.

Ông Brock Avery, người quản trị công ty từ năm 2018 và từng là phụ tá cảnh sát trưởng Ventura, nói ông Snowling phụ trách một trường hợp của công ty. Công ty này đặc trách điều tra tại những nơi làm việc và kiểm tra lý lịch cho người sắp đi làm.

Trong vai trò điều tra viên, ông Snowling được quyền sở hữu một khẩu súng, mà theo hồ sơ, đã hết hạn sử dụng hồi năm 2017. Không rõ là ông có khẩu nào khác hay không.

Khi mới làm cảnh sát hồi năm 1982, ông John làm cảnh sát dự phòng cho Sở Cảnh Sát Santa Barbara County. Sau đó, ông được Sở Cảnh Sát Ventura mượn hồi Tháng Mười Một, 1986, và nghỉ hưu

Tháng Hai, 2014.

Hôm sáng Thứ Năm, cảnh sát Orange County có đến nhà ông ở Camarillo để khám xét.

Theo quy định của OCSD, cuộc điều tra đối với các cảnh sát viên nổ súng sẽ do Văn Phòng Biện Lý Orange County phụ trách. Các cảnh sát viên đều có gắn máy quay phim trên người. Hình ảnh và video liên quan sự việc sẽ được công bố theo quy định của cảnh sát với sự cố vấn của Văn Phòng Biện Lý Orange County.

Cook's Corner là một quán bar nổi tiếng mang tính lịch sử của Orange County, nơi nhiều tay chơi xe motor thường đến vui chơi, tọa lạc góc đường Santiago Canyon và đường Live Oak Canyon, gần công viên O'Neill Regional Park.

Công viên này là nơi nhiều hội đoàn trẻ và Hướng Đạo trong cộng đồng Việt Nam vùng Little Saigon thường đến cắm trại.

Cook's Corner là tên ông Andrew Jackson Cook, người sở hữu 190 mẫu đất ở Aliso Canyon năm 1884, theo LAT. Sau đó, con trai ông mở thêm tiệm hamburger năm 1931, rồi sau đó trở thành quán bar theo thời gian.

Các tay chơi motor bắt đầu phát hiện Cook's Corner hồi thập niên 1970 và kể từ đó quán bar này trở thành nơi tụ tập nổi tiếng của họ. (Đ.D.)



**SINH HOẠT CỘNG ĐỒNG**

Tiếp trang A8

**Orange County tổ chức Lễ Hội Trung Thu**

Thời gian: 5PM-8PM, CN, 1 tháng 10  
Địa điểm: Freedom Hall, Mile Square Park, Fountain Valley, CA 92708  
Vào cửa và đậu xe miễn phí

**Hội Cựu SVSQ Thủ Đức Nam California tổ chức họp mặt "Kỷ niệm 72 năm thành lập Trường Bộ Binh Thủ Đức"**

Thời gian: 5:30PM-11PM, CN, 8 tháng 10  
Địa điểm: Nhà hàng Paracel Seafood, 15589 Brookhurst St., Westminster, CA 92683  
Liên lạc: (714) 306-9151

**Live show Huy Cường**

Thời gian: 6PM-2AM, T7, 18 tháng 11  
Địa điểm: 17272 Newhope St., Fountain Valley, CA 92708  
Liên lạc: (949) 309-2426

**Chùa Viên Minh-Gia Đình Phật Tử Chánh Tuệ nhận hồ sơ lớp Việt Ngữ 2023-2024**

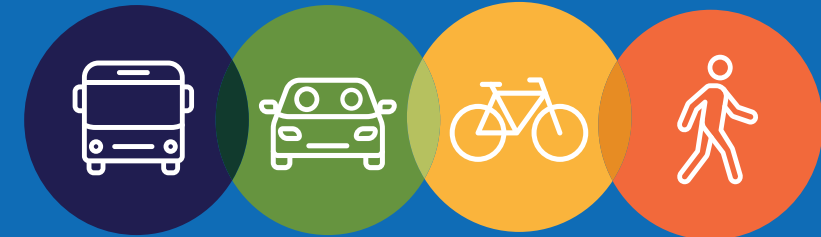
Thời gian tiếp nhận hồ sơ: Mỗi sáng CN từ 23 tháng 4, 2023  
Địa điểm: Đoàn quân GDPT (Bên cạnh chánh điện chùa Viên Minh)  
Liên lạc: Brian (714) 467-7555; Megan (714) 722-9309  
Trẻ em từ 6 tuổi trở lên

**Thánh Lễ mỗi Thứ Bảy đầu tháng tại Linh Đài Đức Mẹ La Vang**

Thời gian: 8:30AM, lần chuỗi Mân Côi; 9AM, Thánh Lễ tạ ơn Chúa kính Đức Mẹ, và cầu nguyện  
Địa điểm: Linh Đài Đức Mẹ La Vang, nhà thờ Chính Tòa Chúa Kitô, 13280 Chapman Ave., Garden Grove, CA 92840

**UCI Medical Center, cần tuyển một linh mục thông thạo tiếng Anh và tiếng Việt, làm chaplain, full time, có ít nhất là 1 CPE unit**

Địa điểm: UCI Medical Center, 101 The City Dr. S, Orange, CA 92868  
Liên lạc: Nancy (714) 589-9187



### CẢI THIỆN KHẢ NĂNG DI CHUYỂN BẰNG CÁC LỰA CHỌN ĐI LẠI THAY THẾ

#### Hãy tham gia cùng chúng tôi!

Chia sẻ ý kiến và đề nghị của bạn về cách chúng ta có thể cải thiện việc di chuyển và thúc đẩy các phương thức giao thông thay thế.

#### Hội Thảo Trực Tuyến Trên Zoom



Thứ Năm, Ngày 31 tháng Tám lúc 5:30 chiều  
ID Webinar: 825 5834 0344  
Số gọi vào: (213) 338-8477

#### Khảo Sát

Hãy tham gia khảo sát tại đường dẫn [bit.ly/OCTDMSurvey](https://bit.ly/OCTDMSurvey) trước ngày 18 tháng Chín để có cơ hội nhận một trong hai thẻ quà tặng trị giá \$50!



Tìm hiểu thêm về Kế hoạch và con đường đến thành công tại trang [octa.net/TDM](https://octa.net/TDM).

Sẽ có cung cấp phiên dịch tiếng Tây Ban Nha. Có các dịch vụ đặc biệt và phiên dịch bổ sung thông bằng cách gọi số (714) 636-7433. Xin yêu cầu ít nhất 72 giờ trước buổi hội thảo trực tuyến được lên lịch.

**Cung Đàn Việt Nam**  
**Sounds of Vietnam**

Với sự tham gia của

- ❖ Ban Trống
- ❖ Ban Nhạc Thanh Thiếu Niên Lạc Hồng
- ❖ Ban Hòa Tấu Hợp Xướng
- ❖ Hợp Ca
- ❖ Đơn Ca
- ❖ Ban Vũ, và các nghệ sĩ chuyên nghiệp.

----- MC: Y Sa và Ls. Nguyễn Hoàng Dũng -----

**Sunday, August 27, 2023 - 3:30 pm**  
**ROSE CENTER THEATER**  
14140 All American Way  
Westminster, CA 92683

**Limited Seats for Students**  
**\$30 - \$50 - \$100**  
\*Tickets are available at:  
Lạc Hồng Arts Group (714)794-9543  
Bolsa Ticket (714)418-2499

**Vietnamese Traditional Arts Development Organization**  
**LẠC HỒNG**



### ¿Podrían los californianos obtener reembolsos de las facturas de electricidad?

A principios de agosto, hubo rumores de que el gobernador Gavin Newsom estaba trabajando con los legisladores en una propuesta para reducir las facturas de electricidad. Los detalles eran escasos, pero la necesidad era clara: los californianos pagan más del doble del promedio nacional, y las facturas casi se duplicaron en la última década.

Tras semanas de negociaciones a puerta cerrada, los legisladores dieron a conocer seis proyectos de ley, que están dividiendo a los expertos. Algunos dicen que las medidas dan un paso significativo, aunque pequeño, hacia la solución de los problemas energéticos del estado, mientras que otros argumentan que no hacen lo suficiente, escriben los periodistas de CalMatters Alejandro Lazo, Julie Cart y Alejandra Reyes-Velarde.

El proyecto de ley 3121 de la Asamblea incluye un programa de reembolsos, que supuestamente ascendería a pagos únicos de \$30 a \$70 por hogar. Pero hay un problema: el dinero provendría de programas que ayudan a reducir las facturas de energía para los residentes de bajos ingresos y brindan mejoras a los sistemas de calefacción y aire acondicionado en las escuelas.

La medida está liderada por la asambleísta Cottie Petrie-Norris, demócrata de Irvine que presenta otro proyecto de ley en el paquete que requeriría que la comisión de servicios públicos estudie cómo reducir el costo de expandir la red eléctrica del estado para los contribuyentes.

Dos proyectos de ley acelerarían los proyectos de energía limpia. Uno permitiría a la comisión de energía adoptar un informe de impacto ambiental más amplio para los elementos comunes en los proyectos, ahorrando tiempo y dinero a los desarrolladores. La otra agilizaría las revisiones ambientales para las instalaciones de produc-

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ción de hidrógeno, a la que se opone un grupo ambientalista por su potencial para acelerar las instalaciones alimentadas por combustibles fósiles. Con solo dos días para que finalice la legislatura, no está claro si alguno de los proyectos de ley cruzará la línea de meta a tiempo. Pero podrían abordarse en una sesión especial que Newsom está considerando convocar para abordar cuestiones energéticas, incluida una propuesta para exigir a las refinerías de petróleo que mantengan un stock mínimo de combustible.

Autor: CalMatters



## HACER QUE VIAJAR SEA MÁS FÁCIL PARA TODOS

**¡Acompáñenos!**  
Comparta sus ideas y recomendaciones sobre cómo podemos mejorar la movilidad y promover modos alternativos de transporte.

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**Seminario en Zoom**  
**miércoles, 18 de septiembre a 5:30 PM**  
ID del seminario web: 858 2099 1844  
Regístrese aquí: [bit.ly/OCTDM-Webinar](https://bit.ly/OCTDM-Webinar)  
Teléfono para Llamada: (224) 501-3412  
Código de acceso: 240-921-565

---

**Encuesta**  
¡Conteste nuestra encuesta a [bit.ly/OC-TDMSurveyESP](https://bit.ly/OC-TDMSurveyESP) a más tardar el 13 de octubre para tener una oportunidad de ganar una de dos tarjetas de regalo de \$50!



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Obtenga más información sobre el Plan y los caminos hacia el éxito en [octa.net/TDM](https://octa.net/TDM).

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*Se proporcionará interpretación en español. Acomodaciones especiales e interpretaciones adicionales están disponibles llamando al (714) 636-7433. Las solicitudes deben hacerse al menos 72 horas antes de la reunión.*

### THINGS YOU NEED TO KNOW

## Nearly 80% of Americans Are Too Tired to Cook After Work

Eight in 10 Americans are too tired to cook themselves a meal after work, according to new research.

The survey of 2,000 general population Americans revealed 77% admit there are days where, after work, they're too exhausted to cook.



And a fifth of respondents have been so tired while trying to cook — they've actually fallen asleep while making their food.

The research, conducted by *Talker Research* and commissioned by *Kevin's Natural Foods*, looked at when respondents are at their busiest, and the specific impact that has on what they eat. Half of Americans surveyed (51%) believe they're the busiest during the weekdays — but 38% don't get a needed break on the weekends, saying they're equally busy all seven days of the week.

That was reflected in respondents' answers, when asked which days are the most challenging to make a home-cooked meal — Monday was the most difficult for those surveyed (35%), followed by a tie between Wednesday (29%) and Friday (29%).

Only 12% of respondents said they're "never" overwhelmed by their busy schedule.

For those who can be overwhelmed by their schedule, 40% acknowledged that it affects their diet (with 57% of those saying it's a negative impact).

"We know how important it is for people to have access to healthy, convenient meal options that don't compromise on taste or quality," said Becky Graham, Chief Marketing Officer at Kevin's Natural Foods. "We understand the barriers to healthy eating — and we want to help ease the way for people with almost any lifestyle, especially the busiest families, to have meal options that make healthy eating easier and more enjoyable."

When respondents feel pinched for time, they of-

ten turn to their favorite convenience meals such as sandwiches (42%), fast food (37%) and microwavable dinners (33%).

Despite 78% of respondents reporting that eating healthy is important to them, 19% of Americans surveyed still find themselves giving into the convenience and lining up at fast food chains at least once a day.

By SWNS // nypost.com

For more content scan this code:





## HACER QUE VIAJAR SEA MÁS FÁCIL PARA TODOS

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# ĐỊA PHƯƠNG

Thứ Hai, 09 tháng 09 - 2024 (Mùng Bảy tháng 8 năm Giáp Thìn)

Monday, September 9, 2024

Số 14186 - NGƯỜI VIỆT • A7

## Đông đảo đồng hương dự Tiệc Chay Gây Quỹ trùng tu tu viện Hoa Nghiêm



Đông đảo đồng hương đến ủng hộ chương trình. (Hình: Lâm Hoài Thạch/Người Việt)



Lâm Hoài Thạch  
Người Việt

SANTA ANA, California (NV) - Đông đảo đồng hương đến ủng hộ chương trình văn nghệ và Tiệc Chay Gây Quỹ trùng tu tu viện Hoa Nghiêm vào chiều Chủ Nhật, 1 Tháng Chín, tại tu viện ở Santa Ana.

Hòa Thượng Thích Pháp Tánh, viện chủ tu viện Hoa Nghiêm, cho hay: “Đây không phải là lần đầu, mà tôi nhớ đây cũng đã là mười lần, chúng ta họp mặt trong ngôi chùa này để tổ chức gây quỹ trùng tu, mà đã kéo dài khoảng tám năm qua. Và cho đến giờ này, như mọi người đã thấy, hiện trạng ở bên ngoài chùa chỉ là một cái nền và những sườn cây xung quanh đã khô cằn, và công việc trùng tu này đã bị tạm ngừng hơn nửa năm nay.”

“Rồi hiện nay bên ngoài cũng có những dư luận rằng, chắc có lẽ thấy muốn vận động gây quỹ để làm sự việc cho tư nhân nào đó hoặc cho cá nhân của thầy, mà không phải trực tiếp sung vào quỹ trùng tu tu viện. Do vậy nên hôm nay, chúng tôi xin trình bày cùng quý vị về việc hình thành tu viện Hoa Nghiêm như thế nào,” hòa thượng nói thêm.

Theo Hòa Thượng Thích Pháp Tánh kể, tu viện Hoa Nghiêm được xây dựng từ năm 1986. Đây cũng là ngôi nhà từ thiện của cộng đồng, và cũng là hợp

Xem tiếp trang A8

## ROF gây quỹ từ thiện lần thứ 32, giúp người ‘ngặt nghèo’ tại Việt Nam



Văn Lan  
Người Việt

GARDEN GROVE, California (NV) - Hội từ thiện “Reaching Out Foundation” (ROF) vừa mở một buổi tiệc gây quỹ giúp người “ngặt nghèo” tại Việt Nam, vào chiều Chủ Nhật, 1 Tháng Chín, tại nhà hàng Diamond Seafood Palace 2, Garden Grove.

Đây là lần gây quỹ thứ 32 của ROF, với mục đích giúp đỡ những trường hợp người bị tàn phế, giúp họ phục hồi lại chức năng hoạt động, và những trường hợp ngặt nghèo khác.



Các thành viên hội từ thiện “Reaching Out Foundation” (ROF) trong một tiết mục trình diễn vui nhộn. (Hình: Văn Lan/Người Việt)

Ông Phạm Đăng Khải, hội trưởng ROF, chia sẻ: “Hội chúng tôi thành lập từ năm 1992, mỗi năm đều tổ chức gây quỹ, có khi một năm tổ chức hai lần, mục

đích là để giúp cho không chỉ Việt Nam mà cả ở thế giới, trong một trường hợp do chúng tôi chọn lựa cần giúp đỡ, đó là không giúp người nghèo, vì số người

nghèo là rất nhiều không thể giúp hết được.”

Ông nhấn mạnh: “Chúng tôi chỉ giúp những trường hợp ngặt nghèo như các nạn nhân bị tàn phế không hoạt động được, giúp họ trở lại đời sống bình thường, hoặc giúp những người nghèo nằm nhà thương mà không có tiền đóng bệnh phí. Chúng tôi đã giúp bệnh viện Chợ Rẫy rất nhiều trong những trường hợp này, những bệnh nhân nghèo không có tiền đóng, đó là những trường hợp chúng tôi giúp, từ \$100 đến \$500, tùy bệnh lý của từng bệnh nhân.”

Xem tiếp trang A8



Toàn thể các hội viên ROF khai mạc tiệc gây quỹ. (Hình: Văn Lan/Người Việt)

**GIÚP CHO VIỆC ĐI LẠI DỄ DÀNG HƠN CHO TẤT CẢ MỌI NGƯỜI**

**Hãy tham gia cùng chúng tôi!**  
Chia sẻ ý kiến và đề nghị của quý vị về cách chúng ta có thể cải thiện việc di chuyển và thúc đẩy các phương thức giao thông thay thế.

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**Hội Thảo Trực Tuyến Trên Zoom**

**Thứ Năm, Ngày 31 tháng Tám lúc 5:30 chiều**  
ID Webinar: 825 5834 0344  
Số gọi vào: (213) 338-8477

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**Khảo Sát**

Tham gia khảo sát tại link [bit.ly/OCTDMSurvey](https://bit.ly/OCTDMSurvey) trước ngày 13 tháng 10 để có cơ hội trúng một trong hai thẻ quà tặng trị giá \$50!

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Tim hiểu thêm về kế hoạch và con đường dẫn đến thành công tại [octa.net/TDM](https://octa.net/TDM).

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Sẽ có cung cấp phiên dịch tiếng Tây Ban Nha. Có các dịch vụ đặc biệt và phiên dịch bổ sung thông bằng cách gọi số (714) 636-7433. Xin yêu cầu ít nhất 72 giờ trước buổi hội thảo trực tuyến được lên lịch.

**XỔ SỐ TRUNG THU**  
**\$250,000**  
**TIỀN MẶT VÀ EASYPLAY®**  
**THỨ SÁU, NGÀY 13 & 27 THÁNG CHÍN**

KIỂM VÉ SỐ TRONG SUỐT CẢ THÁNG  
NGƯỜI TRÚNG GIẢI SẼ ĐƯỢC CÔNG BỐ | 10:30 TỐI  
NHIỀU NGƯỜI TRÚNG EASYPLAY

**GIẢI ĐẶC BIỆT**  
**\$100,000 TIỀN MẶT**

DÙNG THẺ CLUB CARD CỦA QUÝ VỊ VÀO NGÀY QUAY XỔ SỐ ĐỂ KÍCH HOẠT CÁC TẮM VÉ.

**MÙA TRUNG THU**  
**QUỆT THẺ ĐỂ TRÚNG**  
XIN ĐẾN THĂM KHU KHUYẾN MÃI  
**NHỮNG NGÀY THỨ BA TRONG THÁNG CHÍN**  
12PM - 10PM  
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Ban quản lý đánh toán quyền.



## Orange County Transportation Demand Management (TDM) Strategic Plan

### E-communications Outreach Toolkit

The Orange County Transportation Authority (OCTA) is developing a plan that will provide recommendations that shift trips away from those driving alone and encourage alternative travel options. The plan will introduce strategies and policies that prioritize sustainability, efficiency, and accessibility such as carpooling, telecommuting, carshare, and bikeshare. Through these policies, the TDM will aim to create positive outcomes in economic vitality, congestion relief, air quality and health, and equity.

Below, we have provided an **easy-to-use toolkit with copy/paste-ready text, links and [downloadable graphics](#) to make sharing simple** and inform your audience about the upcoming **webinar, survey, and other opportunities** for participation. Learn more about the plan by visiting the project website at [octa.net/TDM](https://octa.net/TDM).

We'd appreciate your consideration in sharing the survey and meeting invitations with your community by way of:

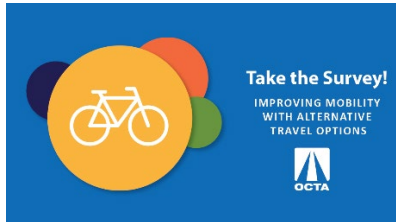
1. **[Social Media \(Facebook, Instagram, Twitter\)](#)**: Copy and paste the image content of choice to your social pages.
2. **[Eblast/Newsletter Article & Nextdoor/Neighborhood Blog/Nixel](#)**: Distribute the provided image and content to your e-mail contacts or via your organization's e-newsletter or bulletin.
3. **[Website Post & Calendar](#)**: Share the project information with your community by updating your webpage's news and calendar sections.
4. **[Local Cable TV Spot & Digital Marquee](#)**: Share the project graphics in public signage outlets such as local tv placements and digital marquees.
5. **[Meeting Flyer](#)**: Request and place multi-lingual project flyers on your public counters/racks for public distribution
6. **[Phone Recording/Recorded Phone Announcement](#)**: Record the provided script as part of your call-waiting or share it as an informational announcement.

The online survey will be live through September 18th and is offered in English, Spanish and Vietnamese. Visit [octa.net/TDM](https://octa.net/TDM) to register for the virtual webinar scheduled for Thursday, August 31, 2023 at 5:30 pm. We hope you will be able to attend the virtual meeting and share your input by taking our [community survey](#). Thank you in advance for helping to promote the OC Transportation Demand Management Plan and keeping the public informed and engaged.

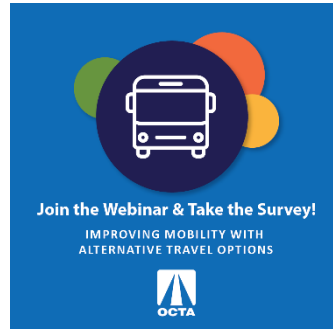
## SOCIAL MEDIA CALENDAR

Social Media Messaging & Widgets: [Social Media Calendar](#)

Sample Facebook:



Sample Instagram:



Sample Twitter:



## EBLAST/NEWSPAPER ARTICLE & NEXTDOOR/NEIGHBORHOOD BLOG/NIXEL:

Image & Flyer Notice Sample: [Graphic files](#)

Sample Header:



**For use any time before 8/31/23:**

**Title:** Help OCTA develop strategies for sustainable transportation in Orange County.

**Body:**

The Orange County Transportation Authority (OCTA) is developing a plan that will provide recommendations that shift away from driving alone and expand access to alternative travel options. Potential strategies include carpooling, telecommuting, bikeshare, mobile trip planning apps, and more. OCTA wants to hear your ideas!

Here is how to get involved:

**Attend the Zoom Webinar**

Thursday, August 31, 2023 at 5:30 pm. [Register here!](#)

## Participate in the Online Survey

[Take the survey](#) by September 18 for a chance to win one of two \$50 gift cards!

Learn more about the draft plan and the paths to success at [octa.net/TDM](https://octa.net/TDM).

### Alternative Language Options:

Spanish Text ([Copia en español](#)) | Vietnamese Text ([Bản tiếng Việt](#))

## WEBSITE POST & CALENDAR

Image Sample: [Graphic files](#)

Sample Website Image:



Join a Zoom webinar to learn more about how you can help OCTA develop strategies to encourage alternative modes of travel in OC on Thursday, August 31, 2023 at 5:30 pm. Complete the survey by September 18 to for a chance to win one of two \$50 gift cards. [Sign-up](#) today to receive project updates and meeting invitations.

### CALENDAR DATE:

OCTA Transportation Planning Zoom Webinar | 5:30pm ([Register](#))

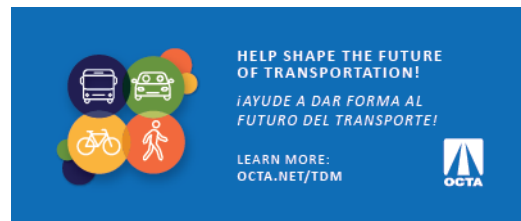
## LOCAL CABLE TV SPOT & DIGITAL MARQUEE

Image Sample: [Graphic files](#)

Sample Cable Slide:



Sample Digital Marquee:



Digital banners are provided in the following sizes.

Sizes provided:	
416 x 184 pixels	704 x 200 pixels
932 x 450 pixels	176 x 64 pixels

Graphics for cable TV placement are provided in 4800 x 2700 pixels.

If these do not meet your digital marquee specifications, please contact Marissa Espino, Principal Community Relations Specialist, at [MEspino@octa.net](mailto:MEspino@octa.net) with the required marquee or cable TV size.

## **MEETING FLYER**

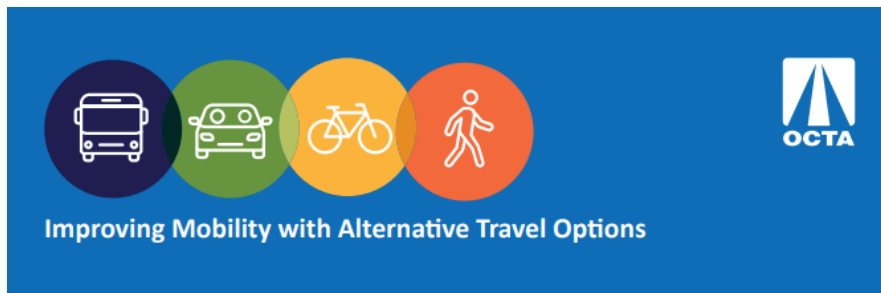
English/Spanish Flyer: [File](#)

English/Vietnamese Sample: [File](#)

## **PHONE SCRIPT/RECORDED PHONE ANNOUNCEMENT:**

Help OCTA create policies to improve transportation in Orange County. Visit [octa.net/TDM](https://octa.net/TDM) to take their community survey in English, Spanish or Vietnamese by September 18 to be entered into a drawing for a chance to win one of two \$50 gift cards. You're also invited to attend the community webinar on Thursday, August 31, 2023 at 5:30 pm.

**Alternative Language Options Available Upon Request**



## Orange County Transportation Demand Management (TDM) Strategic Plan E-communications Outreach Toolkit

The Orange County Transportation Authority (OCTA) is developing a plan that will provide recommendations that shift trips away from those driving alone and encourage alternative travel options. The plan will introduce strategies and policies that prioritize sustainability, efficiency, and accessibility such as carpooling, telecommuting, carshare, and bikeshare. Through these policies, the TDM will aim to create positive outcomes in economic vitality, congestion relief, air quality and health, and equity. In Summer 2023, your recommendations helped us identify potential strategies that are most supportive of alternative transportation modes across the county.

Below, we have provided an **easy-to-use toolkit with copy/paste-ready text, links and downloadable graphics to make sharing simple** and inform your audience about the upcoming **webinar, survey, and other opportunities** for participation. Learn more about the plan by visiting the project website at [octa.net/TDM](https://octa.net/TDM).

We'd appreciate your consideration in sharing the survey and meeting invitations with your community by way of:

1. **[Social Media \(Facebook, Instagram, Twitter\)](#)**: Copy and paste the image and caption to your social pages.
2. **[Eblast/Newsletter Article & Nextdoor/Neighborhood Blog/Nixel](#)**: Distribute the provided image and content to your e-mail contacts or via your organization's e-newsletter or bulletin.
3. **[Website Post & Calendar](#)**: Share the project information with your community by updating your webpage's news and calendar sections.
4. **[Local Cable TV Spot & Digital Marquee](#)**: Share the project graphics in public signage outlets such as local tv placements and digital marquees.
5. **[Meeting Flyer](#)**: Request and place multi-lingual project flyers on your public counters/racks for public distribution.
6. **[Phone Recording/Recorded Phone Announcement](#)**: Record the provided script as part of your call-waiting or share it as an informational announcement.

The online survey will be live through Sunday, October 13th and is offered in English, Spanish, and Vietnamese. Visit [octa.net/TDM](https://octa.net/TDM) to register for the virtual webinar scheduled for Wednesday, September 18th at 5:30 p.m. We hope you will be able to attend the [virtual meeting](#) and share your input by taking our [community survey](#). Those who participate will be entered for a chance to win one of two \$50 prize cards. Thank you in advance for helping to promote the OC Transportation Demand Management Plan and keeping the public informed and engaged.

# 1. SOCIAL MEDIA CALENDAR

Social Media Messaging & Widgets: [Social Media Calendar](#)

Sample graphic: [Graphic files](#)



# 2. EBLAST/NEWSPAPER ARTICLE & NEXTDOOR/NEIGHBORHOOD BLOG/NIXEL:

Image Sample: [Graphic files](#)

Sample Header:



**For use any time before September 18:**

**Title:** Help OCTA identify which transportation outcomes you would like to see in your community!

**Body:**

The Orange County Transportation Authority (OCTA) is developing a plan that will provide recommendations that shift away from driving alone and expand access to alternative travel options. Potential strategies include carpooling, telecommuting, bikeshare, mobile trip planning apps, and more. In Summer 2023, your recommendations helped OCTA identify potential strategies that are most supportive of alternative

transportation modes across the county. OCTA wants to hear your ideas on the transportation solutions you want to see in your community.

Here is how to get involved:

**Attend the Zoom Webinar**

Wednesday September 18<sup>th</sup>, 2024, at 5:30 p.m. [Register here!](#)

**Participate in the Online Survey**

[Take the survey](#) by October 13 for a chance to win one of two \$50 prize cards!

For more information about the plan, visit [octa.net/TDM](https://octa.net/TDM).

**Alternative Language Options Available Upon Request**

**3. WEBSITE POST & CALENDAR**

Image Sample: [Graphic files](#)

Sample Website Image:



OCTA needs your input! Join a Zoom webinar on Wednesday, September 18<sup>th</sup> at 5:30 p.m. to learn more about how you can help pick which strategies you find the most important that support alternative modes of travel in OC. Complete the survey by October 13 for a chance to win one of two \$50 prize cards. [Sign up](#) today to receive project updates and meeting invitations.

**CALENDAR DATE:**

OCTA Transportation Demand Management Zoom Webinar | September 18th at 5:30 p.m. ([Register](#))

**4. LOCAL CABLE TV SPOT & DIGITAL MARQUEE**

Image Sample: [Graphic files](#)

Sample Cable Slide:

Image Sample: [Graphic files](#)

Sample Digital Marquee:





Digital banners are provided in the following sizes.

Sizes provided:	
416 x 184 pixels	704 x 200 pixels
932 x 450 pixels	176 x 64 pixels

Graphics for cable TV placement are provided in 4800 x 2700 pixels.

If these do not meet your digital marquee specifications, please contact Marissa Espino, Public Outreach Section Manager, at [MEspino@octa.net](mailto:MEspino@octa.net) with the required marquee or cable TV size.

**Alternative Language Options Available Upon Request**

## 5. MEETING FLYER

English/Spanish Flyer: [File](#)

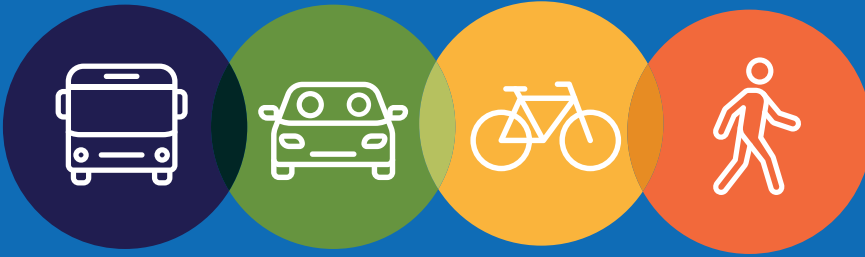
English/Vietnamese Sample: [File](#)

## 6. PHONE SCRIPT/RECORDED PHONE ANNOUNCEMENT:

The Orange County Transportation Authority (OCTA) is developing a plan that will provide recommendations that shift trips away from those driving alone and encourage alternative travel options. The plan will introduce strategies and policies that prioritize sustainability, efficiency, and accessibility. The Transportation Demand Management will aim to create positive outcomes in economic vitality, congestion relief, air quality and health, and equity.

A virtual meeting will be held on Wednesday, September 18, 2024, at 5:30pm. Join and help identify transportation solutions you want to see in your community.

For more information about the project, please visit us at O-C-T-A dot NET slash T-D-M.



## Improving Mobility with Alternative Travel Options

**Together, we can make a difference!**  
Join us in shaping the future of Orange County.

The Orange County Transportation Authority (OCTA) is working on a plan to identify policies and strategies focused on shifting trips away from those driving alone and encouraging alternative travel options. Examples include carpooling and car/bike share programs, teleworking, subsidized transit passes, and mobile trip planning apps. The plan will help improve equity, sustainability, public health, and quality of life in Orange County.

### Join our Zoom Webinar

Your participation is important! Join our virtual meeting and tell us how you travel around Orange County. Share your ideas and recommendations on how we can improve mobility and promote alternative modes of transportation.

**August 31, 2023 | 5:30 p.m.**

**Webinar ID:** 825 5834 0344

**Call-in Number:** (213) 338-8477



Spanish interpretation will be provided. Special accommodations and additional interpretations are available by calling 714-636-7433. Requests must be made at least 72 hours in advance of a scheduled meeting.

### Take our Survey

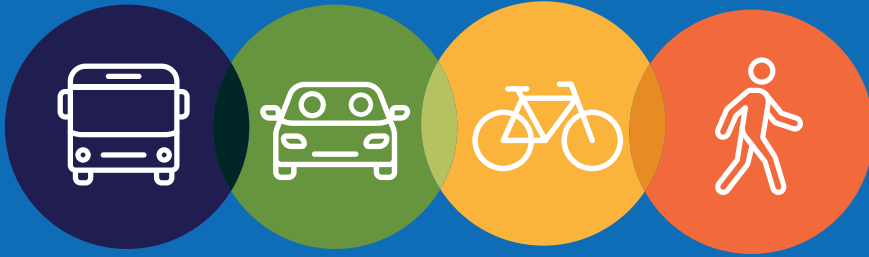
Share your ideas for a chance to win one of two \$50 gift cards!

Survey Link: [bit.ly/OCTDMSurvey](https://bit.ly/OCTDMSurvey)



### Contact us!

For more information about the plan visit [octa.net/TDM](https://octa.net/TDM)



## Cải thiện khả năng di chuyển bằng các lựa chọn đi lại thay thế

### Cùng nhau, chúng ta có thể tạo nên sự khác biệt!

Hãy tham gia cùng chúng tôi để hình thành tương lai của Quận Orange.

Cơ Quan Giao thông Orange County (viết tắt tiếng Anh là OCTA) đang làm xúc tiến một kế hoạch nhằm xác định các chính sách và chiến lược tập trung vào việc chuyển đổi các chuyến đi lái xe một mình, và khuyến khích các phương án đi lại thay thế. Các ví dụ bao gồm đi chung xe và chương trình chia sẻ xe/xe đạp, làm việc từ xa, hỗ trợ giảm giá vé công cộng và tạo các ứng dụng lập kế hoạch chuyến đi di động. Kế hoạch này sẽ giúp cải thiện tính công bằng, bền vững, sức khỏe cộng đồng và chất lượng cuộc sống tại Quận Orange.

### Hãy tham gia buổi hội thảo trên Zoom của chúng tôi!

Sự tham gia của bạn rất quan trọng! Hãy tham gia buổi hội thảo Zoom của chúng tôi và cho chúng tôi biết cách bạn di chuyển trong Quận Orange. Hãy chia sẻ ý tưởng và đề xuất của bạn về cách chúng ta có thể cải thiện hệ thống di động và khuyến khích các phương tiện đi lại thay thế.

**Ngày 31 tháng 8 năm 2023 | 5:30 chiều**

ID Webinar: 825 5834 0344

Số gọi vào: (213) 338-8477



Sẽ có cung cấp phiên dịch tiếng Tây Ban Nha. Có các dịch vụ đặc biệt và phiên dịch bổ sung thông qua việc gọi số number 714-636-7433. Xin yêu cầu ít nhất 72 giờ trước buổi hội thảo đã được lên lịch.

### Hãy tham gia khảo sát của chúng tôi!

Chia sẻ ý tưởng của bạn để có cơ hội nhận một trong hai thẻ quà tặng trị giá \$50!

Khảo sát: [bit.ly/OCTATDMSurveyVT](https://bit.ly/OCTATDMSurveyVT)



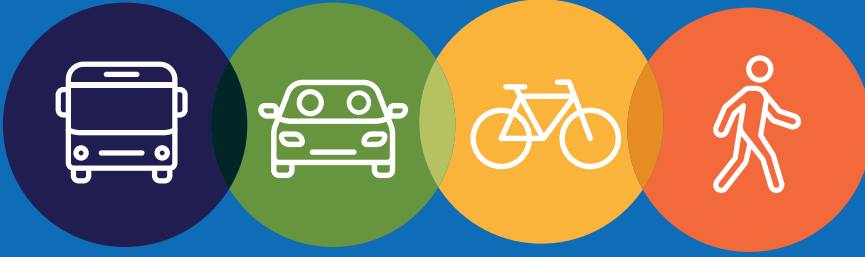
### Liên lạc chúng tôi!

Để có thêm thông tin về kế hoạch, truy cập [octa.net/TDM](https://octa.net/TDM)

Appendix



A155



## Mejorando la movilidad con opciones de viaje alternativas

### ¡Juntos, podemos marcar la diferencia!

### Acompáñenos para dar forma al futuro del Condado de Orange.

La Autoridad de Transporte del Condado de Orange (OCTA, en inglés) está trabajando en un plan para identificar políticas y estrategias enfocadas en reducir los viajes de personas que manejan solas y promover opciones de viaje alternativas. Ejemplos incluyen programas de uso compartido de automóviles/bicicletas, trabajar desde casa, pases de transporte subsidiados y aplicaciones móviles de planificación de viajes. El plan ayudará a mejorar la equidad, la sostenibilidad, la salud pública y la calidad de vida en el Condado de Orange.

#### Acompáñenos al seminario web de Zoom

¡Su participación es importante! Acompáñenos a nuestra reunión virtual y cuéntenos cómo viaja por el Condado de Orange. Comparta sus ideas y recomendaciones sobre cómo podemos mejorar la movilidad y promover modos de transporte alternativos.

**31 de agosto de 2023 | 5:30 p.m.**

ID de la reunión: 825 5834 0344

Por teléfono en español: +1 (646) 749-3122



Se proporcionará interpretación en español. Acomodaciones especiales e interpretaciones adicionales están disponibles llamando al número 714-636-7433. Las solicitudes deben hacerse al menos 72 horas antes de una reunión programada.

#### Tome nuestra encuesta

¡Comparta sus ideas y tenga la oportunidad de ganar una de dos tarjetas de regalo de \$50!



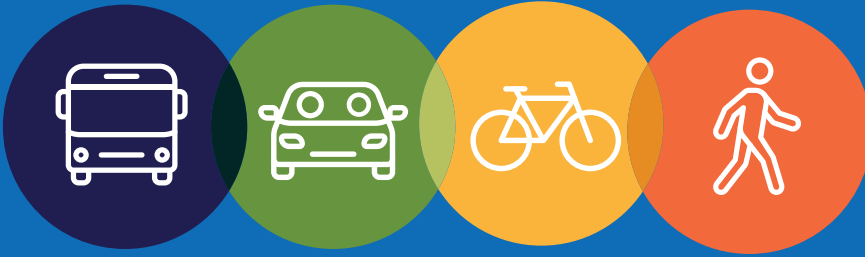
Enlace de la encuesta: [bit.ly/OCTATDMSurveyEsp](https://bit.ly/OCTATDMSurveyEsp)



### ¡Contáctenos!

Para obtener más información sobre el plan, visite [octa.net/TDM](https://octa.net/TDM)





## Improving Mobility with Alternative Travel Options

### We are back and we want your input!

The Orange County Transportation Authority (OCTA) continues to work on the Transportation Demand Management (TDM) Strategic Plan to identify policies and strategies focused on reducing drive alone trips by encouraging alternative travel options. Some of these options include carpooling, bike share programs, subsidized transit passes, and mobile trip planning apps. The plan aims to enhance mobility, sustainability, and the overall quality of life in Orange County.

In Summer 2023, your recommendations helped us identify potential strategies that are most supportive of alternative transportation modes across the county.

### Join our Zoom Webinar

Your input matters! Join the webinar to share which strategies you find most important and what would benefit your community.

**Wednesday, September 18 | 5:30 p.m.**

**Webinar ID:** 858 2099 1844

**Call-in Number:** (213) 338-8477

**Register Here:** [bit.ly/OCTDM-Webinar](https://bit.ly/OCTDM-Webinar)



Spanish interpretation will be provided. Special accommodations and additional interpretations are available by calling 714-636-7433. Requests must be made at least 72 hours in advance of a scheduled meeting.

### Complete our Online Survey

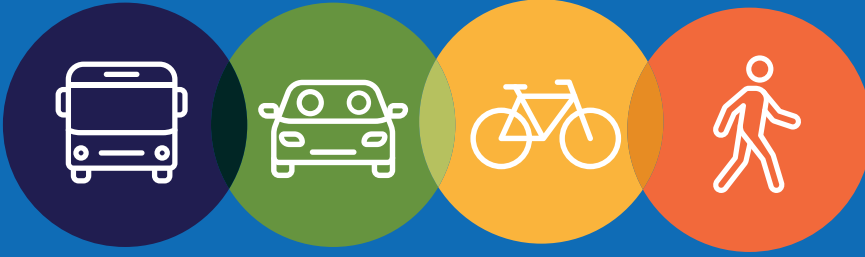
Complete our survey by October 13 for a chance to win one of two \$50 prize cards!

Survey Link: <https://bit.ly/OC-TDMSurvey>



### Contact us!

For more information about the plan, visit [octa.net/TDM](https://octa.net/TDM)



## Mejorando la Movilidad con Opciones de Viaje Alternativas

### ¡Estamos de regreso y queremos escuchar sus comentarios!

La Autoridad de Transporte del Condado de Orange (OCTA, por sus siglas en inglés) está trabajando en un plan para identificar políticas y estrategias enfocadas en reducir los viajes de aquellos que manejan solos y promover opciones de viaje alternativas. Los ejemplos incluyen programas de viajes compartidos y de uso compartido de automóviles/ bicicletas, trabajar desde casa, pases de transporte subsidiados y aplicaciones de planeación de viajes móviles. El plan ayudará a mejorar la equidad, la sostenibilidad, la salud pública y la calidad de vida en el Condado de Orange.

En el verano de 2023, sus recomendaciones nos ayudaron a identificar estrategias potenciales que son más favorables para los modos de transporte alternativos en todo el condado.

### Acompañenos al seminario web de Zoom

¡Sus comentarios son importantes! Únase al seminario web para compartir las estrategias que considera más importantes y qué beneficiaría más a su comunidad.

**Miércoles, 18 de septiembre | 5:30 p.m.**

ID del Seminario Web: 858 2099 1844

Teléfono para Llamada: (213) 338-8477

Regístrese Aquí: [bit.ly/OCTDM-Webinar](https://bit.ly/OCTDM-Webinar)



Se proporcionará interpretación en español. Acomodaciones especiales e interpretaciones adicionales están disponibles llamando al (714)636-7433. Las solicitudes deben hacerse al menos 72 horas antes de una reunión programada.

### Conteste nuestra encuesta en línea.

¡Conteste nuestra encuesta a más tardar el 13 de octubre para tener una oportunidad de ganar una de dos tarjetas de regalo de \$50!

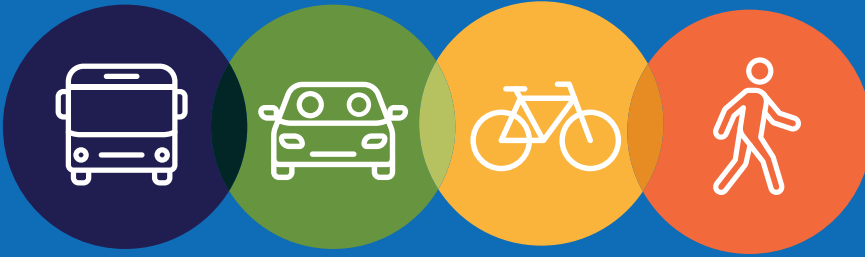


Enlace a la encuesta: [bit.ly/OC-TDMSurveyESP](https://bit.ly/OC-TDMSurveyESP)



### ¡Contáctenos!

Para obtener más información sobre el plan, visite: [octa.net/TDM](https://octa.net/TDM)



## Improving Mobility with Alternative Travel Options

### We are back and we want your input!

The Orange County Transportation Authority (OCTA) continues to work on the Transportation Demand Management (TDM) Strategic Plan to identify policies and strategies focused on reducing drive alone trips by encouraging alternative travel options. Some of these options include carpooling, bike share programs, subsidized transit passes, and mobile trip planning apps. The plan aims to enhance mobility, sustainability, and the overall quality of life in Orange County.

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### Complete our Online Survey

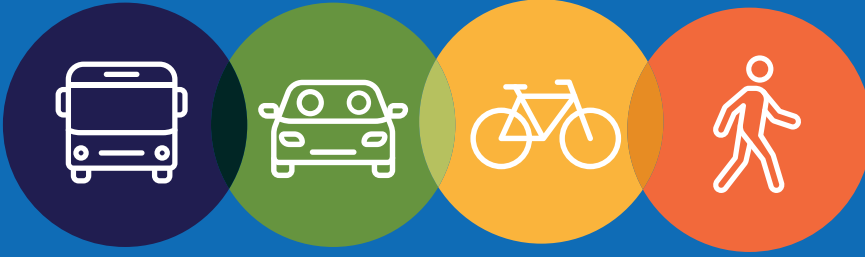
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Survey Link: <https://bit.ly/OC-TDMSurvey>



### Contact us!

For more information about the plan, visit [octa.net/TDM](https://octa.net/TDM)



## Cải thiện khả năng di chuyển bằng các lựa chọn đi lại thay thế

### Chúng tôi đã trở lại và muốn nghe góp ý của quý vị!

Cơ Quan Giao thông Quận Cam (viết tắt tiếng Anh là OCTA) đang làm xúc tiến một kế hoạch nhằm xác định các chính sách và chiến lược tập trung vào việc chuyển đổi các chuyến đi lái xe một mình, và khuyến khích các phương án đi lại thay thế. Các ví dụ bao gồm đi chung xe và chương trình chia sẻ xe/xe đạp, làm việc từ xa, hỗ trợ giảm giá vé công cộng và tạo các ứng dụng lập kế hoạch chuyến đi di động. Kế hoạch này sẽ giúp cải thiện tính công bằng, bền vững, sức khỏe cộng đồng và chất lượng cuộc sống tại Quận Orange.

Vào Hè năm 2023, những khuyến nghị của quý vị đã giúp chúng tôi xác định các chiến lược tiềm năng hỗ trợ tốt nhất cho các phương tiện giao thông thay thế trên toàn quận.

### Tham gia buổi hội thảo Zoom

Ý kiến của quý vị rất quan trọng! Tham gia buổi hội thảo trực tuyến để chia sẻ những chiến lược mà quý vị cho là quan trọng nhất và điều gì sẽ mang lại lợi ích cho cộng đồng.

#### Thứ Tư, Ngày 18 tháng Chín, 2024 chiều

ID hội thảo trực tuyến: 858 2099 1844

Số điện thoại gọi vào: (213) 338-8477

Đăng ký tại đây: [bit.ly/OCTDM-Webinar](https://bit.ly/OCTDM-Webinar)



Sẽ có cung cấp phiên dịch tiếng Việt. Có các dịch vụ đặc biệt và phiên dịch bổ sung thông qua việc gọi số 714-560-5766. Xin yêu cầu ít nhất 72 giờ trước buổi hội thảo đã được lên lịch.

### Hãy hoàn thành khảo sát trực tuyến.

Hoàn thành khảo sát trước ngày 13 tháng 10 để có cơ hội nhận một trong hai thẻ quà trị giá \$50!



Liên kết khảo sát: [bit.ly/OC-TDMSurveyVIET](https://bit.ly/OC-TDMSurveyVIET)



### Liên lạc chúng tôi!

Để có thêm thông tin về kế hoạch, truy cập: [octa.net/TDM](https://octa.net/TDM)





**Rossmoor**

Admin Aug 30, 2023 · 🌐

Orange County is looking at a significant population and employment increase of 9% and 12% by 2045, which will lead to more vehicles on the road. This growth is expected to increase travel demand and traffic congestion significantly if convenient alternatives are not provided.

The 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. For details and to take an online survey (very helpful to OCTA):

<https://octa.net/programs-projects/programs/plans-and-studies/orange-county-transportation-demand-management-plan/>  
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IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

**OCTA WANTS TO KNOW YOUR THOUGHTS**

The Orange County Transportation Authority (OCTA) is working on a plan to identify policies and strategies focused on shifting trips away from those driving alone and encouraging alternative travel options. Examples include carpooling and car/bike share programs, teleworking, subsidized transit passes, and mobile trip planning apps. The plan will help improve equity, sustainability, public health, and quality of life in Orange County.



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August 31, 2023  
5:30 to 6:30 p.m.  
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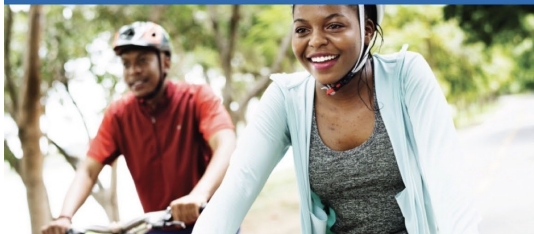
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