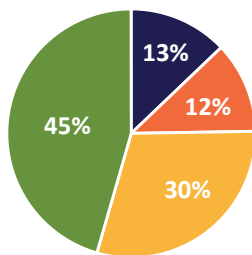


# IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

## SURVEY RESULTS AND OUTREACH

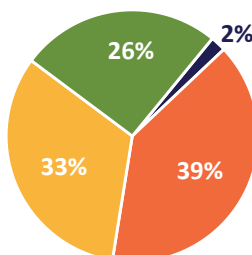
1: In a typical week, how often do you travel for work/school?

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

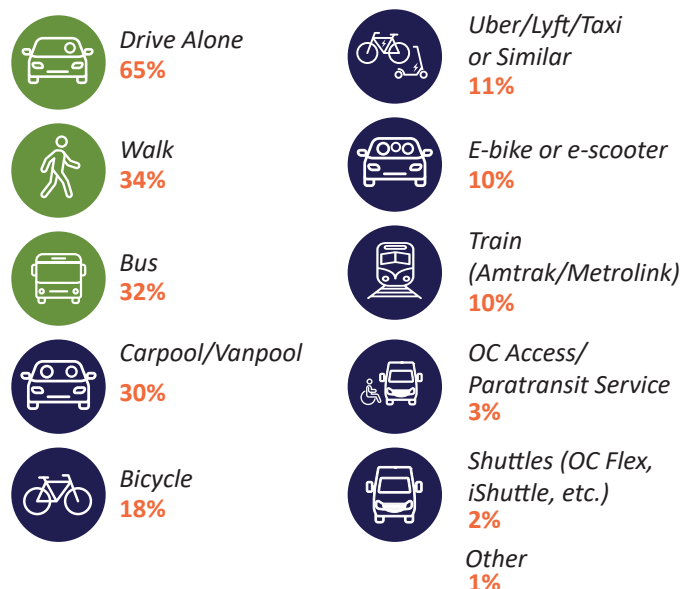


2: In a typical week, how often do you travel for shopping/family/social activities?

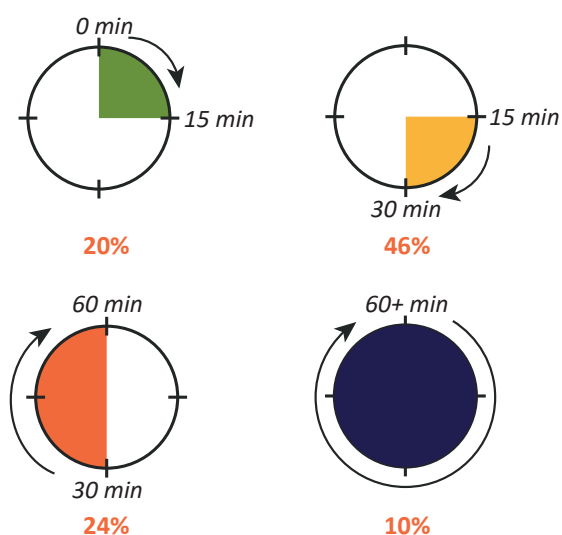
- 0 days
- 1-2 days
- 3-4 days
- 5-7 days



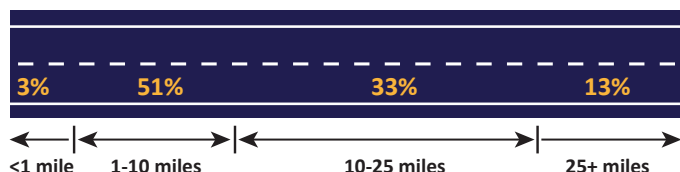
3: Thinking about your most common trips in a week (whether work/school, or shopping/family/social activities), which travel modes do you usually use? (Select your top 3)



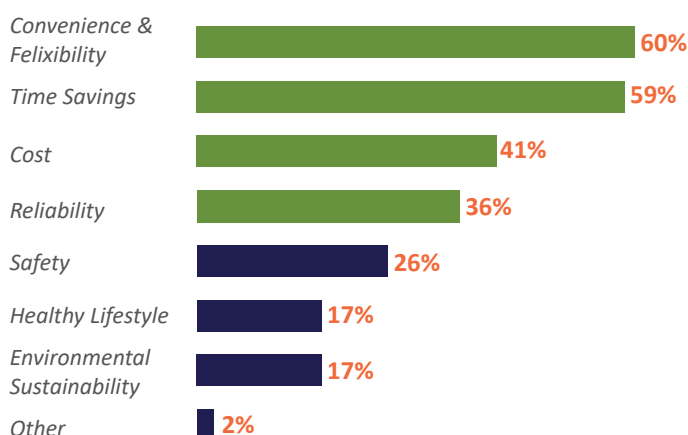
4: Thinking about your most common trip in a week, how long is it usually each way?



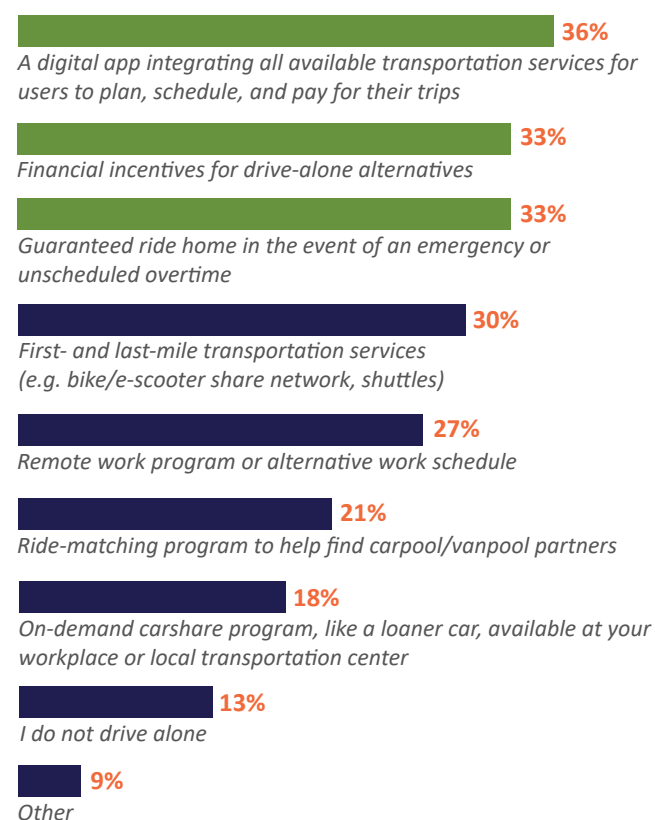
5: Thinking about your most common trip in a week, how far is it usually each way?



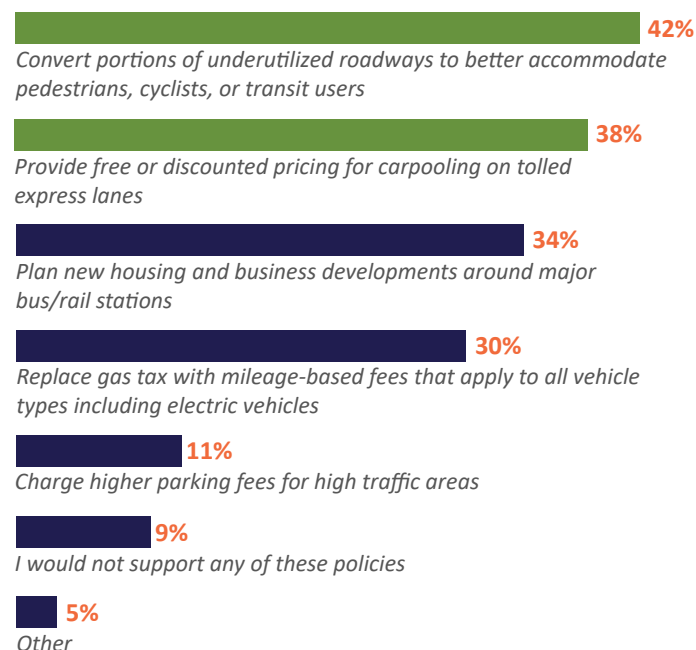
6: What are your main considerations when making your travel mode choices? (Select up to 3)

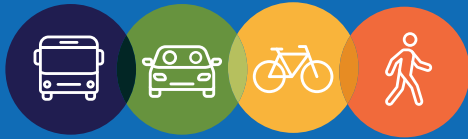


7: Which of these transportation programs would motivate you to drive alone less? (Select up to 3)



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
- 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



**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:**

