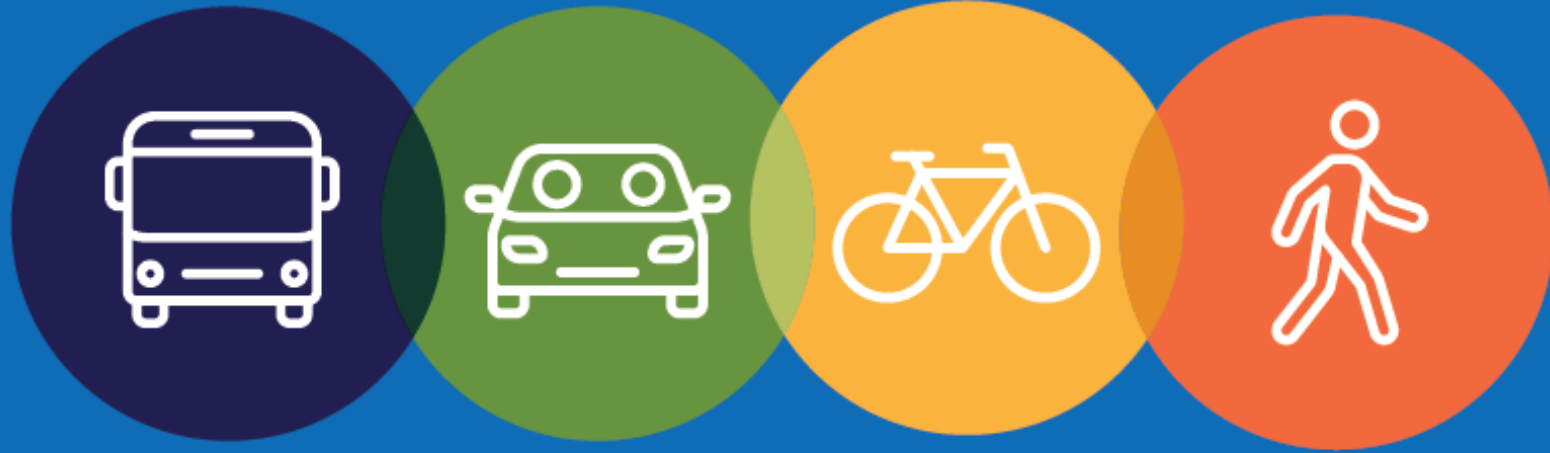


## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Welcome! | *¡Bienvenido!*

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





## IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

### Transportation Demand Management Webinar #2

September 18, 2024

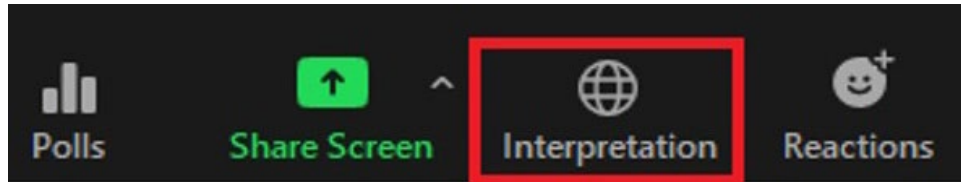




# Interpretation Available / Interpretación Disponible

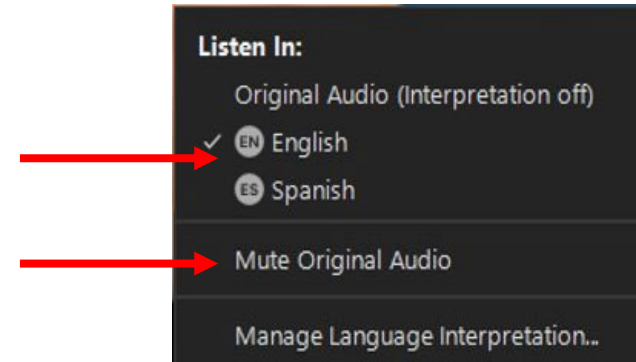
## Via Zoom

- 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”

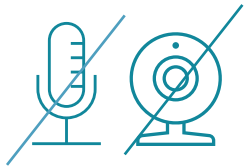




# Meeting Format

---

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.



# How to Participate

You may submit multiple comments/questions, as needed:

## Via web

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



## Via the phone (calling in):

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

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



# Today's Speakers

---

**Kristin Tso**

Project Manager

OC Transportation Demand Management Plan

**Marissa Espino**

Public Outreach Section Manager





# Today's Agenda

---

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





# Community Polls







# 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*

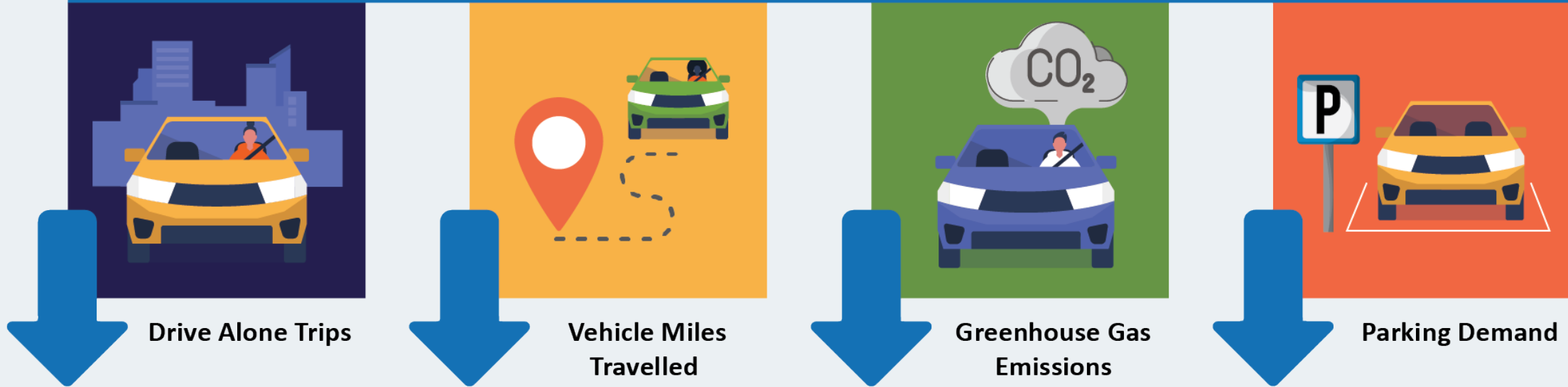




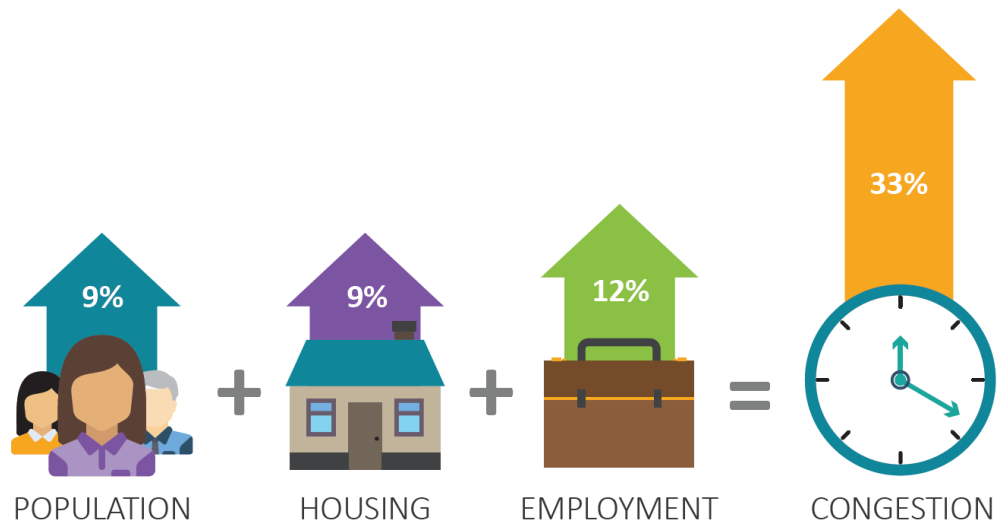
# Transportation Demand Management

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**:



# The OCTA Countywide TDM Plan



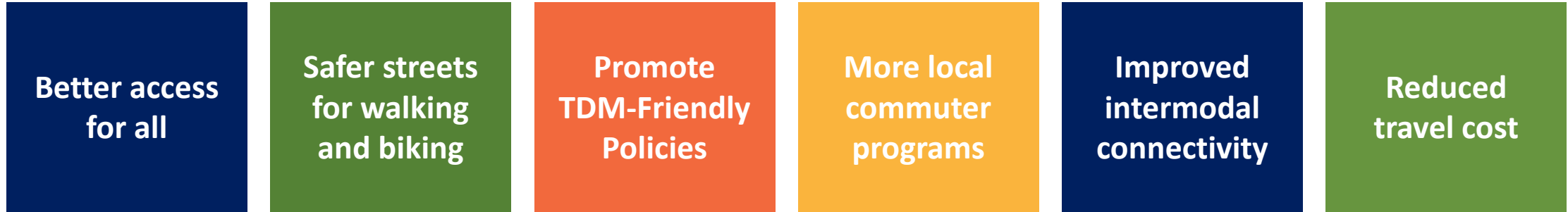
Source: OCTA, Directions 2045

- Encourage a coordinated approach to implement TDM solutions.
- Provide a “Toolbox” of strategies to guide and empower stakeholders to implement TDM solutions.



# Toolbox of TDM Strategies and their Outcomes

---





# 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





# 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





# 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





# 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







# TDM Strategies

Improved intermodal connectivity



## Shared Transportation/ Shuttles

local shuttles between business parks and transit stations



## Shared Micromobility Programs

e-bikes | e-scooters | vehicle-share



## Dynamic Carpool

on-demand ride-share and ride-match services





# TDM Strategies

Reduced costs for sustainable travel options



### Commuter Tax Benefits

employer provided incentives for transit and vanpool commutes



### Rewards Programs

Frequent user rewards (i.e. OC Bus Rewards)



### Subsidization Programs

Youth Ride Free Pass | College Pass | Guaranteed Ride Home





## Community Polls



# Zoom Poll #2 / Encuesta Zoom #2

Please rank the following solutions you would like to see to encourage sustainable travel in your community  
*Favor de clasificar las siguientes soluciones que le gustaría ver para fomentar los viajes sostenibles en su comunidad*

Rank from 1 – 6, with 1 being the most helpful and 6 being the least helpful  
*Califique del 1 al 6, siendo 1 la más útil y 6 la menos útil*

- A. Better access for pedestrians, bicyclists, and transit users**
- B. Safer streets for walking and biking**
- C. Promote policies that support sustainable transportation**
- D. Local commuter programs for business districts or major institutions**
- E. Improved connectivity to transit**
- F. Reduced travel costs**

- A. Mejor acceso para peatones, ciclistas y usuarios del transporte público*
- B. Calles más seguras para caminar y andar en bicicleta*
- C. Promover políticas que apoyen el transporte sostenible*
- D. Programas de pasajeros locales para distritos comerciales o instituciones importantes*
- E. Conectividad mejorada al transporte*
- F. Costos de viaje reducidos*

# Public and Stakeholder Engagement

## Phase II: Trilingual Notification:

- 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





# Schedule

---





# Q&A Session



# How to Participate

You may submit multiple comments/questions, as needed:

## Via web

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



# Stay Connected

---

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

**Marissa Espino**

Public Outreach Section Manager

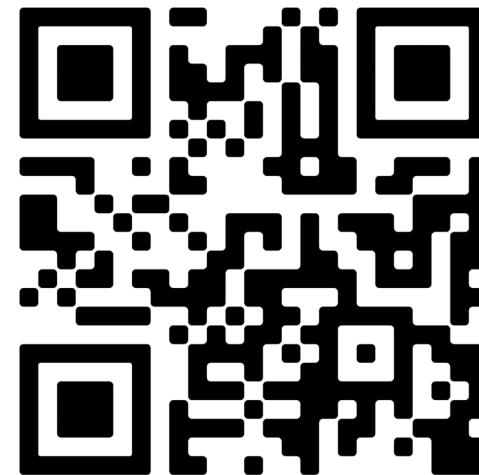
[Mespino@octa.net](mailto:Mespino@octa.net)

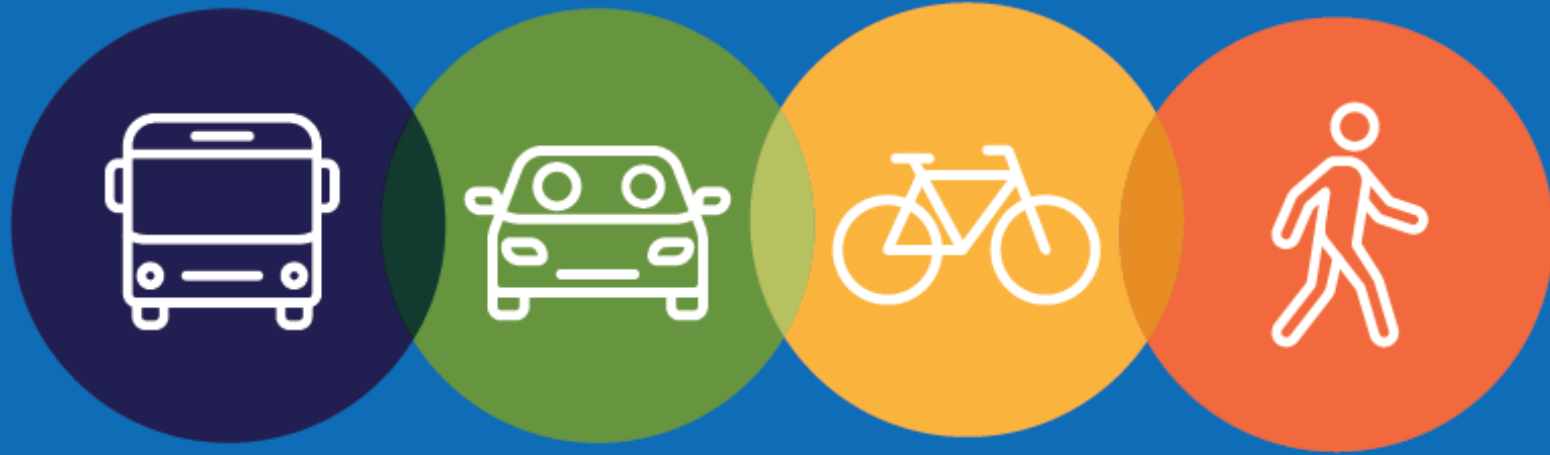
**Kristin Tso**

Project Manager

[ktso@octa.net](mailto:ktso@octa.net)

Scan the QR to take our  
survey!





**IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS**

**Thank you for participating!**

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

