



South Orange County Multimodal Transportation Study

Public Involvement Program Phase 2:

Summary of Survey Results July 2021



Prepared by:



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EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) recently completed the second phase of public involvement for the South Orange County Multimodal Transportation Study (**Study**). The Study is looking at a wide range of transportation needs and solutions in south Orange County beyond 2045, including improvements to streets, bus and other transit options, highways and bikeways. As part of this Study, OCTA is implementing a comprehensive Public Involvement Program (**PIP**) which includes outreach during the three different Study phases. Phase One of the PIP took place in fall 2020 and included engagement to stakeholders, residents and elected officials as well as a survey. The survey was designed to assess public perception of transportation challenges and improvement strategies in south Orange County. Among the survey findings, the respondents said that they would like to see:

- Reduced traffic congestion
- Increased frequency and accessibility of multimodal transportation
- Increased safety and efficiency for all modes of travel, and
- Increased alternative transportation frequency and accessibility.

Public Engagement Approach

Phase Two of the PIP took place in Summer 2021 and included a virtual stakeholders roundtable, elected official's roundtable, a public Telephone Townhall and a Virtual Meeting Room (VMR). The VMR simulated an in-person meeting with project boards and a feedback station and allowed participants to join at their convenience. In addition, a survey was conducted which was designed to assess the public's priorities on draft strategies and transportation solutions in south Orange County. The survey was available June 7 to July 12, 2021, both online as well as through the project information phone line with a live person answering and conducting the survey. The engagement methods to distribute information about the survey included various channels such as emails, postcards mailed specifically to low-income and disadvantaged communities, a communications toolkit sent to cities and stakeholders, targeted geofencing advertisements, and the OCTA Facebook and Twitter accounts.

To align with OCTA's diversity, equity, and inclusion goals, several outreach tactics were implemented in an effort to engage diverse and hard to reach communities to encourage meaningful engagement with all people regardless of ethnicity or socioeconomic backgrounds. An online survey and fact sheet were translated into Spanish, Vietnamese, Korean, and Mandarin. In addition, a helpline was available for people who prefer to call or do not have internet access so they could leave comments, ask questions and take a survey by phone. Multilingual speakers were available to help callers take the survey in language. Postcards were also mailed to identified disadvantaged and low-income communities in the South County area so they directly received information about the survey, helpline number and public meetings.

Communication tool kits were also sent to all south Orange County cities, key stakeholders and OCTA's Citizens Advisory Committee, Special Needs Advisory Committee and Diverse

Community Leaders Group. Targeted Facebook and geofencing ads were also placed in the aforementioned multiple languages.

Public Engagement Survey

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.

The survey accomplished the following objectives:

- Solicited public input to include in the study findings report which will include a general analysis of survey results and general comments provided
- Disseminated study information and the online survey to a vast target audience

A total of 3,273 individuals visited the survey website, and 1,708 surveys were collected (1,706 English, 2 Spanish).

Key Findings

The survey respondents prioritized the various opportunities to improve future transportation and mobility challenges within south Orange County that were proposed in Phase 1 of the study. From the 1,700+ people surveyed – who reflect a wide range of demographics and preferences – a majority would like OCTA to:

- Increase availability and make improvements to public transit/ rail
- Provide more alternatives to driving and enhance accessibility (trolleys, biking, light rail, walking, etc.)
- Offer flexible roadway pricing based on demand
- Not add more toll roads
- Focus on current roads and freeways to expand, improve and better connect paths for active transportation (pedestrian, bicycle, etc.)

The summary below presents the top-ranked results related to participants priorities on transportation and mobility strategies, improvements and goals. See Appendix B for the full survey results.

Table 1: Summary of Key Findings

Top Ranked	Second Ranked	Third Ranked
Priority Ranking – Transportation Needs (1,429 responses ranked a strategy as the top priority)		
Making public transit, bicycling, and walking more convenient and accessible	Protecting the environment and preserving transportation infrastructure	Decreasing the overall number of trips made each day

Top Ranked	Second Ranked	Third Ranked
28%	26%	24%
Set Your Budget – Transportation Strategy Budget Allocation (\$100 budget allocation)		
Reduce freeway bottlenecks	Make rail and transit improvements	Implement technology-based improvements
Average Amount: \$23.99	Average Amount: \$16.83	Average Amount: \$13.48
Effective Strategy Rating (1-5 star rating scale)		
Enhanced Train and Bus Service (1,677 individuals rated 5 stars)		
More Train Service 34%	Reliable Bus Service 26%	Freeway Bus Routes 20%
Efficient Roads and Freeways (1,832 individuals rated 5 stars)		
Technology 37%	Freeway Performance 37%	Freeway Access 26%
Improved Active Transportation (1,590 individuals ranked 5 stars)		
Safety Improvements 38%	Connect Paths 34%	Road Space Reconfiguration 28%
Reduced Car Dependency (1,590 individuals rated 5 stars)		
Transit 24%	Integrated Trip Planner 22%	Biking and Walking Incentives 20%
Pricing Strategies (687 individuals rated 5 stars)		
User Pricing 37%	Incentivize Toll Roads (e.g. 241 Toll Road) 33%	Price-Managed Lanes (e.g. tolled 91 Express Lanes) 29%
New Technologies (1,271 individuals rated 5 stars)		
Broadband 40%	Electric Vehicles 38%	Self-Driving Vehicles 21%

SURVEY OVERVIEW

Survey Format

The Phase 2 survey was offered in English, Spanish, Mandarin, Korean, and Vietnamese to accommodate the south Orange County population demographics. An online survey was created using MetroQuest to provide an interactive experience while collecting more detail responses. The survey was also offered through the project information telephone line with a live operator to conduct the survey verbally, making the survey accessible to a wider range of people. The operator was available to provide the survey in English and Spanish, and for the Vietnamese, Korean and Mandarin surveys, the operator would return the stakeholder's call. The survey had a total of 23 questions that focused on prioritizing the transportation strategies based off the study's results from Phase 1.

The survey included several pages with different formats to respond to questions. After the "Welcome" page, respondents were taken to the "Transportation Needs" question, where they could rank 4 transportation goals by what was most important to them. The third page of the survey contained the "Set Your Budget" question. This question allowed respondents to virtually allocate tokens to invest in the transportation strategies they prefer. Following this question was the "Strategy Rating" page. Survey participants were asked to give 1-5 stars to rate how effective they believe each strategy is for improving transportation in south Orange County.

The survey concluded with optional demographic questions related to age, ethnicity, and location, as well as a sign-up to receive project updates and a link to the study's website. Participants were able to take the survey through a desktop or on their mobile device.

Survey Outreach

Several channels were utilized to notify the south Orange County community of the survey. The engagement methods included targeted advertisement through geofencing and Facebook, mailed postcards, online tools, social media, and communication toolkits distributed to cities and stakeholders within the project area. Reference Appendix D for all outreach efforts.

Geofencing, a location-based online advertising tool, was utilized to promote the survey to a wide audience and allowed the Project Team to focus on specific south Orange County zip codes to ensure the survey reached the target audience. Bilingual advertisements were promoted in Spanish, Mandarin, Korean, and Vietnamese. The multi-lingual geofencing ad campaign led to 400,009 impressions, which is the indicator of how many users saw the ad. These impressions led to an overall clickthrough rate (CTR) of .13% in one month compared to an industry average of 2% which is accumulated over multiple months. In relation to geofencing, the CTR is the ratio showing how often individuals who saw the study's ad ended up clicking on it. The ad campaign's CTR resulted in a total of 538 clicks. The number of clicks is the measurement of how many people engaged with the ad. See Appendix C for the geofencing raw data results.

The virtual meeting room provided a supplementary interactive experience for those interested in the study. Participants could learn more about the study, submit comments, register for future project updates, and access the study’s survey link. OCTA’s Study VMR gave south Orange County residents an additional opportunity to provide more feedback outside of the survey format. The VMR was promoted along with the survey in social media posts, advertisements, and email outreach.

Through the various outreach methodologies, the online survey was successfully distributed to a wide target audience which provided quality data for an analysis of the results. Refer to Table 2 for an overview of the distribution channels.

Table 2: Summary of Survey Outreach

#.	Notification Method	Audience	Notes
1.	Community Meeting/Survey Postcard	<ul style="list-style-type: none"> • Low income community • Disadvantaged community • Stakeholder database (including Phase 1 participants, community organizations, city staff, major businesses, and facilities, etc.) 	<ul style="list-style-type: none"> • Mailed postcards to over 13,200 stakeholders (English/ Spanish; interpretation was offered in Korean, Mandarin and Vietnamese) • Featured on project webpage
2.	Facebook Ads (also distributed through Facebook Messenger and Instagram) and Facebook Posts <ul style="list-style-type: none"> ○ 15 Facebook Ads ○ 4 Regular Posts 	<ul style="list-style-type: none"> • South Orange County • Zip codes with a high Spanish, Korean, Vietnamese and Mandarin Population 	<ul style="list-style-type: none"> • English Ads Statistics <ul style="list-style-type: none"> ○ Total Reach: 8,609 ○ Total Link Clicks: 91 • Spanish Ads Statistics <ul style="list-style-type: none"> ○ Total Reach: 7,940 ○ Total Link Clicks: 108 • Korean Ads Statistics <ul style="list-style-type: none"> ○ Total Reach: 4,994 ○ Total Link Clicks: 47 • Vietnamese Ads Statistics <ul style="list-style-type: none"> ○ Total Reach: 5,146 ○ Total Link Clicks: 53 • Mandarin Ads Statistics <ul style="list-style-type: none"> ○ Total Reach: 4,485 ○ Total Link Clicks: 52

#.	Notification Method	Audience	Notes
			<ul style="list-style-type: none"> • English Regular Post Statistics <ul style="list-style-type: none"> ○ Total Reach: 2,670 ○ Total Link Clicks: 62
3.	Twitter Posts	<ul style="list-style-type: none"> • OCTA Twitter Followers and General Public 	<ul style="list-style-type: none"> • 5 Posts <ul style="list-style-type: none"> ○ Total Retweets: 7 ○ Total Likes: 8
4.	Geofencing Ads	<ul style="list-style-type: none"> • South Orange County • Zip codes with a high Spanish, Korean, Vietnamese and Mandarin Population 	<ul style="list-style-type: none"> • English/Spanish Statistics <ul style="list-style-type: none"> ○ Total Impressions: 286,670 ○ Total Clicks: 368 • English/Korean Ads Statistics <ul style="list-style-type: none"> ○ Total Impressions: 26,667 ○ Total Clicks: 42 • English/Vietnamese Ads Statistics <ul style="list-style-type: none"> ○ Total Impressions: 26,672 ○ Total Clicks: 51 • English/Mandarin Ads Statistics <ul style="list-style-type: none"> ○ Total Impressions: 60,000 ○ Total Clicks: 77
5.	Communications Toolkit	<ul style="list-style-type: none"> • South county cities and the County • OCTA’s Citizen’s Advisory Committee, Special Needs Advisory Committee, and Diverse Community Leaders Group • Transportation partners • Environmental Community • HOAs • Chambers of Commerce 	<ul style="list-style-type: none"> • Provided instructions to distribute the survey via electronically to the stakeholder’s constituents.

#.	Notification Method	Audience	Notes
6.	<p>Digital</p> <ul style="list-style-type: none"> - Email Blasts - OCTA On the Move blog - Linking to project website and survey 	<ul style="list-style-type: none"> • Stakeholder database (including Phase 1 participants, HOAs, community organizations, city staff, major businesses, and facilities, etc.) 	<ul style="list-style-type: none"> • Eblast distributed to stakeholder database (over 800 stakeholders) and OCTA customer database (36,540). • Blog article distributed to 12,700 readers
7.	<p>Announcement at meetings</p>	<ul style="list-style-type: none"> • Stakeholder Roundtable • Technical Working Group meetings • Transportation Agency Working Group Meetings • Telephone Townhall Meeting • Presentation to the City of San Clemente, City of Lake Forest and South Orange County Economic Coalition • Public Webinar • Elected Officials Roundtable 	<ul style="list-style-type: none"> • Survey link was provided at each meeting
8.	<p>News Release</p>	<ul style="list-style-type: none"> • Media outlets 	<ul style="list-style-type: none"> • The release promoted the Telephone Townhall as well as the online survey, Virtual Meeting Room and project information phone line.
9.	<p>Virtual Meeting Room</p>	<ul style="list-style-type: none"> • South Orange County • Stakeholder database (including Phase 1 participants, HOAs, community organizations, city staff, major businesses, and facilities, etc.) 	<ul style="list-style-type: none"> • 171 users, with an average of 1 minute and 20 seconds of engagement time per session • 14 registrations and 7 comment forms completed • Open for the entirety of Phase 2 • Survey link provided in VMR

SURVEY RESULTS ANALYSIS

The survey results were analyzed based on the 1,708 responses collected from the 23-question survey.

Geographic Distribution

Over half of the survey respondents indicated they both lived and worked in south Orange County.

Home Zip Code

Out of the 1,708 surveys collected, 76% of the respondents shared their home zip code (1,301) and 84% of those respondents shared they live within the project area as shown in Figure 1. 12% of the respondents indicated their home zip code was outside of the project area but still within Orange County, the majority being east of the project area (in Ladera Ranch) with some respondents immediately adjacent to the west of the project area. There was a higher concentration of survey participants in San Clemente, San Juan Capistrano, Laguna Niguel, Aliso Viejo and Rancho Santa Margarita. Although the responses are concentrated more in some areas than others, the responses collected are spread throughout the entire project area, especially when combined with the work zip codes.



Figure 1: Survey Respondents - Home Zip Code

Work Zip Code

56% of the survey respondents (952) indicated their work zip code and from these respondents, 69% indicated their work zip code is within the project area. There was a higher concentration of survey participants in San Clemente, the south Irvine area, and Mission Viejo. The work zip codes varied from the home zip codes, having a higher number of respondents from the east project area. The overall number of work zip code responses collected are more evenly distributed throughout the entire project area compared to the home zip code distribution.

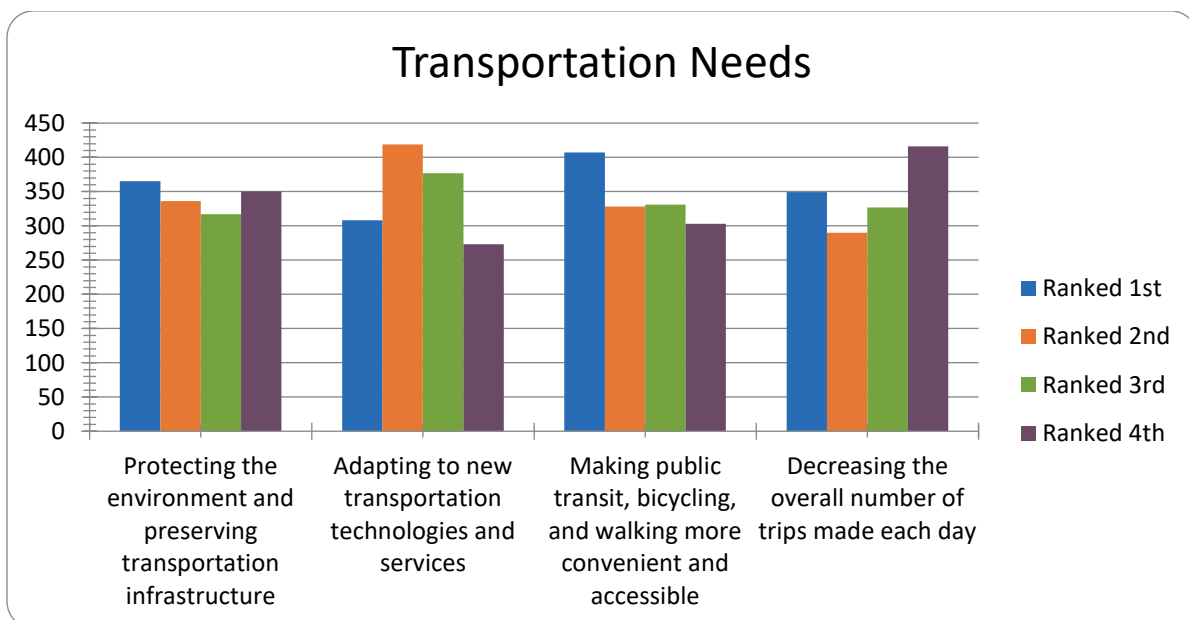


Figure 2: Survey Respondents - Work Zip Code

Priority Ranking - Transportation Needs

One question was asked to analyze the transportation needs most important to survey participants in south Orange County. The table below gives an overview of how many times each option was ranked in first, second, third, and fourth. Overall, the option “making public transit, bicycling, and walking more convenient and accessible” was ranked first the greatest number of times, revealing this was the most important transportation need to a majority of participants. Additional comments provided by survey participants on this question are also included in Appendix B.

Option	Ranked 1 st (Top)	Ranked 2 nd	Ranked 3 rd	Ranked 4 th
Protecting the environment and preserving transportation infrastructure <i>*Based on 1,368 respondents</i>	365	336	317	350
Adapting to new transportation technologies and services <i>*Based on 1,377 respondents</i>	308	419	377	273
Making public transit, bicycling, and walking more convenient and accessible <i>*Based on 1,369 respondents</i>	407	328	331	303
Decreasing the overall number of trips made each day <i>*Based on 1,382 respondents</i>	349	290	327	416

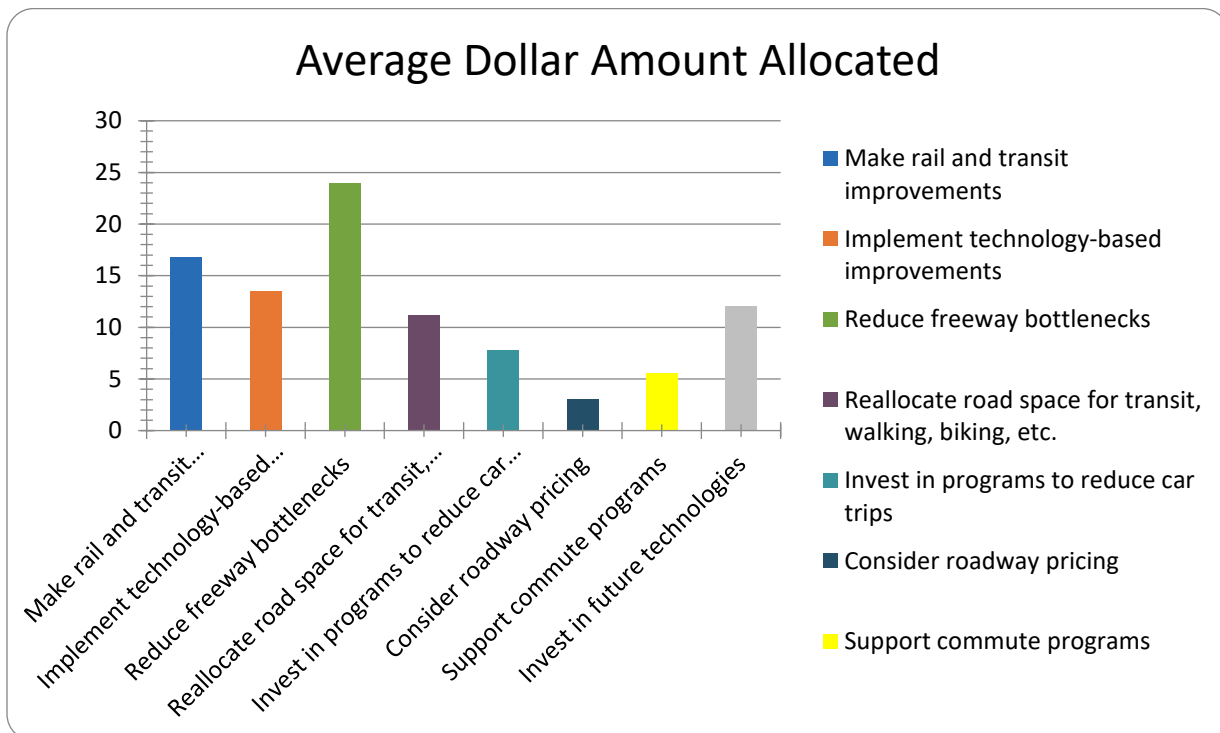


Set Your Budget – Transportation Strategy Budget Allocation

One question asked participants to allocate virtual tokens to represent the transportation strategies they believe should be invested in. Participants were allotted \$100 to distribute. Results are based off of 1,439 English participants and 1 Spanish participant. Survey respondents gave precedent to reducing freeway bottlenecks, making rail and transit improvements, and implementing technology-based improvements. Additional comments can be viewed in Appendix B.

#	Option	Average Dollar Amount
1.	Make rail and transit improvements	\$16.83
2.	Implement technology-based improvements	\$13.48
3.	Reduce freeway bottlenecks	\$23.99
4.	Reallocate road space for transit, walking, biking, etc.	\$11.22
5.	Invest in programs to reduce car trips	\$7.77
6.	Consider roadway pricing	\$3.07
7.	Support commute programs	\$5.57
8.	Invest in future technologies	\$12.08

* Based upon 1,440 respondents

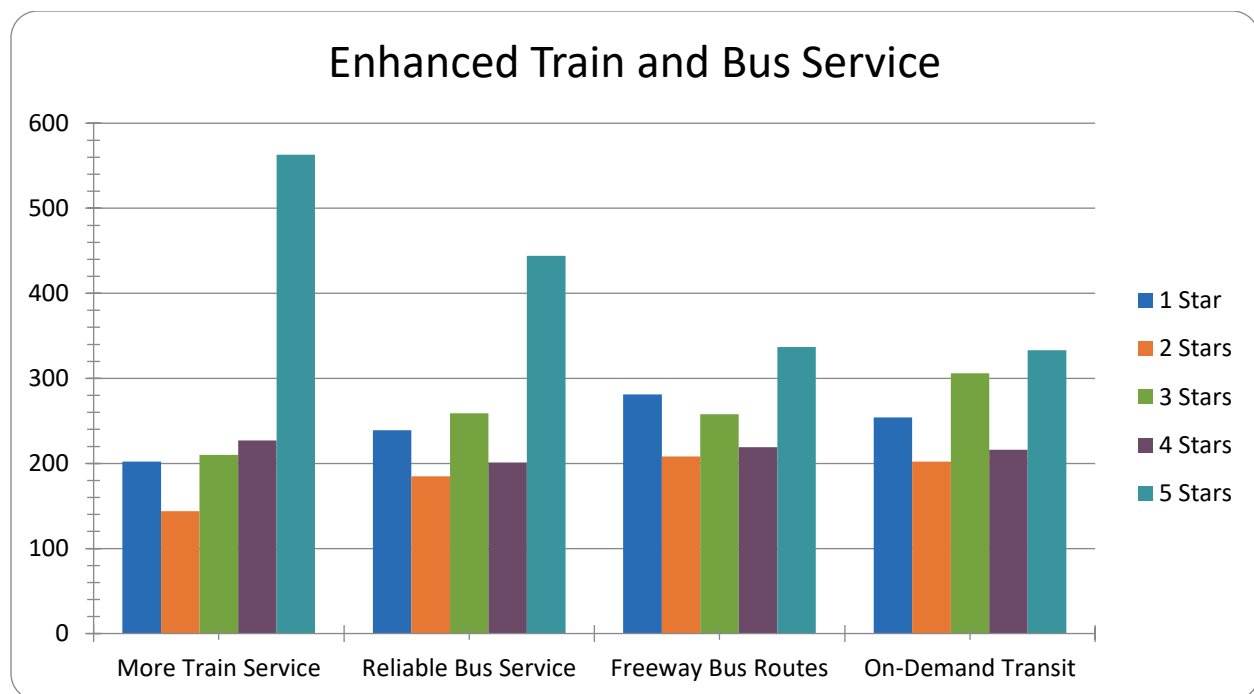


Effective Strategy Rating

Participants were asked to provide a 1-5 star rating, with 1 being the least, on how effective they think each strategy would be in improving travel in south Orange County. There was a total of 21 strategies to rate, organized by 6 categories. Only English participants provided feedback for this specific question.

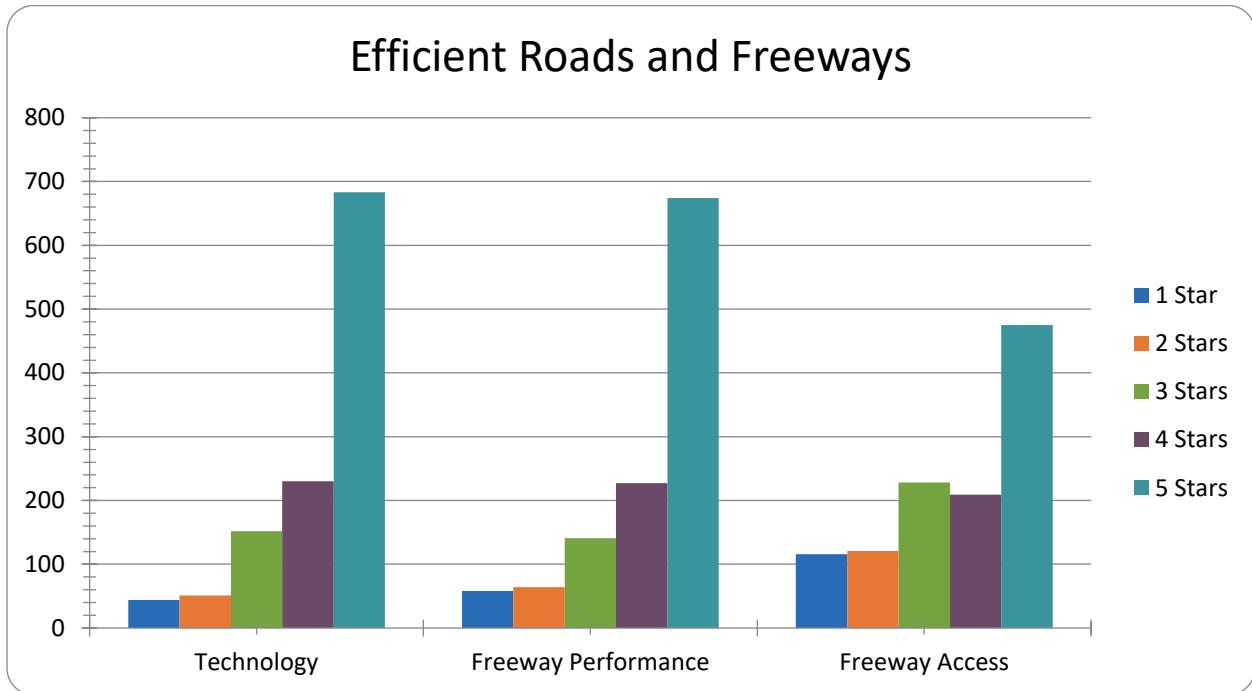
The rating of each option reveals the level of priority respondents believe each strategy should possess. The data from this question shows that the following from each category were rated 5 stars the most times: more train service, technology/ freeway performance, safety improvements, transit, price-managed lanes, and broadband. Survey participants believe focusing on these strategies would be the most beneficial to improving mobility. The bar graphs below provide detail on how many times each strategy was given a 1-5 star rating. Additional comments can be viewed in Appendix B.

Enhanced Train and Bus Service



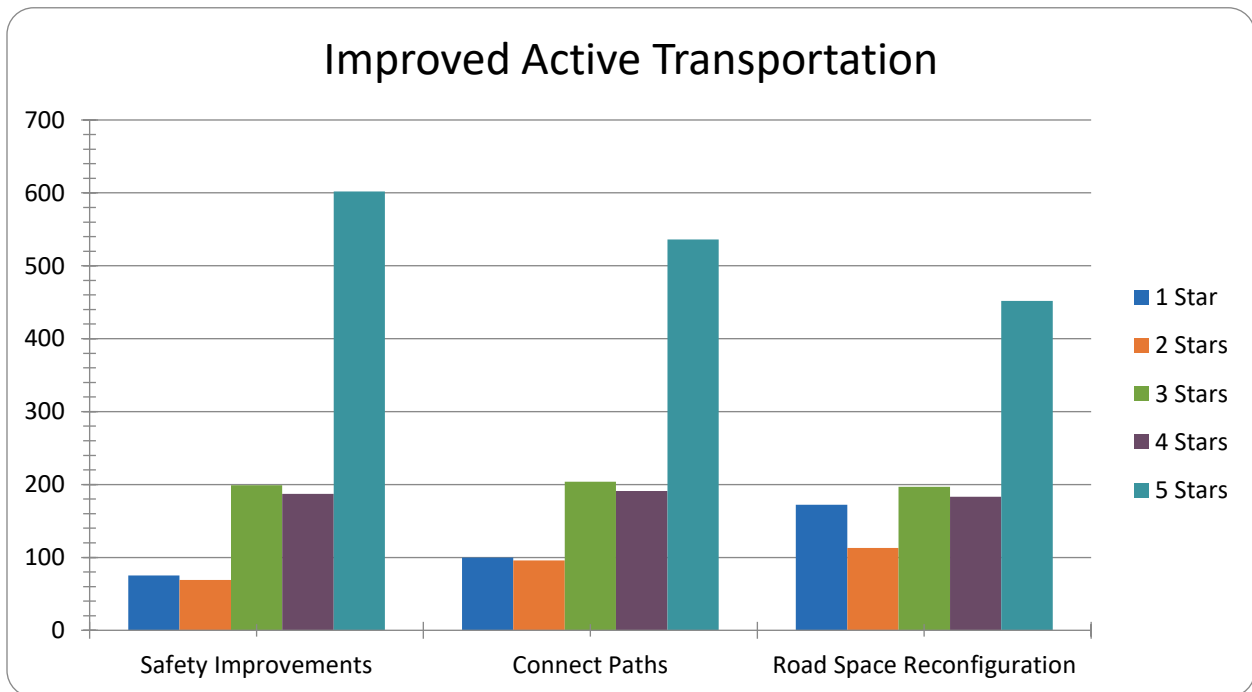
*Based upon 563 respondents

Efficient Roads and Freeways



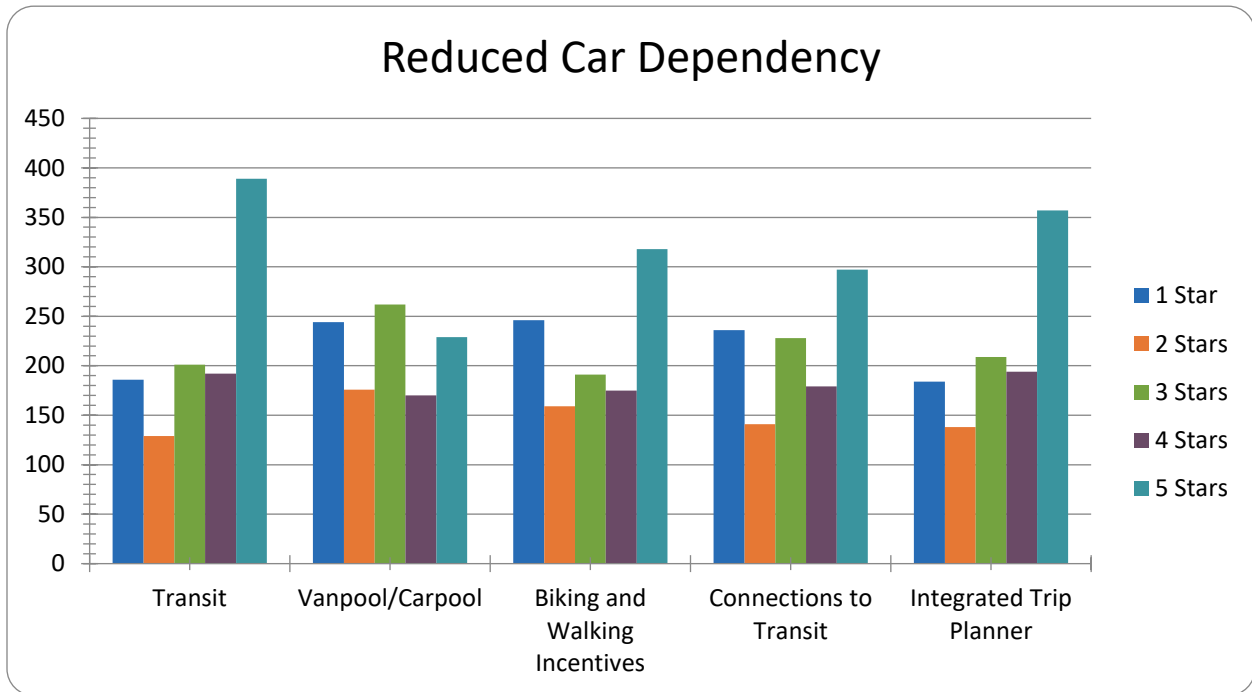
*Based upon 683 respondents

Improved Active Transportation



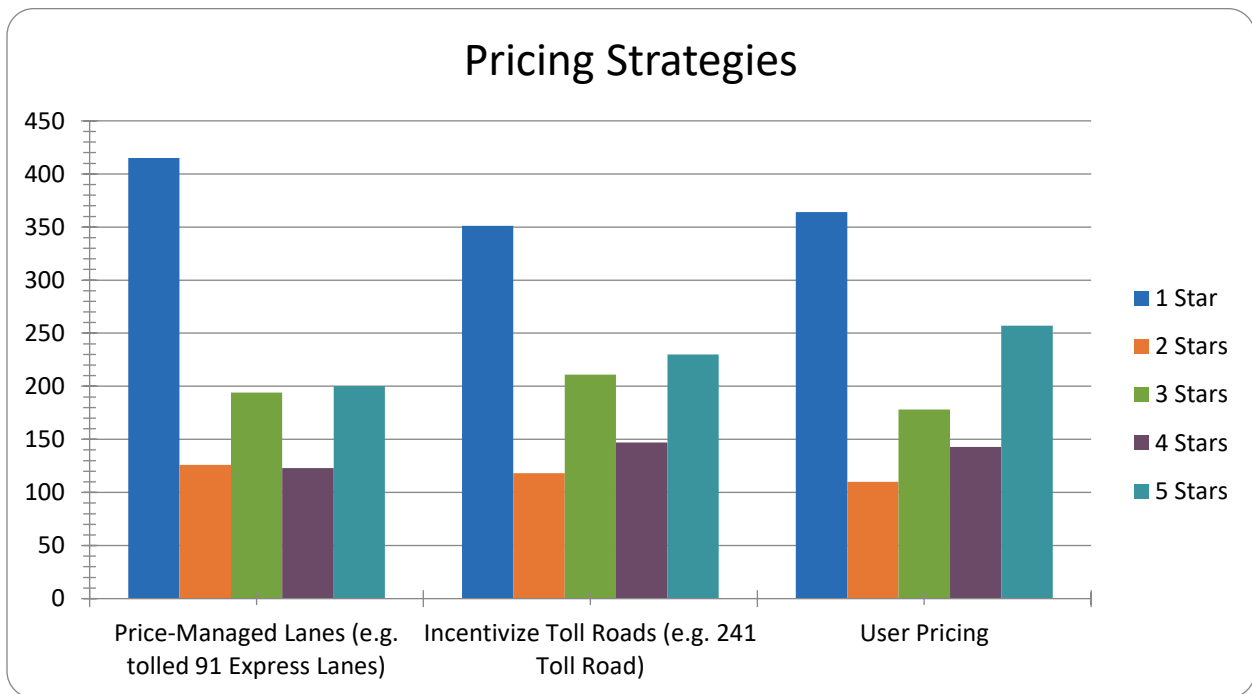
*Based upon 602 respondents

Reduced Car Dependency



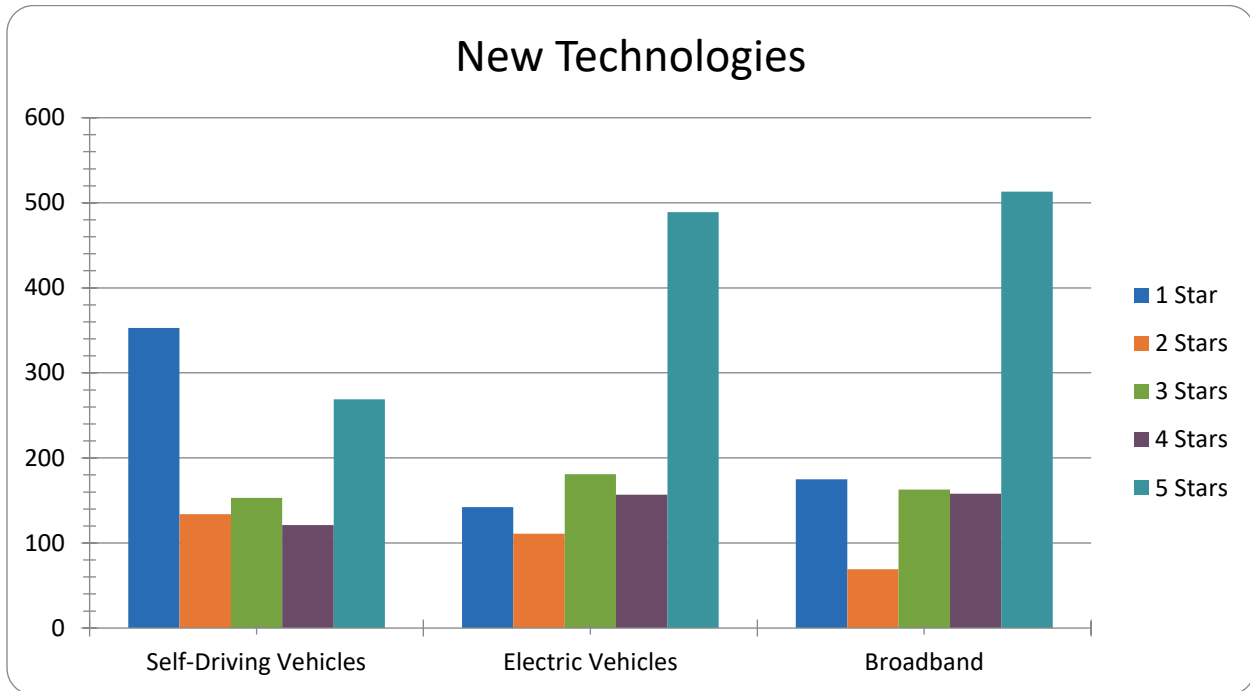
*Based upon 389 respondents

Pricing Strategies



*Based upon 415 respondents

New Technologies



*Based upon 513 respondents

Stay Involved

A total of 474 email contacts were received and were included in the Stakeholder Database to receive notifications, project updates, community meeting invites and to be included in outreach during Phase 3.

CONCLUSION

The ranking question format in this survey allows the Project Team to review a broader spectrum of detailed responses. The survey's compiled results showed respondents value the following: increasing availability and making improvements to public transit/ rail; making driving alternatives more accessible (biking, walking, etc.); offering flexible roadway pricing based on demand; not adding more toll roads; and focusing on current roads and freeways to expand and improve.

During Phase 3 of the PIP, OCTA will further analyze the remaining strategy options in order to recommend a Locally Preferred Strategy (LPS). Analysis of the feedback garnered during Phases 1 and 2 will aid OCTA in creating and proposing the LPS to effectively improve future transportation in south Orange County.

Appendices

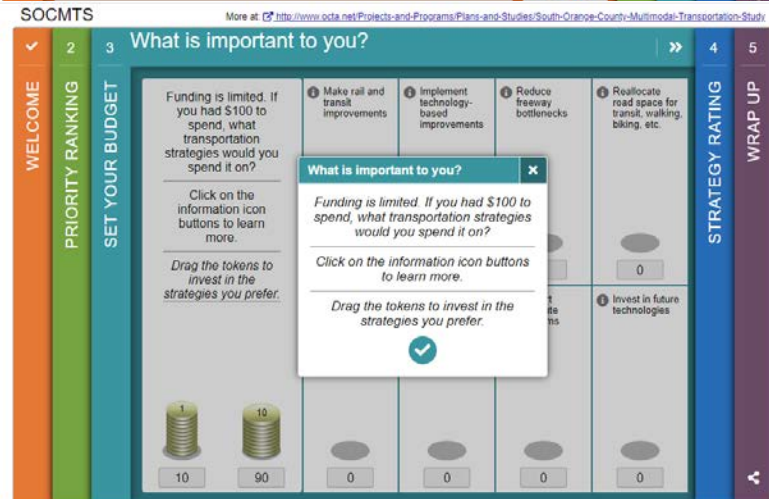
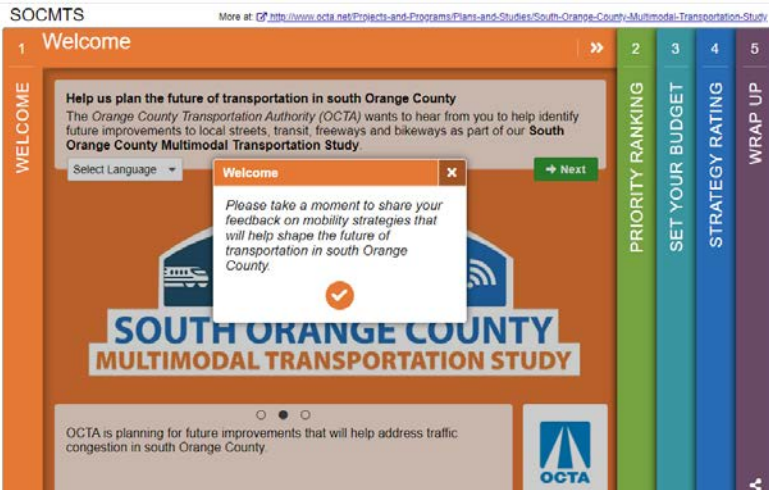
Appendix A Surveys

**Appendix A.1 Online Survey (English;
Spanish; Mandarin; Korean;
Vietnamese)**

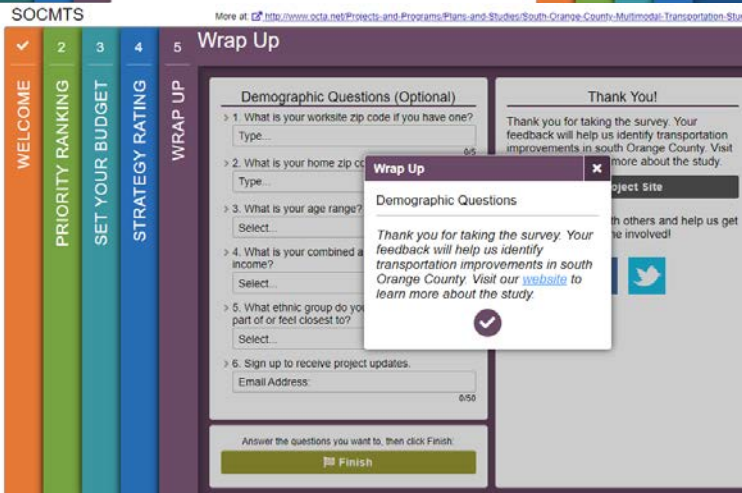
Appendix A.2 Phone Survey Script

Appendix A

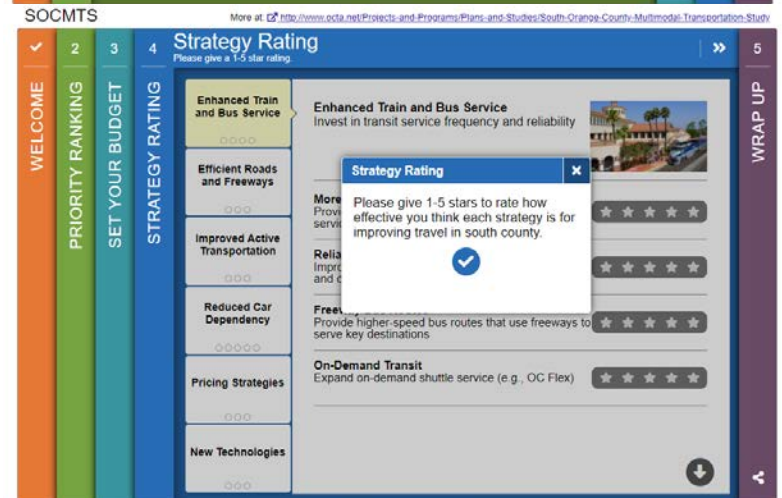
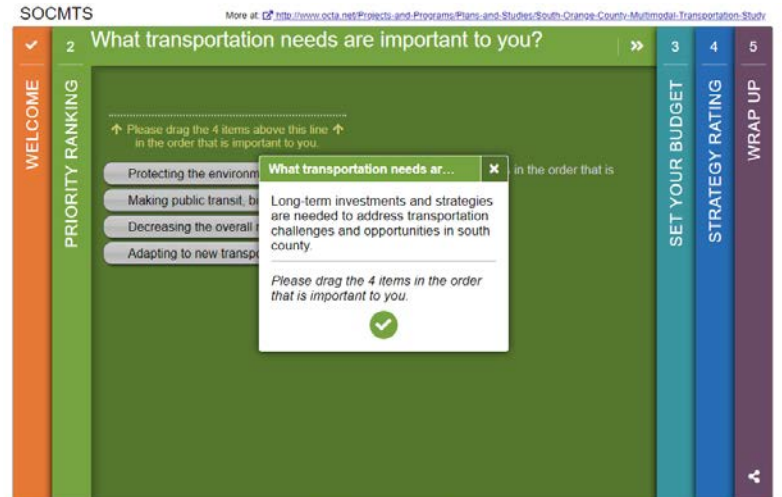
Appendix A.1 Online Survey (English; Spanish; Mandarin; Korean; Vietnamese)



[Privacy](#) - [About MetroQuest](#)



[Privacy](#) - [About MetroQuest](#)



[Privacy](#) - [About MetroQuest](#)

1 Bienvenidos

Ayúdenos a planificar el transporte en el sur del condado de Orange

La Autoridad de Transporte del Condado de Orange (OCTA) desea conocer su opinión para ayudar a identificar futuras mejoras en las calles locales, el tránsito, autopistas y carriles de bicicleta como parte de nuestro **Estudio sobre el Transporte Multimodal en el Sur del Condado de Orange**.

Select Language Bienvenidos

Por favor dedique un momento a compartir sus comentarios sobre las estrategias de movilidad que ayudarán a dar forma al futuro del transporte en el sur del condado de Orange.

→ Próximo

SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY

La OCTA está planificando futuras mejoras que ayudarán a resolver la congestión del tráfico en el sur del Condado de Orange.

OCTA

CLASIFICACIÓN DE PRIORIDAD ESTABLEZCA SU PRESUPUESTO CALIFICACIÓN DE LA ESTRATEGIA RESUMEN

2 ¿Qué necesidades considera importantes?

Por favor, arrastre los 4 elementos por encima de esta línea en el orden que sea importante para usted.

Permitir que el transporte público sea más accesible

Adaptación a las nuevas tecnologías

Proteger el medio ambiente

Reducir el número total de viajes

¿Qué necesidades considera importantes?

Se necesitan inversiones y estrategias a largo plazo para abordar los retos y las oportunidades del transporte en el sur del condado.

Por favor, arrastre los 4 elementos en el orden que sea importante para usted.

CLASIFICACIÓN DE PRIORIDAD ESTABLEZCA SU PRESUPUESTO CALIFICACIÓN DE LA ESTRATEGIA RESUMEN

3 ¿Qué es importante para usted?

El financiamiento es limitado. Si usted dispone de \$100 para gastar, ¿en qué estrategias de transporte los invertiría?

Haga clic en los botones del icono de información para más detalles.

Arrastre las monedas para invertir en las estrategias que prefiere.

Realización de mejoras ferroviarias y de tránsito público.

Implementar mejoras basadas en tecnologías.

Reducir los cuellos de botella en las autopistas.

Reasignar espacio vial para tránsito, peatones, ciclistas, etc.

¿Qué es importante para usted?

El financiamiento es limitado. Si usted dispone de \$100 para gastar, ¿en qué estrategias de transporte los invertiría?

Haga clic en los botones del icono de información para más detalles.

Arrastre las monedas para invertir en las estrategias que prefiere.

10 90 0 0 0

CLASIFICACIÓN DE PRIORIDAD ESTABLEZCA SU PRESUPUESTO CALIFICACIÓN DE LA ESTRATEGIA RESUMEN

4 Calificación de la estrategia

Por favor asigne una calificación del 1 al 5 estrellas.

Servicio de tren y autobús mejorado

Carreteras y autopistas eficientes

Transporte activo mejorado

Menor dependencia en los automóviles

Estrategias de precios

Nuevas tecnologías

Servicio de tren y autobús mejorado

Invertir en la frecuencia y confiabilidad del servicio de tránsito.

Calificación de la estrategia

Califique de 1 a 5 estrellas la eficacia de cada estrategia para mejorar los viajes en el sur del condado.

Rutas de autobuses por autopistas

Ofrecer rutas de autobuses de mayor velocidad por autopistas para recorridos a destinos clave.

Transporte público a pedido

Aumentar el servicio de transporte especial a pedido (por ejemplo, OC Flex).

CLASIFICACIÓN DE PRIORIDAD ESTABLEZCA SU PRESUPUESTO CALIFICACIÓN DE LA ESTRATEGIA RESUMEN

5 Resumen

Preguntas Demográficas (Opcional)

1. ¿Cuál es el código postal de su lugar de trabajo, si corresponde?

Tipo...

2. ¿Cuál es su código postal?

Tipo...

3. ¿Cuál es su rango de edad?

Para seleccionar...

4. ¿Cuál es el ingreso anual?

Para seleccionar...

5. ¿A qué grupo étnico cree que se siente más identificado?

Para seleccionar...

6. Suscríbese para recibir información sobre los proyectos.

Dirección de e-mail: 050

Responda las preguntas que desea y luego haga clic en Terminar (Finish).

Terminar

¡Muchas gracias!

Gracias por completar esta encuesta. Su opinión nos ayudará a identificar las mejoras en el sistema de transporte del sur del condado de Orange. Visite nuestro sitio web para obtener más información sobre el estudio.

Resumen

Preguntas demográficas

Gracias por completar esta encuesta. Su opinión nos ayudará a identificar las mejoras en el sistema de transporte del sur del condado de Orange. Visite nuestro sitio web para obtener más información sobre el estudio.

CLASIFICACIÓN DE PRIORIDAD ESTABLEZCA SU PRESUPUESTO CALIFICACIÓN DE LA ESTRATEGIA RESUMEN

5 Resumen

Preguntas Demográficas (Opcional)

1. ¿Cuál es el código postal de su lugar de trabajo, si corresponde?

Tipo...

2. ¿Cuál es su código postal?

Tipo...

3. ¿Cuál es su rango de edad?

Para seleccionar...

4. ¿Cuál es el ingreso anual?

Para seleccionar...

5. ¿A qué grupo étnico cree que se siente más identificado?

Para seleccionar...

6. Suscríbese para recibir información sobre los proyectos.

Dirección de e-mail: 050

Responda las preguntas que desea y luego haga clic en Terminar (Finish).

Terminar

¡Muchas gracias!

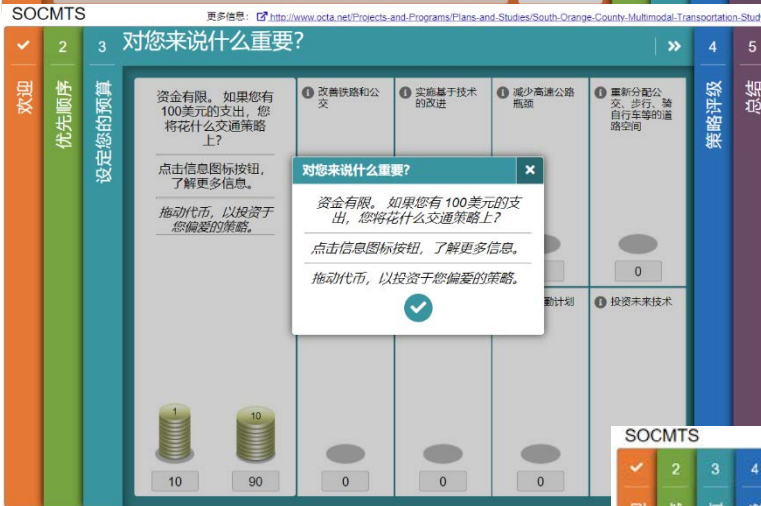
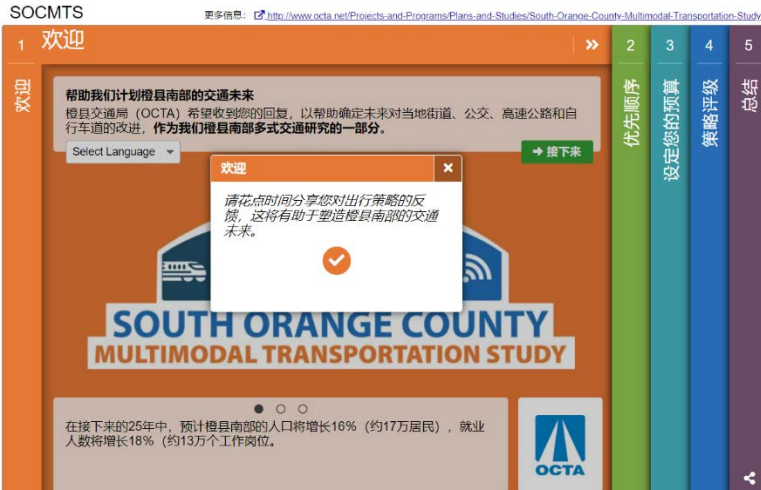
Gracias por completar esta encuesta. Su opinión nos ayudará a identificar las mejoras en el sistema de transporte del sur del condado de Orange. Visite nuestro sitio web para obtener más información sobre el estudio.

Resumen

Preguntas demográficas

Gracias por completar esta encuesta. Su opinión nos ayudará a identificar las mejoras en el sistema de transporte del sur del condado de Orange. Visite nuestro sitio web para obtener más información sobre el estudio.

CLASIFICACIÓN DE PRIORIDAD ESTABLEZCA SU PRESUPUESTO CALIFICACIÓN DE LA ESTRATEGIA RESUMEN



隐私 - 关于 MetroQuest



隐私 - 关于 MetroQuest



隐私 - 关于 MetroQuest

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

1 환영합니다

저희들이 사우스 오렌지 카운티 교통의 미래를 계획하는 데 도움을 주시기 바랍니다

오렌지 카운티 교통국(OCTA)은 사우스 오렌지 카운티 복합 교통수단 연구의 일환으로 지역 거리, 대중 교통, 프리웨이 및 자전거 도로에 대한 향후 개선 사항을 파악하는 데 도움이 되기 위하여 귀하의 의견을 듣고자 합니다.

Select Language 환영합니다

잠시 시간을 내어 사우스 오렌지 카운티 교통의 미래를 만들어 가는 데 도움이 될 이동성 전략에 대한 의견을 나누시기 바랍니다.

SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY

이 연구는 OCTA가 모든 커뮤니티 및 이해 관계자들과 협력하여 모든 오렌지 카운티 주민들과 통근자들을 위한 다양성, 형평성 및 포용성을 지원하는 기회입니다.

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

2 귀하에게 중요한 것은?

예산이 정해져 있습니다. 100불을 갖고 있다면, 어떤 교통수단 전략에 그 돈을 쓰시겠습니까?

자세히 알아보려면 정보 아이콘 버튼을 클릭하십시오.

토권을 드래그해서 귀하가 선호하는 전략에 투자하십시오.

토큰을 드래그해서 귀하가 선호하는 전략에 투자하십시오.

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10 90 0 0 0 0

프라이버시 - MetroQuest에 대한

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

3 예산 짜기

예산이 정해져 있습니다. 100불을 갖고 있다면, 어떤 교통수단 전략에 그 돈을 쓰시겠습니까?

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1 10 0 0 0 0

10 90 0 0 0 0

프라이버시 - MetroQuest에 대한

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

4 전략 평가

개선된 기타 및 버스 서비스

효율적인 도로 및 프리웨이

개선된 활동적 교통 수단

자동차 의존도 감소

가격 전략

신기술

프라이버시 - MetroQuest에 대한

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

2 어떤 교통 필요성이 귀하에게 중요한가요?

귀하에게 중요한 순서대로 4개 항목을 이 선 위로 드래그해 주세요.

하루 전체 여행 횟수

대중교통, 자전거, 걷기

새로운 교통 기술과 서비스

환경을 보호하고 교통을

어떤 교통 필요성이 귀하에게 중... 로 4개 항목을 드래

사우스 카운티의 교통 과제들과 기회들을 해결해 나가려면 장기적인 투자와 전략들이 필요합니다.

귀하에게 중요한 순서대로 4개 항목을 드래그해 주세요.

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

4 전략 평가

별을 1-5개 주십시오.

개선된 기타 및 버스 서비스

개선된 기타 및 버스 서비스

대중 교통 서비스 빈도 및 안정성에 투자

효율적인 도로 및 프리웨이

개선된 활동적 교통 수단

자동차 의존도 감소

가격 전략

신기술

프라이버시 - MetroQuest에 대한

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

5 끝내면서

인구통계학적 질문 (선택)

1. 직장 우편번호는 어떻게 됩니까?

2. 집 우편번호는 어떻게 됩니까?

3. 연령대는 어떻게 되십니까?

4. 가계 총 소득은 얼마입니까?

5. 어떤 인종 그룹에 속하십니까?

6. 어떤 인종 그룹에 속하십니까?

7. 프로젝트 업데이트를 받으시겠습니까?

이메일 주소 :

평가의 질문에 답하고 완료 버튼을 클릭하십시오.

완료

프라이버시 - MetroQuest에 대한

SOCMTS [더 보기](http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study)

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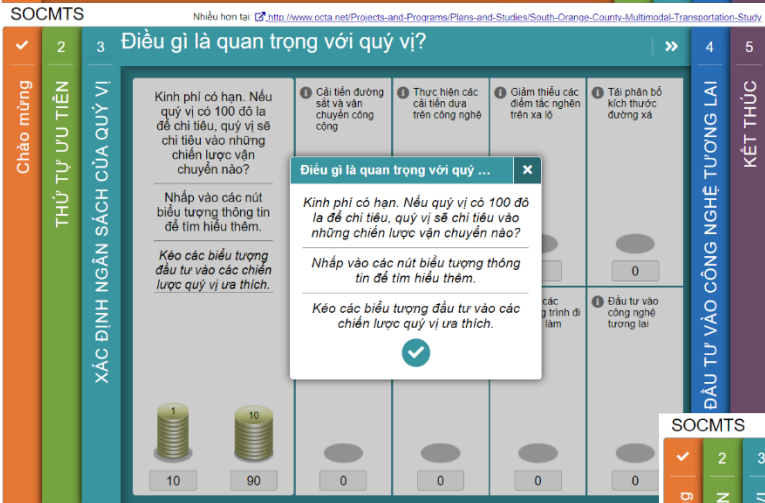
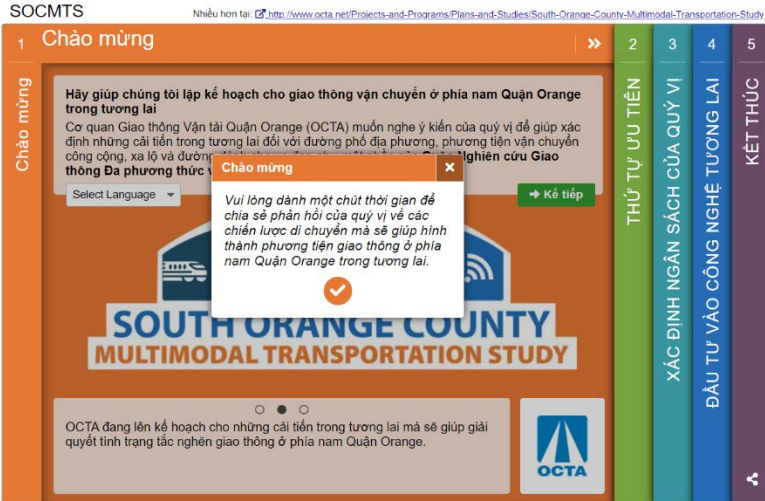
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이메일 주소 :

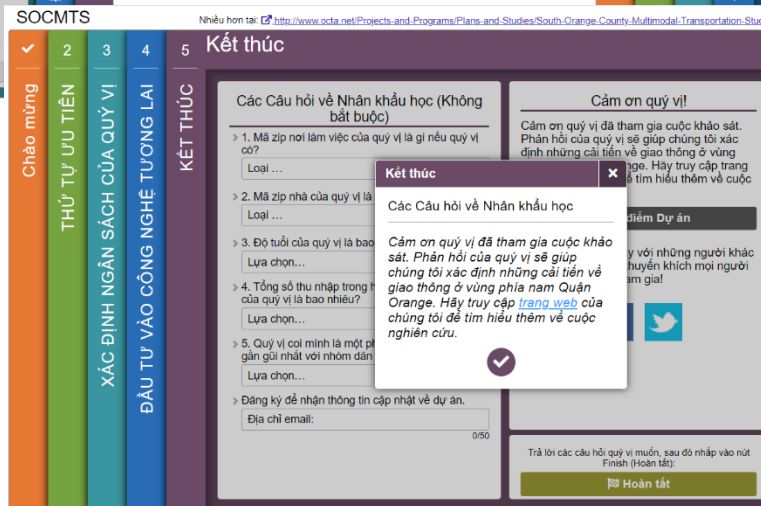
평가의 질문에 답하고 완료 버튼을 클릭하십시오.

완료

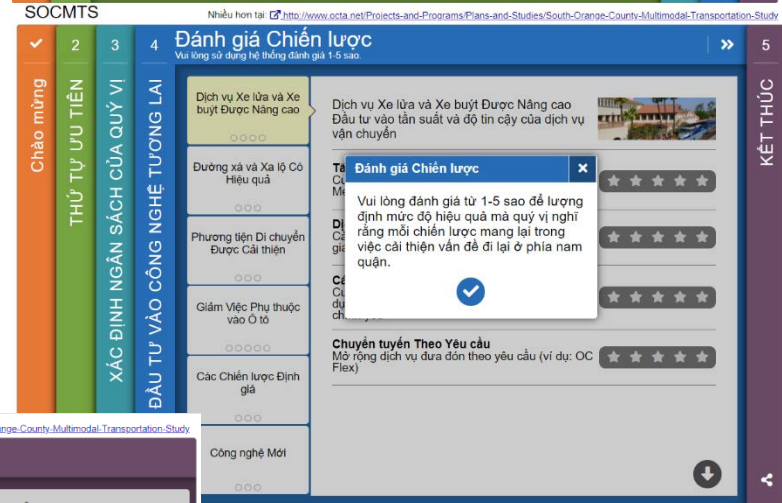
프라이버시 - MetroQuest에 대한



Riêng tư - Giới thiệu về MetroQuest



Riêng tư - Giới thiệu về MetroQuest



Riêng tư - Giới thiệu về MetroQuest

Appendix A

Appendix A.2 Phone Survey Script

OCTA SOCMTS Phase 2 Live Answer Phone Survey Script

English

Advise: "Thank you! The Orange County Transportation Authority (OCTA) is planning for future improvements that will help address traffic congestion in south Orange County. We want to hear from you to help identify future improvements to local streets, transit, freeways and bikeways as part of our study. I will now proceed with asking you the survey questions."

Ask VERBATIM: "Let's start by ranking the following transportation needs from most important to least important for you?"

A. Decreasing the overall number of trips made each day (Freeways and the street system near freeway interchanges in south county are consistently congested. Population and employment growth are projected to increase by approximately 20% by 2045, which would worsen traffic.)

B. Making public transit, bicycling, and walking more convenient and accessible (The automobile-focused street network in south county present challenges for providing efficient transit service, meeting the travel needs of non-drivers, and supporting safe travel conditions for all users. Land use patterns that are dominated by single family housing separated from shopping and jobs are another challenge.)

C. Adapting to new transportation technologies and services (Advancements in technologies such as autonomous vehicles, high-speed electric vehicle charging, and e-bikes could change travel behaviors and how traffic operates. Increased levels of telework and telemedicine and lingering COVID-19 concerns could decrease travel overall.)

D. Protecting the environment and preserving transportation infrastructure (Vehicular emissions negatively affect air quality and contribute to climate change. Risks like rising sea level, extreme heat events, and increased frequency of wildfires threaten the transportation network)

* Transportation Need (1st)

* Transportation Need (2nd)

* Transportation Need (3rd)

* Transportation Need (4th)

Ask VERBATIM: "Given funding is limited, which of the following transportation strategies are the most important to you? Please pick your top three. "

A. Make rail and transit improvements

B. Implement technology-based improvements

C. Reduce freeway bottlenecks

D. Reallocate road space for transit, walking, biking, etc.

E. Invest in programs to reduce car trips

F. Consider roadway pricing

G. Support commute programs

H. Invest in future technologies

* Transportation Strategy 1

* Transportation Strategy 2

* Transportation Strategy 3

Advise VERBATIM: "Please give 1-5 stars to rate how effective you think each strategy is for improving travel in south county."

Advise: "These first 4 strategies are in relation to Enhanced Train & Bus Service - Investing in transit service frequency and reliability."

1. More Train Service

Provide infrastructure needed to increase Metrolink service

* More Train Service # of Stars (1-5)

2. Reliable Bus Service

Improve bus service to jobs, education, shopping, and other activities

* Reliable Bus Service # of Stars (1-5)

3. Freeway Bus Routes

Provide higher-speed bus routes that use freeways to serve key destinations

* Freeway Bus Routes # of Stars (1-5)

4. On-Demand Transit

Expand on-demand shuttle service (e.g., OC Flex)

* On-Demand Transit # of Stars (1-5)

Advise: "These next 3 strategies are in relation to Efficient Roads and Freeways - Improving performance of roads."

1. Technology

Use signal timing and other technologies to reduce traffic congestion

* Technology # of Stars (1-5)

2. Freeway Performance

Implement strategies to address freeway bottlenecks

* Freeway Performance # of Stars (1-5)

3. Freeway Access

Add or improve freeway ramps to reduce congestion

* Freeway Access # of Stars (1-5)

Advise: "These next 3 strategies are in relation to Improved Active Transportation - Making bicycling and walking safer and more convenient."

1. Safety Improvements

Invest in safety improvements at locations with frequent accidents

* Safety Improvements # of Stars (1-5)

2. Connect Paths

Complete missing sidewalk and bike lane connections

* Connect Paths # of Stars (1-5)

3. Road Space Reconfiguration

Reconfigure some streets to provide safe facilities for pedestrians, bicyclists, and/or low-speed electric vehicles (e.g., e-bikes, electric scooters)

* Road Space Reconfig # of Stars (1-5)

Advise: "These next 5 strategies are in relation to Reduced Car Dependency - Encouraging transportation options other than driving alone."

1. Transit

Offer reduced fare programs to enhance access to bus and Metrolink services

* Transit # of Stars (1-5)

2. Vanpool/Carpool

Provide incentive and reward programs for vanpooling or carpooling

* Van/Carpool # of Stars (1-5)

3. Biking and Walking Incentives

Provide subsidies and education programs for people who use a form of active transportation

* Biking/Walking # of Stars (1-5)

4. Connections to Transit

Provide subsidies for rideshare services like Uber/Lyft to and from transit stations

* Connect to Transit # of Stars (1-5)

5. Integrated Trip Planner

Support smartphone apps that can plan, book, and pay for multiple mobility services (e.g., shared car or bike, train, bus) and get from point A to B based on preferred cost, time, and convenience

* Integrated Trip Planner # of Stars (1-5)

Advise: "These next 3 strategies are in relation to Pricing Strategies - Providing incentives or disincentives to manage use of roadways"

1. Price-Managed Lanes (e.g. tolled 91 Express Lanes)

Carpool lanes on freeways are free for vehicles with three or more persons, but others can use the lanes if they pay a toll

* Price-Managed Lanes # of Stars (1-5)

2. Incentivize Toll Roads (e.g. 241 Toll Road)

Provide incentives to encourage more drivers to use the toll roads.

* Incentivize Toll Roads # of Stars (1-5)

3. User Pricing

Charge drivers low or no fees at low-demand times and higher fees at high-demand times to ensure reliable travel conditions

* User Pricing # of Stars (1-5)

Advise: "These next 3 strategies are in relation to New Technologies - Supporting emerging transportation technologies and broadband infrastructure"

1. Self-Driving Vehicles

Require self-driving vehicles to operate in a designated freeway lane

* Self-Driving Vehicles # of Stars (1-5)

2. Electric Vehicles

Invest in charging infrastructure for electric vehicles

* Electric Vehicles # of Stars (1-5)

3. Broadband

Invest in broadband infrastructure to support increased work-from-home and new technologies like self-driving cars

* Broadband # of Stars (1-5)

Advise VERBATIM: "Thanks for your input! Now, please tell us a little about yourself. These next questions are optional so if you prefer not to answer a particular question then just let me know."

Ask VERBATIM: "What is your worksite zip code if you have one?"

* Worksite Zipcode

Ask VERBATIM: "What is your home zip code?"

* Home Zipcode

Ask VERBATIM: "What is your age range?"

* Age Range - Conditional:

16-24

25-34

35-44

45-54

55-64

65-74

75 or older

Prefer Not to Answer

Ask VERBATIM: "What is your combined annual household income?"

* Annual Household Income - Conditional:

Less than \$30,000
\$30,000 – \$49,999
\$50,000 – \$79,999
\$80,000 – \$109,000
\$110,000 – \$169,000
\$170,000 or more
Prefer Not to Answer

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

* Ethnic Group - Conditional:

Caucasian/White
Latino/Hispanic
African American/Black
American Indian or Alaskan Native
Asian – Korean, Japanese, Chinese, Vietnamese, Filipino, or other Asian
Pacific Islander
Middle Eastern
Mixed Heritage
Other
Prefer Not to Answer

Ask VERBATIM: "Is there a good email address we can send any project updates to?"

* Email Address

Advise: "Thank you for your time and valuable input. Have a great day!"

Email (and DELIVER) Office (brad@mbimedia.com)

OCTA SOCMTS Phase 2 Live Answer Phone Survey Script

Spanish

"¡Gracias! La Autoridad de Transporte del Condado de Orange (OCTA) está planificando mejoras futuras que ayudarán a abordar la congestión del tráfico en el sur del Condado de Orange. Queremos saber de usted para ayudar a identificar mejoras futuras en las calles, el tránsito, las autopistas y las ciclovías locales como parte de nuestro estudio. Ahora procederé a hacerle las preguntas de la encuesta".

"¿Empecemos a clasificar las siguientes necesidades de transporte de las más importantes a las menos importantes para usted?"

A. Reducir el número total de viajes que realiza cada día. (Las autopistas y las calles próximas a los intercambiadores de autopistas en el sur del condado siempre están congestionadas. Para el año 2050 se prevé un 20% de crecimiento de la población y el empleo, lo cual empeorará las condiciones de tráfico.)

B. Permitir que el transporte público, el uso de bicicletas y caminar resulten más cómodos y accesibles. (La red de calles del sur del condado, centrada en el automóvil, presenta desafíos para proporcionar un servicio de tránsito eficiente, y satisfacer las necesidades de viaje de individuos que no conducen y apoyar las condiciones de viaje seguras para todos los usuarios. Los patrones de uso del suelo dominados por viviendas unifamiliares separadas de las tiendas y los puestos de trabajo son otro reto.)

C. Adaptación a las nuevas tecnologías y servicios de transporte. (Los avances tecnológicos, como los vehículos autónomos, la recarga ultra rápida de los vehículos eléctricos y las bicicletas eléctricas, podrían cambiar los comportamientos de viaje y el funcionamiento del tráfico. El aumento de los niveles de teletrabajo y telemedicina y la persistente preocupación por el COVID-19 podrían disminuir los transportes en general.)

D. Proteger el medio ambiente y preservar las infraestructuras de transporte (Las emisiones de los vehículos afectan negativamente la calidad del aire y contribuyen al cambio climático. Los riesgos como el aumento del nivel del mar, los eventos de calor extremo y una mayor frecuencia de los incendios forestales amenazan la red de transporte.)

* Transportation Need (1st)

* Transportation Need (2nd)

* Transportation Need (3rd)

* Transportation Need (4th)

"Dado que los fondos son limitados, ¿cuál de las siguientes estrategias de transporte es la más importante para usted? Elija las tres principales".

A. Realice mejoras en los trenes y el tránsito

B. Implementar mejoras basadas en tecnología

C. Reducir los cuellos de botella de las autopistas

D. Reasignar el espacio de la carretera para tránsito, caminar, andar en bicicleta, etc.

E. Invierta en programas para reducir los viajes en automóvil

F. Considere los precios de las carreteras

G. Apoyar los programas de viajes cotidianos

H. Invierta en tecnologías futuras

* Transportation Strategy 1

* Transportation Strategy 2

* Transportation Strategy 3

"Por favor, dé de 1 a 5 estrellas para calificar qué tan efectiva cree que es cada estrategia para mejorar los viajes en el sur del condado".

"Estas primeras 4 estrategias están relacionadas con el servicio mejorado de trenes y autobuses: invertir en la frecuencia y confiabilidad del servicio de tránsito".

1. Más servicio de tren - proporciona la infraestructura necesaria para aumentar el servicio de Metrolink

* More Train Service # of Stars (1-5)

2. Servicio de autobús confiable - Mejorar el servicio de autobús a trabajos, educación, compras y otras actividades.

* Reliable Bus Service # of Stars (1-5)

3. Rutas de autobús de la autopista - Proporcionar rutas de autobús de mayor velocidad que utilicen autopistas para dar servicio a destinos clave

* Freeway Bus Routes # of Stars (1-5)

4. Tránsito a pedido - Ampliar el servicio de transporte a pedido (por ejemplo, OC Flex)

* On-Demand Transit # of Stars (1-5)

"Estas tres estrategias siguientes están relacionadas con carreteras y autopistas eficientes: mejora del rendimiento de las carreteras".

1. Tecnología - Utilice la sincronización de la señal y otras tecnologías para reducir la congestión del tráfico.

* Technology # of Stars (1-5)

2. Rendimiento de la autopista - Implementar estrategias para abordar los cuellos de botella de las autopistas

* Freeway Performance # of Stars (1-5)

3. Acceso a la autopista - Agregue o mejore las rampas de la autopista para reducir la congestión

* Freeway Access # of Stars (1-5)

"Estas siguientes 3 estrategias están relacionadas con la mejora del transporte activo: hacer que andar en bicicleta y caminar sea más seguro y conveniente".

1. Mejoras de seguridad - Invierta en mejoras de seguridad en lugares con accidentes frecuentes

* Safety Improvements # of Stars (1-5)

2. Conectar rutas - Completar las conexiones faltantes de aceras y carriles para bicicletas

* Connect Paths # of Stars (1-5)

3. Reconfiguración del espacio vial - Reconfigurar algunas calles para proporcionar instalaciones seguras para peatones, ciclistas y / o vehículos eléctricos de baja velocidad (por ejemplo, bicicletas eléctricas, patinetes eléctricos).

* Road Space Reconfig # of Stars (1-5)

"Estas cinco estrategias siguientes están relacionadas con la reducción de la dependencia del automóvil: fomentar opciones de transporte distintas de conducir solo".

1. Tránsito - Ofrecer programas de tarifas reducidas para mejorar el acceso a los servicios de autobús y Metrolink

* Transit # of Stars (1-5)

2. Vanpool / Carpool - Proporcionar programas de incentivos y recompensas para viajes compartidos en furgoneta o viajes compartidos.

* Van/Carpool # of Stars (1-5)

3. Incentivos para caminar y andar en bicicleta - Proporcionar subsidios y programas educativos para las personas que utilizan una forma de transporte activo.

* Biking/Walking # of Stars (1-5)

4. Conexiones al tránsito - Proporcionar subsidios para servicios de viajes compartidos como Uber / Lyft hacia y desde estaciones de tránsito

* Connect to Transit # of Stars (1-5)

5. Planificador de viajes integrado - Admite aplicaciones de teléfonos inteligentes que pueden planificar, reservar y pagar múltiples servicios de movilidad (por ejemplo, automóvil o bicicleta compartidos, tren, autobús) y llegar del punto A al B según el costo, el tiempo y la conveniencia preferidos

* Integrated Trip Planner # of Stars (1-5)

"Estas siguientes 3 estrategias están relacionadas con las estrategias de precios: proporcionar incentivos o desincentivos para administrar el uso de las carreteras"

1. Carriles con precio administrado (por ejemplo, 91 carriles exprés con peaje) - Los carriles para viajes compartidos en las autopistas son gratuitos para vehículos con tres o más personas, pero otros pueden usar los carriles si pagan un peaje.

* Price-Managed Lanes # of Stars (1-5)

2. Incentivar las carreteras de peaje (por ejemplo, la carretera de peaje 241) - Brindar incentivos para alentar a más conductores a usar las carreteras de peaje.

* Incentivize Toll Roads # of Stars (1-5)

3. Precios de usuario - Cobrar a los conductores tarifas bajas o nulas en momentos de baja demanda y tarifas más altas en momentos de alta demanda para garantizar condiciones de viaje confiables

* User Pricing # of Stars (1-5)

"Estas tres estrategias siguientes están relacionadas con las nuevas tecnologías: el apoyo a las tecnologías de transporte emergentes y la infraestructura de banda ancha".

1. Vehículos autónomos - Exigir que los vehículos autónomos operen en un carril de autopista designado

* Self-Driving Vehicles # of Stars (1-5)

2. Vehículos eléctricos - Invertir en infraestructura de carga para vehículos eléctricos

* Electric Vehicles # of Stars (1-5)

3. Banda ancha - Invertir en infraestructura de banda ancha para respaldar un mayor trabajo desde casa y nuevas tecnologías como automóviles autónomos

* Broadband # of Stars (1-5)

VERBATIM: *"¡Gracias por tu aporte! Ahora, cuéntanos un poco sobre ti. Estas siguientes preguntas son opcionales, así que si prefieres no responder una pregunta en particular, házmelo saber".*

VERBATIM: *"¿Cuál es el código postal de su lugar de trabajo si tiene uno?"*

* Worksite Zipcode

VERBATIM: *"¿Cuál es el código postal de su casa?"*

* Home Zipcode

VERBATIM: *"¿Cuál es su rango de edad?"*

* Age Range - Conditional:

16-24

25-34

35-44

45-54

55-64

65-74

75 or older

Prefer Not to Answer

VERBATIM: *"¿Cuál es su ingreso familiar anual combinado?"*

* Annual Household Income - Conditional:

Less than \$30,000

\$30,000 – \$49,999

\$50,000 – \$79,999

\$80,000 – \$109,000

\$110,000 – \$169,000

\$170,000 or more

Prefer Not to Answer

VERBATIM: *"¿De qué grupo étnico se considera parte o se siente más cercano?"*

* Ethnic Group - Conditional:

Caucasian/White

Latino/Hispanic

African American/Black

American Indian or Alaskan Native

Asian – Korean, Japanese, Chinese, Vietnamese, Filipino, or other Asian

Pacific Islander

Middle Eastern

Mixed Heritage

Other

Prefer Not to Answer

VERBATIM: "¿Existe una buena dirección de correo electrónico a la que podamos enviar actualizaciones del proyecto?"

* Email Address

"Gracias por su tiempo y valiosos comentarios. ¡Que tenga un gran día!"

Email (and DELIVER) Office (brad@mbimedia.com;emazariegos@mbimedia.com)

Stop here

Appendix B Survey Results

Appendix B.1 Compiled Survey Results

Appendix B

Appendix B.1 Compiled Survey Results

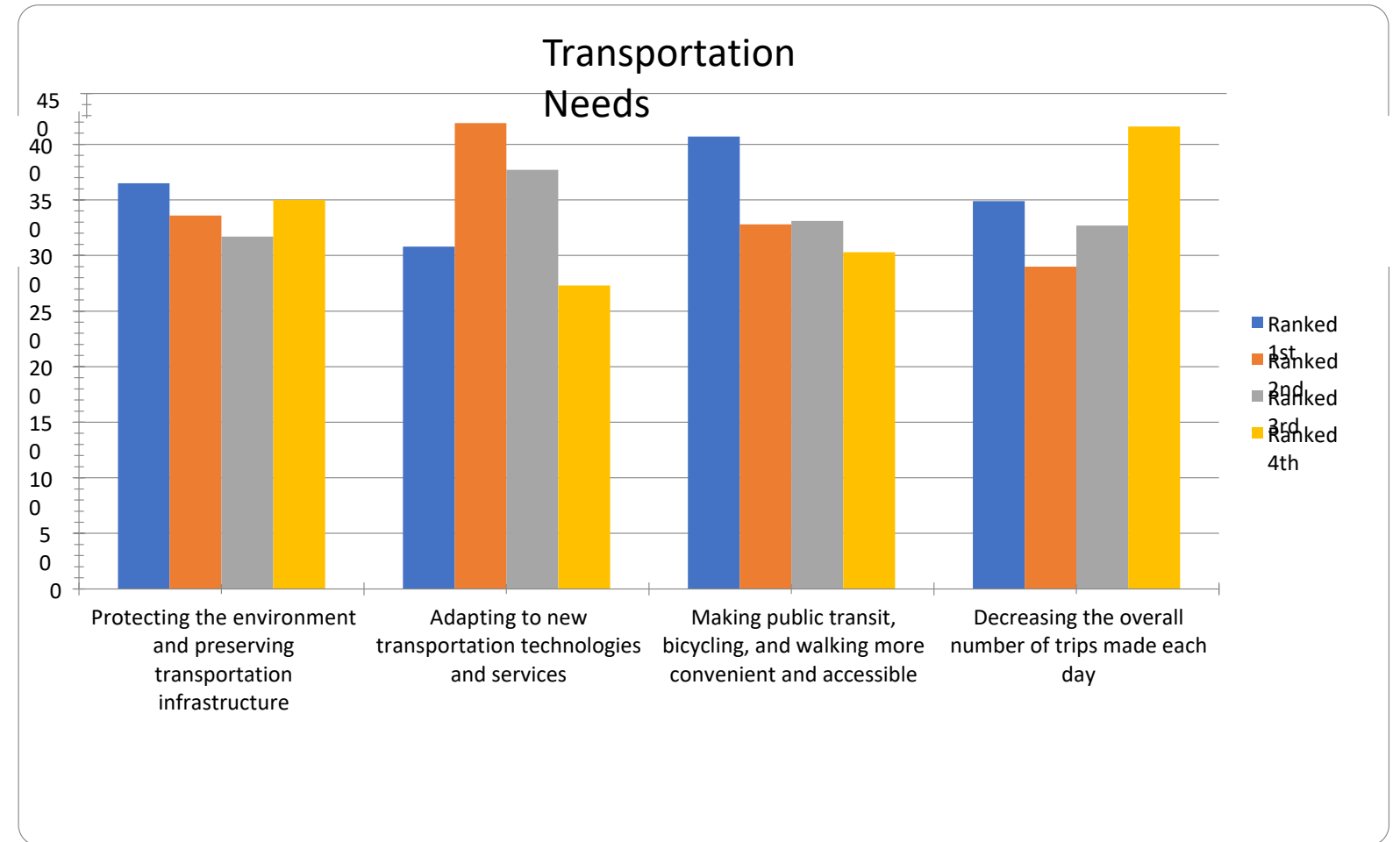
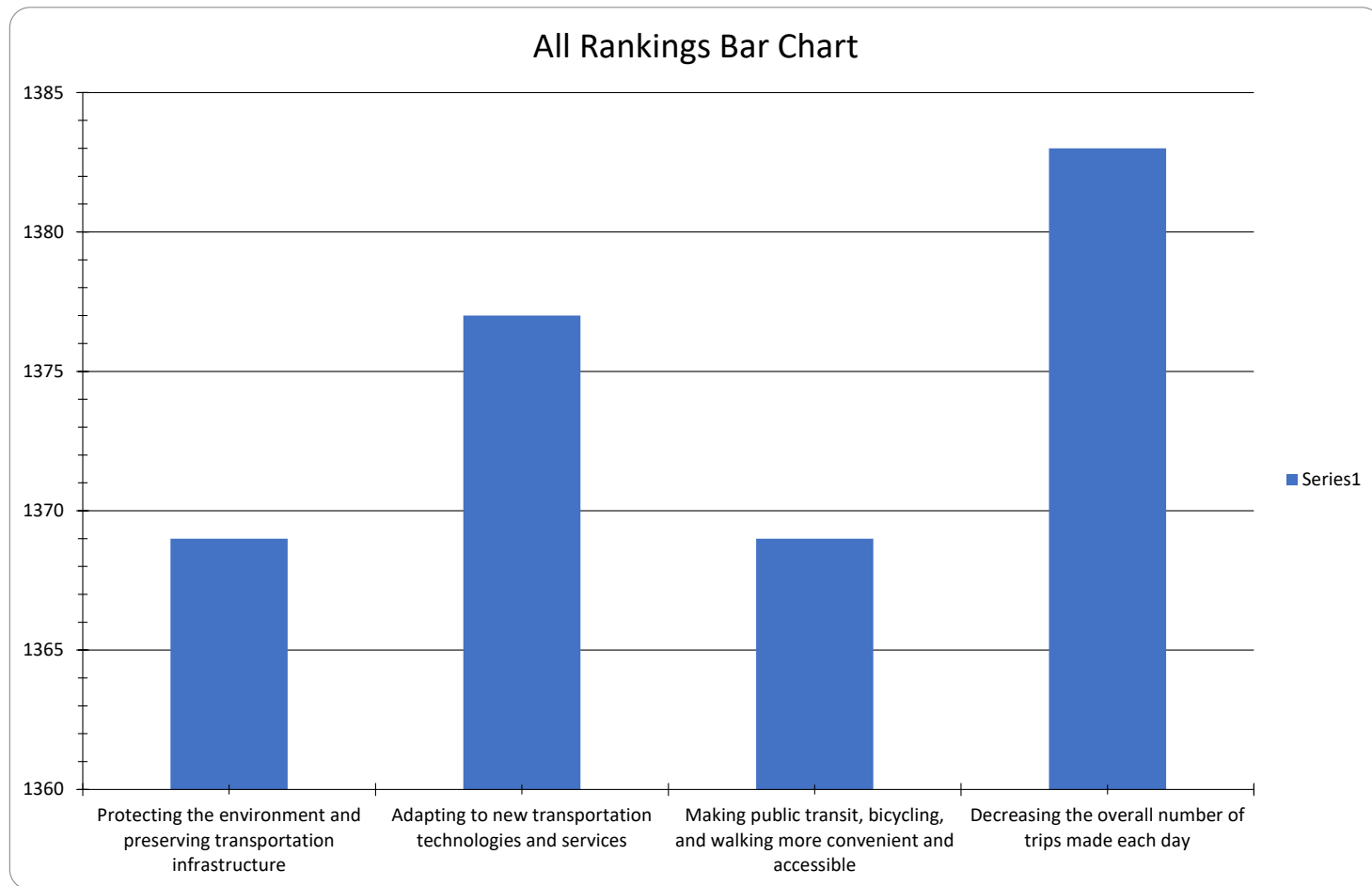
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SiteVisited	Campaign	Visitors	Participants
st7h7p		3307	1707
st7h7p	fb	1	1

Item	# Inputs
Protecting the environment a	1369
Adapting to new transportatic	1377
Making public transit, bicyclin	1369
Decreasing the overall numbe	1383

Option	Ranked 1 (To	Ranked 2	Ranked 3	Ranked 4
Protecting th	365	336	317	350
Adapting to r	308	419	377	273
Making publi	407	328	331	303
Decreasing tr	349	290	327	416

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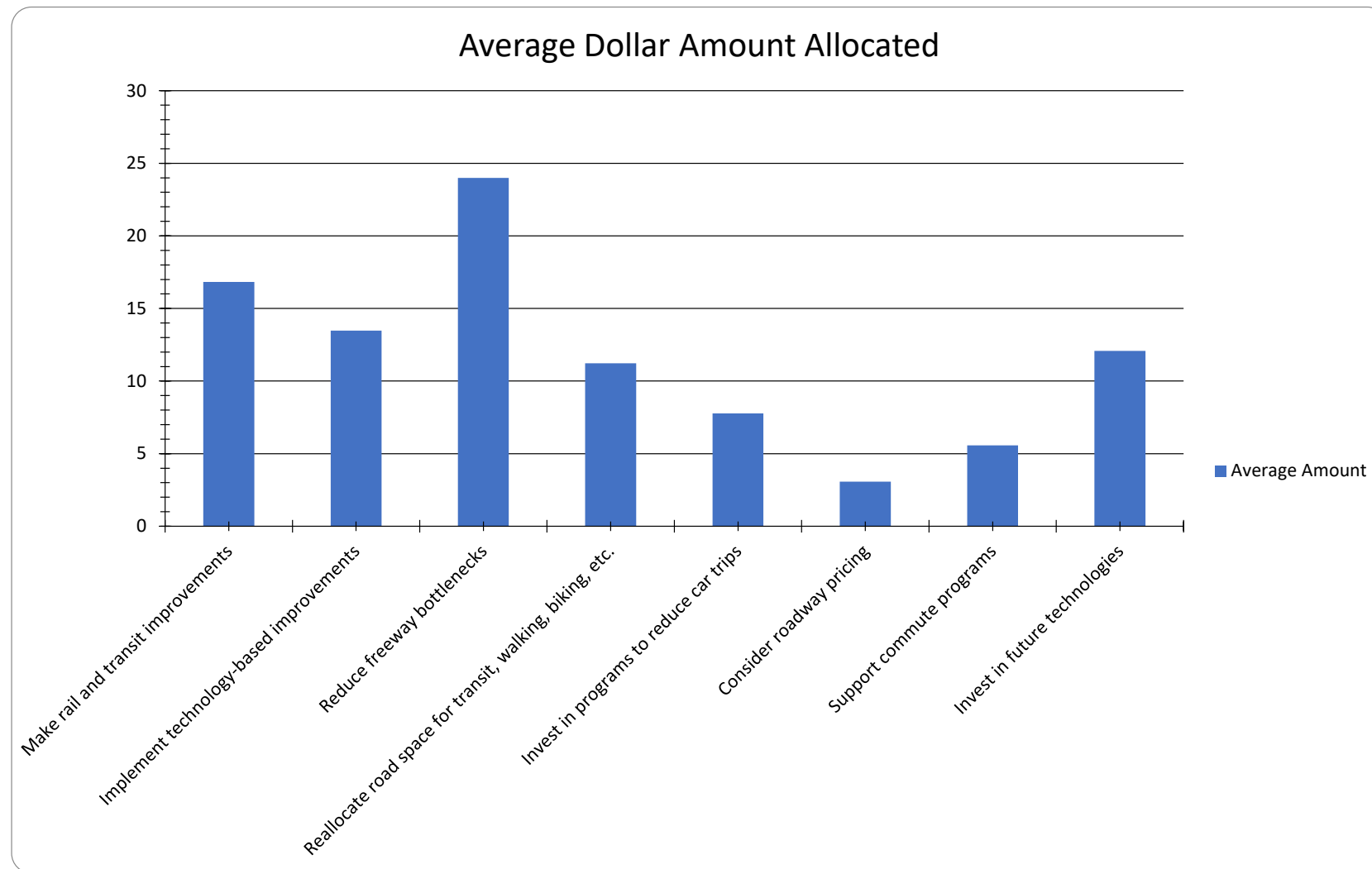
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VisitID	VisitTime	SiteVisited	Campaign	Platform	Set	Item	Comment	Negative	Neutral	Positive
373782	7-6-2021 18:30:03	st7h7p		web	General Comment	General Comment	Bicycling (convenience, accessibility, and safety) should be our number one priority.	2%	56%	42%
383791	12-6-2021 14:52:42	st7h7p		web	General Comment	General Comment	None of these needs address my needs. Improved bicycle/E-bike dedicated trails/lanes. Improved maintenance of automobile focused roadways/traffic signal coordination. Reduction of fuel costs/taxes/fees related to freedom of movement using personal vehicles that allow me to travel at my choice of time and destination and frequency. Retaining of single family housing development.	4%	18%	78%
387108	15-6-2021 17:06:19	st7h7p		mobile	General Comment	General Comment	Cannot read any of these options in their entirety. This quiz is poorly designed for mobile.	75%	21%	4%
392116	18-6-2021 19:33:15	st7h7p		web	General Comment	General Comment	Covid has changed work habits. Review needs now, before spending more money. OC has NEVER taken into account the pervasive expansion and revision of hwy 5 over the past 20 years. The simple fact that this highway has been constantly modified for the past 20 years has contributed to a SIGNIFICANT percentage of travel time.	62%	28%	10%
392265	18-6-2021 19:55:42	st7h7p		web	General Comment	General Comment	Please consider pedestrian bridges on Crown Valley Parkway between Medical Center Drive and Interstate 5. A bridge connecting The Shops at Mission Viejo with the Kaleidoscope center (with intermediate connection to the new restaurants next to the Chevron, would make the whole area more convenient and attractive for business and would reduce pedestrian-induced congestion on Crown Valley. A pedestrian bridge connecting Mission Hospital to the other side of Crown Valley would help too.	3%	30%	67%
392430	18-6-2021 20:04:39	st7h7p		mobile	General Comment	General Comment	Can't read selections on cell phone, no way to enlarge sentence	97%	2%	1%
392417	18-6-2021 20:12:01	st7h7p		mobile	General Comment	General Comment	The statements need to be completed for me to respond rationally	24%	72%	4%
392528	18-6-2021 20:14:51	st7h7p		mobile	General Comment	General Comment	The statements need to be completed for me to reply rationally	27%	70%	3%
392773	18-6-2021 20:52:10	st7h7p		mobile	General Comment	General Comment	Why can I not choose none of these. These are horrible choices	100%	0%	0%
393157	18-6-2021 22:41:52	st7h7p		web	General Comment	General Comment	where is the option to just build bigger and better roads?	1%	8%	91%
393159	18-6-2021 22:52:26	st7h7p		web	General Comment	General Comment	I understand you need to limit the topics, though it is interesting what you pick.	1%	8%	91%
392392	18-6-2021 23:24:48	st7h7p		web	General Comment	General Comment	None of those are good solutions. Deliver more roadway options.	61%	1%	38%
395299	20-6-2021 14:10:37	st7h7p		web	General Comment	General Comment	The choices presented are incomplete and biased	100%	0%	0%

397208	22-6-2021 03:14:50	st7h7p	web	General Comment	General Comment	The 4 options are NOT most important to me. Automobiles are the only rational means to satisfying all the transportation needs in the area and should be the highest priority above all else.	2%	80%	18%
397289	22-6-2021 06:40:19	st7h7p	mobile	General Comment	General Comment	I can't choose because I'm only getting a partial statement & when I tap a choice it doesn't open	24%	76%	0%
398357	22-6-2021 21:14:47	st7h7p	web	General Comment	General Comment	I'm not sure what is meant by 'Decreasingthe overall number of trips made each day' as a 'need'.	6%	91%	3%
414666	30-6-2021 22:06:26	st7h7p	web	General Comment	General Comment	with the COV vaxx death toll coming freeways will not be anywhere NEAR as congested. Also, OC freeways are really not that congested...LA freeways are.	62%	6%	32%
424060	7-7-2021 18:11:21	st7h7p	web	General Comment	General Comment	These transportation needs are all of equal importance.	2%	86%	12%

Item	Average Dollar Amount	Count
Make rail and transit improvements	16.83	1439
Implement technology-based improvements	13.48	1440
Reduce freeway bottlenecks	23.99	1439
Reallocate road space for transit, walking, biking, etc.	11.22	1439
Invest in programs to reduce car trips	7.77	1439
Consider roadway pricing	3.07	1439
Support commute programs	5.57	1439
Invest in future technologies	12.08	1439

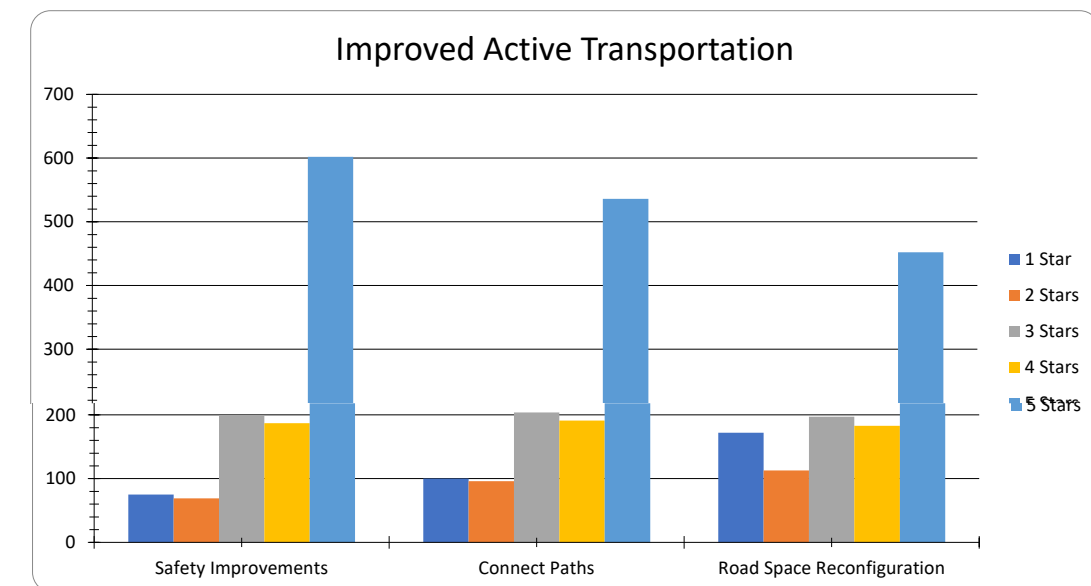
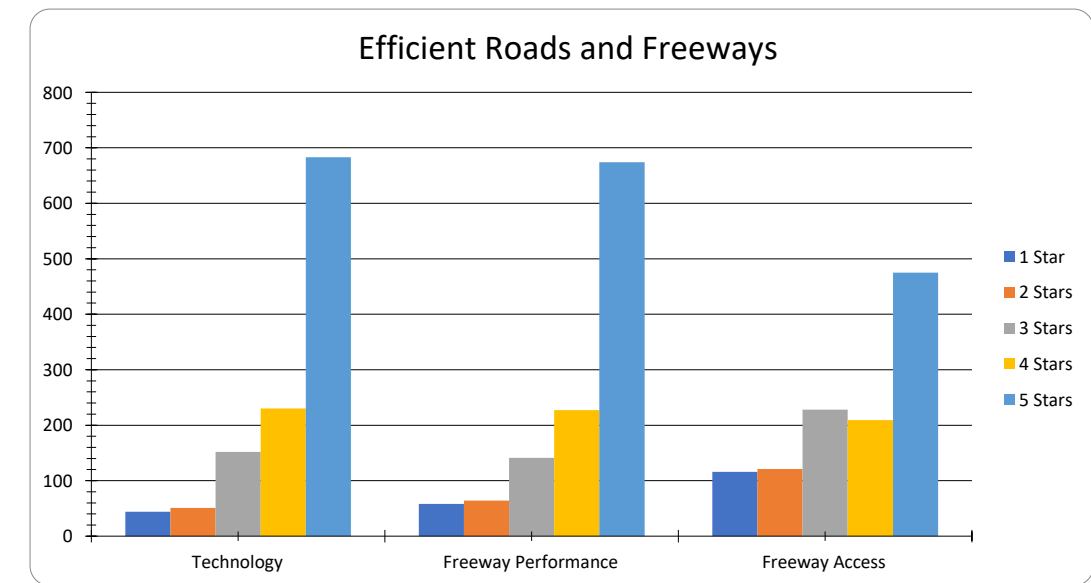
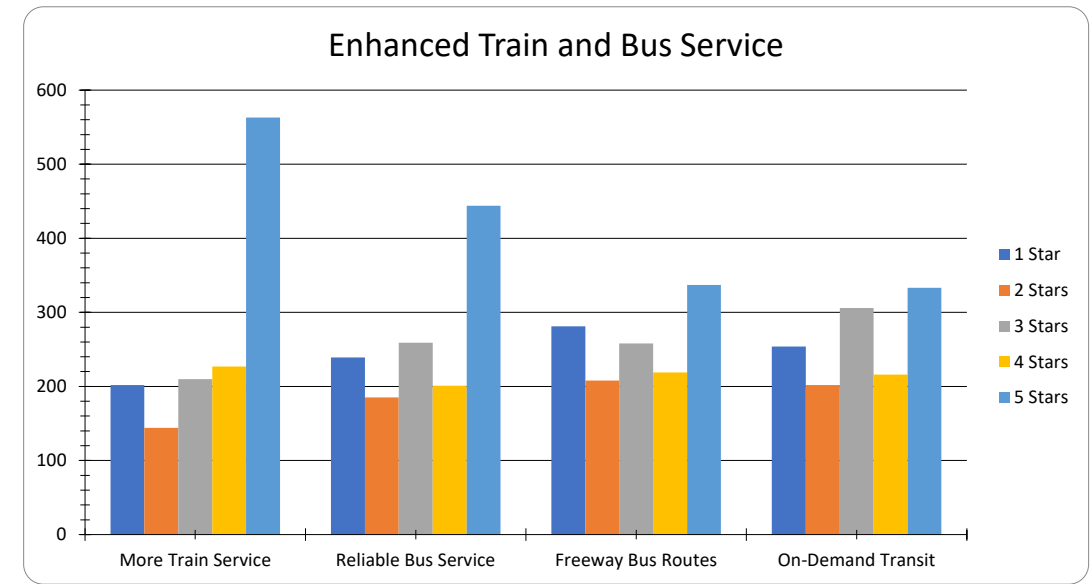
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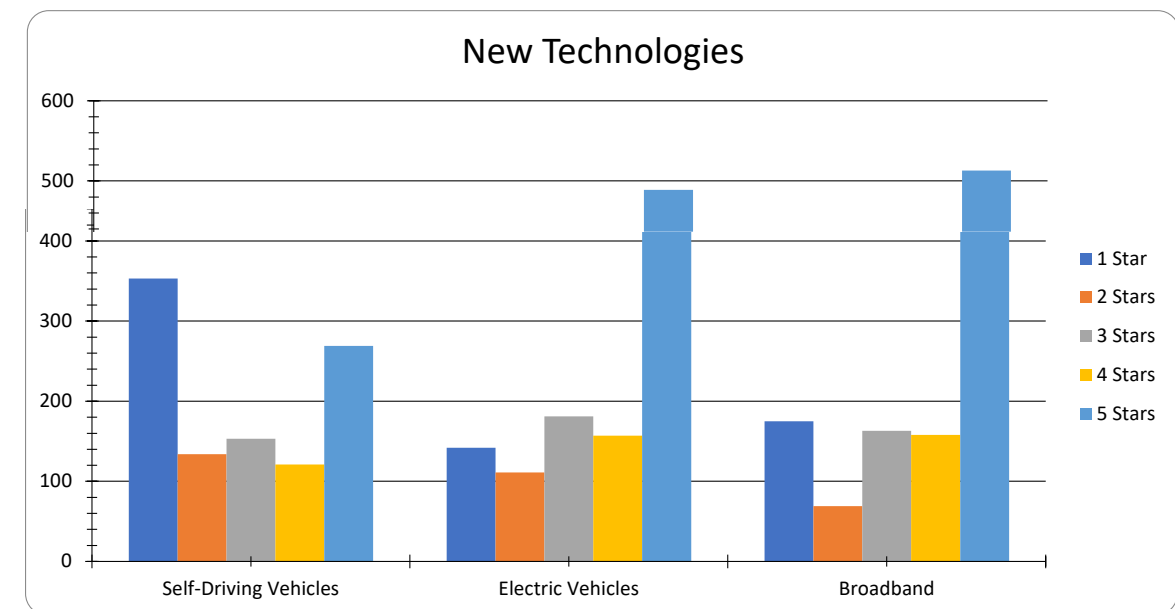
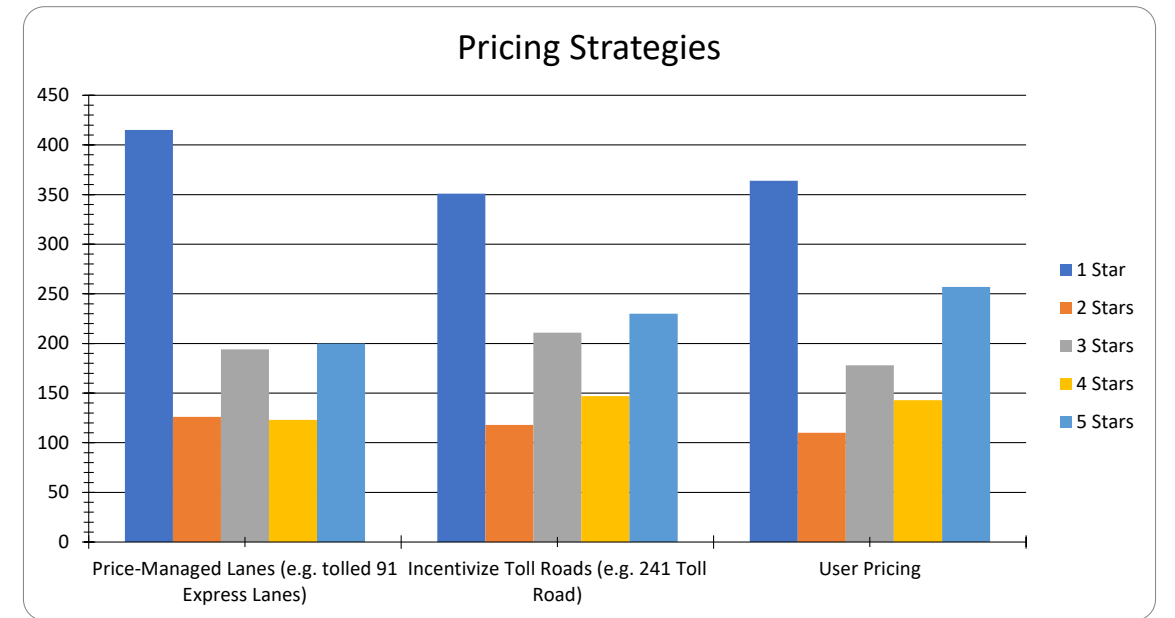
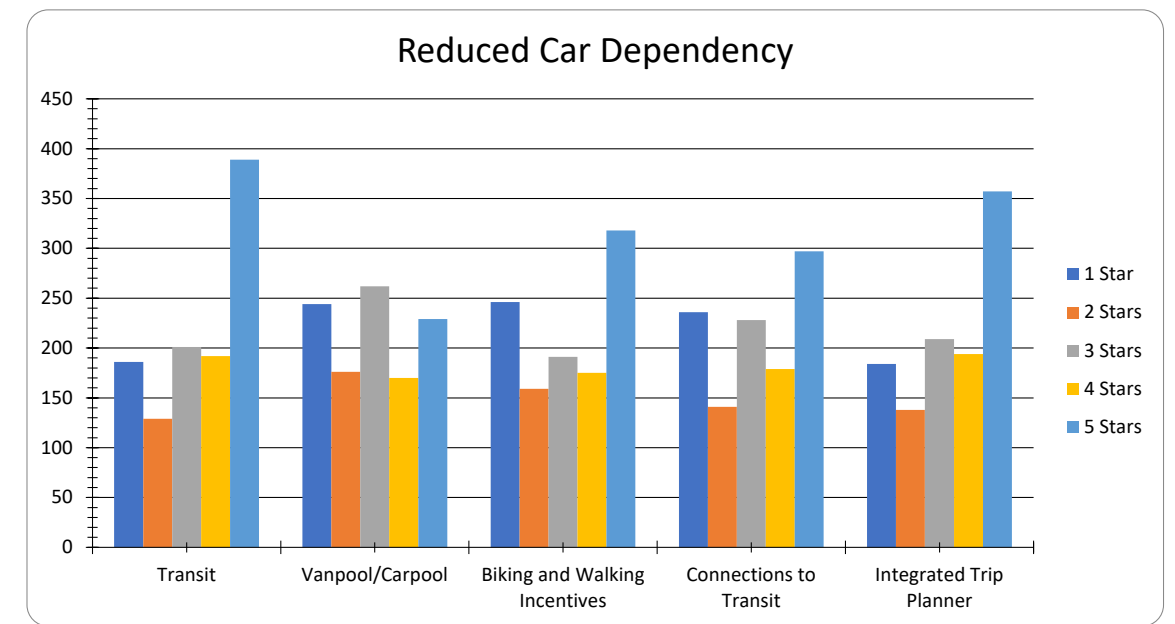
VisitID	VisitTime	SiteVisited	Campaign	Platform	Set	Item	Comment	Negative	Neutral	Positive
383791	12-6-2021 14:56:26	st7h7p		web	General Comment	General Comment	Would appreciate specifying what each item entails as far as implementation. Difficult to evaluate these without more information.	50%	2%	48%
386466	15-6-2021 03:15:45	st7h7p		mobile	General Comment	General Comment	Light rail and trollies	2%	92%	6%
391034	18-6-2021 01:09:55	st7h7p		web	General Comment	General Comment	90 cents should be spent on reducing freeway bottlenecks and the remainder on future technologies.	11%	86%	3%
392116	18-6-2021 19:55:55	st7h7p		web	General Comment	General Comment	NO MORE TOLL ROADS!!! The TCA has more debt than several Western STATES! I would choose to trust the children at my local lemonade stand rather than the TCA. We pay TOO MUCH TAX as is, and the dynamics of work are changing. I am working from home--right now--and my wife is on an international conference call downstairs. THIS is the future, not flex lanes.	59%	9%	32%
392265	18-6-2021 20:00:30	st7h7p		web	General Comment	General Comment	Future development and redevelopment should be designed around mixed use (commercial and residential) zoning and pedestrian, bicycle, and mass transit. Car-focused development should not be allowed.	11%	87%	2%
392342	18-6-2021 20:01:46	st7h7p		mobile	General Comment	General Comment	This survey is not convenient to use on a phone	100%	0%	0%
392452	18-6-2021 20:07:24	st7h7p		mobile	General Comment	General Comment	The allocation of funds part of your survey doesn't work. Like the toll roads	22%	63%	15%
392487	18-6-2021 20:17:04	st7h7p		web	General Comment	General Comment	It's interesting how common sense things, such as adding roads isn't even focused on this survey. The survey is so far heavily focused on impractical things that sound good on paper, but aren't practical for everyday, real life. People like to buy their car of choice and drive it on a road w/o tolls.	62%	26%	12%
393159	18-6-2021 22:50:41	st7h7p		web	General Comment	General Comment	You limit the choices that are not necessarily the best!! You do not stop building homes, but expect traffic reduction -	100%	0%	0%
393853	19-6-2021 07:49:55	st7h7p		mobile	General Comment	General Comment	We need public transportation to LAX: public bus or shuttle from different locations in OC	22%	69%	9%
397208	22-6-2021 03:20:40	st7h7p		web	General Comment	General Comment	Investments should go first to maximizing capacity and speed from first to last mile. Biking and walking offer practically no capacity or speed benefit.	30%	12%	58%
406209	26-6-2021 14:48:09	st7h7p		mobile	General Comment	General Comment	Can't pick answer	99%	1%	0%
414666	30-6-2021 22:07:38	st7h7p		web	General Comment	General Comment	with folks working from home...all is mute. Also, at last count, about 180,000 Californians have moved OUT OF state...for all the obvious reasons. SO, again, not seeing that big of an issue	84%	15%	1%

Set	Item	Rating	# Inputs
Enhanced Train and Bus Service	More Train Service	1 Star	202
Enhanced Train and Bus Service	Reliable Bus Service	1 Star	239
Enhanced Train and Bus Service	Freeway Bus Routes	1 Star	281
Enhanced Train and Bus Service	On-Demand Transit	1 Star	254
Enhanced Train and Bus Service	More Train Service	2 Stars	144
Enhanced Train and Bus Service	Reliable Bus Service	2 Stars	185
Enhanced Train and Bus Service	Freeway Bus Routes	2 Stars	208
Enhanced Train and Bus Service	On-Demand Transit	2 Stars	202
Enhanced Train and Bus Service	More Train Service	3 Stars	210
Enhanced Train and Bus Service	Reliable Bus Service	3 Stars	259
Enhanced Train and Bus Service	Freeway Bus Routes	3 Stars	258
Enhanced Train and Bus Service	On-Demand Transit	3 Stars	306
Enhanced Train and Bus Service	More Train Service	4 Stars	227
Enhanced Train and Bus Service	Reliable Bus Service	4 Stars	201
Enhanced Train and Bus Service	Freeway Bus Routes	4 Stars	219
Enhanced Train and Bus Service	On-Demand Transit	4 Stars	216
Enhanced Train and Bus Service	More Train Service	5 Stars	563
Enhanced Train and Bus Service	Reliable Bus Service	5 Stars	444
Enhanced Train and Bus Service	Freeway Bus Routes	5 Stars	337
Enhanced Train and Bus Service	On-Demand Transit	5 Stars	333
Efficient Roads and Freeways	Technology	1 Star	44
Efficient Roads and Freeways	Freeway Performance	1 Star	58
Efficient Roads and Freeways	Freeway Access	1 Star	116
Efficient Roads and Freeways	Technology	2 Stars	51
Efficient Roads and Freeways	Freeway Performance	2 Stars	64
Efficient Roads and Freeways	Freeway Access	2 Stars	121
Efficient Roads and Freeways	Technology	3 Stars	152
Efficient Roads and Freeways	Freeway Performance	3 Stars	141
Efficient Roads and Freeways	Freeway Access	3 Stars	228
Efficient Roads and Freeways	Technology	4 Stars	230
Efficient Roads and Freeways	Freeway Performance	4 Stars	227
Efficient Roads and Freeways	Freeway Access	4 Stars	209
Efficient Roads and Freeways	Technology	5 Stars	683
Efficient Roads and Freeways	Freeway Performance	5 Stars	674
Efficient Roads and Freeways	Freeway Access	5 Stars	475
Improved Active Transportation	Safety Improvements	1 Star	75
Improved Active Transportation	Connect Paths	1 Star	100
Improved Active Transportation	Road Space Reconfiguration	1 Star	172
Improved Active Transportation	Safety Improvements	2 Stars	69
Improved Active Transportation	Connect Paths	2 Stars	96
Improved Active Transportation	Road Space Reconfiguration	2 Stars	113
Improved Active Transportation	Safety Improvements	3 Stars	199
Improved Active Transportation	Connect Paths	3 Stars	204
Improved Active Transportation	Road Space Reconfiguration	3 Stars	197
Improved Active Transportation	Safety Improvements	4 Stars	187
Improved Active Transportation	Connect Paths	4 Stars	191
Improved Active Transportation	Road Space Reconfiguration	4 Stars	183
Improved Active Transportation	Safety Improvements	5 Stars	602
Improved Active Transportation	Connect Paths	5 Stars	536
Improved Active Transportation	Road Space Reconfiguration	5 Stars	452
Reduced Car Dependency	Transit	1 Star	186
Reduced Car Dependency	Vanpool/Carpool	1 Star	244
Reduced Car Dependency	Biking and Walking Incentives	1 Star	246
Reduced Car Dependency	Connections to Transit	1 Star	236



Reduced Car Dependency	Integrated Trip Planner	1 Star	184
Reduced Car Dependency	Transit	2 Stars	129
Reduced Car Dependency	Vanpool/Carpool	2 Stars	176
Reduced Car Dependency	Biking and Walking Incentives	2 Stars	159
Reduced Car Dependency	Connections to Transit	2 Stars	141
Reduced Car Dependency	Integrated Trip Planner	2 Stars	138
Reduced Car Dependency	Transit	3 Stars	201
Reduced Car Dependency	Vanpool/Carpool	3 Stars	262
Reduced Car Dependency	Biking and Walking Incentives	3 Stars	191
Reduced Car Dependency	Connections to Transit	3 Stars	228
Reduced Car Dependency	Integrated Trip Planner	3 Stars	209
Reduced Car Dependency	Transit	4 Stars	192
Reduced Car Dependency	Vanpool/Carpool	4 Stars	170
Reduced Car Dependency	Biking and Walking Incentives	4 Stars	175
Reduced Car Dependency	Connections to Transit	4 Stars	179
Reduced Car Dependency	Integrated Trip Planner	4 Stars	194
Reduced Car Dependency	Transit	5 Stars	389
Reduced Car Dependency	Vanpool/Carpool	5 Stars	229
Reduced Car Dependency	Biking and Walking Incentives	5 Stars	318
Reduced Car Dependency	Connections to Transit	5 Stars	297
Reduced Car Dependency	Integrated Trip Planner	5 Stars	357
Pricing Strategies	Price-Managed Lanes (e.g. tolled 91 Expr	1 Star	415
Pricing Strategies	Incentivize Toll Roads (e.g. 241 Toll Road)	1 Star	351
Pricing Strategies	User Pricing	1 Star	364
Pricing Strategies	Price-Managed Lanes (e.g. tolled 91 Expr	2 Stars	126
Pricing Strategies	Incentivize Toll Roads (e.g. 241 Toll Road)	2 Stars	118
Pricing Strategies	User Pricing	2 Stars	110
Pricing Strategies	Price-Managed Lanes (e.g. tolled 91 Expr	3 Stars	194
Pricing Strategies	Incentivize Toll Roads (e.g. 241 Toll Road)	3 Stars	211
Pricing Strategies	User Pricing	3 Stars	178
Pricing Strategies	Price-Managed Lanes (e.g. tolled 91 Expr	4 Stars	123
Pricing Strategies	Incentivize Toll Roads (e.g. 241 Toll Road)	4 Stars	147
Pricing Strategies	User Pricing	4 Stars	143
Pricing Strategies	Price-Managed Lanes (e.g. tolled 91 Expr	5 Stars	200
Pricing Strategies	Incentivize Toll Roads (e.g. 241 Toll Road)	5 Stars	230
Pricing Strategies	User Pricing	5 Stars	257
New Technologies	Self-Driving Vehicles	1 Star	353
New Technologies	Electric Vehicles	1 Star	142
New Technologies	Broadband	1 Star	175
New Technologies	Self-Driving Vehicles	2 Stars	134
New Technologies	Electric Vehicles	2 Stars	111
New Technologies	Broadband	2 Stars	69
New Technologies	Self-Driving Vehicles	3 Stars	153
New Technologies	Electric Vehicles	3 Stars	181
New Technologies	Broadband	3 Stars	163
New Technologies	Self-Driving Vehicles	4 Stars	121
New Technologies	Electric Vehicles	4 Stars	157
New Technologies	Broadband	4 Stars	158
New Technologies	Self-Driving Vehicles	5 Stars	269
New Technologies	Electric Vehicles	5 Stars	489
New Technologies	Broadband	5 Stars	513

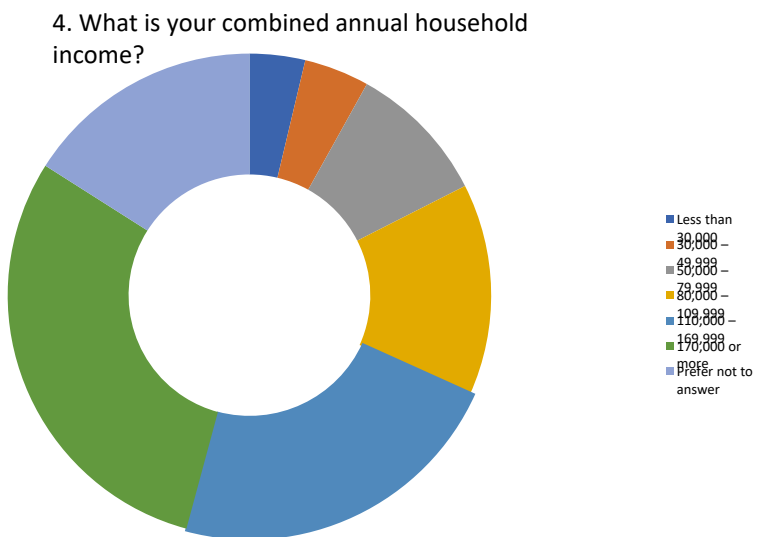
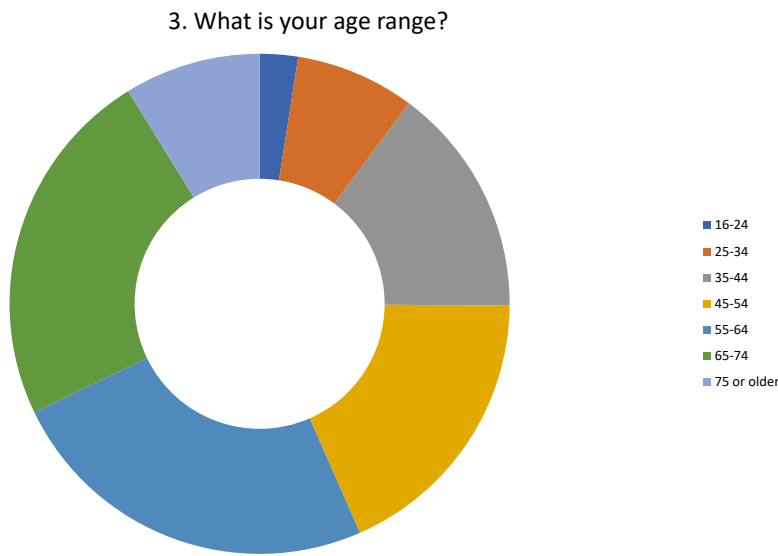
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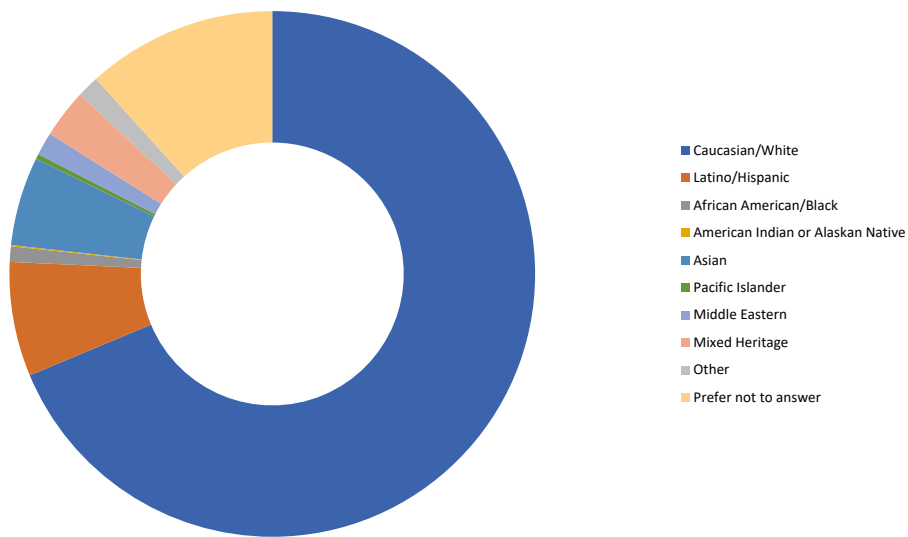
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VisitID	VisitTime	SiteVisited	Campaign	Platform	Set	Item	Comment	Negative	Neutral	Positive
383791	12-6-2021 15:08:24	st7h7p		web	General Comment	General Comment	I disagree with relying on subsidies to get people to change behaviour. Would rather use money to finance physical improvements that make connections to transit , and Active transportation more convenient, safe, cost effective, and attractive. Without paying people directly. What incentives would be suggested to increase of toll roads? What percentage of workers work from home? What percentage of workers are required by the nature oftheir job to travel to a work location?	48%	4%	48%
384033	12-6-2021 18:48:11	st7h7p		web	General Comment	General Comment	Toll roads are inherently unequitable. They disenfranchise rural residents that frequent tolls by charging extra for essential travel. OrangeCounty does not need to be left behind when it comes to electric vehicles and broadband internet. Self-driving cars are also much safer than human operated.	0%	0%	100%
392116	18-6-2021 20:03:54	st7h7p		web	General Comment	General Comment	Any choices with a single star should actually be considered as ZERO. We PAY for our lanes now. ANY attempt to charge for roads that are already paid for with TAXES should not happen. Ridiculous. If the TCA is going to take another generation to pay itself off, it should at least experiment with more extreme flex charging (favoring the tax payer) and FREE use on holidays. They're supposed to be FREE now.	58%	19%	23%
392760	18-6-2021 20:56:44	st7h7p		web	General Comment	General Comment	Since it wasn't clear, I answered each ofthe Strategy Rating questions as it is TODAY, not as I wish it would work *someday*.	40%	55%	5%
393187	18-6-2021 22:55:43	st7h7p		web	General Comment	General Comment	Pricing Strategies effect those who need road access the most for affective living wages. Rich people could care less about pricing as the fees are negligible for their day-to-day expense.	12%	4%	84%
393159	18-6-2021 23:06:23	st7h7p		web	General Comment	General Comment	You should have increased both train and bus long before now!!!! As for freeway, toll lanes is not the answer. You hide the fees and not postthem so as not have the public comment. In the real world, you cause the public to pay a high fee and interesting how so many of the carpool lane are not fully used. Housing is built with out effective road support. High density house is built with NO road changes. Bikes do not have a place with cars - really!!! Flex alerts are happening now, elec cars??	72%	6%	22%
392392	18-6-2021 23:35:53	st7h7p		web	General Comment	General Comment	It's typically 1,000 F in southern California. Who wants to ride a bike in that? People respond to cost - some want to pay and others don't- they do what they want. That's best way to modulate traffic.	0%	0%	100%
429691	10-7-2021 19:08:14	st7h7p		web	General Comment	General Comment	I would rather live in a community with robust public transportation than one with self-driving vehicles.	7%	5%	88%

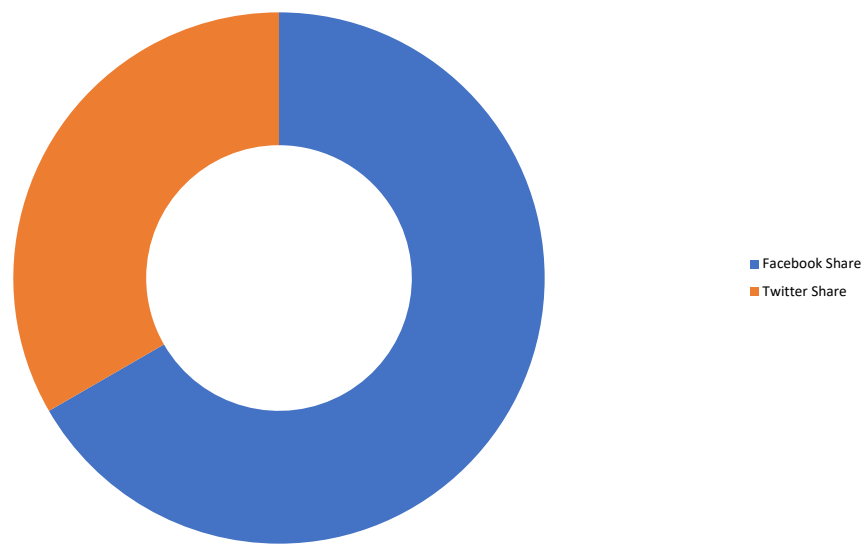
Set	Item	Count
3. What is your age range?	16-24	32
3. What is your age range?	25-34	100
3. What is your age range?	35-44	193
3. What is your age range?	45-54	237
3. What is your age range?	55-64	316
3. What is your age range?	65-74	302
3. What is your age range?	75 or older	114
4. What is your combined annual household income?	Less than 30,000	46
4. What is your combined annual household income?	30,000 – 49,999	54
4. What is your combined annual household income?	50,000 – 79,999	117
4. What is your combined annual household income?	80,000 – 109,999	176
4. What is your combined annual household income?	110,000 – 169,999	278
4. What is your combined annual household income?	170,000 or more	369
4. What is your combined annual household income?	Prefer not to answer	198
5. What ethnic group do you consider yourself a part of or feel closest to?	Caucasian/White	869
5. What ethnic group do you consider yourself a part of or feel closest to?	Latino/Hispanic	89
5. What ethnic group do you consider yourself a part of or feel closest to?	African American/Black	12
5. What ethnic group do you consider yourself a part of or feel closest to?	American Indian or Alaskan Native	1
5. What ethnic group do you consider yourself a part of or feel closest to?	Asian	69
5. What ethnic group do you consider yourself a part of or feel closest to?	Pacific Islander	4
5. What ethnic group do you consider yourself a part of or feel closest to?	Middle Eastern	18
5. What ethnic group do you consider yourself a part of or feel closest to?	Mixed Heritage	38
5. What ethnic group do you consider yourself a part of or feel closest to?	Other	17
5. What ethnic group do you consider yourself a part of or feel closest to?	Prefer not to answer	148
Sharing	Facebook Share	2
Sharing	Twitter Share	1



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



Sharing



File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset.

VisitID	VisitTime	SiteVisited	Campaign	Platform	Set	Item	Comment	Negative	Neutral	Positive
393088	18-6-2021 22:34:35	st7h7p		web	General Comment	General Comment	After studying the problem of traffic congestion on del Obispo and Camino Capistrano from the freeway at Ortega, we must have a freeway southexit off ramp at Stonehill. Follow the traffic on del Obispo, it goes almost and to Dana Point. Please put in a freeway exit going South at Stonehill. Thank you.	50%	1%	49%
395299	20-6-2021 14:18:37	st7h7p		web	General Comment	General Comment	This is a weak and biased survey. More waste of tax payer dollars	100%	0%	0%

File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset.

VisitID	VisitTime	SiteVisited	Campaign	Platform	Set	Item	Answer				
393820	19-6-2021 07:37:56	st7h7p		web	Sharing	Twitter Share	Clicked				
393820	19-6-2021 07:38:40	st7h7p		web	Sharing	Facebook Share	Clicked				
429691	10-7-2021 19:09:24	st7h7p		web	Sharing	Facebook Share	Clicked				

Appendix C

Outreach Results and Analytics

Appendix C.1 Virtual Meeting Room Google Analytics

Appendix C.2 Geofencing Analytics

Appendix C.3 Telephone Townhall Raw Data

Appendix C.4 Comments Collected Matrix

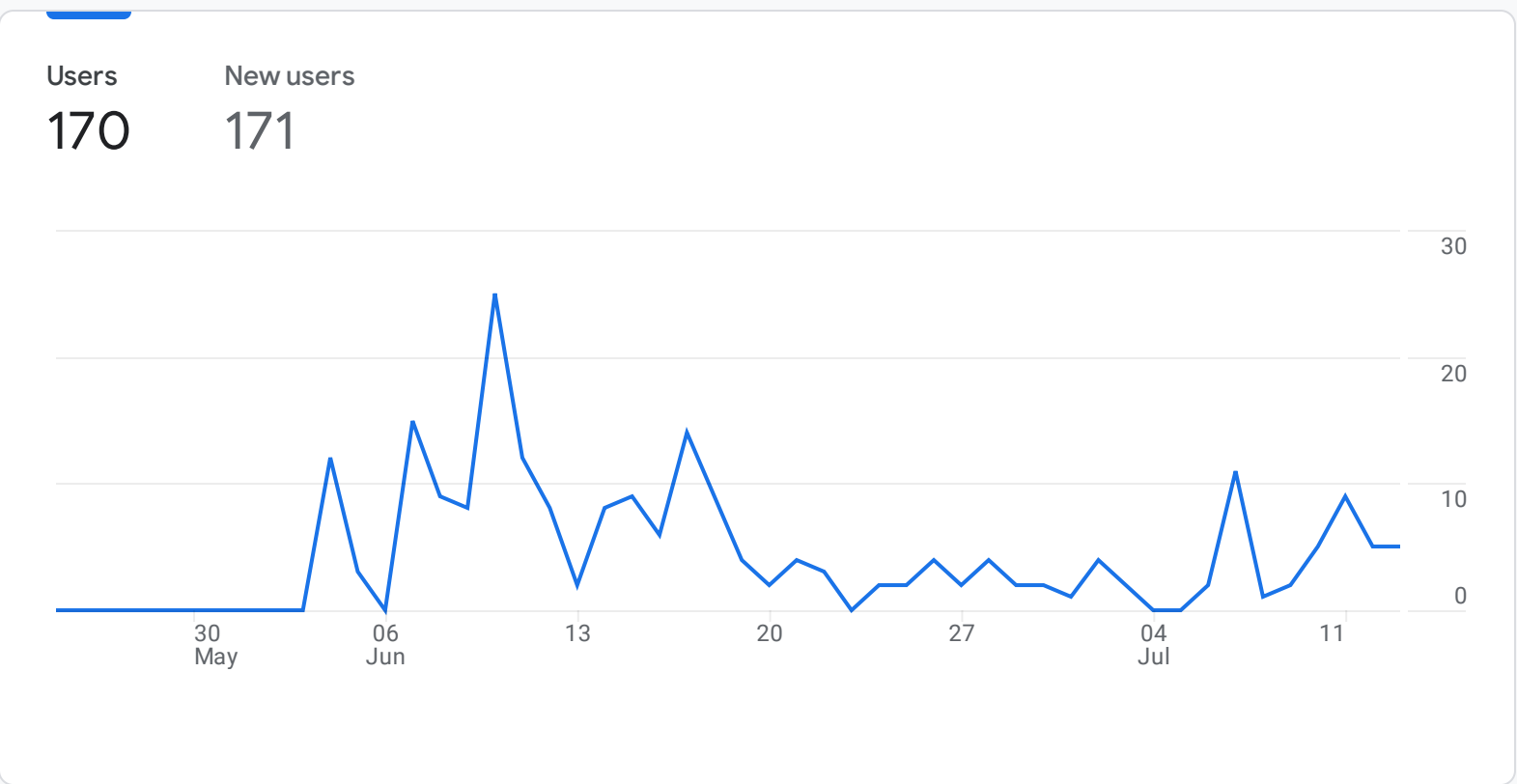
Appendix C

Appendix C.1 Virtual Meeting Room Google Analytics

Acquisition overview

Custom May 25 - Jul 13, 2021

All Users Add comparison



New users by User medium

FIRST USER MEDIUM	NEW USERS
referral	89
(none)	82

[View user acquisition](#)

Sessions by Session medium

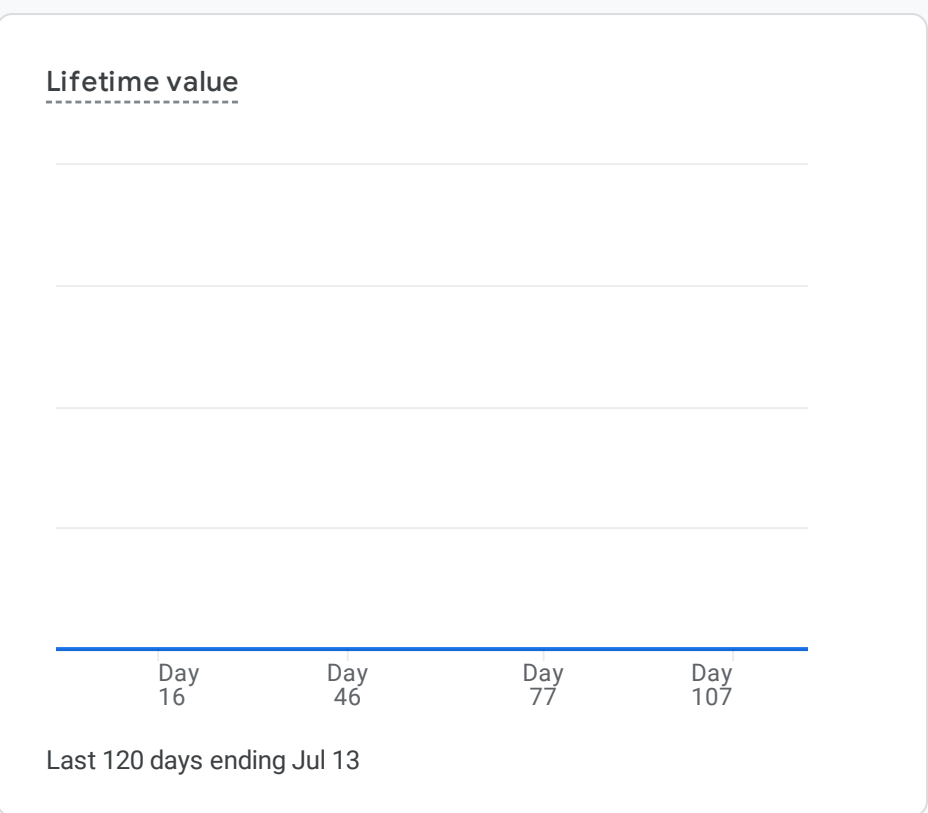
SESSION MEDIUM	SESSIONS
referral	150
(none)	115

[View traffic acquisition](#)

Sessions by Session campaign

No data available

[View Google Ads campaigns](#)



Engagement overview [✔](#)

Custom **May 25 - Jul 13, 2021** ▾

A All Users Add comparison +

Average engagement time **2m 05s**

Engaged sessions per user **1.2**

Average engagement time per session **1m 20s**



Views **2K**

Event count **4.3K**



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	2K
scroll	1.4K
user_engagement	532
session_start	265
first_visit	171

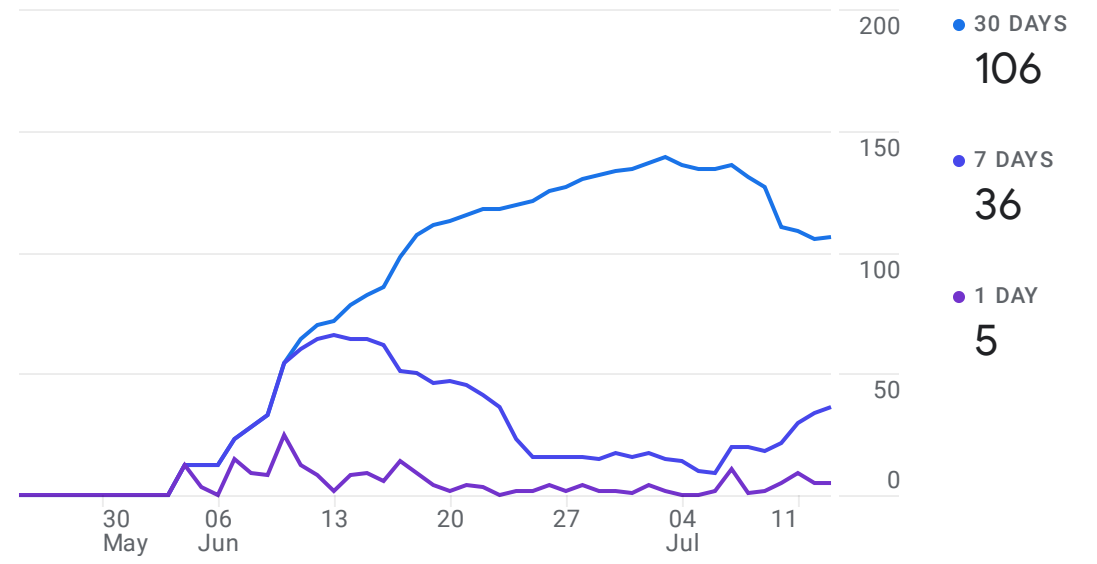
[View events](#) →

Views by Page title and screen class

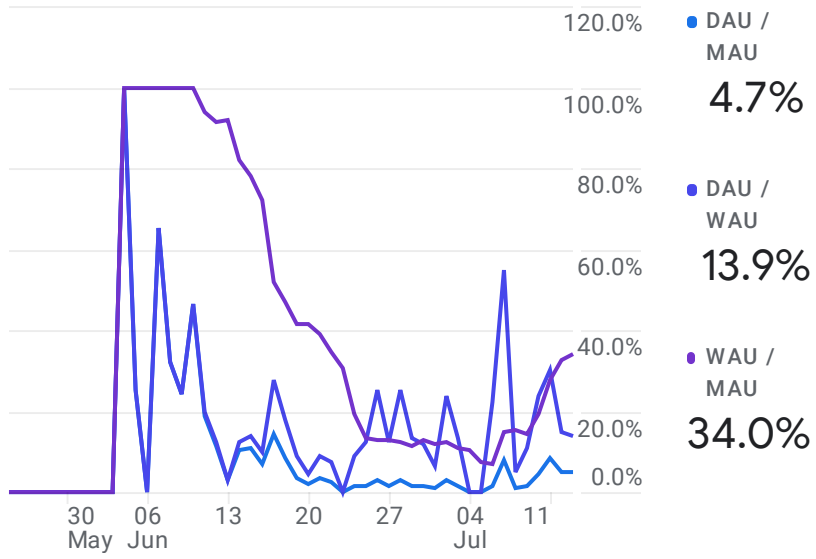
PAGE TITLE AND SCREEN CLASS	VIEWS
<u>OCTA - Multimodal Transportation Study</u>	1.7K
<u>OCTA - SOCMTS</u>	270

[View pages and screens →](#)

User activity over time



User stickiness



Appendix C

Appendix C.2 Geofencing Analytics

Static Ad Performance

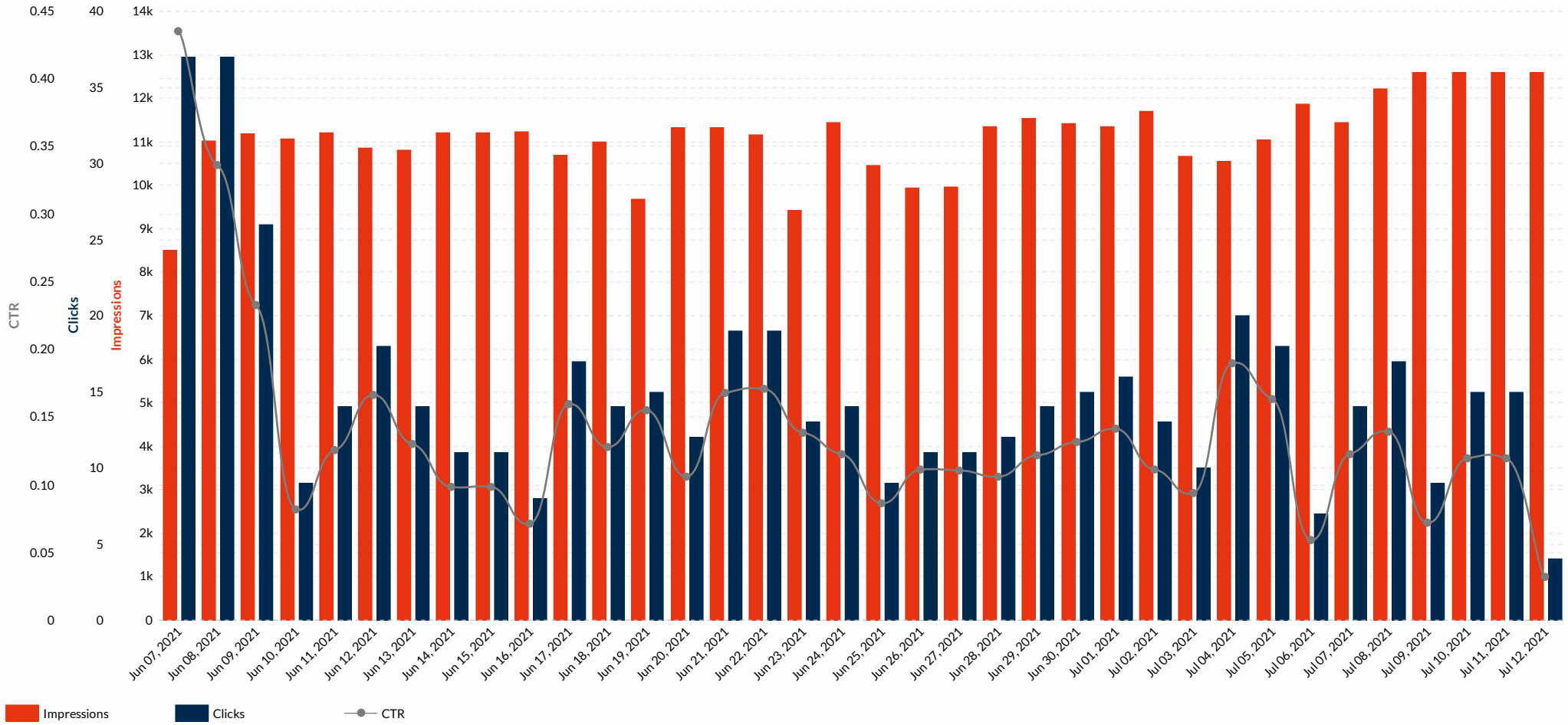


Campaign Breakdown

Grid contains more rows, but they have been clipped.

Client	Campaign	Impressions	Clicks	CTR	Video Completion Rate
Total		400,009	538	0.13%	-
Orange County Transportation Authority	MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	286,670	368	0.13%	-
Orange County Transportation Authority	MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	60,000	77	0.13%	-
Orange County Transportation Authority	MBI Media_Orange County Transportation Authority_Vietnamese Language_AGF_6/7-7/12/21	26,672	51	0.19%	-

Overall Programmatic Trending Data



Device Breakdown

Device Type	Impressions	Clicks	CTR
Total	399,889	538	0.13%
Mobile	244,246	354	0.14%
Desktops and Laptops	108,855	87	0.08%
Tablets	46,368	97	0.21%
Connected TV	420	0	0.00%

Android Performance

77.21K 113 0.15%
IMPRESSIONS CLICKS CTR

IOS Performance

322.80K 425 0.13%
IMPRESSIONS CLICKS CTR

What contextual categories of sites are my ads showing up in?

Grid contains more rows, but they have been clipped.


Context	Impressions	Clicks	CTR
Total	364,571	496	0.14%
Arts & Entertainment	111,583	165	0.15%
Hobbies & Special Interests	98,072	150	0.15%
News	38,059	46	0.12%
Computer & Video Games	25,752	39	0.15%
Technology & Computing	13,066	15	0.11%
Boardgame & Puzzles	12,690	18	0.14%
Sports	12,476	14	0.11%
Interpersonal Relations	9,160	9	0.10%
Food & Drink	6,659	9	0.14%
Music	3,383	1	0.03%
Humor	2,443	2	0.08%
Business	2,181	3	0.14%
Photography	2,072	1	0.05%
Weather	1,881	2	0.11%
Shopping	1,861	0	0.00%

| SUMMARY GRIDS |

Zip+4 Performance

Campaign	Plat City	Plat Zip Code	Impressions	Clicks	CTR
Total 📊			400,009	538	0.13%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	Irvine	92612-0699	8,037	20	0.25%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Irvine	92602-2461	6,121	7	0.11%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	Irvine	92620-2501	5,971	4	0.07%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	Irvine	92602-2433	5,412	8	0.15%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	Irvine	92614-8567	4,981	10	0.20%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92620-3548	4,754	6	0.13%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92602-2464	4,195	3	0.07%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Newport Coast	92657-1516	3,755	3	0.08%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	San Clemente	92672-0000	3,728	9	0.24%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92602-2459	3,627	2	0.06%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Tustin	92780-5126	3,574	4	0.11%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	Irvine	92606-0829	3,532	8	0.23%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Lake Forest	92630-3746	3,182	2	0.06%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	Irvine	92618-1049	3,096	11	0.36%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Santa Ana	92701-4312	2,848	2	0.07%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92614-5429	2,621	1	0.04%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92606-0603	2,614	6	0.23%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Irvine	92604-8605	2,493	2	0.08%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92620-0243	2,467	3	0.12%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	Irvine	92614-0236	2,461	6	0.24%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	San Juan Capistrano	92675-2716	2,415	2	0.08%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Irvine	92614-5821	2,204	2	0.09%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Irvine	92604-3067	2,123	2	0.09%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Santa Ana	92701-6317	2,112	4	0.19%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	Irvine	92617-4028	1,881	2	0.11%

Apps and Domains Where Ads Were Served

Campaign	Domain	Impressions	Clicks	CTR
Total 		400,009	538	0.13%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	https://www.dailymail.co.uk	18,499	18	0.10%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	1207472156	7,624	12	0.16%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	com.pixel.art.coloring.color.number	9,949	10	0.10%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	1407852246	6,576	9	0.14%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	357218860	4,202	8	0.19%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	418987775	3,568	8	0.22%
MBI Media_Orange County Transportation Authority_Vietnamese Language_AGF_6/7-7/12/21	https://blitz.gg	1,478	7	0.47%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	366247306	4,572	6	0.13%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	591560124	17,066	6	0.04%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	642831690	1,148	5	0.44%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	1299956969	1,135	5	0.44%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	500962489	1,790	5	0.28%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	com.americasbestpics	4,785	5	0.10%
MBI Media_Orange County Transportation Authority_Korean Language_AGF_6/7-7/12/21	845422455	868	5	0.58%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	448999087	3,740	5	0.13%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	jp.ne.ibis.ibispaintx.app	1,516	4	0.26%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	com.dna.solitaireapp	2,013	4	0.20%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	puzzle.blockpuzzle.cube.relax	1,214	4	0.33%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	https://blitz.gg	10,597	4	0.04%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	com.europosit.pixelcoloring	1,032	4	0.39%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	285692706	2,139	4	0.19%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	495583717	2,153	4	0.19%
MBI Media_Orange County Transportation Authority_Mandarin Language_AGF_6/7-7/12/21	com.pixel.art.coloring.color.number	2,826	4	0.14%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	game.puzzle.woodypuzzle	602	4	0.66%
MBI Media_Orange County Transportation Authority_Spanish Language_AGF_6/7-7/12/21	com.fivemobile.thescore	3,361	4	0.12%

Preview

Size

Impressions

Clicks

CTR

Ad

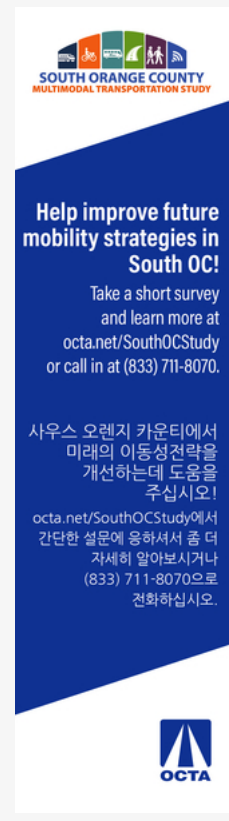







Total 👤

400,009

538

0.13%

 <p>SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY</p> <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.</p> 	<p>160x600</p>	<p>3,391</p>	<p>2</p>	<p>0.06%</p> <p>OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_160x600.jpg</p>
 <p>SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY</p>  <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070</p> <p>사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.</p>	<p>300x250</p>	<p>4,269</p>	<p>4</p>	<p>0.09%</p> <p>OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_300x250.jpg</p>
 <p>SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY</p> <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070</p> <p>사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.</p> 	<p>300x50</p>	<p>1,089</p>	<p>3</p>	<p>0.28%</p> <p>OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_300x50.jpg</p>



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사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오!

octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.



300x600

491

2

0.41%

OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_300x600.jpg



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사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.



320x50

11,014

21

0.19%

OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_320x50.jpg



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사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.



728x90

5,993

9

0.15%

OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_728x90.jpg



Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.

사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.



970x90

420

1

0.24%

OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_970x90.jpg



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帮助改善橙县南部的未来流动性策略！

在 octa.net/SouthOCStudy 上或致电 (833) 711-8070 完成简短的研究调查并了解更多信息。



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160x600

7,248

4

0.06%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_160x600.jpg

300x250

11,402

14

0.12%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_300x250.jpg

300x50

2,085

4

0.19%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_300x50.jpg



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300x600

1,202

7

0.58%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_300x600.jpg



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320x50

26,240

27

0.10%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_320x50.jpg



Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.

帮助改善橙县南部的未来流动性策略！在 octa.net/SouthOCStudy 上或致电 (833) 711-8070 完成简短的研究调查并了解更多信息。



728x90

10,920

18

0.16%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_728x90.jpg



Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.

帮助改善橙县南部的未来流动性策略！在 octa.net/SouthOCStudy 上或致电 (833) 711-8070 完成简短的研究调查并了解更多信息。



970x90

903

3

0.33%

OCTA-SOCMTS-ENG-MAND-Phase2-Geofencing-ver01_970x90.jpg



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¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!

Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.



160x600

20,858

11

0.05%

OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01-08-160x600.jpg



Help improve future mobility strategies in South OC!

Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.

¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!

Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.



300x600

5,800

4

0.07%

OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01-09-300x600.jpg



Help improve future mobility strategies in South OC!

Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.

¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!

Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.

300x250

43,861

34

0.08%

OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_300x250.png



Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.

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300x50

13,586

54

0.40%

OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_300x50.png



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320x50

144,593

180

0.12%

OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_320x50.png



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53,463

83

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OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_728x90.png



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970x90

4,509

2

0.04%

OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_970x90.png



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160x600

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9

0.32%

OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_160x600.jpg



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300x250

4,036

3

0.07%

OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_300x250.jpg



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1,440

4

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OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_300x50.jpg



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502

4

0.80%

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320x50

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18


0.15%

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11

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OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_970x90.jpg

Appendix C

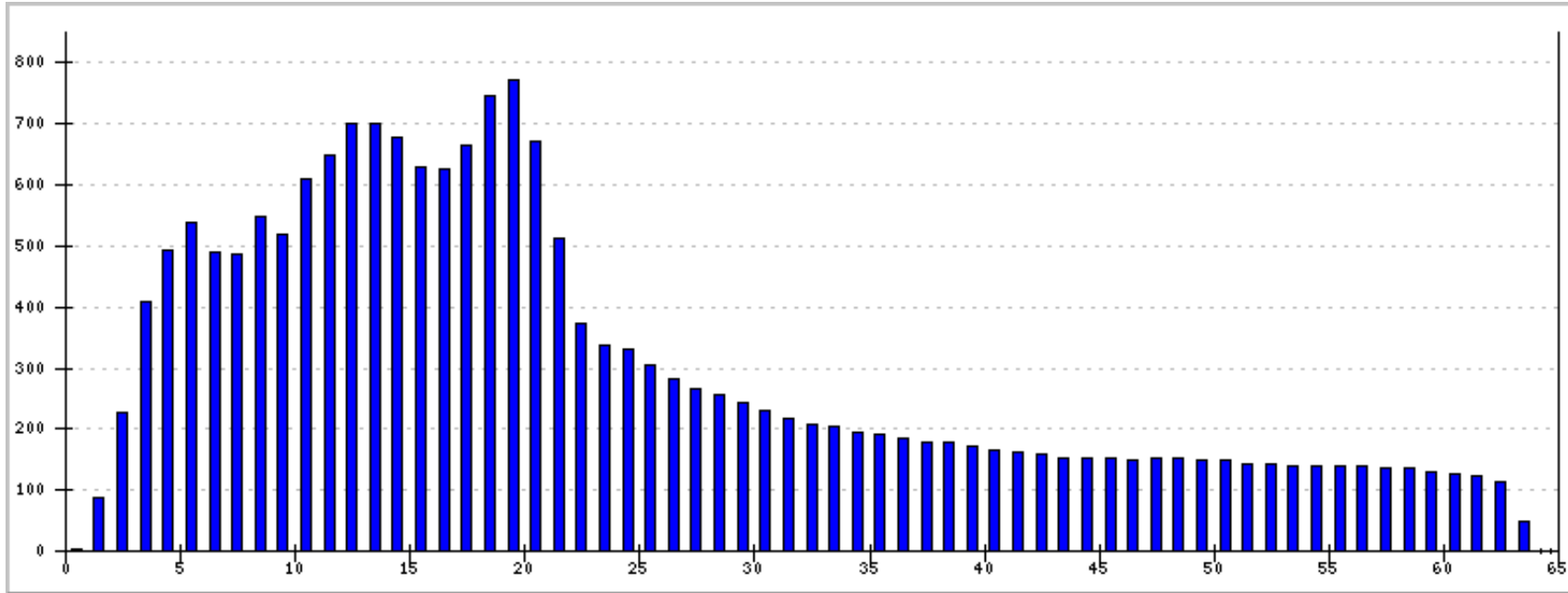
Appendix C.3 Telephone Townhall Raw Data

Started at 20:30:30, Duration 01:02:30
 Average Acceptant Duration 3.69
 MAX Number of People in Conference 797

Answered Calls

Name	Number
Selects For Event	99,723
Accepts	5,972
TF Calls	53
Toll Inbound Calls	0
Answering Machines	35,163
Declines	9,255
Total Answered Calls	50,390
Talked	17
Speaker Queue	46
Screeener Queue	13
WEB Participants	0

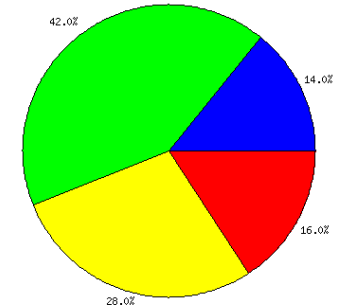
In Conference NOW / Conference Minutes



Polling Questions

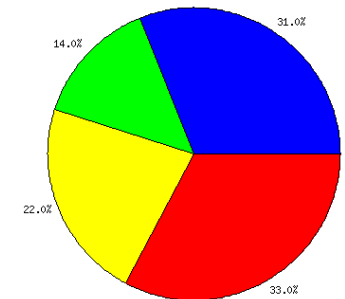
1 Which of these statements do you agree with the most?

ID	Answer	Responded	% of total
1	I'd like the ability to bike and walk more.	22	14
2	I'd like to see more bus and rail service improvements.	68	42
3	I can't imagine giving up the comfort of my car.	45	28
4	I'm supportive of teleworking and online shopping.	26	16



2 Which of the following is most important for addressing the transportation challenges in south Orange County?

ID	Answer	Responded	% of total
1	Making transit, bicycling, and walking more convenient and acces	25	31
2	Decreasing the overall number of car trips made each day	11	14
3	Protecting the environment from pollution and preserving our tra	18	22
4	Adapting to new transportation technologies and services like el	27	33



Non-Connects

Name	Number
Non Connects	21,923
Faxes	152
Busy	574
No-answer	26,684

Started at 20:30:24, Duration 01:02:40

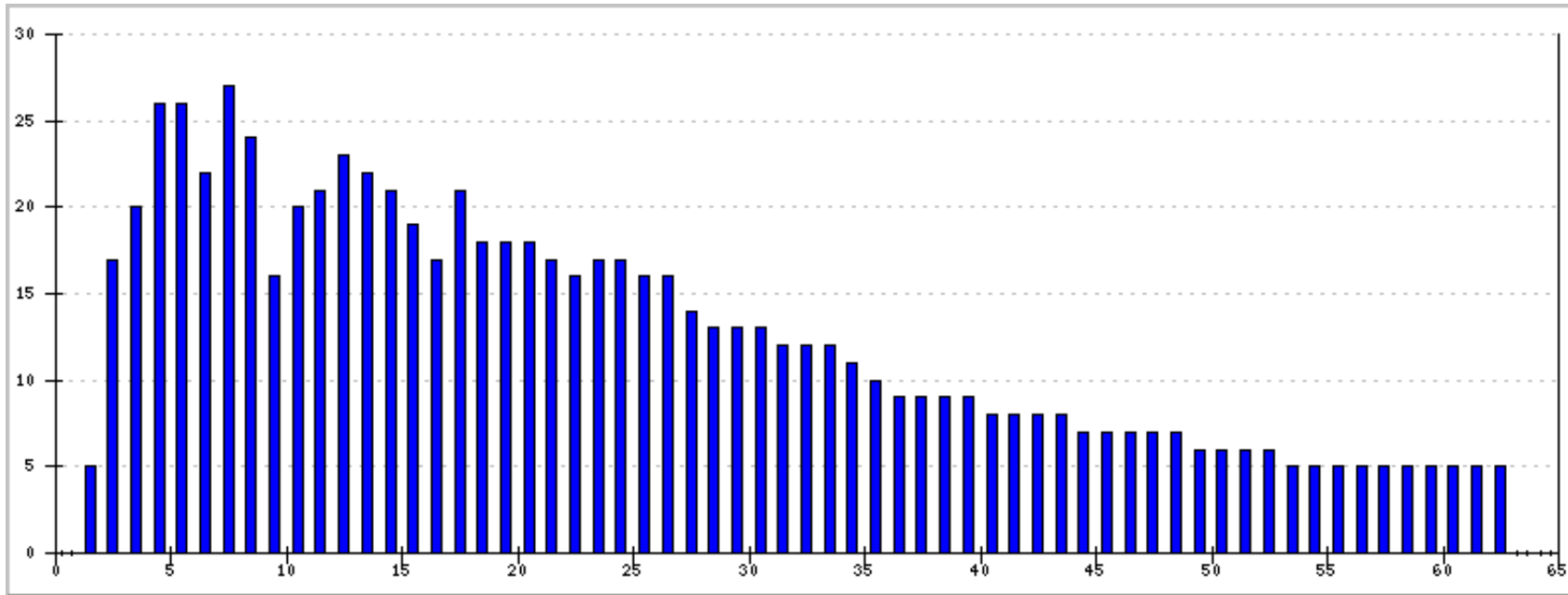
Average Acceptant Duration 6.30

MAX Number of People in Conference 37

Answered Calls

Name	Number
Selects For Event	125
Accepts	125
TF Calls	1
Toll Inbound Calls	0
Answering Machines	0
Declines	0
Total Answered Calls	125
Talked	1
Speaker Queue	4
Screeener Queue	1
WEB Participants	0

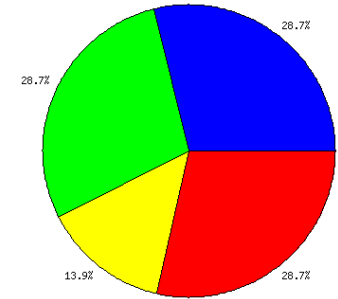
In Conference NOW / Conference Minutes



Polling Questions

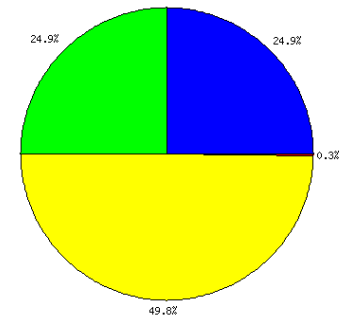
1 Which of these statements do you agree with the most?

ID	Answer	Responded	% of total
1	I'd like the ability to bike and walk more.	2	29
2	I'd like to see more bus and rail service improvements.	2	29
3	I can't imagine giving up the comfort of my car.	1	14
4	I'm supportive of teleworking and online shopping.	2	29



2 Which of the following is most important for addressing the transportation challenges in south Orange County?

ID	Answer	Responded	% of total
1	Making transit, bicycling, and walking more convenient and acces	1	25
2	Decreasing the overall number of car trips made each day	1	25
3	Protecting the environment from pollution and preserving our tra	2	50
4	Adapting to new transportation technologies and services like el	0	0



Non-Connects

Name	Number
Non Connects	0
Faxes	0
Busy	0
No-answer	0

Appendix C

Appendix C.4 Comments Collected Matrix

Organization	First Name	Last Name	Date	Time	Submission Type	Message
	Jackson	Hurst	06/07/21	4:38 PM	VMR Registration	
	Laura	Smith	06/07/21	10:47 PM	Online Comment Form VMR	Please keep the carpool lanes free and do not make them toll lanes as this makes the rest of the freeway more congested like the 91 freeway! It also discriminates against those of us that cant afford to pay the high price of the toll lanes! Also OCTA should be responsible for arterial roads Not TCA which needs to only pay down their existing bonds and go out of business since they are done building toll roads! Thank you
Capo Cares	David	Mann	06/08/21	5:28 PM	Online Comment Form VMR	In doing a survey of interest of different modes of transportation you did not separate buses and Metro trains. This provides no clear desire for bus services being separated from Metro train services and does not measure a separated desire for their services. Hence, will not get accurate information.
UCI Institute of Transportation Studies	Michael	McNally	06/09/21	11:01 AM	Online Comment Form VMR	What's presented is very good, but what's missing is very problematic. It's people, not vehicles, that demand travel. Given the essentially zero growth rate in California, issues of housing affordability, likely changes in travel and residential behavior as the pandemic recedes, and movement in Sacramento that the State would like a greater influence in local land use decisions, it would seem that proposals that either directly address growth and land use, or at least explicitly recognize their impact, should be a formal part of any long term planning effort. FYI. On my browser, it was difficult to see the full screen when three (versus two) display boards were shown. Also. the "I" info button to expand on these displays maybe should have been a bit more obvious?
	Sonia	Triana	06/10/21	1:32 PM	VMR Registration	
	Sharon	Calicdan	06/10/21	2:45 PM	Online Comment Form VMR	I live in south O.C. I work in Irvine. I commute by car and by bicycle. Safety is my main concern. My immediate comments are that currently there are no dedicated lanes with barriers to protect pedestrians and cyclists from cars. Cyclists are sharing bike lanes with e-bikes. Pedestrians are sharing sidewalks with cyclists, both motorized and human powered. Dedicated walking, dedicated e-bike, dedicated non-motorized bicycle, and automobile lanes are all needed and laws must be made to support their usage. Violations must be studied, documented, and addressed to provide safe alternatives to each type of user. None is more important than the other but each must provide a safety factor to improve usage. When connecting unfinished trails please consider these improvements.
Resident	Kate	M.	06/10/21	5:24 PM	Online Comment Form VMR	Hello, Please do not toll the carpool lanes on the freeways. This causes congestion in the other lanes and is economically unfair. We pay taxes for our roads to be maintained and free to use. Also please stop the TCA from involvement in any regional mobility studies. The TCA should pay down the bonds and go out of business as promised in the original agreement. The toll roads should be free for all residents and users. We have paid our fair share in taxes and development fees. This would alleviate traffic on the freeways and side streets as people avoid using the toll roads at such a high cost. Thank you, Kate M.
	Jason	Watts	06/12/21	9:45 AM	VMR Registration	
	Joseph	Wilmes	06/12/21	10:10 PM	VMR Registration	
	Ronald	Shepherd	06/13/21	4:49 PM	VMR Registration	
	Bruce	Becker	06/14/21	4:57 PM	VMR Registration	
OCTA	Charles	Larwood	06/17/21	10:00 AM	VMR Registration	
OCTA	Greg	Nord	06/17/21	10:00 AM	VMR Registration	
Dayle McIntosh Center	Ivan	Cortez	06/17/21	1:53 PM	VMR Registration	
County of Orange Office on Aging	Janette	Revilla	06/17/21	5:19 PM	VMR Registration	
Iteris, Inc.	Brandon	Gamboa	06/17/21	5:31 PM	VMR Registration	
Laguna Streets	Les	Miklosy	06/18/21	11:07 AM	Online Comment Form VMR	Dear SOCMTS Organizers, This is the best invitation I received in years, thank you for considering MTS solutions to SoCal mobility issues. Unfortunately I received the forum invitation during the forum and could not participate. I completed the survey and look forward to future notices on this topic. Please email me if you wish to discuss anything related to MTS for SoCal and Laguna Beach.
	PJ	Douglas	06/18/21	3:56 PM	Email	Hello Marissa, Please have OCTA Administration strongly consider putting in a South bound freeway off ramp at Stonehill. This would alleviate traffic on Camino Capistrano going to Capistrano Beach and del Obispo going to Dana Point. Follow the traffic and that where most of it ends up. Also the off ramp at Ortega to go West backs up onto the freeway. No safe at all. Thank you, PJDouglas ██████████ ██████████ ██████████
Capistrano Bay Community Services District	Karen	Morris	06/22/21	9:20 PM	VMR Registration	
	Linda		06/28/21		Hotline Message	My name is Linda. My number is ██████████ please, call me. Thank you.
	Penelope	Mill	06/25/21		Hotline Message	Um hi my name is Penelope Mill. I'm the president of Can Do the Canyon Alliance of neighborhoods, assistance organization, and I had emailed on Friday about our participation in the South County Multimodal Transportation Round Table on the 23rd, giving you the name and email address of our representative Steve Tollef, will be participating on behalf of Can Do, but we, I did not hear back in response with, you know, the link to be able to join. So I'm hoping that you can send that to us either to see if his email address was included in the email that I sent you. So and it's ██████████ or email us, the organization, you can ema ██████████. That's ██████████. Sorry. That's .org. I ██████████ and and I will forward the link to Steve. So anyway, I didn't have the email RSVP but I did, it should have been clear. I had of it OCTA, Stakeholder Round Table Participation. So I'm I sent that on Friday as required. So anyway, please do get back to us Penny Mill ██████████ or to Steve Tollef's email. So, thank you very much. Bye.
	Pauline	Chesco	06/25/21		Hotline Message	Yes, my name is Pauline Jesco. I live here at the towers and I was wondering how I could avail myself of your services. We have our local service, transportation service, but there are times when I want to go out of our area here in Laguna Woods. And I'd like to avail myself of the Orange County Transportation System. If you give me a call, I'd appreciate it. My number is ██████████ Thank you.
	Mark	A Torres	06/25/21		Hotline Message	Yes, my name is Mark A Torres and I was calling regarding the transportation study. I was online a couple of times trying to get through to complete the survey and that stopped at a couple of points and retried and retried. I keep getting hit in the same wall. So, My phone number is ██████████. Again, that number is ██████████. Thank you, goodbye.
	Heather	Gillon	06/29/21		Online Comment Form VMR	I work with many individuals who live in San Juan Capistrano. Is it possible to get a bus that goes directly to Walmart (where right now it takes a couple of hours to get there)?
	Chuck	Gildea	06/30/21		VMR Registration	
	Eileen	McCrickerd	06/17/21		TTH Comment	Is there any plan or can you foresee any extension of the transportation for access on weekends? Currently, I do not live near a fixed route bus line and so if I want to travel on Saturday or Sunday I have to get myself to a designated route stop that would be able to pick me up. Maybe extending door to door service for access members.
	Tony	Hay	06/17/21		TTH Comment	What's being done to implement smart traffic signals? Most operate on a fixed schedule. What we really need is a system that can change depending on traffic at specific times of the day. Anything like that in the works?
	Chuck	Gilday	06/17/21		TTH Comment	I occasionally take the train to San Diego. They have a flex service there that is much more extensive than the one we have here on south Orange County. I am an access passenger. I would like to see the flex schedule extended from Mission Viejo into my downtown - it would save us money here.
	Carolyn	Campbasso	06/17/21		TTH Comment	Orange County doesn't have enough transportation.
	Lea	Myers	06/17/21		TTH Comment	What kind of accommodations are there being made for the disabled community?
	Barbara	Rush	06/17/21		TTH Comment	1. I think that there is a city in Utah where they have left turn yellow blinking lights so that it doesn't slow traffic as much. This seems like a great improvement to have here. Sometimes, the red turn arrow prevents the flow of traffic when there is no oncoming traffic and that costs us all time. 2. I know there are extra funds in all of the cities - why not have them all contribute to opening up our toll roads? We could eliminate a lot of congestion on the freeways.
	Justin	Wong	06/17/21		TTH Comment	For the last few years, I noticed the bus services aren't very frequent there. They are more frequent in Anaheim. Will there be a freeway BRT in the future that goes from Laguna to Fullerton?
	Marla	Rajput	06/17/21		TTH Comment	Do we have a technology bot that counts cars passing over the signaled wire? How come we are still behind with technology? I'm disappointed with the appointment of all the Transportation committee members. They haven't done anything productive so far in the last 10 years.
	Dale	Nethery	06/17/21		TTH Comment	We only have two bus routes here in Rancho Santa Margarita. Are there any plans to expand the transportation system in this community?

Organization	First Name	Last Name	Date	Time	Submission Type	Message
	Carolyn	Boyd	06/17/21		TTH Comment	Is there anyway you can designate a lane for 18 wheelers so they don't cause a danger to other drivers?
	BriaN	Cox	06/17/21		TTH Comment	What specific steps do you envision need to be taken to incorporate bicycles into the transportation system?
	Jupi	Chen Kuo	06/17/21		TTH Comment	He is concern with people walking and no sidewalks.
	John	Garay	06/17/21		TTH Comment	I talked at last meeting about the poss. of local shuttles that utilizes the metro better in Tustin. Any developments?
	Constance	Duquette	06/17/21		TTH Comment	I hope traffic is controlled by AI because I'm a pedestrian and bicyclist and cars go through stop signs. People are not paying attention and it's too dangerous to walk and bike. I'd love to hear how you plan on making it safer for pedestrians and cyclists.
	Daniel	Wong	06/17/21		TTH Comment	Her husband had eye surgery, and the bus that picked her husband up after surgery had no shock absorbers.
	Lora	Williams	06/17/21		TTH Comment	I just lost my license at 85 years old. Is there a way to get my scooter on and off the city buses?
	Alfred	John Zucker	06/17/21		TTH Comment	No question
	Thomas	Zolan	06/17/21		TTH Comment	The bus system used to offer senior discounts on Fri, Sat, and Sun. to the fair. The buses don't offer this discount anymore. Why?
	Kathleen	Buck	06/17/21		TTH Comment	I live right by the Aliso exit on the 5 and I got a notice that they would be installing 100 pylons and widening the road over the creek. We have had a LOT of wildlife in our yards - ducks, squirrels, etc - and I am concerned for the environment as well as the community. We are getting duck eggs, rats, animals in the pools...is there any compensation planned for neighbors who are put out by this? We have extra cleaning, etc, to do because of this.
	Bill	Davis	06/17/21		TTH Comment	This is all a wonderful idea, but what's being done for our black and Mexican communities? Anything in the works to make transportation better in those communities?
	Elaine	Frank	06/17/21		TTH Comment	I appreciate the bus and train services from OCTA because I do not drive. In training some of the bus drivers, they don't keep a steady speed and that can cause motion sickness.
	Luis	Hernandez	06/17/21		TTH Comment	DNC
	Evelyn	Mccuiston	06/17/21		TTH Comment	no response
	Andrew	Avina	06/17/21		TTH Comment	No answer
	Irene	Bronson	06/17/21		TTH Comment	What are they doing to protect the low and middle class on paying for HOV lanes and Fast Track that are just for the rich?
	Karen	Gorman	06/17/21		TTH Comment	No response
	James	Pieratt	06/17/21		TTH Comment	no response
	Cindy	Cross	06/17/21		TTH Comment	I've heard Laguna Woods lady raising questions about equity. I have a question about equity on the other end. Does OCTA have ideas for charging stations for the Joe Biden's of the world and their electric vehicles?
	Virginia	Bayliss	06/17/21		TTH Comment	With all the recent shootings on the freeways, will OCTA put more overhead cameras on the overpasses?
	Lori	Miller	06/17/21		TTH Comment	I take the access here in Rancho Santa Margarita. Will they ever run on the weekends?
	Brian	Grode	06/17/21		TTH Comment	What is the status of the 5 freeway plan at El toro?
	Lavinia	Wohlfert	06/17/21		TTH Comment	Can there be something done about the bus stops themselves? Sometimes it is really hot, there is no shade, and that is a great discouragement to riding the bus.
	Cassandra	Haggins	06/17/21		TTH Comment	I missed a doctors appointment do to there being another pickup added. What's being done to prioritize people and their trips based on importance and urgency? Also, I use a walker. I fell on my way out of the door, and the driver said he wasn't allowed to touch me. Is there a reason the drivers can't help someone who's fallen and can't get up?
	Theresa	Salisbury	06/17/21		TTH Comment	Drivers that pick me up - 360 taxis. I don't have to pay. I'm very grateful that I don't have to drive. I've had seizures.
	Kevin	Mcdermott	06/17/21		TTH Comment	no comment
	Carl	Koncz	06/17/21		TTH Comment	no comment
	John	Gregg	06/17/21		TTH Comment	Why aren't bicycles getting taxed for putting in the bike lanes?
	Kyvan	Zainabadi	06/17/21		TTH Comment	What is OC-FLEX and when will this be offered?
	Dana	Cornelius	06/17/21		TTH Comment	The highway overhead signs are being unlawfully used for messages. Is the county doing anything to correct this issue?
	Stephen	Johnson	06/17/21		TTH Comment	Is there any creative research being done on transportation? Such as Trolley, Train, etc.
	Robert	Macvicar	06/17/21		TTH Comment	There are some bus benches that aren't being used at the bus stop Laguna Miguel? Will they resume a bus services at that location?
	Beverly	Bernstein	06/17/21		TTH Comment	1. Most cyclists are very law abiding. I have had a couple that go down the middle of the lane when there is no bike lane. They won't go near the cars. One of them, when we pulled up at a signal together, he told me I am supposed to stay 6 feet behind him until he can get to a bike lane. Is this true? 2. When you keep building apartments, such as on Jamboree, are you going to widen the street at all? There is a lot more traffic there now. I am concerned about how long it takes to widen a street because University has taken so long.
	Maeve	Eisenberg	06/17/21		TTH Comment	If they do this expansion with the buses, are they taking away the carpool lane? There's no room on the 5 to expand.
	June	Lange	06/17/21		TTH Comment	No comment
	Catherine	Schreiner	06/17/21		TTH Comment	Is there ever going to be transportation for seniors in my community?
	Andrew	Graner	06/17/21		TTH Comment	I've lived in OC for over 30 years and I'm in an electric wheelchair - disabled. What are the plans for improving access to other places around here? Like in LA?
	Lisa	Talmage	06/17/21		TTH Comment	no comment
	Alice	Gharibjanians	06/17/21		TTH Comment	no comment
	Catherine	Young	06/17/21		TTH Comment	The access bus doesn't come down the side that I live on. Are there any plans to expand that route for us seniors?
	Ira	Gruber	06/17/21		TTH Comment	I have lived in Irvine close to 40 years. I have watched Irvine grow from a relatively quiet suburb into the economic powerhouse it is today. I don't own a car, I have not for many years. I choose to use the local bus service instead and where I live it is in a particular area of Irvine that my transportation options is pretty good. This isn't true in much of OC. I don't think we are running busses effectively - a lot of parts of S OC particularly, we need smaller, more frequent vehicles.How does that figure in to the plans and studies so far?
	Phillip	Rosen	06/17/21		TTH Comment	Lives in a senior building, Would like more transportation in his area. He has to take the same day taxi, and waits up to 4 hours. Why doesn't OCTA have but 2 taxi's in that area?
	Lisa	Staight	06/17/21		TTH Comment	I know bus drivers evaluated on their safety and skills, but what about their customer service? If a bus driver could help me navigate the system, I could rate them higher and be more comfortable using the system!
	David	Ramseyer	06/17/21		TTH Comment	Several years ago, they were considering extending the 241 S and meet up with the 5 south of San Clemente. One of the routes that I thought was the best went east of Pico Blvd and came out near the north end of Camp Pendleton. That was turned down because they thought it might disrupt some bird flight in that area.
	Pamela	Peery	06/17/21		TTH Comment	We have a lot of homeless that camp out at the train station at San Clemente, north beach. When will they come out and enforce anti loitering laws (or whatever they are called)?
	Louis	Kramer	06/17/21		TTH Comment	Considering that 42% of the current poll voters want to increase bus and rail transportation, how can OC increase rail transit between urban areas as OC is a traditionally rural/suburban area? We have downtown urban cores - how can orange county connect its downtowns together to create an urban loop?
	Edith	Bates	06/17/21		TTH Comment	I am 78, I need transportation to see my doctor and current services are very limited and strict . This is worrisome because people like me and other senior friends can not use services for doctors visits. I live Bristol/McCarthur and I take 55 but I need transfers and waiting time is very long also drivers are very rude, sometimes they see us running and close the door in our face even though we are seniors
	Jesus	Santillan	06/17/21		TTH Comment	I don't use public transportation
	Lucina	Rivera	06/17/21		TTH Comment	no comment
	Carmen	Rosales	06/17/21		TTH Comment	I'm 84 and there's no one that gives me help with rent. I have help with transportation when I'm sick and things like that, but I don't have the help I need with other things. Why is that the people that are here for many many years, we can't get help. The government gives money to everyone else--people in other countries-- but not to people who have been here for years and years.
	Armando	Sardon	06/17/21		TTH Comment	Do you have transportation for when I need it'
Arcturus Marketing	Shannon	Martinez	07/07/21		VMR Registration	

Appendix D

Notification Materials

Appendix D.1	Stakeholder Communications Toolkit
Appendix D.2	Study Website
Appendix D.3	List of Organizations
Appendix D.4	Eblast #1 — Telephone Townhall Meeting, Survey and Virtual Meeting Room Invite
Appendix D.5	Eblast #2 — Survey and Virtual Meeting Room Reminder
Appendix D.6	Eblast #3 — Survey and Virtual Meeting Room Last Chance
Appendix D.7	Telephone Townhall Meeting, Survey and Virtual Meeting Room Postcard (English; Spanish; Mandarin; Korean; Vietnamese)
Appendix D.8	Live Facebook Advertisement
Appendix D.9	Facebook Posts
Appendix D.10	Twitter Posts
Appendix D.11	News Release
Appendix D.12	Study Blog Article
Appendix D.13	One the Move Article

Appendix D

Appendix D.1 Stakeholder Communications Toolkit

Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE



Dear Stakeholder,

The Orange County Transportation Authority (OCTA) is entering Phase 2 of the South Orange County Multimodal Transportation Study (SOCMTS). The SOCMTS will identify improvements in south Orange County for all modes of transportation, including streets, transit, freeways and bikeways beyond the year 2045.

During Phase 1 of the study in fall 2020, OCTA engaged with residents and stakeholders and completed a survey in multiple languages, including English, Spanish, Vietnamese, Korean and Mandarin.

Among the survey findings, the respondents said that they would like to see:

- Reduction in **traffic congestion**
- Increased frequency and accessibility of **multimodal transportation**
- Increased safety and efficiency for **all modes of travel**, and
- Increase in **alternative transportation** frequency and accessibility.

Phase 2 will be starting this spring/summer 2021 to present the draft transportation strategies. The community and stakeholders will be asked to participate to help prioritize transportation strategies and solutions.

As a key stakeholder, we are reaching out to you to offer optional methods for sharing project and public survey details with your community. These efforts are intended to complement the other public notification methods that OCTA is using to promote this project. The survey will be available through Monday, July 12, 2021. Below are some suggested options on ways to share project and community survey details:

1. **Distribute electronically via email:** Share the community survey (SouthOCStudySurvey.com) with your e-mail contacts. You can link to the survey [HERE](#).
2. **Post to your website:** You can use [this image](#) to post to your homepage. The image would then need to be linked to the following [LINK](#) for the project's webpage.
3. **Social media posting:** Download our OCTA image [HERE](#), post it on your social media profiles (Facebook, Twitter, Instagram, etc.), and share the following link (SouthOCStudySurvey.com) on your post.
4. **Newsletter Announcement:** Provide information regarding the project and community survey via your organization's newsletter.

Please see the next page for simple copy-and-paste-ready text you can use to share this information with your community.

If you have any questions, please contact Marissa Espino at mespino@octa.net or at 714-560-5607. We thank you for your support and look forward to working with you in spreading the word about this project and capturing valuable survey results!



ADDITIONAL INSTRUCTIONS

1. Distribute electronically via email:

- A. You can use [this image](#) to share meeting information with your contacts/membership. Link the image to the following LINK.
- B. Or copy and paste the following text into the body of an email:

The Orange County Transportation Authority (OCTA) wants to hear your feedback on mobility strategies that will help identify future improvements to local streets, transit, freeways and bikeways for the Orange County Multimodal Transportation Study (SOCMTS). Through July 12th, please take a short survey online at SouthOCStudysurvey.com or take the survey on our information line at 833-711-8070. For more information, visit octa.net/SouthOCStudy.

2. Post to your website: You can use [this image](#) to post to your homepage. Link the image to the following LINK (<http://metroquestsurvey.com/st7h7p>).

3. Social media posting: Post this LINK (SouthOCStudysurvey.com) on your social media page(s) or copy and paste the following text and [this image](#) into your social media accounts:

- A. **Facebook:** @goOCTA is considering mobility strategies and solutions in south Orange County. Share your feedback by taking a short community survey through July 12th at SouthOCStudysurvey.com or take the survey on our information line at 833-711-8070. For more information, visit octa.net/SouthOCStudy.
- B. **Twitter:** @goOCTA is considering mobility strategies and solutions in south Orange County. Share your feedback by taking a short community survey through July 12th at SouthOCStudysurvey.com or call in at 833-711-8070. For more information, visit octa.net/SouthOCStudy.
- C. **Instagram:** @goOCTA is considering mobility strategies and solutions in south Orange County. Share your feedback by taking a short community survey through July 12th at SouthOCStudysurvey.com or call in at 833-711-8070. For more information, visit octa.net/SouthOCStudy.

4. Newsletter Announcement: Provide information regarding the project and the community survey via your organization's newsletter. Copy and paste the following text into the body of the newsletter:

The Orange County Transportation Authority (OCTA) wants to hear your feedback on mobility strategies that will help identify future improvements to local streets, transit, freeways and bikeways for the Orange County Multimodal Transportation Study (SOCMTS). Through July 12th, please take a short survey online at SouthOCStudysurvey.com or take the survey on our information line at 833-711-8070. For more information, visit octa.net/SouthOCStudy.

Appendix D

Appendix D.2 Study Website

Select Language ▼



Search OCTA

South Orange County Multimodal Transportation Study

PROJECT CONTACT

MARISSA ESPINO
Community Relations Officer
(714) 560-5607(tel:(714) 560-5607)
[Mespino@octa.net\(mailto:Mespino@octa.net\)](mailto:Mespino@octa.net)

Overview	FAQ	Resources
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Overview

Over the next 25 years, the population in south Orange County is anticipated to grow by 16 percent (about 170,000 residents), and employment is expected to grow by 18 percent (about 130,000 jobs). This growth will result in more people traveling throughout south Orange County and more time lost in traffic if we don't plan ahead. Therefore, the Orange County Transportation Authority (OCTA) is conducting a strategic transportation study that will consider transportation needs of residents, commuters, and visitors to the area. Through collaboration with local stakeholders, the South Orange County Multimodal Transportation Study (SOCMTS) will identify a broad range of improvement recommendations for all modes of transportation, including streets, transit, freeways and bikeways. The study will address south Orange County's mobility needs beyond the year 2045.

You're Invited

SURVEY

Please take a short survey online or by phone to share your feedback on mobility strategies that will help improve transportation in south Orange County in the future.

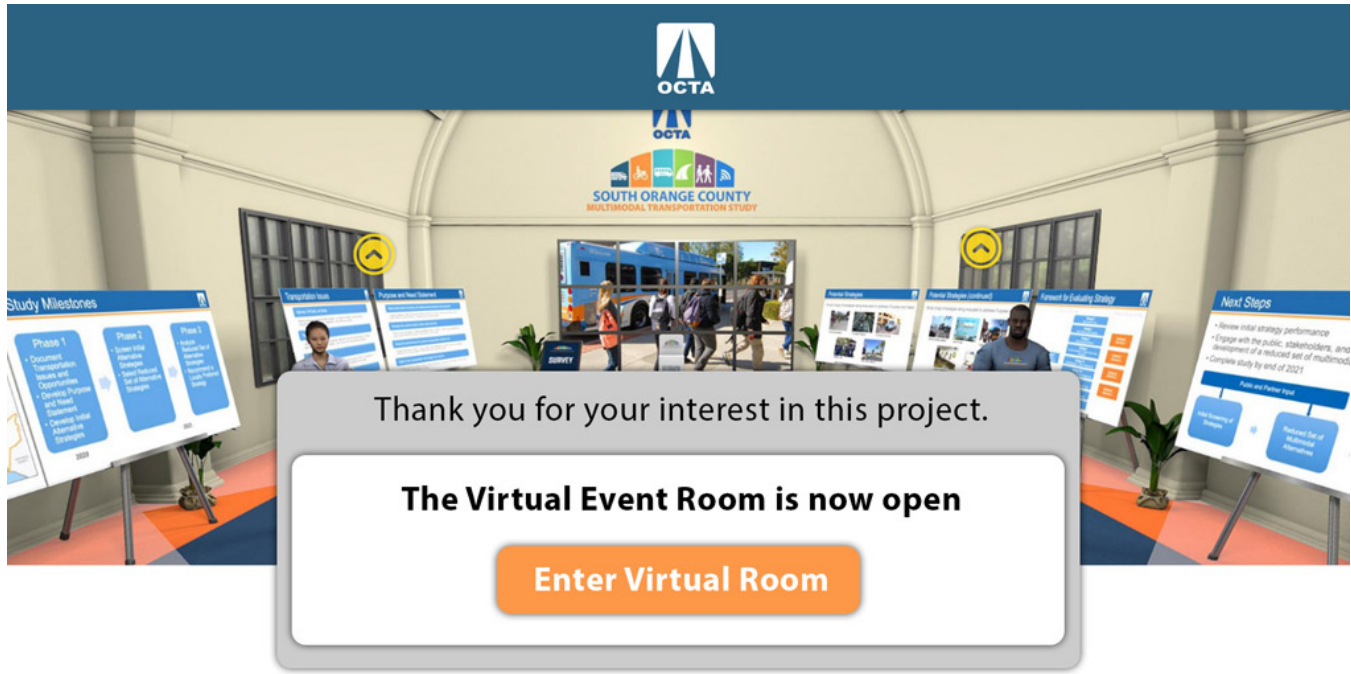
Survey Link: [SouthOCStudysurvey.com\(https://live.metroquestsurvey.com/?u=st7h7p#!/?p=web\)](https://live.metroquestsurvey.com/?u=st7h7p#!/?p=web)

Survey Phone: (833) 711-8070

Telephone Town Hall

On June 17th, 2021, OCTA conducted a Telephone Town Hall to gain community input on the study. Recordings of the call can be found below:

- English Recording (/uploadedfiles/SOCMTS-TTHM-Recording-06-17-21-English.mp3)
- Spanish Recording (/uploadedfiles/SOCMTS-TTHM-Recording-06-17-21-Spanish.mp3)



For additional information, please contact Marissa Espino at mespino@octa.net or at [714-560-5607](tel:714-560-5607) or visit octa.net/SouthOCStudy

(<https://www.virtualeventroom.com/octa/socmts/>)

Study objectives

- Work collaboratively with stakeholders
- Leverage all modes of transportation
- Address long-term mobility needs
- Develop consensus on a set of transportation improvements across all modes

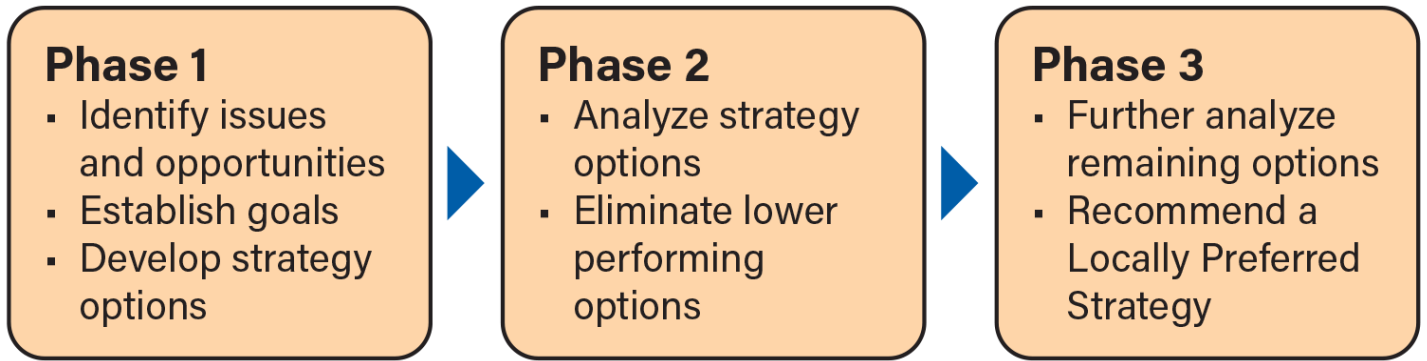
Study area

The Study area covers about 40 percent of the County from State Route 55 to the San Diego County line and from the coast to the foothills.

Project Status

The study is to be completed in late 2021 and the public and key stakeholders will be involved throughout the study process.

Study Phases:



If you have any questions or would like to share a comment about the study, email Community Relations Officer Marissa Espino(mailto:mespino@octa.net) or call the survey hotline at 833-711-8070.

[SIGN-UP FOR UPDATES AND ALERTS](#)

[GET CONNECTED](#)

[\(/GETCONNECTED\)](#)

STAY CONNECTED

[f\(HTTP://WWW.FACEBOOK.COM/GOOCTA\)](http://www.facebook.com/goocta)



[\(HTTP://TWITTER.COM/GOOCTA\)](http://twitter.com/goocta)



[\(HTTP://WWW.YOUTUBE.COM/GOOCTA\)](http://www.youtube.com/goocta)



[\(HTTP://WWW.INSTAGRAM.COM/GOOCTA\)](http://www.instagram.com/goocta)



Orange County Transportation Authority

BUS INFORMATION

(714) 636-7433(tel:714-636-7433)

Appendix D

Appendix D.3 List of Organizations

Organization	Organization	Organization
3000 The Plaza Irvine Homeowners Association	Harvest Community Church of Irvine	Orange County Health Care Agency
5th Marine Regiment Support Group	Headrick Medical Center	Orange County Hispanic Chamber of Commerce
AAA - Automobile Club of Southern California	Heartstone Housing Foundation	Orange County Small Business Development Center
Acres of Love	Heritage Committee	Orange County United Way
Aegean Heights Homeowners Association	Heritage Hill Historic Park	Orange County Visitors Association
Affordable Housing Access Inc	Hilton Orange County/Costa Mesa	Orange County Women in Networking
Aliso Creek Church	Hoag Health Center	Orange County Youth Chamber of Commerce
Aliso Viejo Chamber of Commerce	Hoag Memorial Hospital Presbyterian	Our Father's Table
Aliso Viejo Community Association	Hotel Joaquin/ Laguna Beach Chamber of Commerce	Our Lady of Pillar Catholic Church
Aliso Viejo Country Club	I.C.A.R.E Dog Rescue	Outlets at San Clemente
Aliso Viejo Ranch	i-5 Freedom Network	Pacific Marine Mammal Center
Alliance for a Healthy Orange County	ICU Medical	PADI
Ambridge Maintenance Association (Accell Property Management)	Immaculate Heart of Mary Catholic Church	Palm Tree Communities
American Institute of Architects Orange County	Irvine Business Complex	Palma Master Association
American Lung Association in California	Irvine Community Church	Panasonic Avionics Corporation
American Planning Association- Orange County Chapter	Irvine Company	Pedego Electric Bikes
Amtrak	Irvine First Chinese Baptist	Pet Project Foundation
Applied Medical	Irvine Kiwanis Club	Pinot's Palette
Aquatic Technologies	Irvine Ranch Water District	Pintar Investment Company
Arroyo Vista Elementary YMCA	Irvine Rotary Club	Plaza Tower
Arthritis Center of Southern Orange County	Irvine Spectrum Center	Promenade Villas Homeowners Association
Ashford Place Maintenance Association (Keystone Pacific)	Irvine Unified School District	Quest Software
Asian Business Association Orange County	Irvine Valley College	R.D. Olson Development
Assistance League of Laguna Beach	Jax Bicycle Center	Race 4 the Environment
ASU University	John Wayne Airport	Rancho Cielo Home Owners Association (Seabreeze Management Company)
Auburn Homeowners Association (Action Property Management)	Journey Christian Church	Rancho Mission Viejo
Avanir Pharmaceuticals Inc	Jubilee Presbyterian Church in Irvine	Rancho Mission Viejo, LLC
Aventura Sailing	Julie Laughton Design Build/ Laguna Beach Chamber of Commerce	Rancho San Clemente Community Association (Curtis Management Co.)
AYSO	Kaiser Permanente Orange County	Rancho Santa Margarita Chamber of Commerce
Bay Laurel Homeowners Association	Irvine Medical Center	Rancho Santa Margarita Landscape and Recreation Corporation
BAYSIDE VILLAGE HOA	Kawamura College Advisement	Rancho Santa Margarita Library
BAYVIEW TERRACE HOA	Kawasaki Motors Corp., U.S.A.	Redan Medical Inc.
Bayview/Baycrest Court HOA	Kiwanis Club of Laguna Woods Village	Relay for Life
BEACON BAY COMMUNITY ASSOC.	Kiwanis Club of Mission Viejo	Rock Harbor Church
Bell Fleur Homeowners Association	Kiwanis Club of San Clemente	Rotary Club of Irvine
Bellwether Financial Group	Knights of Columbus	Rotary Club of Laguna Niguel
Best Best and Krieger LLP	Korean Community Services	Rotary Club of Mission Viejo
Bicycle Club of Irvine	Korean Resource Center (KRC) - Orange County Office	Saddleback Adult Education SIC Campus
Blue Lagoon HOA (Action Property Management)	Korean Resource Center (KRC), Orange County Office	Saddleback Church (Irvine South Campus)
Blue Lantern Inn	La Mirage at Aliso Viejo HOA (Total Property Management)	Saddleback Church Dana Point
BLUFFS H. O. COMMUNITY ASSOC.	La Vista HOA (Powerstone Property Management)	Saddleback College
Boys & Girls Club of Capistrano Valley	Laguna Aesthetics and Vein Center	Saddleback Family & Urgent Care
Boys & Girls Club of the South Coast Area	Laguna Beach Canyon Alliance Neighborhood Defense Organization	Saddleback Valley Unified School District
Boys and Girls Club Newport Beach	Laguna Beach Chamber of Commerce	Saint Thomas More Church
Braille Institute - Laguna Hills	Laguna Beach Community Clinic	Salvation Army Church
Brio Tuscany Grille	Laguna Beach Company/ Laguna Beach Chamber of Commerce	SAMLARC (Rancho Santa Margarita Landscape and Recreation Corporation)
Buchalter/ Laguna Beach Chamber of Commerce	Laguna Beach Historical Society	San Clemente Arts Association
Building Industry Association	Laguna Beach Interfaith Council	San Clemente Chamber of Commerce
Burnham Ward Properties	Laguna Beach Library	San Clemente Community Center
C. J. Segerstrom & Sons	Laguna Beach Net Works Christian Church	San Clemente Downtown Business Association
Cabrillo Playhouse	Laguna Beach Riviera Lions Club	San Clemente Exchange Club
Cal State Fullerton	Laguna Beach Rotary Club	San Clemente Green
California Avocado Society Inc	Laguna Beach Saddleback	San Clemente Junior Woman's Club
California Bank & Trust/ Le Tip of Irvine Spectrum	Laguna Beach Seniors	San Clemente Library
Caltrans, District 12	Laguna Beach Unified School District	San Clemente Medical Group
Calvary Chapel Costa Mesa	Laguna Beach United Methodist Church	San Clemente Sunrise Rotary Club
Camden Park HOA (Optimum Professional Property Management)	Laguna Beach Visitors Center	San Clemente Times & Dana Point Times
Camino Health Center	Laguna Board of Realtors	San Diego Gas and Electric
Canyon Estates Community Association	Laguna Canyon Foundation	San Juan Capistrano Fiesta Association
Capistrano Beach Care Center	Laguna Coast Wilderness Park	San Juan Capistrano Historical Society
Capistrano Unified School District	Laguna Crest Estates Community Association (Accell Property Management)	San Juan Capistrano Library
Capo Beach Church	Laguna Dana Urgent Care	San Juan Capistrano Rotary Club
Captain's Hill HOA (Dana Pacific Management Services)	Laguna Health & Wellness Center	San Juan Chamber of Commerce
Car Sound Exhaust System, Inc.	Laguna Hills Anticoagulation Clinic	San Onofre Parks Foundation
Cardinal Property Management	Laguna Hills Chamber of Commerce	Santa Ana Active Streets
Casa Romantica Cultural Center & Gardens	Laguna Hills Technology	Santa Ana Business Council, Inc.
Casa Romantica Cultural Center and Gardens	Laguna Niguel Chamber of Commerce	Santa Ana Chamber of Commerce
Casino San Clemente	Laguna Niguel Library	Santa Ana College (SAC)
Casta Del Sol HOA	Laguna Niguel Lions Club	Santa Ana Main Public Library
Catalina Express	Laguna Niguel Republican Women Federated	Santa Ana Unified Adult Transition
Center for Spiritual Living Capistrano Valley & Executive Suites at Talega	Laguna Niguel Woman's Club	Santa Ana Unified School District (SAUSD)
Chamber of Commerce Mission Viejo	Laguna Playhouse/ Laguna Beach Chamber of Commerce	Santa Margarita Water District
Chapman University	Laguna Presbyterian Church	Sawdust Art Festival
Chief Strategy Officer	Laguna Sur HOA (Seabreeze Management)	SCKE - Odyssey Medical Group
Child Guidance Center, Inc.	Laguna Woods Democratic Club	Sea & Sage Audubon Society
Chinese Baptist Church of Central Orange County	Laguna Woods History Center	Sea & Sage Audubon Society - Orange County Chapter
Church By the Sea	Laguna Woods Library	Seniors in Transit
Church in Irvine	Laguna Woods Village - Community Civic Association	Serrano Creek Community Park
Church of Scientology of Orange County	Lake Forest Chamber of Commerce	Shorecliffs Golf Course
City Harvest Church Orange County	Lake Forest Community Association	Sierra Club - Orange County Conservation Committee
City of Aliso Viejo	Lake Forest Community Association	Sikh Center of Orange County
City of Costa Mesa	Lake Forest Golf and Practice Center	SoCal Gas Company
City of Dana Point	Lake Forest II - Ranchwood	Soka Performing Arts Center
City of Irvine	Lake Forest II Master Homeowners Association	Soka University
City of Laguna Beach	Lake Forest Keys HOA	South Coast Global Medical Center
City of Laguna Hills	Lake Forest Shores	South Coast Medical Group
City of Laguna Niguel	Lake Forest Village Shopping Center	South Coast Metro Alliance
City of Laguna Woods	Las Flores Elementary/ Middle School YMCA	South Coast Plaza
City of Mission Viejo	Latino Health Access	South Coast Roadrunners
City of Newport Beach	Laurelwood Homeowners Association	South Coast Water District
City of Newport Beach	League of United Latin American Citizens (LULAC)	South County Chamber of Commerce
City of Rancho Santa Margarita	Liberty Park	South County Outreach
City of San Clemente	LIDO SANDS COMMUNITY ASSOCIATION	South Laguna Civic Association
City of San Juan Capistrano	Lions Club	South Orange County Community College District
City of Santa Ana	Lion's Heart - Aliso Viejo	South Orange County Economic Coalition
City of Tustin	Little Balboa Property Owners Association	South Shores Church
Coalition for Clean Air	Little League	Special Camp
Community Health Centers	Little Saigon Foundation	Spectrum Church Irvine
Coast Hills Church	Lowie's	Spectrumtrum
Coastland University Rancho Santa Margarita	Main Place Mall	St Edward the Confessor Parish School
Coastline Community College-Newport Beach	MAKO Educational Foundation	St Francis By The Sea Catholic Church
Colinas De Capistrano Community Association	Marblehead Community Association (FirstService Residential)	St. Joseph Health
College-Environmental Tech	Marconi Automotive Museum	St. Mary's Episcopal Church Laguna Beach
Columbus Grove HOA - Ainsley Park	Mares Foundation	Stanbridge University, Orange County
Columbus Grove HOA - Clarendon	Marina Hills Planned Community Association (Keystone Pacific)	Summer Place Homeowners Association
Community Action Partnership of Orange County	Marine Adoption Committee	Sunhollow HOA (Accell Property Management)
Community Management Corporation	Mariners Church	Sunset Place of Laguna Hills Homeowners Association
Community Outreach Alliance	Marinita Homeowners Association	Surf Rider Orange County Chapter
Compass Bible Church	Marque Urgent Care	Surfing Heritage and Culture Center
	McDowell School	

Organization	Organization	Organization
Concentra Urgent Care	Medical Concierge Mental Health Center	Surfrider Foundation
Concord USA/ Le Tip of Irvine Spectrum	Melissa Data	SVUSD
Concordia University Irvine	Memorial Care Health System	Talega Maintenance Corporation
Cornerstone HOA	Metro Town Square	Temple Hills Community Association
CORONA HIGHLANDS POA	MicroVenture Inc	Terrace View Homeowners Association
Corpus Christi Church	Milano HOA (Action Property Management)	The ALS Guardian Angels Foundation
Costa Brava at Rancho Niguel	Mission Hospital	The Capistrano Dispatch
Costa Mesa Chamber of Commerce	Mission Hospital - Laguna Beach	The Chamber Newport Beach
Costa Mesa Marriott	Mission Viejo Activities Committee	The Chronically Awesome Foundation
Coto de Caza News	Mission Viejo Chamber of Commerce	The District at Tustin Legacy
County of Orange	Mission Viejo Community Foundation	The Doyle Foundation
Crown Valley Highlands Community Association	Mission Viejo Rotary Club	The Ecology Center
Crystal Cay HOA	Mission Viejo Senior Activities Committee	The Hydration Room IV and Injection Therapy
Crystal Cove Conservancy	Mobility 21	The Kennedy Commission
Cyprus Shore Homeowners Association	Modjeska Playhouse	The LAB Holding Company
Dana Point 5th Marine Regiment Support Group	MOMS Resource Center	The Laguna Beach Community Foundation
Dana Point Chamber of Commerce	Monarch Bay Plaza	The Laguna Playhouse
Dana Point Coastal Arts	Monarch Beach Master HOA (Keystone Pacific)	The Marina at Dana Point
Dana Point Community Center	Monarch Beach Promenade	The OC Marathon
Dana Point Fine Arts Association	Monarch Beach Resort	The Orchard
Dana Point Harbor Partners	Monarch Beach Sunrise Rotary Club	The Outlets at Orange
Dana Point Historical Society	Monarch Summit I HOA	The Redwoods Homeowners Association
Dana Point Lantern District Alliance	Moulton Niguel Water District	The Reserve at Rancho Mission Viejo
Dana Point Library	Moulton Ranch III (Action Property Management)	The Shops at Mission Viejo
Dana Point Marina Inn	Multi-Ethnic Collaborative of Community Agencies (MECCA)	The Village at Laguna Hills
Dana Point Physical Therapy	Music Preserves Foundation	The Westin South Coast Plaza
Dana Point Women's Community House	Nadadores - Dive	Tijeras Creek Elementary YMCA
Dana Point Yacht Club	Nadadores - Swim	Tijeras Creek Golf Club
Dana Wharf Sportfishing & Whale Watching	Neck & Back Medical Center	Toastmasters of Laguna Beach
Dennis and Leslie Power Library, Laguna College of Art and Design	Neighborhood Congregational Church	Trabuco Highlands Community Association (Keystone Pacific)
Destination Irvine	Nellie Gail Ranch Owners Association	Trabuco Mesa Park
Discovered Money	New Life Irvine	Traditional Fine Arts Organization
Doheny State Beach Interpretive Association	New University Newspaper, University of California, Irvine	Trails 4 All
Doheny State Park	Newport Beach Chamber of Commerce	Transit Advocates of Orange County
Dove Canyon Country Club	Newport Beach Foundation	Transportation Corridor Agencies
Downtown, Inc.	Newport Center Toastmasters	Turtle Rock Glen Community Association (Keystone Pacific)
EASTBLUFF HOMEOWNERS COMMUNITY ASSOC.	Newport Church	Tustin Chamber of Commerce
Edwards Lifesciences Corporation	Newport/Irvine Rotary Club	Tustin Community Foundation
Efficient Power Conversion Corporation	Newport-Mesa-Irvine Interfaith Council	Tustin Host Lions Club
El Toro Water District	Niguel Botanical Preserve	Tustin Meadows - West
Elks of Mission Viejo	Niguel Shores Community Association	Tustin Ranch Golf Club
Evolution Haiti	Norman P. Murray Community and Senior Center	Tustin Unified School District
Exodus3	OC Fair	Tustin/Santa Ana Rotary Club
Expressions HOA (Accell Property Management)	OC Health Care Agency	Unidos South OC Inc
Festival of Arts and Pageant of the Masters	OC Register	Unitarian Universalist Church
Firebrand Media/ Laguna Beach Chamber of Commerce	Ocean View Plaza	University of California, Irvine
FivePoint	O'Connell Landscape	University of Phoenix
Fluidmaster Inc	Octane OC	University of Southern California
Foothill Communities Association, Inc.	O'Neill Regional Park	Villa Pacific Homeowners Association (c/o South Coast Property Management)
Fredric H. Rubel Fine Jeweler/ Laguna Beach Chamber of Commerce	Orange Coast College	Village Church of Irvine
Friends of Harbors, Beaches, and Parks	Orange County	Villagio 1 Community Association (Curtis Management Co.)
Friends of the Dana Point Headlands	Orange County Asian Pacific Islander Community Alliance (OCAPICA)	Vista La Cuesta Homeowners Association
Frisby Cellars Winery	Orange County Association of Realtors	Voyagers Bible Church
Future Leaders of Our Community	Orange County Bicycle Coalition	Vybed Out Radio
Gloria Dei Lutheran Church	Orange County Black Chamber of Commerce	Walmart Neighborhood Market
Good Shepard Lutheran Church	Orange County Business Council	We Rock The Spectrum Laguna Hills Kid's Gym
Grace City Church	Orange County Business Council (OCBC)	WIN-TEAM Racing
Great Opportunities	Orange County Coastkeeper	Women's Club of Laguna Beach
Greater Irvine Chamber of Commerce	for Responsible Development (OCCORD)	Woodbridge Community Church
Greater Light Family Church	Orange County Community Foundation	Wyland Foundation
Greater Orange County Lions Club	Orange County Council of Governments	Yesenia's Humanitarian Foundation
Harbor Christian Church	Orange County Department of Education	YMCA
HARBOR VIEW KNOLL COMMUNITY ASSN.	Orange County Fire Authority	Your Story Matters

Appendix D

Appendix D.4 Eblast #1 — Telephone Townhall Meeting, Survey and Virtual Meeting Room Invite

Kristyn Bogda

From: Marissa Espino <mespino@octa.net>
Sent: Monday, June 7, 2021 11:02 AM
To: Kristyn Bogda
Subject: Join our Telephone Townhall to Plan for South Orange County's Transportation Future

Follow Up Flag: Follow up
Flag Status: Flagged

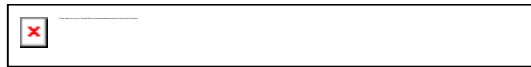
[View this email in your browser](#)



The Orange County Transportation Authority (OCTA) wants to hear your feedback on the mobility strategies that will help identify future improvements to local streets, transit, freeways and bikeways for the **South Orange County Multimodal Transportation Study (SOCMTS)**.

We Want To Hear From You!

Please take this short survey below or by phone to share your feedback on mobility strategies that will help improve transportation in south Orange County in the future.



Join us for a Telephone Townhall to learn about study findings, provide input and ask questions.

Simulcast in Spanish.

Date: Thursday, June 17, 2021

Time: 5:30-6:30 p.m.

Registration

URL: octa.net/TTHsignup

A recording of the presentation will be available on the project website following the meeting.



A Virtual Meeting Room will also be open from Monday, June 7 through

Survey

link: SouthOCStudysurvey.com

Survey Phone Number:

(833) 711-8070

Monday, July 12, 2021 to learn more about the study, make comments and ask questions. Please visit octa.net/SouthOCStudy to access the Virtual Meeting Room.

Languages and Other Needs

All requests for reasonable accommodations and/or language services must be made three working days (72 hours) in advance of the scheduled meeting date by contacting Marissa Espino at mespino@octa.net or (833) 711-8070.

Todas las solicitudes sobre adaptaciones razonables a necesidades especiales y/o servicios deben realizarse tres días laborales (72 horas) antes de la reunión programada, contactando a Marissa Espino por correo electrónico (mespino@octa.net) o llamando al (833) 711-8070.

所有有关合理便利设施和/或语言服务的要求必须在预定的会议召开日期的三个工作日 (72小时) 之前提出。请发送电子邮件至 mespino@octa.net 或致电 (833) 711-8070与Marissa Espino联系。

장애자를 위한 편의 제공이나 통역 요청은 반드시 회의 예정일 3 영업일(72시간) 전에 해야 합니다. 연락처는 마리사 에스피노(Marissa Espino) mespino@octa.net 또는 전화 (833) 711-8070.

Tất cả các yêu cầu về tiện nghi hợp lý và / hoặc dịch vụ ngôn ngữ phải được thông báo ba ngày làm việc (72 giờ) trước ngày họp được ấn định bằng cách liên lạc với Marissa Espino tại mespino@octa.net hoặc (833) 711-8070.

Para ver la invitación en español, visite: octa.net/SouthOCStudy

以简体中文查看邀请 · 请访问 : octa.net/SouthOCStudy

한국어 초대장을 보시려면, 을 방문하십시오: octa.net/SouthOCStudy

Để xem lời mời bằng tiếng Việt, xin vui lòng truy cập: octa.net/SouthOCStudy

Marissa Espino, *Principal Community Relations Specialist*

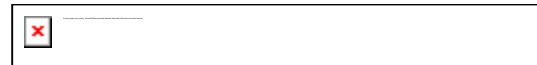
Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy



La Autoridad de Transporte del Condado de Orange (OCTA) quiere escuchar sus comentarios sobre las estrategias de movilidad que ayudarán a identificar futuras mejoras a las calles, tránsito, autopistas y ciclovías a nivel local para **el Estudio de Transporte Multimodal del sur del Condado de Orange (SOCMTS)**.



Únase a nosotros para una reunión telefónica del ayuntamiento para aprender acerca de los hallazgos del estudio, proporcionar información y preguntar preguntas

Simulcast en español.

Fecha: Jueves, 17 de junio de 2021

Horario: 5:30-6:30 p.m.

Regístrese en: octa.net/TTHsignup

Una grabación de la presentación estará disponible en el sitio web del proyecto después de la reunión.

¡Queremos Saber Su Opinión!

Realice una breve encuesta en línea o por teléfono para compartir su opinión sobre las estrategias de movilidad que

ayudarán a mejorar el transporte en el sur del Condado de Orange en el futuro.

Enlace a la

Encuesta: SouthOCStudySurvey.com

Número de Teléfono de la

Encuesta:

(833) 711-8070



También se abrirá una Sala de Reuniones Virtual desde lunes, 7 de junio al lunes, 12 de julio de 2021 para aprender más sobre el estudio, hacer comentarios y hacer preguntas. Visite octa.net/SouthOCStudy para acceder a la Sala de Reuniones Virtual.

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy

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Appendix D

Appendix D.5 Eblast #2 — Survey and Virtual Meeting Room Reminder

Kristyn Bogda

From: Marissa Espino <mespino@octa.net>
Sent: Wednesday, June 16, 2021 1:46 PM
To: Kristyn Bogda
Subject: REMINDER: Join our Telephone Townhall to Plan for South Orange County's Transportation Future

[View this email in your browser](#)



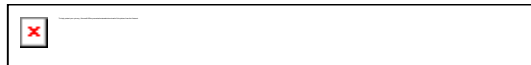
The Orange County Transportation Authority (OCTA) wants to hear your feedback on the mobility strategies that will help identify future improvements to local streets, transit, freeways and bikeways for the **South Orange County Multimodal Transportation Study (SOCMTS)**.

We Want To Hear From You!

Please take this short survey below or by phone to share your feedback on mobility strategies that will help improve transportation in south Orange County in the future.

Survey

link: SouthOCStudysurvey.com



Join us for a Telephone Townhall to learn about study findings, provide input and ask questions.

Simulcast in Spanish.

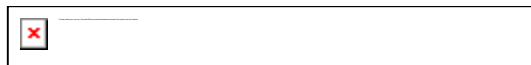
Date: Thursday, June 17, 2021

Time: 5:30-6:30 p.m.

Registration

URL: octa.net/TTHsignup

A recording of the presentation will be available on the project website following the meeting.



A Virtual Meeting Room will also be open from Monday, June 7 through Monday, July 12, 2021 to learn more about the study, make comments

Survey Phone Number:

(833) 711-8070

and ask questions. Please visit octa.net/SouthOCStudy to access the Virtual Meeting Room.

Languages and Other Needs

All requests for reasonable accommodations and/or language services must be made three working days (72 hours) in advance of the scheduled meeting date by contacting Marissa Espino at mespino@octa.net or (833) 711-8070.

Todas las solicitudes sobre adaptaciones razonables a necesidades especiales y/o servicios deben realizarse tres días laborales (72 horas) antes de la reunión programada, contactando a Marissa Espino por correo electrónico (mespino@octa.net) o llamando al (833) 711-8070.

所有有关合理便利设施和/或语言服务的要求必须在预定的会议召开日期的三个工作日 (72小时) 之前提出 · 请发送电子邮件至 mespino@octa.net 或致电 (833) 711-8070与Marissa Espino联系。

장애자를 위한 편의 제공이나 통역 요청은 반드시 회의 예정일 3 영업일(72시간) 전에 해야 합니다. 연락처는 마리사 에스피노(Marissa Espino) mespino@octa.net 또는 전화 (833) 711-8070.

Tất cả các yêu cầu về tiện nghi hợp lý và / hoặc dịch vụ ngôn ngữ phải được thông báo ba ngày làm việc (72 giờ) trước ngày họp được ấn định bằng cách liên lạc với Marissa Espino tại mespino@octa.net hoặc (833) 711-8070.

Para ver la invitación en español, visite: octa.net/SouthOCStudy

以简体中文查看邀请 · 请访问 : octa.net/SouthOCStudy

한국어 초대장을 보시려면, 을 방문하십시오: octa.net/SouthOCStudy

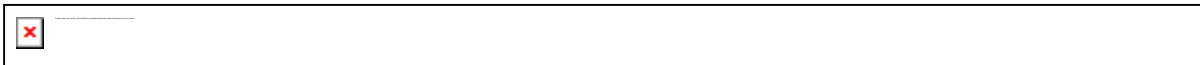
Để xem lời mời bằng tiếng Việt, xin vui lòng truy cập: octa.net/SouthOCStudy

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy



La Autoridad de Transporte del Condado de Orange (OCTA) quiere escuchar sus comentarios sobre las estrategias de movilidad que ayudarán a identificar futuras mejoras a las calles, tránsito, autopistas y ciclovías a nivel local para **el Estudio de Transporte Multimodal del sur del Condado de Orange (SOCMTS)**.



Únase a nosotros para una reunión telefónica del ayuntamiento para aprender acerca de los hallazgos del estudio, proporcionar información y preguntar preguntas

Simulcast en español.

Fecha: Jueves, 17 de junio de 2021

Horario: 5:30-6:30 p.m.

Regístrese en: octa.net/TTHsignup

Una grabación de la presentación estará disponible en el sitio web del proyecto después de la reunión.

¡Queremos Saber Su Opinión!

Realice una breve encuesta en línea o por teléfono para compartir su opinión sobre las estrategias de movilidad que ayudarán a mejorar el transporte en el sur del Condado de Orange en el futuro.

Enlace a la

Encuesta: SouthOCStudySurvey.com



**Número de Teléfono de la
Encuesta:**
(833) 711-8070

También se abrirá una Sala de Reuniones Virtual desde lunes, 7 de junio al lunes, 12 de julio de 2021 para aprender más sobre el estudio, hacer comentarios y hacer preguntas. Visite octa.net/SouthOCStudy para acceder a la Sala de Reuniones Virtual.

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy

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Appendix D

Appendix D.6 Eblast #3 — Survey and Virtual Meeting Room Last Chance

Kristyn Bogda

From: Marissa Espino <mespino@octa.net>
Sent: Wednesday, July 7, 2021 11:00 AM
To: Kristyn Bogda
Subject: Last Chance to Take Our Survey for South Orange County's Transportation Future

[View this email in your browser](#)

Help us plan for
**SOUTH ORANGE COUNTY'S
TRANSPORTATION FUTURE**



Share your feedback on the transportation study by Monday, July 12.

Take our survey and check out our Virtual Meeting Room for the **South Orange County Multimodal Transportation Study!** Your input is valuable in helping OCTA develop strategies that will help identify future mobility improvements to south Orange County. The survey and Virtual Meeting Room will close this Monday, July 12th.



Please take this short survey below or by phone. The survey is available in English, Spanish, Korean, Mandarin and Vietnamese.

You can also fill out an online comment form through our [Virtual Meeting Room](#) to share your thoughts.

Survey

link: SouthOCStudysurvey.com

Survey phone number:

(833) 711-8070

Share the survey and Virtual Meeting Room with family, friends, neighbors, or colleagues who live, work, or visit south Orange County.

We look forward to hearing from you!

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: 833.711.8070

Project Site: octa.net/SouthOCStudy

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Appendix D

Appendix D.7 Telephone Townhall Meeting, Survey and Virtual Meeting Room Postcard (English; Spanish; Mandarin; Korean; Vietnamese)

Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE

*Ayúdenos a planificar el FUTURO DEL
TRANSPORTE del condado de Orange del sur*



The Orange County Transportation Authority (OCTA) wants to hear your feedback on mobility strategies that will help identify future improvements to local streets, transit, freeways and bikeways for the **South Orange County Multimodal Transportation Study (SOCMTS)**.

*La Autoridad de Transporte del Condado de Orange (OCTA) quiere escuchar sus comentarios sobre las estrategias de movilidad que ayudarán a identificar futuras mejoras a las calles, tránsito, autopistas y ciclovías a nivel local para **el Estudio de Transporte Multimodal del sur del Condado de Orange (SOCMTS)**.*

We Want To Hear From You!

¡Queremos Saber Su Opinión!

Please take a short survey online or by phone to share your feedback on mobility strategies that will help improve transportation in south Orange County in the future.

Realice una breve encuesta en línea o por teléfono para compartir su opinión sobre las estrategias de movilidad que ayudarán a mejorar el transporte en el sur del Condado de Orange en el futuro.

Survey Link / Enlace a la Encuesta:
[SouthOCStudysurvey.com](https://www.southocstudysurvey.com)

Survey Phone Number / Número de Teléfono de la Encuesta:
(833) 711-8070

Languages and Other Needs / Idiomas y Otras Necesidades

All requests for reasonable accommodations and/or language services must be made three working days (72 hours) in advance of the scheduled meeting date by contacting Marissa Espino at mespino@octa.net or (833) 711-8070.

Todas las solicitudes sobre adaptaciones razonables a necesidades especiales y/o servicios deben realizarse tres días laborales (72 horas) antes de la reunión programada, contactando a Marissa Espino por correo electrónico (mespino@octa.net) o llamando al (833) 711-8070.



TELEPHONE TOWNHALL REUNIÓN PÚBLICA TELEFÓNICA

Join us for a Telephone Townhall to learn about study findings, provide input and ask questions.

Simulcast in Spanish.

Únase a nosotros para una reunión telefónica del ayuntamiento para aprender acerca de los hallazgos del estudio, proporcionar información y preguntar preguntas

Simulcast in español.



WHEN / CUANDO

Date / Fecha:

Thursday, June 17, 2021 / Jueves, 17 de junio de 2021

Time / Horario: 5:30-6:30 p.m.

Please register by going to octa.net/TTHsignup

Regístrese en octa.net/TTHsignup

A recording of the presentation will be available on the project website following the meeting.

Una grabación de la presentación estará disponible en el sitio web del proyecto después de la reunión.



VIRTUAL MEETING ROOM / SALA DE REUNIONES VIRTUAL

A Virtual Meeting Room will also be open from Monday, June 7 to Monday, July 12, 2021 to learn more about the study, make comments and ask questions. Please visit octa.net/SouthOCStudy to access the Virtual Meeting Room.

También se abrirá una Sala de Reuniones Virtual desde lunes, 7 de junio al lunes, 12 de julio de 2021 para aprender más sobre el estudio, hacer comentarios y hacer preguntas. Visite octa.net/SouthOCStudy para acceder a la Sala de Reuniones Virtual.

Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE

*Ayúdenos a planificar el FUTURO DEL
TRANSPORTE del condado de Orange del sur*



Orange County Transportation Authority
C/O Marissa Espino
PO Box 14184
Orange, CA 92863-1584

PRSRST STD
ECRWSS
U.S. POSTAGE
PAID
SANTA ANA, CA
PERMIT NO. 985



Legend / Leyenda

- Study Area / Zona de estudio
- Freeway / Autopista
- Toll Roads / Carreteras con Peaje
- Highways / Autopistas
- Railroad / Ferrocarril



Appendix D

Appendix D.8 Live Facebook Advertisement



Last chance!
Take our survey at
SouthOCStudySurvey.com
or call 833-711-6070.



South OC Multimodal Transportation S... ✕
Share your feedback on the transportati... ..

Appendix D

Appendix D.9 Facebook Posts

6/7/21 English Advertisement

Ad Preview

**OCTA**
Sponsored · 

OCTA's South Orange County Multimodal Transportation Study (SOCMTS) will help identify future improvements to local streets, transit, freeways and bikeways.

Tell us how to better connect south OC through a brief survey and learn more about the project through our Virtual Meeting Room, visit octa.net/SouthOCStudy or call in at (833) 711-8070.



Help us plan for
SOUTH ORANGE COUNTY'S
TRANSPORTATION FUTURE

OCTA.NET
Orange County
Over the next 25 years, the pop... [LEARN MORE](#)

 Like  Comment  Share

Performance


\$48.93 spent over 10 days.

Link Clicks 

62

Reach 

4,507

Cost Per Link Click 

\$0.79

Activity

Post Engagement

78

Link Clicks

62

Landing Page Views

13

Post Reactions

11

Post Shares

4

Post Comments

1

[See Less](#) 

Audience

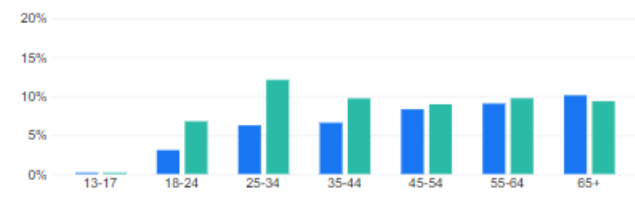
This ad reached **4,507** people in your audience.

[People](#)

[Placements](#)

[Locations](#)

43.4% Women 56.6% Men



6/8/21 Spanish Advertisement

Ad Preview



OCTA
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OCTA quiere escuchar sus comentarios sobre las estrategias de movilidad que ayudarán a identificar futuras mejoras a las calles, tránsito, autopistas y carriles de bicicleta al nivel local para el Estudio de Transporte Multimodal del sur del Condado de Orange (SOCMTS). Realice nuestra encuesta y obtenga más información sobre el proyecto a través de nuestra Sala de Reuniones Virtual, visite octa.net/SouthOCStudy o llame al (833) 711-8070.



Ayúdenos a planificar el futuro del transporte del condado de South Orange

OCTA.NET
Orange County
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LEARN MORE

Like Comment Share

Performance

\$49.65 spent over 10 days.

Link Clicks ⓘ

58

Reach ⓘ

4,657

Cost Per Link Click ⓘ

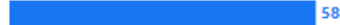
\$0.86

Activity

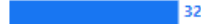
Post Engagement



Link Clicks



Post Reactions



Post Shares



Landing Page Views



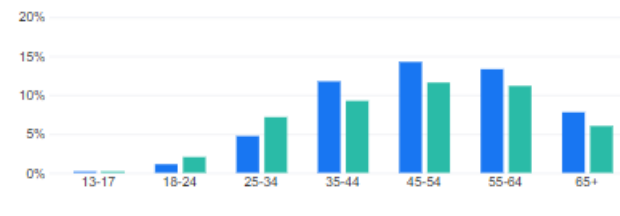
See Less ^

Audience

This ad reached 4,657 people in your audience.

People Placements Locations

52.9% Women 47.1% Men



6/8/21 Korean Advertisement

Ad Preview



OCTA
Sponsored · 🌐

⋮

OCTA는 사우스 오렌지 카운티 복합 교통수단 연구(SOCMTS)를 위해 지역 거리, 대중 교통수단, 프리웨이 및 자전거 도로의 향후 개선 사항을 파악하는 데 도움이 될 이동성 전략에 대한 여러분의 의견을 듣고자 합니다.
설문 조사에 응하여 저희 가상 회의실을 통해 프로젝트에 대해 자세히 알아보십시오.
octa.net/SouthOCStudy을 방문하시거나 (833) 711-8070으로 전화하십시오.



남부 오렌지 카운티의 교통 미래를 계획할 수 있도록 저희들을 도와주세요.

OCTA.NET
Orange County
Over the next 25 years, the pop...

LEARN MORE

👍 Like
💬 Comment
➦ Share

Performance
\$24.97 spent over 5 days.

Link Clicks ⓘ

20

Reach ⓘ

1,987

Cost Per Link Click ⓘ

\$1.25

Activity

Link Clicks 20

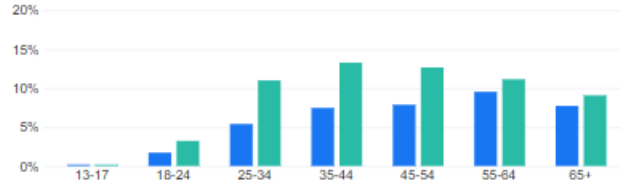
Post Engagement 20

Landing Page Views 1

Audience
This ad reached 1,987 people in your audience.


People
Placements
Locations

39.7% Women 60.3% Men





Age Group	Women (%)	Men (%)
13-17	~0.5	~0.5
18-24	~2.5	~3.5
25-34	~5.5	~11.5
35-44	~7.5	~13.5
45-54	~8.5	~12.5
55-64	~9.5	~11.5
65+	~8.5	~9.5

6/8/21 Vietnamese Advertisement

**OCTA**
Sponsored · 🌐

OCTA muốn nghe phản hồi của quý vị về các chiến lược di chuyển mà sẽ giúp xác định những cải tiến trong tương lai đối với các đường phố địa phương, phương tiện di chuyển công cộng, xe lộ và đường dành cho xe đạp thông qua Cuộc Nghiên cứu Giao thông Đa phương thức vùng phía Nam Orange County (SOCMTS).

Hãy tham gia cuộc khảo sát của chúng tôi và tìm hiểu thêm về dự án này thông qua Virtual Meeting Room (Phòng Họp Ảo) của chúng tôi, truy cập octa.net/SouthOCStudy hoặc gọi số (833) 711-8070.



Xin Giúp chúng tôi lập kế hoạch cho Tương lai Giao thông Vận chuyển của khu phía Nam Quận Orange

OCTA.NET
Orange County
Over the next 25 years, the pop... [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Performance

\$24.97 spent over 5 days.

Link Clicks ⁱ	Reach ⁱ	2,201
24	Cost Per Link Click ⁱ	\$1.04

Activity

Post Engagement **33**

Link Clicks **24**

Post Reactions **8**

Landing Page Views **2**

Post Comments **1**

[See Less ^](#)

Audience

This ad reached 2,201 people in your audience.

[People](#) [Placements](#) [Locations](#)

41.9% Women 58.1% Men



Age Group	Men (%)	Women (%)
13-17	~1%	~1%
18-24	~2%	~3%
25-34	~4%	~7%
35-44	~5%	~7%
45-54	~7%	~11%
55-64	~12%	~15%
65+	~14%	~17%

6/8/21 Mandarin Advertisement



OCTA
Sponsored · 

...

OCTA 希望听到您对流动性策略的反馈意见，这些策略将帮助通过橙县南部多式交通研究 (SOCMTS) 确定未来对当地街道、公交、高速公路和自行车道的改进内容。

参加我们的调查并且通过我们的虚拟会议室了解该项目的更多信息，请访问 octa.net/SouthOCStudy 或者致电 (833) 711-8070。



帮助我们为橙县南部的交通未来做好计划

OCTA.NET
Orange County
Over the next 25 years, the pop...

LEARN MORE

Like

Comment

Share

Performance

\$24.99 spent over 5 days.

Link Clicks

20

Reach

1,845

Cost Per Link Click

\$1.25

Activity

Post Engagement

31

Link Clicks

20

Post Reactions

11

Landing Page Views

3

Audience

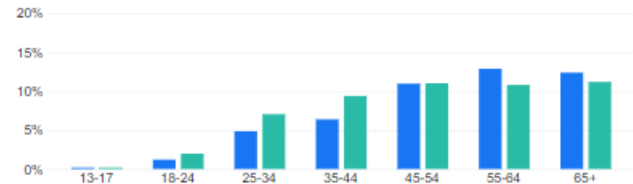
This ad reached 1,845 people in your audience.

People

Placements

Locations

48.6% Women 51.4% Men



6/8/21 Regular Post



OCTA

Published by Liz Mazariegos · June 8 at 8:59 AM ·



OCTA wants to hear your feedback on mobility strategies that will help identify future improvements to local streets, transit, freeways, and bikeways through the South Orange County Multimodal Transportation Study (SOCMTS).

Take our survey and learn more abo... [See More](#)



Help us plan for
SOUTH ORANGE COUNTY'S
TRANSPORTATION FUTURE

756
People Reached

21
Engagements

↑ +2.1x Higher
Distribution Score

[Boost Post](#)

7

1 Share

Like

Comment


Share



Comment as OCTA




6/9/21 Regular Post (posted by OCTA)



OCTA
Published by Sprinklr Prod2 · June 9 at 10:30 AM

OCTA continues to address south Orange County's transportation needs with a long-term study and near-term projects.



SOUTH ORANGE COUNTY
MULTIMODAL TRANSPORTATION STUDY

BLOG.OCTA.NET
South County Transportation Improvements Move Forward

285 People Reached	10 Engagements	↑ +1.2x Average Distribution Score	Boost Post
-----------------------	-------------------	---------------------------------------	----------------------------

5

Like Comment Share

Comment as OCTA

6/14/21 English Advertisement



OCTA
Sponsored · 🌐

⋮

Join us for a Telephone Townhall on Thursday, June 17, at 5:30-6:30 p.m. Register at octa.net/TTHsignup to learn more about OCTA's South Orange County Multimodal Transportation Study (SOCMTS). This study will help identify future improvements to local streets, transit, freeways and bikeways. Take our survey and learn more about the project through our Virtual Meeting Room, visit octa.net/SouthOCStudy or call in at (833) 711-8070.



Join our Telephone Townhall

Thursday, June 17
from 5:30-6:30pm

OCTA.NET
OCTA
Over the next 25 years, the pop...

LEARN MORE

👍 Like
💬 Comment
➦ Share

Performance

\$24.00 spent over 2 days.

Link Clicks ⓘ

9

Reach ⓘ

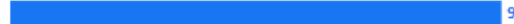
1,839

Cost Per Link Click ⓘ

\$2.67

Activity

Link Clicks



Post Engagement

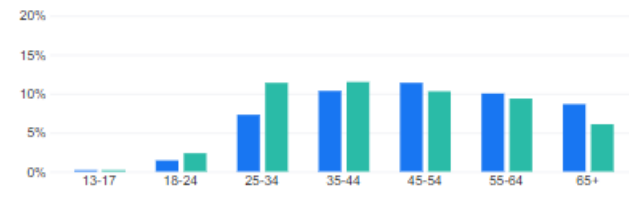


Audience

This ad reached 1,839 people in your audience.

People Placements Locations

49.1% Women 50.9% Men



6/14/21 Spanish Advertisement

**OCTA**
Sponsored ·  · 

OCTA está realizando un estudio para ayudar a identificar futuras mejoras en las calles locales, el tránsito, las autopistas y los carriles de bicicleta para el Estudio de Transporte Multimodal del Sur del Condado de Orange (SOCMTS). Acompáñenos en una Reunión Pública Telefónica el jueves 17 de junio de 5:30 - 6:30 p.m. para conocer las estrategias de transporte y compartir su opinión. La presentación será transmitida en español. Regístrese en: octa.net/TTHsignup. Simulcast en español.

Realice nuestra encuesta y obtenga más información sobre el proyecto a través de nuestra Sala de Reuniones Virtual, visite octa.net/SouthOCStudy o llame al (833) 711-8070.

**Únase a nuestra Reunión Telefónica Pública**
Jueves, 17 de junio de 5:30-6:30pm

**OCTA.NET**
OCTA
Over the next 25 years, the pop... [LEARN MORE](#)

 Like  Comment  Share

Performance

\$14.00 spent over 2 days.

Link Clicks ⓘ	Reach ⓘ	1,169
14	Cost Per Link Click ⓘ	\$1.00

Activity

Post Engagement

19

Link Clicks

14

Post Reactions

3

Post Shares

2

Landing Page Views

1

[See Less ^](#)

Audience

This ad reached 1,169 people in your audience.

[People](#) [Placements](#) [Locations](#)

61.9% Women 38.1% Men



Age Group	Women (%)	Men (%)
13-17	0.5	0.5
18-24	1.5	1.5
25-34	7.0	5.5
35-44	13.0	7.5
45-54	16.0	9.0
55-64	15.0	8.5
65+	10.5	5.5

6/14/21 Korean Advertisement

Ad Preview

[See All Previews](#)



OCTA
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OCTA는 오렌지 카운티 교통국(OCTA)은 사우스 오렌지 카운티 복합 교통수단 연구(SOCMTS)를 위해 지역 거리, 대중 교통수단, 프리웨이 및 자전거 도로의 향후 개선 사항을 파악하는 데 도움이 될 설문조사를 하고 있습니다. 6월 17일 목요일 오후 5시 30 분 ~ 6시 30분에 타운홀 전화하기 (Telephone Townhall)에 참여하여 교통 전략에 대해 알아보고 의견을 주시기 바랍니다. 등록: octa.net/TTHsignup.

설문 조사에 응하여 저희 가상 회의실을 통해 프로젝트에 대해 자세히 알아보십시오. octa.net/SouthOCStudy를 방문하시거나 (833) 711-8070으로 전화하십시오.



OCTA.NET
OCTA

Over the next 25 years, the pop...

[LEARN MORE](#)



Like



Comment



Share

Performance

\$14.00 spent over 2 days.

Link Clicks



10

Reach

1,341

Cost Per Link Click

\$1.40

Activity

Post Engagement



Link Clicks



Landing Page Views



Post Reactions



Audience

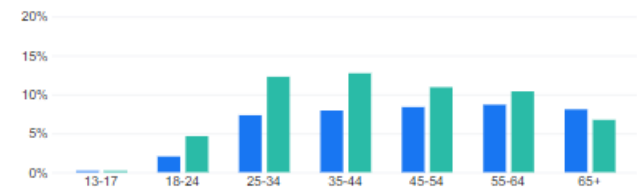
This ad reached 1,341 people in your audience.

People

Placements



Locations

42.4% Women 57.6% Men




6/14/21 Vietnamese Advertisement

Ad Preview [See All Previews](#)




 **OCTA**
Sponsored · 

OCTA đang tiến hành một cuộc nghiên cứu để giúp xác định những cải tiến trong tương lai đối với các đường phố địa phương, phương tiện di chuyển công cộng, xe lộ và đường dành cho xe đạp cho Cuộc Nghiên cứu Giao thông Vận chuyển Đa phương thức Nam Orange County (SOCMTS). Tham gia với chúng tôi trong một Telephone Townhall (Cuộc Gặp gỡ qua Điện thoại) vào Thứ Năm, ngày 17 tháng 6, từ 5:30 đến 6:30 chiều để tìm hiểu về các chiến lược vận chuyển và chia sẻ phản hồi của quý vị. Đăng ký tại: octa.net/TTHsignup.

Hãy tham gia cuộc khảo sát của chúng tôi và tìm hiểu thêm về dự án này thông qua Virtual Meeting Room (Phòng Họp Ảo) của chúng tôi, truy cập octa.net/SouthOCStudy hoặc gọi số (833) 711-8070.



OCTA.NET
OCTA
Over the next 25 years, the pop... [LEARN MORE](#)

 Like  Comment  Share

Performance

\$14.00 spent over 2 days.

Link Clicks	1	Reach	1,333
12		Cost Per Link Click	\$1.17

Activity

Post Engagement **17**

Link Clicks **12**

Post Comments **3**

Post Reactions **2**

Landing Page Views **1**

[See Less ^](#)

Audience

This ad reached 1,333 people in your audience.

[People](#) [Placements](#) [Locations](#)

47.8% Women 52.2% Men



Age Group	Women (%)	Men (%)
13-17	0	0
18-24	2	2
25-34	5	8
35-44	5	7
45-54	9	8
55-64	14	13
65+	14	14

6/14/21 Mandarin Advertisement

Ad Preview [See All Previews](#)

 **OCTA**
Sponsored · 

OCTA đang tiến hành một cuộc nghiên cứu để giúp xác định những cải tiến trong tương lai đối với các đường phố địa phương, phương tiện di chuyển công cộng, xe lộ và đường dành cho xe đạp cho Cuộc Nghiên cứu Giao thông Vận chuyển Đa phương thức Nam Orange County (SOCMTS). Tham gia với chúng tôi trong một Telephone Townhall (Cuộc Gặp gỡ qua Điện thoại) vào Thứ Năm, ngày 17 tháng 6, từ 5:30 đến 6:30 chiều để tìm hiểu về các chiến lược vận chuyển và chia sẻ phản hồi của quý vị. Đăng ký tại: octa.net/TTHsignup.

Hãy tham gia cuộc khảo sát của chúng tôi và tìm hiểu thêm về dự án này thông qua Virtual Meeting Room (Phòng Họp Ảo) của chúng tôi, truy cập octa.net/SouthOCStudy hoặc gọi số (833) 711-8070.



Xin Giúp chúng tôi lập kế hoạch cho Tương lai Giao thông Vận chuyển của khu phía Nam Quận Orange

OCTA.NET
OCTA
Over the next 25 years, the pop... [LEARN MORE](#)

 Like  Comment  Share

Performance

\$14.00 spent over 2 days.

Link Clicks 	Reach 	1,333
12	Cost Per Link Click 	\$1.17

Activity

Post Engagement	17
Link Clicks	12
Post Comments	3
Post Reactions	2
Landing Page Views	1

[See Less ^](#)

Audience

This ad reached 1,333 people in your audience.

[People](#) [Placements](#) [Locations](#)

47.8% Women 52.2% Men



Age Group	Women (%)	Men (%)
13-17	0	0
18-24	2	2
25-34	5	8
35-44	5	7
45-54	9	8
55-64	15	14
65+	14	14

6/16/21 Regular Post



OCTA

Published by Liz Mazariegos · June 16 at 11:24 AM ·

Provide your input at our Telephone Townhall TOMORROW at 5:30-6:30 p.m. for the South Orange County Multimodal Transportation Study (SOCMTS). Learn about the study and provide input on strategies that will help identify future mobility improvements. Register... See More



**Join our Telephone
Townhall**
Thursday, June 17
from 5:30-6:30pm

1,177
People Reached

13
Engagements

↑ +3.7x Higher
Distribution Score

Boost Post

2

2 Shares

Like

Comment

Share




Comment as OCTA




7/7/21 English Advertisement

Ad Preview



[See All Previews](#)



OCTA
Sponsored · 


Share your feedback on the transportation study by Monday. Take our survey and check out our Virtual Meeting Room for the South Orange County Multimodal Transportation Study! Learn more and share your input on strategies that will help will identify future mobility improvements to south Orange County at octa.net/SouthOCStudy or call in at (833) 711-8070.

Last chance!
Take our survey at
SouthOCStudySurvey.com
or call 833-711-8070.




OCTA.NET
South OC Multimodal Transportation Study -

[LEARN MORE](#)

 Like  Comment  Share

Performance

\$19.96 spent over 5 days.

Link Clicks 

20

Reach 

2,263

Cost Per Link Click

\$1.00

Activity

Post Engagement

21

Link Clicks

20

Landing Page Views

5

Post Reactions

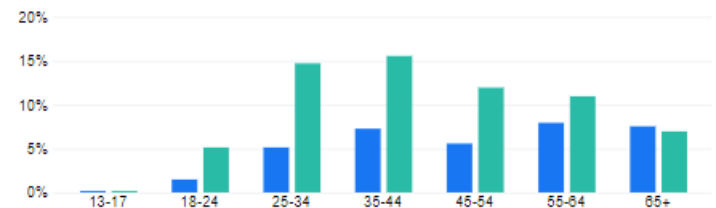
1

Audience

This ad reached 2,263 people in your audience.

[People](#) [Placements](#) [Locations](#)


34.8% Women 65.2% Men



7/7/21 Spanish Advertisement


Ad Preview

[See All Previews](#)



OCTA
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¡ÚLTIMA OPORTUNIDAD! ¡Este lunes será el último día para realizar nuestra encuesta y consultar nuestra Sala de Reuniones Virtual para el Estudio de Transporte Multimodal del Sur del Condado de Orange! Obtenga más información sobre el estudio y comparta su opinión sobre las estrategias de movilidad que ayudarán a identificar futuras mejoras en las calles locales, el tránsito, las autopistas y los carriles de bicicletas del sur del Condado de Orange en octa.net/SouthOCStudy o llame al (833) 711-8070.



OCTA.NET
South OC Multimodal Transportation Study - [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Performance

\$19.98 spent over 5 days.

Link Clicks



36

Reach



2,083

Cost Per Link Click

\$0.56

Activity

Post Engagement

42

Link Clicks

36

Post Reactions

6

Landing Page Views

4

Audience

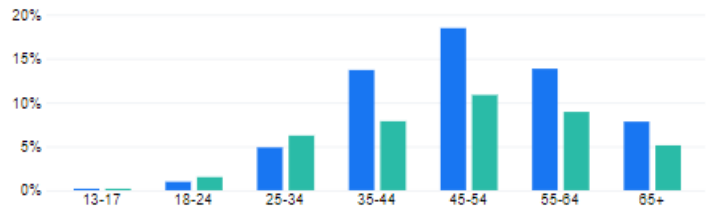
This ad reached 2,083 people in your audience.

People

Placements

Locations

59.6% Women 40.4% Men



7/7/21 Korean Advertisement

Ad Preview

[See All Previews](#)



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마지막 기회! 이번 월요일은 사우스 오렌지 카운티 복합 교통수단 연구 설문 조사에 응하고 가상 회의의 룬을 나갈 수 있는 마지막 날입니다! 이 연구에 대해 더 자세히 알아보시고 지역 거리, 대중 교통수단, 프리웨이 및 자전거 도로의 향후 개선 사항을 파악하는 데 도움이 될 이동성 전략에 대한 여러분의 의견을 주시기 바랍니다.
octa.net/SouthOCStudy을 방문하시거나 (833) 711-8070으로 전화하십시오.

마지막 기회!
SouthOCStudySurvey.com
에서 설문 조사에 응해
주시거나 833-711-8070
으로 전화하십시오.

SOUTH ORANGE COUNTY
OCTA

OCTA.NET
South OC Multimodal
Transportation Study -

LEARN MORE

👍 Like 💬 Comment ➦ Share

Performance

\$14.98 spent over 5 days.

Link Clicks ⓘ

17

Reach ⓘ

1,666

Cost Per Link
Click ⓘ

\$0.88

Activity

Post Engagement



Link Clicks



Landing Page Views



Post Reactions

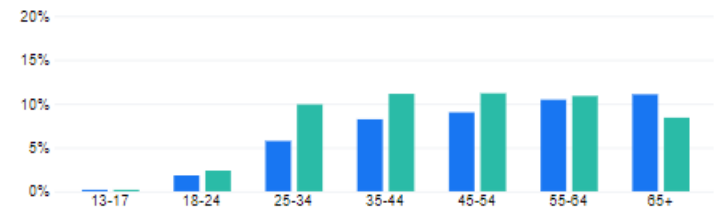


Audience

This ad reached 1,666 people in your audience.

People Placements Locations

46.2% Women 53.8% Men



7/7/21 Vietnamese Advertisement

Ad Preview

[See All Previews](#)



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CƠ HỘI CUỐI CÙNG! Thứ Hai tuần này sẽ là ngày cuối cùng để tham gia cuộc khảo sát của chúng tôi và kiểm tra Phòng Hợp Áo của chúng tôi đối với Cuộc Nghiên cứu Giao thông Vận chuyển Đa phương thức vùng phía Nam Orange County! Tìm hiểu thêm về cuộc nghiên cứu và chia sẻ phản hồi của quý vị về các chiến lược di chuyển mà sẽ giúp xác định những cải tiến trong tương lai đối với các đường phố địa phương, phương tiện di chuyển công cộng, xe lô và đường dành cho xe đạp ở phía nam Quận Orange tại octa.net/SouthOCStudy hoặc gọi số (833) 711-8070.

Cơ hội cuối cùng!
Hãy tham gia cuộc khảo sát của chúng tôi tại SouthOCStudySurvey.com hoặc gọi số 833-711-8070.

OCTA.NET
South OC Multimodal Transportation Study - [LEARN MORE](#)

Like Comment Share

Performance

\$14.98 spent over 5 days.

Link Clicks

17

Reach

1,612

Cost Per Link Click

\$0.88

Activity

Post Engagement

21

Link Clicks

17

Landing Page Views

5

Post Reactions

3

Post Comments

1

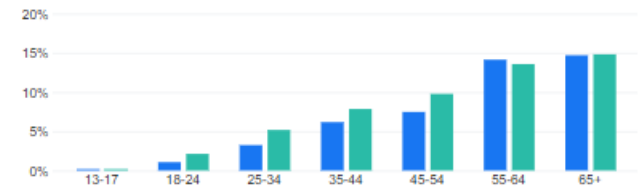
[See Less](#)

Audience

This ad reached 1,612 people in your audience.

[People](#) [Placements](#) [Locations](#)

46.7% Women 53.3% Men



7/7/21 Mandarin Advertisement

Ad Preview

[See All Previews](#)



OCTA
Sponsored · 🌐



最后的机会! 这个星期一时参加我们的调查并且查看我们橙县南部多式交通研究虚拟会议室的最后一天! 在 octa.net/SouthOCStudy 网站上或者致电 (833) 711-8070, 了解关于这项研究的更多信息, 并且分享您对将有助于确定橙县南部当地街道、公交、高速公路和自行车道的未来改进内容的流动性策略的反馈意见。

最后的机会! 请上网
SouthOCStudySurvey.com
或者致电 833-711-8070
完成调查。



OCTA.NET
South OC Multimodal
Transportation Study -

[LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Performance

\$14.99 spent over 5 days.

Link Clicks



21

Reach



1,448

Cost Per Link
Click

\$0.71

Activity

Link Clicks



Post Engagement



Landing Page Views

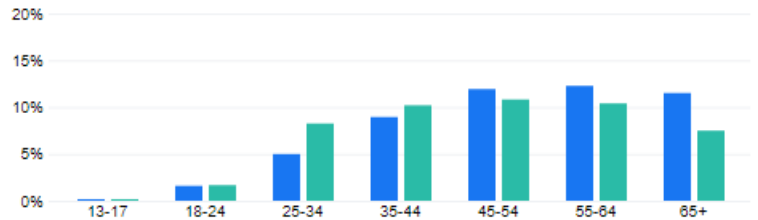


Audience

This ad reached 1,448 people in your audience.

People Placements Locations

51.2% Women 48.8% Men



7/7/21 Regular Post



OCTA

Published by Liz Mazariegos · July 7 at 1:41 PM ·



Share your feedback on the transportation study by Monday. Take our survey and check out our Virtual Meeting Room for the South Orange County Multimodal Transportation Study! Learn more and share your input on strategies that will help will identify future mobility improvements to south Orange County at octa.net/SouthOCStudy or call in at (833) 711-8070.

Last chance!
Take our survey at
SouthOCStudysurvey.com
or call 833-711-8070.

Reach More People With This Post ×
You could reach up to 781 people daily by boosting your post for \$35.

316 People Reached 18 Engagements ↓ -1.0x Average Distribution Score **Boost Post**

6 2 Shares

- Like
- Comment
- Share

Appendix D

Appendix D.10 Twitter Posts

6/7/21 Twitter Post



OCTA @goOCTA · Jun 7

We want your feedback on mobility strategies to help identify future improvements to local streets, transit, freeways, and bikeways.

Take our survey and learn more about the project through our Virtual Meeting Room at octa.net/SouthOCStudy or call in at (833) 711-8070.



6/10/21 Twitter Post

↻ OCTA Retweeted



OCTA Media Team @OCTAnews · Jun 10

Help #OCTA with the next phase of a south Orange County #transportation study by taking a brief survey and joining a June 17 telephone townhall. South County traffic is expected to increase with 170,000 new residents over the next 25 years. Info: bit.ly/3wix8ao



6/14/21 Twitter Post

 **OCTA** @goOCTA · Jun 14

Join OCTA's Telephone Townhall on Thursday, June 17, at 5:30-6:30 pm to learn about South OC transportation strategies and provide feedback. Register at: octa.net/TTHsignup.

To take our survey and learn more, visit octa.net/SouthOCStudy or call in at (833) 711-8070.



The graphic features a colorful header with icons for a car, bicycle, bus, wheelchair, pedestrian, and Wi-Fi. Below this, it reads "SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY". The main body is a blue triangle with the OCTA logo and the text "Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE".

3 retweets, 1 like

6/16/21 Twitter Post

 **OCTA** @goOCTA · Jun 16

Provide your input at our Telephone Townhall tomorrow from 5:30-6:30 p.m. Learn about the study and share feedback on mobility strategies. Register at octa.net/TTHsignup.

To take our survey and learn more, visit octa.net/SouthOCStudy or call in at (833) 711-8070.



The graphic features a colorful header with icons for a car, bicycle, bus, wheelchair, pedestrian, and Wi-Fi. Below this, it reads "SOUTH ORANGE COUNTY MULTIMODAL TRANSPORTATION STUDY". The main body is a blue triangle with the OCTA logo and the text "Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE".

1 like

7/7/21 Twitter Post



OCTA @goOCTA · Jul 7



LAST CHANCE! 7/12 is the last day to take our survey and view our Virtual Meeting Room for the South Orange County Multimodal Transportation Study.

Learn more and share your feedback on mobility strategies for South OC at octa.net/SouthOCStudy or call in at (833) 711-8070.



Appendix D

Appendix D.11 News Release

Marissa Espino

Principal Community Relations Specialist
Orange County Transportation Authority
714-560-5607
mespino@octa.net

From: Eric Carpenter <ecarpenter@octa.net> **On Behalf Of** Public Information Office

Sent: Thursday, June 10, 2021 9:50 AM

To: All OCTA <aocta@octa.net>

Subject: OCTA Press Release -- Help Shape South County's Transportation Future, Take Survey and Join OCTA Telephone Townhall



FOR MORE INFORMATION:
Eric Carpenter (714) 560-5697
Megan Abba (714) 560-5671

FOR IMMEDIATE RELEASE:
June 10, 2021

Help Shape South County's Transportation Future, Take Survey and Join OCTA Telephone Townhall

Study to address the long-term needs of South Orange County will continue through 2021

ORANGE – The Orange County Transportation Authority is seeking more public input during the next phase of a study to address south Orange County's transportation needs as the area continues to grow with new residents and jobs and as travel patterns evolve.

The study, called the South Orange County Multimodal Transportation Study, is looking at a wide range of transportation needs and solutions over the next 25 years, including improvements to streets, bus and other transit options, highways and bikeways.

The area covered by the study encompasses about 40 percent of Orange County, generally south of State Route 55 to the San Diego County line, and from the coast to the foothills.

For the next phase of the study, people who live, work or travel through the area are asked to participate in a brief online survey to gauge opinions on transportation priorities and how available funds should best be used.

The survey can be taken online at SouthOCStudySurvey.com or by phone at (833) 711-8070. The survey will be available through July 22.

Additionally, a telephone townhall is scheduled to discuss the study and gather additional public input from 5:30 to 6:30 p.m. on June 17. The telephone townhall will be in English and simulcast in Spanish. Participants are asked to register in advance at octa.net/TTHsignup.

During the first phase of the study conducted in fall 2020, the OCTA team engaged with residents and stakeholders and completed an initial survey. Among the initial survey findings, respondents said that they would like to see:

- Reduction in traffic congestion
- Increased frequency and accessibility of multimodal transportation, and
- Increased safety and efficiency for all modes of travel.

OCTA, Orange County's transportation planning agency, is responsible for providing a balanced and sustainable transportation system for the entire county. The study's focus on south Orange County is necessary because over the next 25 years, projections show population growing by 170,000 residents and an additional 130,000 jobs are expected.

The South County study is scheduled to continue through the end of 2021. Residents, business owners and other key stakeholders will be asked to participate throughout in order to develop community consensus on transportation solutions that should move forward for further development.

For more information on the study, please visit octa.net/southOCstudy.

###

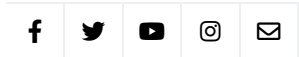
About OCTA: The Orange County Transportation Authority is the county transportation planning commission, responsible for funding and implementing transit and capital projects for a balanced and sustainable transportation system that reflects the diverse travel needs of the county's 34 cities and 3.2 million residents. With the mission of keeping Orange County moving, this includes freeways and express lanes, bus and rail transit, rideshare, commuter rail, environmental programs and active transportation.

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Appendix D

Appendix D.12 Study Blog Article

Select Language ▼



Help Shape South County's Transportation Future, Take Survey and Join OCTA Telephone Townhall

June 10, 2021

Study to address the long-term needs of South Orange County will continue through 2021

ORANGE – The Orange County Transportation Authority is seeking more public input during the next phase of a study to address south Orange County's transportation needs as the area continues to grow with new residents and jobs and as travel patterns evolve.

The study, called the South Orange County Multimodal Transportation Study, is looking at a wide range of transportation needs and solutions over the next 25 years, including improvements to streets, bus and other transit options, highways and bikeways.

The area covered by the study encompasses about 40 percent of Orange County, generally south of State Route 55 to the San Diego County line, and from the coast to the foothills.

For the next phase of the study, people who live, work or travel through the area are asked to participate in a brief online survey to gauge opinions on transportation priorities and how available funds should best be used.

The survey can be taken online at SouthOCStudySurvey.com(<https://live.metroquestsurvey.com/?u=st7h7p#!/?p=web>) or by phone at (833) 711-8070. The survey will be available through July 22.

Additionally, a telephone townhall is scheduled to discuss the study and gather additional public input from 5:30 to 6:30 p.m. on June 17. The telephone townhall will be in English and simulcast in Spanish. Participants are asked to register in advance at octa.net/TTHsignup/.

During the first phase of the study conducted in fall 2020, the OCTA team engaged with residents and stakeholders and completed an initial survey. Among the initial survey findings, respondents said that they would like to see:

- Reduction in traffic congestion
- Increased frequency and accessibility of multimodal transportation, and
- Increased safety and efficiency for all modes of travel.

OCTA, Orange County's transportation planning agency, is responsible for providing a balanced and sustainable transportation system for the entire county. The study's focus on south Orange County is necessary because over the next 25 years, projections show population growing by 170,000 residents and an additional 130,000 jobs are expected.

The South County study is scheduled to continue through the end of 2021. Residents, business owners and other key stakeholders will be asked to participate throughout in order to develop community consensus on transportation solutions that should move forward for further development.

Appendix D

Appendix D.13 On the Move Article



SOUTH ORANGE COUNTY

M**Y**

Help Plan South Orange County's Transportation Future

Thursday, June 3, 2021



OCTA is studying mobility strategies that will help identify future improvements to local

streets, transit, freeways and bikeways for South Orange County and would like your feedback.

There are several ways to participate in the South Orange County Multimodal Transportation Study (SOCMTS). Information will be provided in English and Spanish.

Telephone Townhall

On Thursday, June 17, 2021 from 5:30 p.m. to 6:30 p.m., join OCTA for a Telephone Townhall to learn about study findings, provide input and ask questions. The Townhall will be simulcast in Spanish. Please register [here](#). A recording of the presentation will be available on the [project website](#) following the meeting.

Virtual Meeting Room

A Virtual Meeting Room will be open from Monday, June 7 to Monday, July 12, 2021 to help people learn more about the study, make comments and ask questions. Please visit [here](#) to access the Virtual Meeting Room.

Survey

Please take a short survey [online](#) or by phone (833-711-8070) to share your feedback on mobility strategies that will help improve transportation in south Orange County in the future.