

### SURVEY RESULTS

#### Transportation Funding Priorities

Improved bike and pedestrian paths/trails and bike amenities



More frequent and reliable train service



More frequent and reliable bus service



#### Alternative Travel Option Incentives

Metrolink and bus pass subsidies



Telework subsidies



Microtransit/shared ride (OC Flex and Uber/Lyft) subsidies



#### Alternative Options to Avoid Paid Parking

Telework



Walk or bike



Take transit (such as Metrolink and bus)



#### Non-car Travel Options

Increased walking and biking safety measures, including separation from vehicle traffic



Universal fare pass that works across multiple transportation services



Easy connections between multiple transportation services (such as Metrolink to bikeshare)



#### Importance of Safe Streets

Sidewalks wide enough to allow pedestrians to walk comfortably, separated from traffic



Bicycle lanes/paths that are safe for riders of all ages and experience levels



Street roundabouts, curb extensions, and other elements that increase safety for pedestrians and bicyclists.




# PHASE 3 STUDY FINDINGS

## OUTREACH METHODS


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Collected **313** completed surveys from March 14 – April 15; provided in English, Spanish, Simplified Chinese, Vietnamese, and Korean



Conducted multilingual geofencing campaign that obtained **377,076** impressions and **486** clicks
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Shared communications toolkit with **440+** stakeholders of local cities, churches, school districts, and OCTA committees and organizations



**15** social media posts/ads reached **30,144** people
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Emailed **3** project notices to **37,840** stakeholders




Announced the project to **12,000+** stakeholders through OCTA's On the Move blog and newsletter
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Presented at **6** stakeholder meetings and hosted **1** community webinar



Mailed **13,300+** English/Spanish postcards to low income/disadvantaged communities and stakeholder database
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Hosted Virtual Community Meeting Room from March 14 – April 15 with **74** participants






Participated in **2** local outreach events, reaching **46** people and gaining **16** surveys

## WHERE SURVEY PARTICIPANTS LIVE AND WORK



**Legend**

-  Study Area
-  Work Zipcode
-  Home Zipcode

