

IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

OC Transportation Demand Management *Survey Analysis Report*

October 2023

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



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



Page intentionally left blank.

Table of Contents

I.	EXECUTIVE SUMMARY	1
i.	Community Engagement Approach	1
ii.	Diversity Outreach.....	2
iii.	Survey Implementation	3
iv.	Survey Results & Key Findings	3
v.	Key Demographics	6
vi.	Geographic Distribution	7
II.	SURVEY IMPLEMENTATION AND OVERVIEW	8
i.	Survey Format & Participation	8
ii.	Survey Outreach	9
iii.	New Contacts.....	10
III.	CONCLUSION	10

Figures

Figure 1: English Print Survey	8
Figure 2: Community Outreach Events.....	9

Appendices

Appendix A: Survey Infographic	A2
Appendix B: Print Surveys	A5
Appendix C: Table of Respondent Zip Codes	A18

Page intentionally left blank.

I. EXECUTIVE SUMMARY

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

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

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

i. Community Engagement Approach

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

ii. Diversity Outreach

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

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

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

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

iii. Survey Implementation

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

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

iv. Survey Results & Key Findings

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

Table 1. Travel frequency

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

Table 2. Mode of travel

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

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

Table 3. Travel distance and travel time

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

Table 4. Travel considerations

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

Environmental sustainability	17%
Other	2%

Table 5. Transportation programs for driving alone less

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

Table 6. Transportation policies for driving alone less

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

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

v. Key Demographics

Figure 1. Key Demographic Findings

9: What is your age range?

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



10: What is your combined annual household income?

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



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

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



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

805 Inside Orange County

197 Outside Orange County

7 | Page

II. SURVEY IMPLEMENTATION AND OVERVIEW

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

The survey questions were designed to:

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

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

i. Survey Format & Participation

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

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

Figure 1: English Print Survey

IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

OC TDM Needs and Opportunities Survey

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

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

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

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

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

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

ii. Survey Outreach

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

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

Figure 2: Community Outreach Events



iii. New Contacts

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

III. CONCLUSION

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

APPENDIX

Appendix A: Survey Infographic



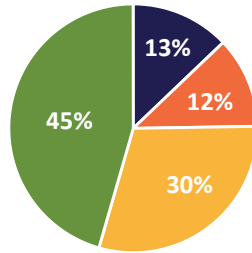
IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

SURVEY RESULTS AND OUTREACH



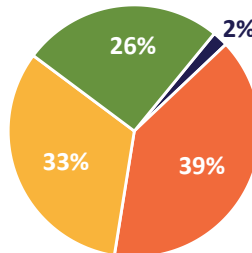
1: In a typical week, how often do you travel for work/school?

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

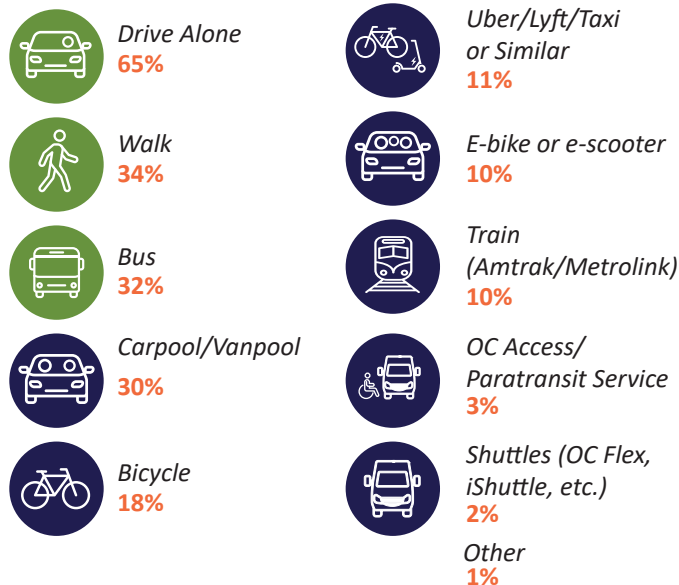


2: In a typical week, how often do you travel for shopping/family/social activities?

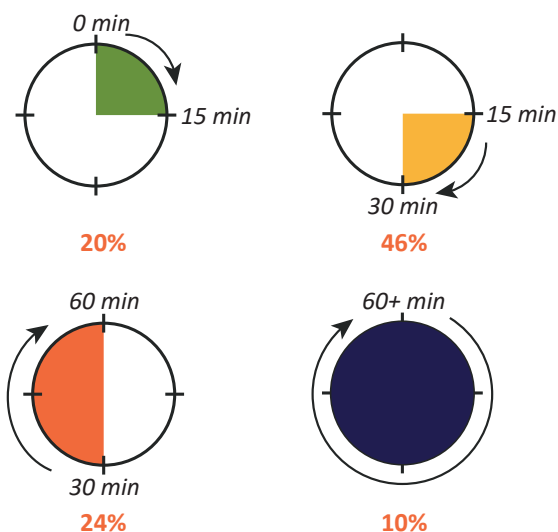
- 0 days
- 1-2 days
- 3-4 days
- 5-7 days



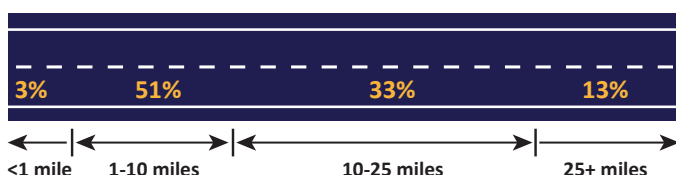
3: Thinking about your most common trips in a week (whether work/school, or shopping/family/social activities), which travel modes do you usually use? (Select your top 3)



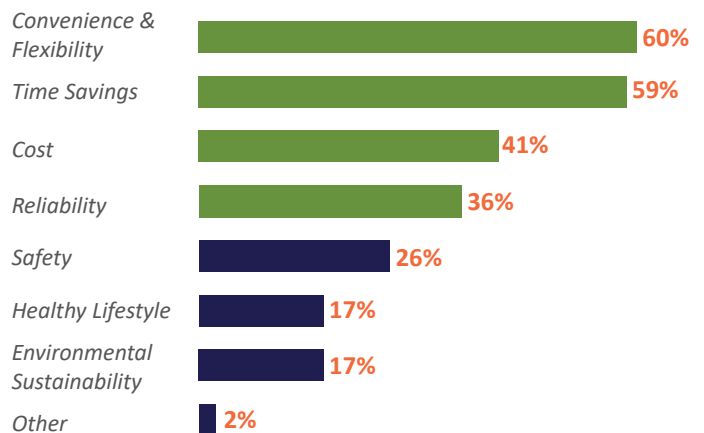
4: Thinking about your most common trip in a week, how long is it usually each way?



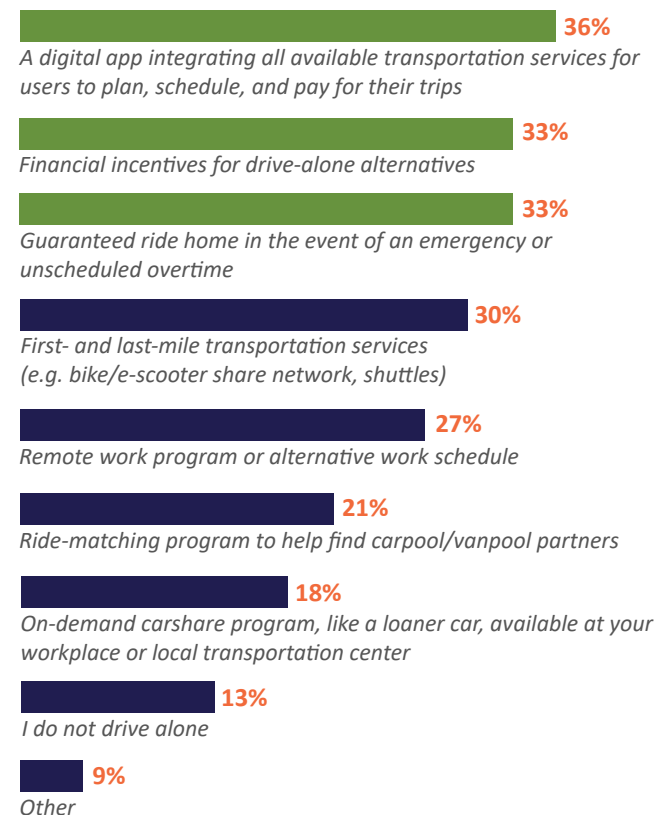
5: Thinking about your most common trip in a week, how far is it usually each way?



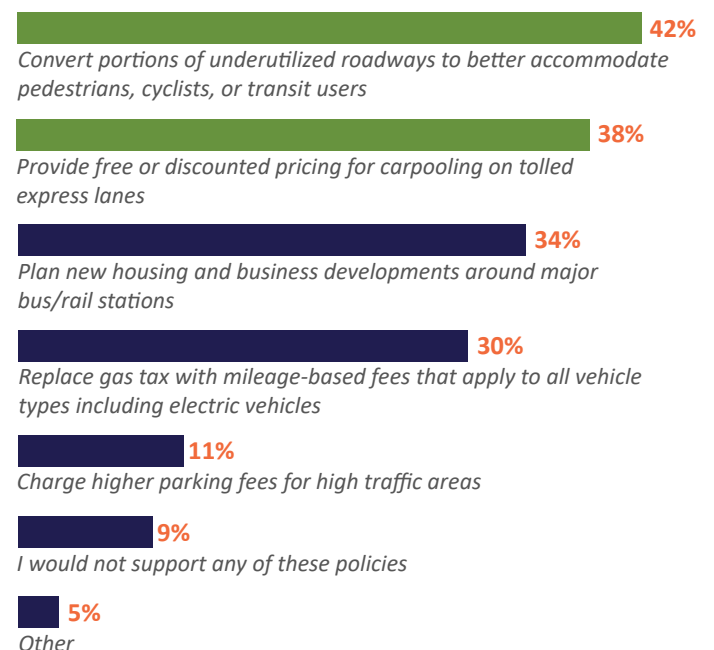
6: What are your main considerations when making your travel mode choices? (Select up to 3)

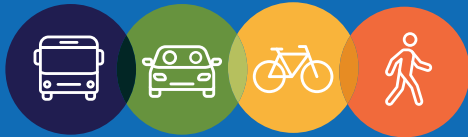


7: Which of these transportation programs would motivate you to drive alone less? (Select up to 3)



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





IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

SURVEY RESULTS AND OUTREACH



9: What is your age range?

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



10: What is your combined annual household income?

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



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

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



Community Engagement



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



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



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



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



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



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



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



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



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



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

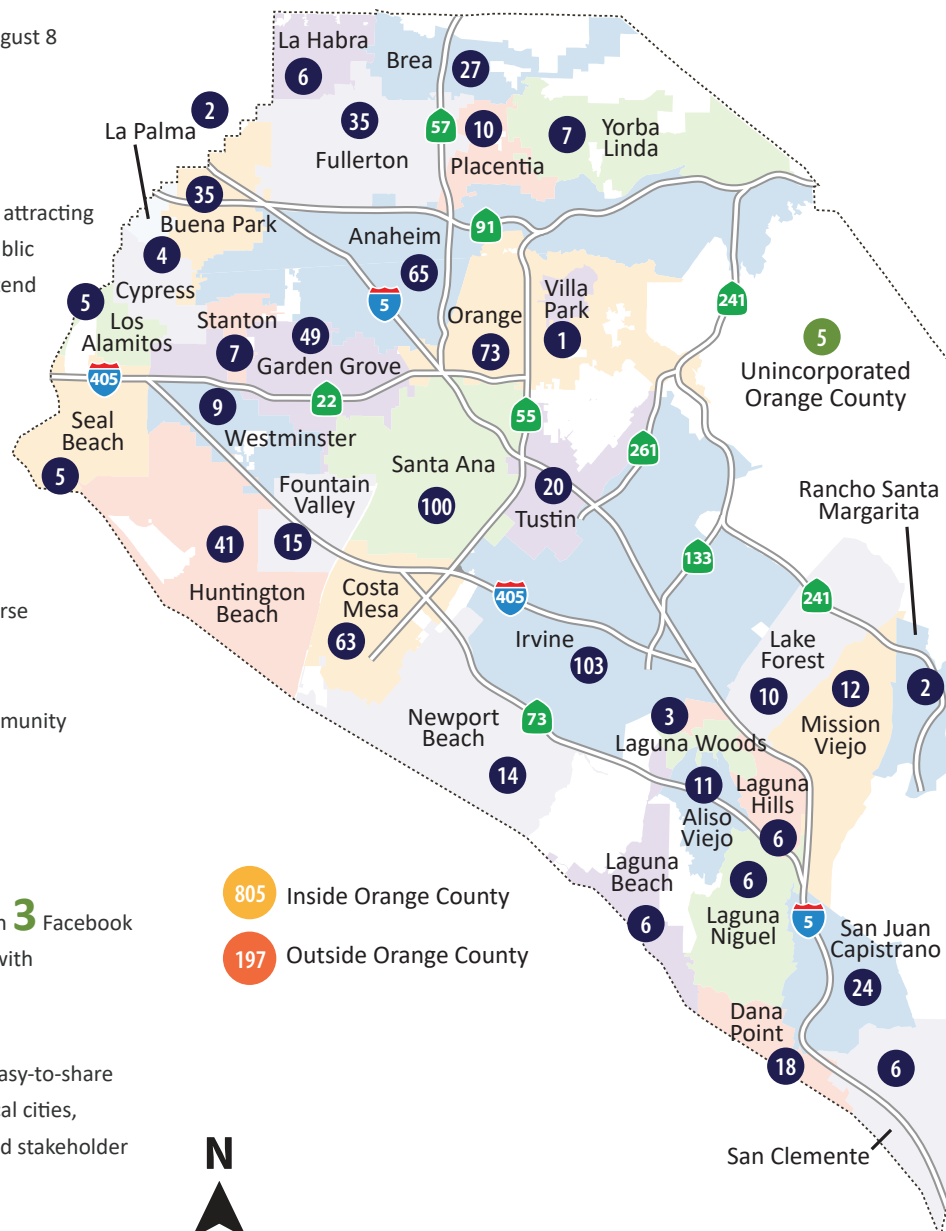


Featured a webpage viewed more than **1,873** times



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

Participant home zip code:



- 805** Inside Orange County
- 197** Outside Orange County
- # of Responses by City**
- # of Responses from Unincorporated Areas**
- # of Responses from Inside Orange County**
- # of Responses Outside Orange County**

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



IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

OC TDM Needs and Opportunities Survey

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

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

NO PURCHASE OR PAYMENT NECESSARY TO WIN. View rules at octa.net/TDM.

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

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

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

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

Thanks for your input!

Please tell us a little about yourself. (Optional)

9. What is your home zip code? _____

10. What is your age range?

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

11. What is your combined annual household income?

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

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

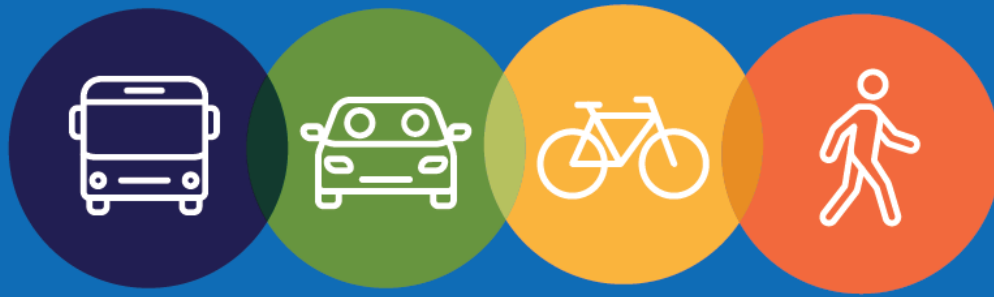
- ☐ Caucasian/White
- ☐ Latino/Hispanic
- ☐ African American/Black
- ☐ American Indian or Alaskan Native
- ☐ Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other
- ☐ Pacific Islander
- ☐ Middle Eastern
- ☐ Mixed Heritage
- ☐ Prefer not to answer
- ☐ Other: _____

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

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

14. Enter your phone number below.

Thank you for participating!



IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

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

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

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

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

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

8. ¿Cuál de estas políticas apoyaría más para reducir los viajes en coche solo? (*Seleccione hasta 2*)
- ☐ Ofrecer precios gratuitos o con descuento para el uso compartido de vehículos en los carriles expés de peaje
 - ☐ Reemplazar el impuesto a la gasolina con tarifas basadas en el millaje que se aplican a todos los tipos de vehículos, incluyendo los vehículos eléctricos
 - ☐ Cobrar tarifas de estacionamiento más altas en áreas con mucho tráfico
 - ☐ Convertir partes de las carreteras subutilizadas para servir mejor a peatones, ciclistas o usuarios del transporte público
 - ☐ Planear nuevos desarrollos de viviendas y negocios alrededor de las principales estaciones de autobús/tren
 - ☐ No apoyaría ninguna de estas políticas.
 - ☐ Otro (favor de especificar): _____

¡Gracias por sus comentarios!

Preguntas Demográficas Opcionales

9. Código postal _____

10. ¿Cuál es su rango de edad?

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

11. ¿Cuál es su ingreso familiar anual combinado?

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

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

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

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

Dirección de correo electrónico _____

14. Ingrese su teléfono a continuación.

¡Gracias por participar!



IMPROVING MOBILITY WITH POLICIES FOR ALTERNATIVE TRAVEL OPTIONS

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

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

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

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

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

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

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

Cảm ơn vì đầu vào của bạn!

Các câu hỏi tùy chọn về dân số

9. Mã bưu điện _____

10. Bạn thuộc nhóm tuổi nào?

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

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

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

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

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

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

Địa chỉ Email:

Cảm ơn vì đã tham gia!

Appendix C: Table of Respondent Zip Codes

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

TOTAL ZIP CODES RECEIVED =	1593
TOTAL OC ZIP CODES RECEIVED =	806
PERCENTAGE OF RECEIVED THAT ARE OC =	50.6%

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

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

TOTAL OC ZIP CODES COLLECTED : 806