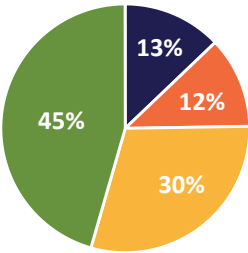




IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS  
SURVEY RESULTS AND OUTREACH

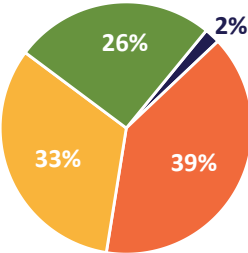
1: In a typical week, how often do you travel for work/school?

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

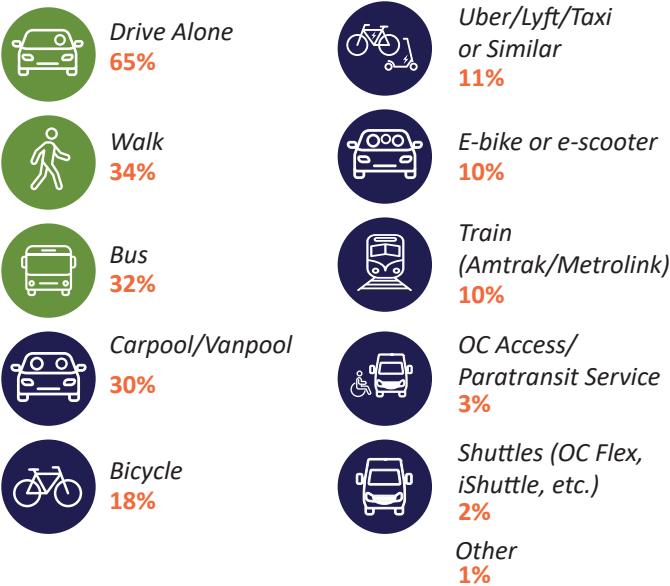


2: In a typical week, how often do you travel for shopping/family/social activities?

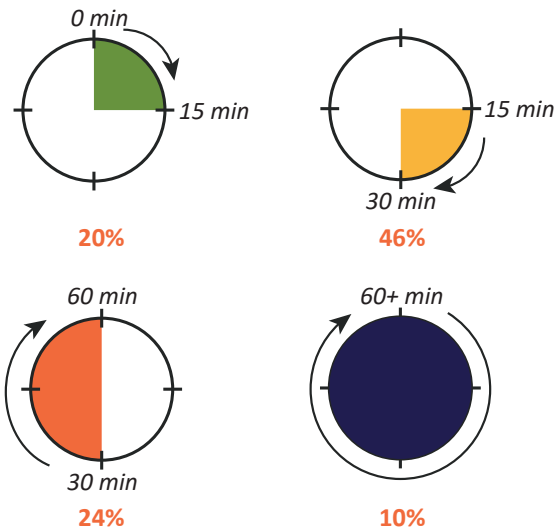
- 0 days
- 1-2 days
- 3-4 days
- 5-7 days



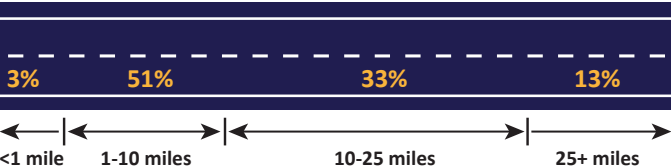
3: Thinking about your most common trips in a week (whether work/school, or shopping/family/social activities), which travel modes do you usually use? (Select your top 3)



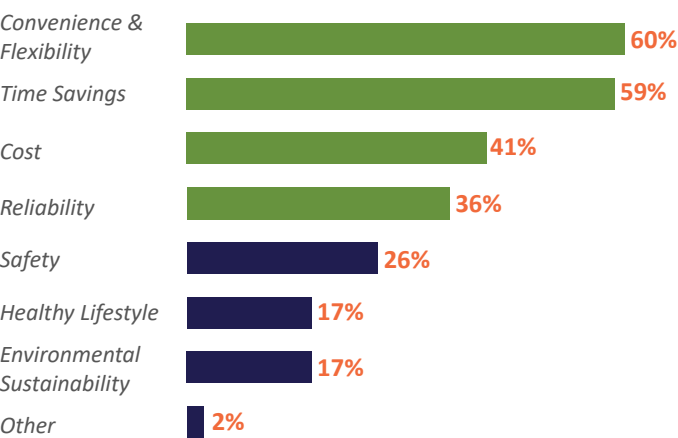
4: Thinking about your most common trip in a week, how long is it usually each way?



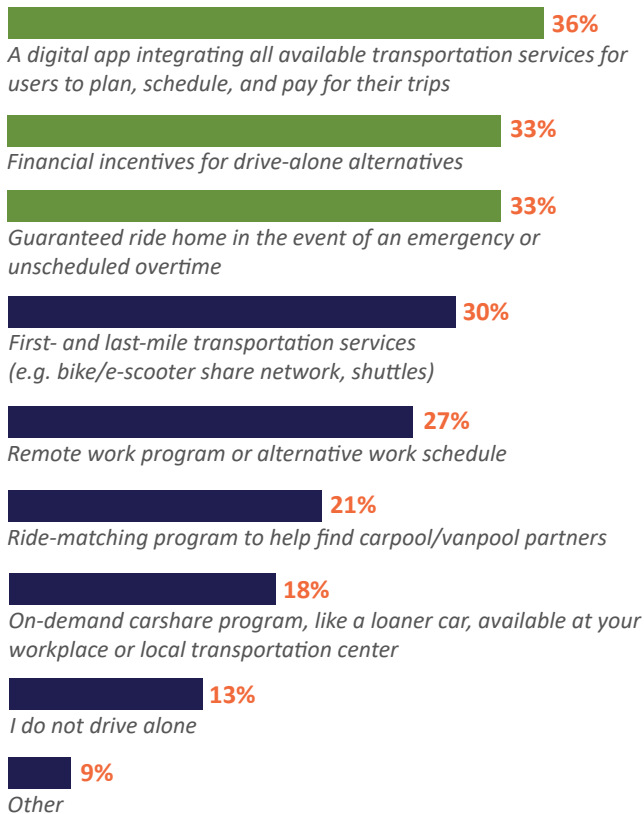
5: Thinking about your most common trip in a week, how far is it usually each way?



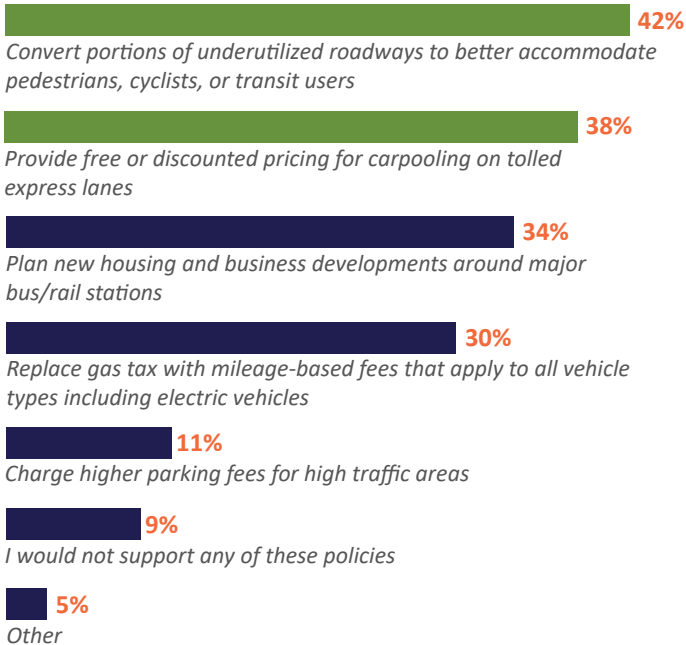
6: What are your main considerations when making your travel mode choices? (Select up to 3)



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

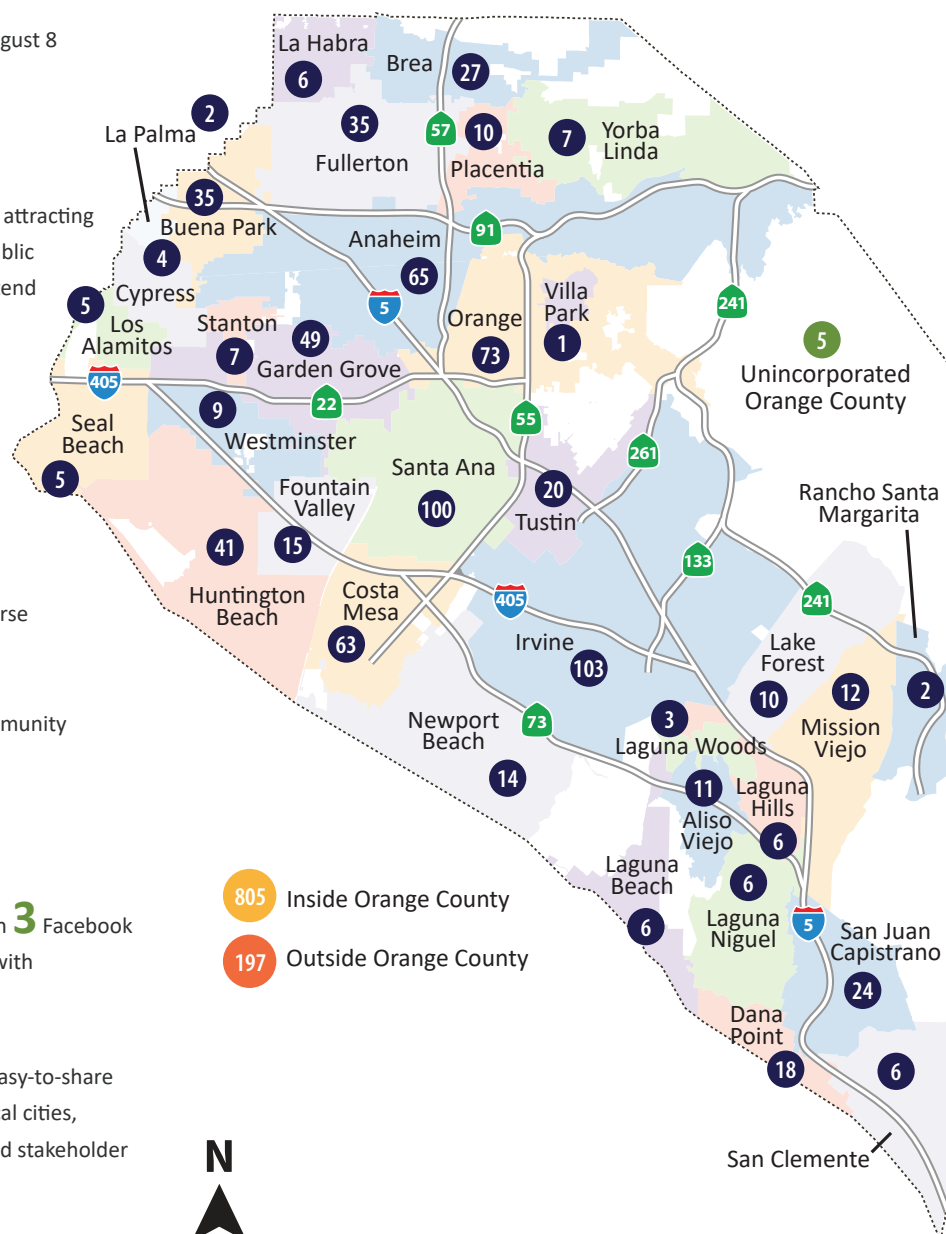


Featured a webpage viewed more than **1,873** times



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

### Participant home zip code:



- Blue circle: # of Responses by City
- Green circle: # of Responses from Unincorporated Areas
- Orange circle: # of Responses from Inside Orange County
- Red circle: # of Responses Outside Orange County