



# DIRECTIONS 2045

LONG RANGE TRANSPORTATION PLAN

*Sustainable, equitable, and innovative transportation solutions.*

## Community Engagement Summary Report

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## EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) updated the Long-Range Transportation Plan (LRTP) to define a vision for Orange County to address future mobility needs. The LRTP is updated every four years to reflect current OCTA policies and commitments, transportation study findings, and input from local jurisdictions, business leaders, community leaders, county residents, commuters, and transportation planning professionals.

Evolving travel trends, increasing climate-related impacts, limited land, available funding and the need for an equitable transportation system are the key reasons for building upon the LRTP. As part of this study, multiple interactive meetings took place with the public and key stakeholders. In addition, two qualitative surveys were designed and administered to gather public input and identify community preference and level of agreement with the proposed priorities, initiatives and programs going forward. Public meetings and surveys were promoted at events. The feedback received was used to develop the LRTP as well as provide local input for the Southern California Association of Government's (SCAG) Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS).

### Outreach Approach

A dynamic, multi-layered Public Participation Plan (PPP) was created, coordinated, and executed to build awareness, educate and engage the public, and gather community input toward greater consensus and endorsement of the Draft LRTP. A variety of notification materials and a range of outreach tactics were developed and implemented to promote stakeholder engagement and increase public involvement in the process. This was comprised of branded print and digital collateral materials and a robust web-presence, including an interactive story map. The engagement strategy featured a number of meetings with the public and community leaders in addition to forums with elected officials, city staff and others. Surveys were also used to capture the attention of the public and gather focused input.

The study included two outreach phases, *Blue Sky* and *Draft Release*, each promoting community meetings and survey engagements. The *Blue Sky* phase occurred during the COVID-19 pandemic which limited in-person stakeholder engagement. This phase focused on building project awareness and education and sought to gather input on the public's transportation habits and needs. Most *Blue Sky* communications occurred between September 28 and October 31, 2021. The second phase centered on the strategies outlined in the draft plan. The *Draft Release* engagement and notifications included a second round of community meetings and a survey, which ran from January 3

to February 6, 2023. The goal of this effort was to gain input and consensus in which to refine and complete the LRTP for OCTA Board approval and adoption.

As the outreach process advanced, methods and tools were evaluated for their effectiveness, and new or modified means of engagement were applied to promote greater project awareness, participation, and feedback from the community. Due to the ongoing pandemic, the early phase of the study primarily utilized digital tools, such as eblasts, text messaging and social media, to promote a public webinar and online survey while also abiding to current COVID-19 protocols. An increased focus on in-person engagement took place in the second phase, including more community events and pop-up information tables in high traffic areas, in addition to the distribution of flyers at community centers, libraries and food banks. A telephone town hall meeting was also held, as well as an increased radio presence to promote awareness of the draft LRTP.

### Diversity Outreach

To align with OCTA's diversity, equity and inclusion goals, outreach methods were created and implemented with a diverse audience in mind to engage hard to reach segments of the community and ensure all voices had the opportunity to be heard, regardless of ethnicity, language or socioeconomic background. To accommodate multilingual speakers, the online survey, project collateral, a helpline, and notification materials, such as fact sheets, eblasts, social media, print and digital advertisements, and other notices were made available in English, Spanish and Vietnamese. The helpline provided an alternative to the internet for those interested in requesting print versions of the survey, wishing to comment by phone or engage by means other than the internet. Closed captioning and simultaneous English-Spanish interpretation was also used during public webinars to encourage participation and ensure clarity of messaging. Community leaders from more than 100 community-based organizations and key stakeholder organizations were also actively engaged throughout the study. In addition, presentations and public webinar video recordings were posted to the website for those who were not able to attend. Lastly, a telephone town hall, simulcasted in Spanish, was offered as an optional meeting format to engage a broader audience, providing an alternative to meetings convened via the internet.

## Key Themes

Following is a summary of common themes shared regarding how OCTA should plan for the future.

- Enhance bus service
- Focus on improving transportation efficiencies more than on new major widening projects
- Increase mobility options for seniors, those with disabilities and under represented communities
- Improve bike and pedestrian safety
- Develop electric vehicle infrastructure

## Engagement Highlights

Highlights of the comprehensive outreach efforts conducted during the LRTP are as follows:



Collected more than **8,300** survey responses with **at least 60%** from Orange County residents



Hosted **3** community leader roundtables, **2** public webinars, **1** telephone town hall, **1** Transportation Planning Forum, **1** Elected Officials Roundtable, attracting nearly **2,000** participants



Engaged **15,000+** community members at **20** Orange County events throughout the **5** County Supervisor Districts



Assembled a stakeholder contact database with approximately **9,100** key stakeholders and interested parties



Sent **460** mailers to key stakeholders and interested parties



Distributed over **4,000** multi-lingual flyers to **13** organizations that serve diverse and disadvantaged communities in Orange County



Reached more than **103,000** readers through Spanish and Vietnamese newspapers



Emailed **32** project notices to more than **7,200** interested community stakeholders



Signed-up nearly **4,700** project followers to receive text messages by the end of the second survey



Promoted community meetings and surveys by way of **14** Facebook, **13** Twitter and **4** Instagram posts reaching approximately **133,000** interested parties as well as **20** geofencing and **15** Facebook online advertisements with nearly **540,000** views



Developed and distributed an **e-communications toolkit**, providing an easy-to-share communication resource, to elected officials, agencies and key stakeholder groups, generating at least **25** earned notifications



Broadcast meeting and survey announcements **34 times** on local Spanish and Vietnamese radio stations



Created an educational project video that was shared through notifications and in meetings



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



Featured a webpage and an interactive story map viewed by more than **5,100+** and **3,600+** unique visitors, respectively



Provided a **multi-language helpline** for interested parties to take the survey and comment on the plan



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

## I. MEETINGS & EVENTS

The public was included in the outreach process through a number of general and focused meeting opportunities as well as at local events. Each engagement provided project information, built community awareness, provided education on the study purpose, encouraged participation and feedback, and was recorded for project record.

### A. Virtual Public Meetings

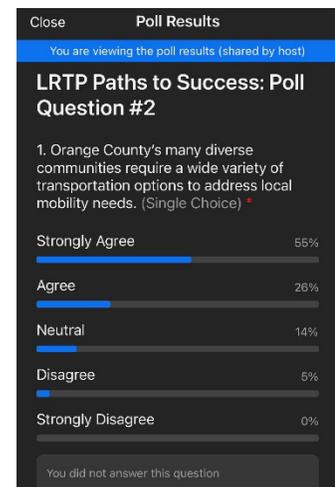
Two (2) virtual community meetings took place during the development of this LRTP. Each live, Zoom webinar was held during a weekday evening to increase the potential of public participation. Meetings included a PowerPoint presentation, interactive polling to provoke thought and initiate conversation, and question-and-answer sessions, led by OCTA staff.

Virtual community meeting goals were to:

- Build LRTP awareness,
- Educate the public on the goals and purpose,
- Share an overview of the dynamic range of studies and initiatives that would result from the LRTP, and
- Provide an opportunity for public feedback to inform the evolving plan.

The webinars offered a call-in phone number for those without internet access. The meetings were simulcast with live Spanish interpretation as well as offering Closed Captioning service to provide greater access and increased active participation from those with language or auditory disadvantages. Additional language service and accommodations were offered through meeting notifications with 72-hour advanced notice, whenever possible, to help ensure that no one was left out of the process. A unique URL (LRTP-meeting.com) was created to easily inform interested parties about how to access the meeting and to provide a memorable name for the public to share by word-of-mouth. In addition, each presentation was recorded and posted to the study website within days following the meeting allowing interested parties to view the webinar if they had not been able to attend on the day. The PowerPoints were also posted for those that wished to download or share the presentations with others.

**Figure 1: Meeting Poll on Mobile Device**



A brief meeting overview is shown in the table below. Reference Appendix A for a copy of webinar presentations and a detailed summary of each webinar’s highlights, process, polling response and review of comments.

**Table 1: Live Community Webinars Held**

Phase	Date	Time	Format	Attended	Questions / Comments			Recorded Meeting Video Views*
					Commentors	Written	Oral	
Blue Sky	10/19/21	5:30 – 6:30 p.m.	Zoom Webinar	30	9	14	3	107
Draft Release	01/24/23	5:30 – 6:30 p.m.	Zoom Webinar	51	20 Named 11 Anonymous	59	13	English 28 Spanish 7
<b>Total</b>				<b>81</b>	<b>&gt;20</b>	<b>73</b>	<b>16</b>	<b>142</b>

\* Views as of February 15, 2023.

## B. Telephone Town Hall Meeting

In addition to webinar meetings, OCTA held one (1) telephone town hall during the second phase to gather input on the Draft LRTP. As with the webinars, the public was offered advanced registration to attend through various notifications and the meeting was simulcasted with live Spanish interpretation. Approximately 75,000 phone numbers were directly dialed on the day of the meeting, inviting those that had registered, known project stakeholders, and others from throughout the County. The telephone-based format provided increased opportunity for those that could not or preferred not to participate by internet. The meeting led with an overview of the project and its intentions and offered a forum for discussion with those interested in learning more. Participant callers were also encouraged to participate in the subsequent webinar and current survey to provide greater input on the project and learn more. In addition, the meeting recordings were posted on the study website. See Appendix B for more on the process and review the comments and questions voiced during the town hall.

**Table 2: Live Telephone Town Hall Meeting Held**

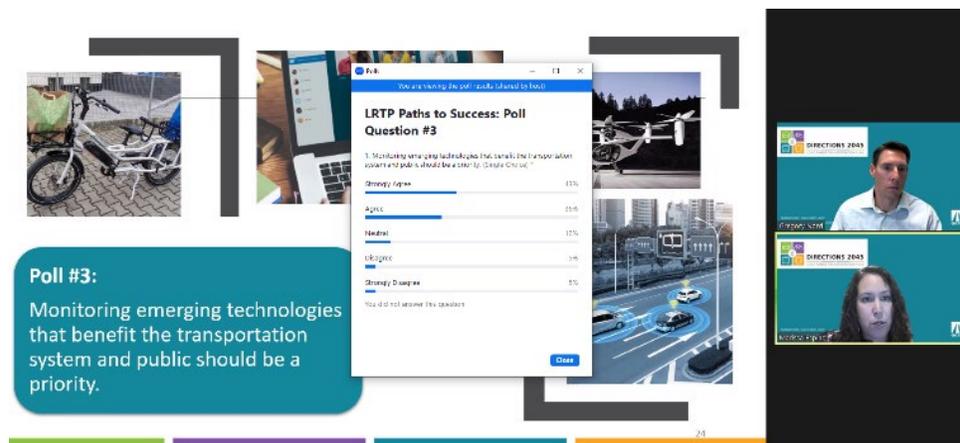
Phase	Date	Time	Language	Dials	Accepts	Web Opt-in	Participation		Question / Comment			Total Question / Comments
							First 15 Min.	At End	Speaker Queue	Oral	Voice mail	
Draft Release	01/19/23	5:30 – 6:30 p.m.	English & Spanish	73,748	12,557	130	1,800	200	51	15	13	28

### C. Community Leaders Roundtable Meetings

Two (2) rounds of community leaders roundtable meetings were conducted during the development of the LRTP. A diverse and broad range of special interest groups were invited with attendees including representatives from local and regional community empowerment, environmental social justice, green-environmental interest, unions, faith-based organizations, cultural/historic resource interests, utilities, healthcare organizations, high education institutions, as well as housing and other business interests.

During the first phase, two (2) meetings were held to engage community leaders in the LRTP and the OC Mobility Hubs Study process. In coordination with OCTA’s Diversity Engagement team, staff provided an overview presentation of each project and probed participant leaders on how the projects fit with their vision for the future of Orange County, specifically their community’s transit and travel needs. Roundtable sessions also provided an overview on a third study, the Bikeways Gap Closure Study, which had the goal of enhancing connectivity and expanding alternative modes of transportation. Each meeting was convened virtually, with the Zoom Meeting platform, and provided attendees an opportunity to openly express their comments and questions on the studies as well as gain valuable insight in which to inform their unique representative communities.

Figure 2: Webinar Screenshot



During the release of the Draft LRTP, a third roundtable was conducted prior to a round of community meetings to share the plan with interested leaders. The Zoom meeting assisted the development of the LRTP by gathering input on the proposed strategies or “paths to success.” Stakeholder input aided in the refinement of public messaging in advance of the scheduled community meetings.

Below are highlights of the roundtable meeting series.

**Table 3: Community Leaders Stakeholder Roundtable Meetings Held**

Phase	No	Date	Time	Format	Registered	Attended	Commentors	Total Question / Comments
Blue Sky	1	10/14/21	1:00 p.m. – 2:30 p.m.	Zoom Meeting	11	11	14	61
	2	10/21/21	10:30 a.m. – 12:00 p.m.	Zoom Meeting	8	8		
Draft Release	3	01/12/23	1:30 p.m. – 3:00 p.m.	Zoom Meeting	42	29	15	56
<b>Total</b>					<b>61</b>	<b>48</b>	<b>29</b>	<b>117</b>

For a full list of invitees, presentations and summary of process and comments, see Appendix C.

### D. Agency Stakeholder Engagements

Six (6) agency stakeholder engagements were organized to educate and gather feedback from state, regional, and local jurisdictions. One (1) meeting was held with the California Department of Transportation (Caltrans) and three (3) were status briefings conducted as part of reoccurring meetings with elected officials and city staff from throughout the County. The other two (2) were special engagements, which shared more detail and included open discussion with the project team.

The first of the special engagements, a Transportation Planning Forum, was held in July 2022 and invited city and County of Orange staff to learn about the project and offer input to ensure planning outcomes considered and aligned with local and regional policy and projects. The second special engagement, an Elected Officials Roundtable, took place in September 2022 to seek input from local elected city leaders on their vision for Orange County’s transportation future.

A quick summary of these engagements is shown below with more in Appendix D.

**Table 4: Agency Stakeholder Engagements**

Phase	No	Date	Agency Stakeholder Engagement
Blue Sky	1	10/07/21	Mayor’s Forum
Draft Release	2	07/21/22	Orange County Transportation Planning Forum
	3	09/28/22	Elected Officials Roundtable

Phase	No	Date	Agency Stakeholder Engagement
	4	11/01/22	Orange County Council of Governments (OCCOG) Technical Advisory Committee
	5	11/10/22	California Department of Transportation (CALTRANS), District 12
	6	01/26/23	Orange County Council of Governments (OCCOG) Board Meeting

## E. Stakeholder Briefings

Briefings were provided to key stakeholder groups to provide open communication on clear expectations and LRTP’s progress. These engagements also provided an opportunity to promote study awareness and to encourage the promotion of the survey to the broader stakeholder organizations. As seen in the efforts below, the team conducted 13 stakeholder briefings throughout the LRTP, including: six (6) OCTA Citizen Advisory Committee briefings, five (5) OCTA Diverse Community Leaders Committee briefings, one (1) OCTA Accessible Transit Advisory Committee briefing, and one (1) Orange County Business Council briefing.

**Table 5: Stakeholder Briefings**

Phase	No	Date	Committee
Blue Sky	1	01/19/21	OCTA Citizens Advisory Committee (CAC)
	2	04/20/21	OCTA Citizens Advisory Committee (CAC)
	3	05/27/21	OCTA Diverse Community Leaders (DCL)
	4	07/07/21	OCTA Diverse Community Leaders (DCL)
	5	07/20/21	OCTA Citizens Advisory Committee (CAC)
	6	10/19/21	OCTA Diverse Community Leaders (DCL)
	7	10/25/21	OCTA Accessible Transit Advisory Committee (ATAC)
Draft Release	8	05/03/22	OCTA Diverse Community Leaders (DCL)
	9	07/12/22	Orange County Business Council (OCBC)
	10	07/19/22	OCTA Citizens Advisory Committee (CAC)
	11	10/18/22	OCTA Citizens Advisory Committee (CAC)
	12	12/03/22	OCTA Diverse Community Leaders (DCL)
	13	01/17/23	OCTA Citizens Advisory Committee (CAC)

## F. Community & Pop-up Events

A list of scheduled community and impromptu pop-up events were identified and attended in support of the LRTP. A total of 20 events took place throughout the five County Supervisorial Districts. The team favored events located in diverse and disadvantaged communities, such as those with above average Spanish and/or Vietnamese speaking populations, to improve reach and inclusion in the process.

Events featured a tri-lingual display board and fact sheets in English, Spanish and Vietnamese to increase public awareness and education. Events were staffed with bi-lingual team members, which promoted survey input, encouraged meeting participation, and solicited public comment on the Draft LRTP. Event staff also prompted participating individuals to sign-up to receive future notices related to LRTP.

In all, staff engaged over 15,000 people at these tabled events. In addition, staff also made public announcements on stage during the larger events to increase project awareness and encourage community input.

*Figure 3: Fullerton Farmers Market, La Carreta Market & UVSA Tet Festival Events*



**Table 6: Community & Pop-ups Events Held**

Phase	No	Date Sent	Purpose	Reach
Blue Sky	1	10/07/21	Garden Grove Local Harvest Farmers' Market	45
	2	10/21/21	Downtown Fullerton Farmers' Market	40
	3	10/23/21	Revive Santa Ana 5k Run: Health & Resource Fair	30
	4	10/24/21	Bower's Museum: Dia de los Muertos	40
	5	10/27/21	H. Louis Senior Center Senior Resources Fair	30
	6	10/28/21	Tustin Metrolink Station Pop-up	15
	7	10/29/21	Westminster Halloween Movie Night	8
Draft Release	8	01/12/23	Pre-Tet Festival with LSTV at Asian Garden Mall	596
	9	01/20/23 – 01/22/23	Fountain Valley Tet Festival at Mile Square Park	7,915
	10	01/23/23	Advance Beauty College	50
	11	01/23/23	California State Fullerton – Titan Walk	70
	12	01/26/23	La Carreta Supermarket Pop-up	20
	13	01/27/23	Target at The District Pop-up	20
	14	01/27/23 – 01/29/23	UVSA Tet Festival at the OC Fairgrounds	5,304
	15	01/28/23	South OC Cars and Coffee	30
	16	01/31/23	KidWorks Community Development Corporation	80
	17	02/02/23	Northgate Supermarket	55
	18	02/04/23	Mission Viejo Farmers Market	70
	19	02/04/23	Anaheim Indoor Marketplace	344
	20	02/04/23	Black History Parade	531
<b>Total</b>				<b>15,293</b>

Event display boards can be found in Appendix E.

## II. INFORMATION RESOURCES & TOOLS

The outreach team utilized a variety of information resources and tools to facilitate public engagement and documentation, including the development of a stakeholder database, comment log, website, ESRI StoryMap, collateral, video, in addition to community surveys. The following section provides a review of each, detailing how they were used for the LRTP study project.

### A. Stakeholder Database

A master contact database was developed at the start of the project to identify key stakeholders and served as the official stakeholder list. The database was comprised of local residents and businesses, business associations, local agencies, transportation agencies and groups, academic institutions, community and healthcare organizations, other social interest groups, as well as interested parties. The database was utilized when distributing emails, texts and postal notices and was regularly updated. New contacts were collected throughout the study via the website contact form, surveys, public meetings, and community events. By the project's end, the stakeholder database included contacts for 9,112 project stakeholders.

### B. Comment Log

A comment log was created and maintained during the LRTP project. The log organized comments and inquiries received by surveys, meetings, social media, phone, or email and archived them by source, type of stakeholder, date, and category of statement. Eight comment letters were received from state and local agencies and organizations. All comments and a comment letters response matrix can be viewed in Appendix F.

### C. Fact Sheet

The project included two branded fact sheets which served as the primary information handouts. The first was an overview fact sheet providing the LRTP's general purpose, background and schedule. The second, an infographic fact sheet, was developed as a fun and easy-to-digest information resource, characterizing the LRTP's transportation challenges and opportunities going into 2045. The fact sheets were made available in English, Spanish and Vietnamese to expand community reach and participation. Fact sheets were available in print form for in-person engagements or mail request and digitally available for download from the website. All versions of the fact sheet are available for viewing in Appendix G.

## D. Project Video

A project video was also developed to help spread awareness and more importantly educate the public on the topic of a long-range transportation plan. The video was posted to the project webpage, shared in meeting notices, and featured in meetings to help enlighten the public and build interest in and excitement about the LRTP. The video was also updated to include meeting and survey announcements.

*Figure 4: LRTP Website Video Widget*



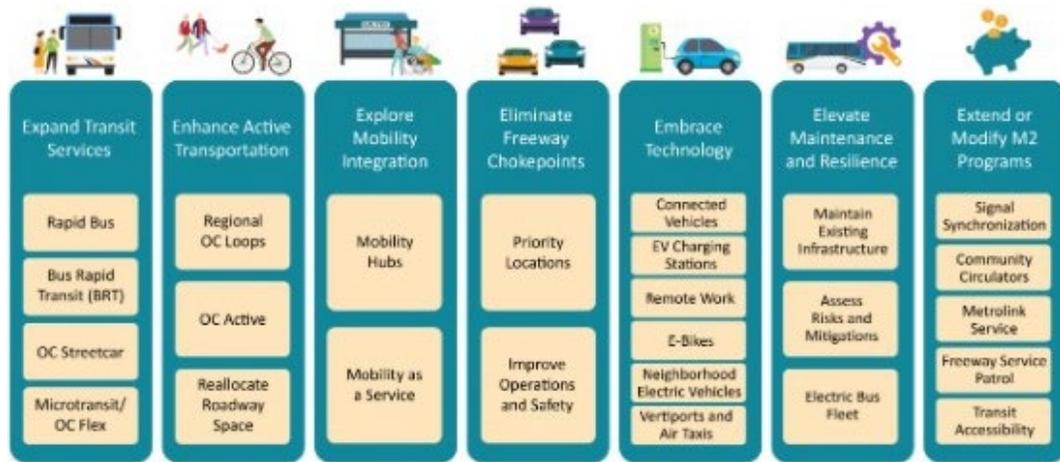
## E. Webpage

A project webpage was created and maintained to serve as the anchor resource for the LRTP project. It provided a project overview and schedule, fact sheets, and a digital form to comment or be added to the study database. Prior to each community meeting, the webpage was updated to include current project information and promote meeting and/or survey participation. The webpage was revised again following each meeting to promote and post webinar video recordings, downloadable presentation PDFs, and other related materials for those that missed the opportunity to participate on the day-of event. The webpage has been viewed by more than 5,130 unique visitors since the start off the project. Examples of website updates are available in Appendix H.

## F. Story Map

A web-based Story Map was created for the release of the Draft LRTP to educate the public on the dynamic nature of the studies and proposed paths to success. Linked on the project webpage and promoted by notifications, the LRTP story was viewed by more than 3,644 unique visitors. The information portal provided a visual narrative using interactive maps to explain several factors that will likely influence future mobility in Orange County. It highlighted the importance of equity, diversity, and inclusion through illustrative maps featuring, communities of concern, a health index, limited English speaking populations, poverty levels and more. See Appendix I for screen images of the LRTP story.

Figure 5: LRTP Paths to Success Widget



## G. Community Surveys

Two (2) surveys (offered online and as a hard copy) were developed and distributed to engage those that travel in Orange County. This 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.

Keeping the importance of equity, diversity and inclusion in mind, the surveys were offered and promoted in English, Spanish, and Vietnamese to maximize community reach. To assist with the understanding of existing conditions and community needs, the first survey was created and implemented online during the initial project phase to gather public input and insight in order to better identify and frame transportation initiatives and priorities that will shape the LRTP. The second qualitative survey was created during the release of the Draft LRTP to gather public input on the plan’s proposed “*paths to success*” transportation initiatives and priorities. More than 8,300 surveys were collected during the study with more than 13% of the surveys gathered in Vietnamese or Spanish.

The first survey comprised of 20 questions and was developed to spread public awareness; determine participant habits, use and conditional strategies for change; assess improvement opportunities; and receive input to identify and shape future transportation initiatives. Due to the COVID-19 pandemic, the LRTP team primarily utilized digital tools, such as eblasts, texts, geofencing, and social media messaging to promote the survey, virtual community meetings and other outreach opportunities to engage the public while abiding by current health and safety protocols. More than 1,800 surveys were collected in 2021.

The second survey was created and implemented in early 2023 to gather public input on the Draft LRTP. Like the initial survey, this survey was created using Typeform and distributed using digital tools, such as eblasts, texts, geofencing, and social media messaging to reach community stakeholders. Staff also attended more than 10 community events and high foot traffic areas throughout the County. More than 6,500 surveys were collected during this time.

Features of the LRTP surveys are listed below:

- Each survey was offered in three languages (English, Spanish, and Vietnamese);
- A total of **8,333** surveys were collected and analyzed (7,237 English, 242 Spanish and 854 in Vietnamese);
- Surveys were promoted using a variety of methods including digital, print, radio advertisements, direct and electronic mail, text promotion, and online meetings and in-person events among other methods of communication;
- A vanity URL (LRTP-survey.com) was created for easy online access;
- The survey was made available in print version with pre-paid postage for those who may not be connected to the internet and was also accessible online; and
- Eight (8) survey respondents (four for each survey), were selected as opportunity drawing winners and each awarded a \$50 gift card.

**Table 7: Survey Participation**

Phase	Date	Surveys Collected by Language			Total Surveys Collected
		English	Spanish	Vietnamese	
Blue Sky	09/27/21 – 10/31/21	1,781	43	1	1,825
Draft Release	01/06/23 – 02/06/23	5,456	199	853	6,508
<b>Total</b>		<b>7,237</b>	<b>242</b>	<b>854</b>	<b>8,333</b>

The surveys, analysis, and infographic summaries for both LRTP surveys can be found in Appendix J.

In June 2021, OCTA conducted its triennial Attitudinal and Awareness Survey, which included a few questions designed to obtain input to inform the development of the LRTP. A total of 2,564 randomly selected Orange County adult residents participated in the survey between June 3 and June 27, 2021. The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). The interviews averaged 18 minutes in length and were conducted in English, Spanish, and Vietnamese.

The questions related to the LRTP were intended to obtain feedback on transportation priorities and strategies. Key themes from the quantitative survey results include:

- Among strategies OCTA could pursue to reduce driving trips, VMT, and congestion, Orange County residents expressed the strongest support for encouraging businesses to allow employees to work from home at least one day per week, where possible (88% strongly + somewhat support), creating safe routes to school to encourage more kids to walk and bike to school (86%), and encouraging more walking by improving sidewalks, crosswalks, pedestrian safety, signs, and infrastructure (84%).
- Approximately eight-in-ten respondents also supported improving and expanding commuter rail services including Metrolink and Amtrak (81%), modifying streets so they can safely accommodate all forms of transportation including cars, transit, pedestrians and bicyclists (80%), making it easier for transit riders to get to their final destination by offering shuttles, e-bikes, e-scooters, and rideshare services at transit stations (79%), improving and expanding bus services (79%), and increasing programs that encourage carpooling, vanpooling, and ridesharing (79%).
- More than two-thirds of respondents also supported offering a guaranteed ride home for those who use transit, carpool, vanpool or bike and find themselves in need of an emergency ride home (75%), encouraging more bicycling by expanding the network of dedicated bike lanes and shared lanes (73%), and creating a network of light rail streetcars, similar to the San Diego trolley system (68%).
- When presented with pricing and policy strategies OCTA could pursue to reduce vehicle trips and congestion in the future, creating programs and incentives that encourage employees to work remotely at home (83% support) and that encourage businesses and employees to make greater use of transit, carpooling, and bicycling for their commutes (82%) were the most popular, along with reducing the cost of transit passes and tickets to encourage more transit use (81%).
- Three-quarters of respondents were also supportive of focusing future transit improvements in areas that have a high percentage of multifamily housing (80%) and creating dedicated lanes for transit so that it is faster and avoids traffic (74%).
- Whether described as the conversion of a single carpool lane to an express lane (49%) or as converting carpool lanes on freeways throughout the County to create a network of connected express lanes (51%), approximately half of respondents supported this strategy that would require three people per vehicle to use an express lane, but also allowing vehicles with fewer occupants to use the lane for a toll.
- Just one-third of respondents supported charging for parking in areas that receive a lot of traffic (34%) or requiring at least three people in a vehicle to qualify for the carpool lane (33%) as strategies for reducing traffic congestion in Orange County.

- When presented with a series of capacity and infrastructure improvements, fixing potholes and repairing roadways received the highest percentage of individuals stating it should be a high or medium priority for inclusion in the LRTP (93%), followed by making more efficient use of existing freeways, lanes, roads, and infrastructure (88%), and synchronizing traffic signals on major roadways (86%). Approximately three-quarters of respondents also rated widening freeways where possible (75%) and improving and repairing the network of sidewalks (75%) as a high or medium priority for inclusion in the LRTP.
- When compared to the other items tested, enhancing infrastructure to accommodate autonomous, driverless vehicles had far fewer respondents rate the item as a high or medium priority (40%).

To learn more about this survey, visit:

<http://www.octa.net/pdf/2021OCTAAAttitudinalAwarenessSurveyReport.pdf>.

### III. NOTIFICATION EFFORTS

For each phase of the project, print and electronic notifications were distributed to stakeholders and the general public promoting community meetings and surveys to increase public awareness and participation. Outreach notification plans were developed and carried out to ensure timely notices were accessible on multiple platforms. The comprehensive notification plans detailed communication run dates, targeting, budget, messaging, languages, and featured graphics/visuals. Most notifications featured meeting and survey invitations during concentrated periods during two phases of outreach. The first period spanned from September 28 to October 31, 2021, while the second took place from January 3 to February 6, 2023. Notifications were prepared and distributed in English, Spanish, and Vietnamese to promote inclusion and facilitate the greatest project reach.

Figure 6: Vietnamese Handout



#### A. Mailers and Handouts

A direct mailer and handout were developed in support of the draft LRTP release notification campaign. The mailer consisted of a multi-lingual (English, Spanish and Vietnamese), 11"x17" brochure design that was sent to existing stakeholder database

contacts that did have an email address. The mailer encouraged meeting and survey participation in addition to general comment on the Draft LRTP. A total of 460 mailers were distributed.

**Table 8: Direct Mail Distributions**

Phase	No	Date	Purpose	Format	Language	Audience	Count
Draft Release	1	01/17/23	Town Hall, Webinar & Survey Invitation	11"x17" bi-fold	English, Spanish & Vietnamese	Stakeholder database contacts with postal address only	460

Handout versions of the mailer were also prepared in double-sided, English-Spanish and English-Vietnamese formats to be shared at public counters and passed-out at select food banks to better include the whole of the public in the process. A list of these distributions is below.

**Table 9: Public Counters and Other Direct Distributions**

Phase	No	Date	Location	Count
Draft Release	1	01/19/23	Anaheim Central Public Library	400
	2	01/19/23	Community Action Partnership of Orange County Food Bank	400
	3	01/19/23	Downtown Anaheim Community Center	400
	4	01/19/23	Delhi Center	400
	5	01/19/23	El Salvador Community Center	400
	6	01/19/23	Families Forward	400
	7	01/19/23	Garden Grove Main Library	400
	8	01/19/23	Garden Grove Sports & Recreation Center	400
	9	01/19/23	SEVA Collective	600
	10	01/19/23	Santa Ana Main Public Library	50
	11	01/19/23	Stanton Community Center	50
	12	01/19/23	Stanton Family Resource Center	50
	13	01/19/23	Stanton Library	50
<b>Total</b>				<b>4,000</b>

Appendix K includes copies of the mailer and handouts.

## B. Print Advertisements

Print newspaper advertisements were used to boost LTRP awareness and promote meeting and survey participation among the Spanish and Vietnamese language communities. The print ads also offered an opportunity to reach disadvantaged populations that lack or choose not to use internet access. Three (3) local papers with diverse audiences and language preference were identified and used in this notification effort. Collectively, newspaper circulation reached more than 100,000 community addresses. Find ads in Appendix L.

*Table 10: Published Newspaper Advertisements*

Phase	No	Date	Newspaper	Language	Format	Circulation
Blue Sky	1	10/01/21	Excelsior	Spanish	Black & White; ¼ Page	71,230
	2	10/01/21	Viet Bao Daily News	Vietnamese	Black & White; ½ Page	25,000
Draft Release	3	01/13/23	Nguoi Viet Daily	Vietnamese	Color; ¼ Page	7,000
	4	01/13/23	Excelsior	Spanish	Black & White; ¼ Page	71,230
<b>Total</b>						<b>103,230</b>

## C. Radio

Radio advertisements were developed and broadcasted among local language-specific radio stations serving the Spanish and Vietnamese community. These ads served as another means of broadening project reach to the greater public in Orange and Los Angeles Counties. Two (2) radio stations promoted project meetings and surveys 34 times.

*Table 11: Radio Advertisements*

Phase	No	Dates	Station	Language	Listening Audience	Run Spots
Blue Sky	1	10/04/21 – 10/08/21	Saigon Radio	Vietnamese	Orange & Los Angeles Counties	20
Draft Release	2	01/16/23 – 01/24/23	Que Buena Radio	Spanish	Orange County & the Greater Los Angeles Area	4
	3	01/13/23 – 01/23/23	Saigon Radio	Vietnamese	Orange & Los Angeles Counties	10
<b>Total</b>						<b>34</b>

## D. Online Advertisements

To reach a wide range of stakeholders, online advertising was developed and implemented. The campaigns aimed to reach those within and traveling through Orange County to promote public meetings and ensure quality and relevant survey data. Online ads (Appendix M) were distributed through geofencing and via Facebook.

### i. Geofencing Advertisements

Geotargeted advertising was used to push notifications to drivers that traveled throughout Orange County. Two (2) geofencing campaigns were conducted sharing more than 300,000 impressions to encourage project participation.

The first campaign was distributed prior to the first community meeting to promote the project survey and increase meeting participation. A single ad was designed in eight (8) sizes to fit different media. The ads utilized zip and parcel data to place digital notices on web-based platforms for those that drive through select zip codes (or fenced area) throughout the County.

The later round pushed notices to reach commuters that travel through key freeway interchanges on I-405, I-5, SR-22, SR-55, SR-57, and SR-91 further broadening potential participation from those that travel through as well as reside in the County. The campaign included 12 advertisements for targeted commuters and the images and messaging were varied to broaden project understanding.

Figure 7: Geofencing Ads



Table 12: Distributed Geofencing Campaigns

Phase	No	Dates	Language	Impressions	Clicks
Blue Sky	1	10/11/21 – 10/17/21	English	150,097	249
Draft Release	2	01/21/23 – 01/24/23	English	150,016	96
Total				300,113	345

## ii. Social Media Advertisements

Facebooks ads were used to increase public meeting and survey engagement, as well as provide an interactive tool for stakeholders to comment, like, and share project notices with others. Ads were directed to those 18 years and older with interest in transit, biking and/or walking. To increase involvement from the Spanish and Vietnamese communities, language specific ads were further focused to County zip codes with the greatest percentage of the designated language speaking communities. In all, 15 ads were distributed through Facebook, sharing more than 235,000 ad impressions.

Figure 8: Spanish Facebook

¡OCTA (por sus siglas en inglés) quiere escucharte! TOME LA ENCUESTA, INSCRÍBASE a las próximas reuniones y COMENTE en el borrador del plan visitando [www.LRTP-StoryMap.com](http://www.LRTP-StoryMap.com). RESERVE LA FECHA para la próxima reunión telefónica del ayuntamiento (1/19) y seminario web (1/24).



Table 13: Distributed Facebook Advertisements

Phase	No	Dates	Purpose	Language	Impressions	Clicks	
Blue Sky	1	09/28/21 – 10/03/21	Webinar & Survey Invite	English	39,399	439	
	2	09/28/21 – 10/03/21		Spanish	24,441	153	
	3	09/29/21 – 10/03/21		Vietnamese	16,120	90	
	Draft Release	4	10/06/21 – 10/10/21	Webinar & Survey Invite	English	32,571	251
		5	10/06/21 – 10/10/21		Spanish	20,350	152
		6	10/06/21 – 10/10/21		Vietnamese	11,443	81
		7	10/11/21 – 10/17/21	Webinar & Survey Invite	English	33,882	223
		8	10/11/21 – 10/17/21		Spanish	16,830	121
		9	10/11/21 – 10/17/21		Vietnamese	11,130	76
Draft Release	10	01/13/23 – 01/18/23	Town Hall, Webinar & Survey Invite	English	10,637	132	
	11	01/13/23 – 01/18/23		Spanish	2,919	28	
	12	01/13/23 – 01/18/23		Vietnamese	1,385	16	
	Draft Release	13	01/20/23 – 01/24/23	Webinar & Survey Invite	English	9,272	99
		14	01/20/23 – 01/24/23		Spanish	2,722	18
		15	01/20/23 – 01/24/23		Vietnamese	4,831	43
<b>Total</b>					<b>237,932</b>	<b>1,922</b>	

## E. Social Media Posts

Social media posts were utilized to promote the community survey and meetings to OCTA’s community of followers. Facebook, Twitter and Instagram were used to reach users who regularly engage OCTA’s platforms. A total of 31 posts were published on the three social media platforms. Nearly 81,000 stakeholders were reached through the combined social media posts. A complete list of these posts, their timing and level of engagement are shown in the table below. See Appendix N for copies of each communication.

OCTA promoted the project and/or project featured events in 14 posts across two Facebook pages: @GoOCTA and @OCBus.

**Table 14: OCTA Facebook Posts**

Phase	No	Platform & Post	Date	Reach	Views
Blue Sky	1	@GoOCTA Facebook Post #1	09/28/21	352	385
	2	@OCBus Facebook Post #1	09/28/21	466	493
	3	@OCBus Facebook Post #2	10/14/21	678	736
	4	@GoOCTA Facebook Post #2	10/19/21	236	257
	5	@GoOCTA Facebook Post #3	10/28/21	174	189
Draft Release	6	@GoOCTA Facebook Post #4	12/14/22	263	310
	7	@OCBus Facebook Post #3	12/28/22	567	619
	8	@OCBus Facebook Post #4	01/05/23	674	795
	9	@GoOCTA Facebook Post #5	01/06/23	470	584
	10	@OCBus Facebook Post #5	01/12/23	826	1k
	11	@OCBus Facebook Post #6	01/24/23	531	598
	12	@GoOCTA Facebook Post #6	01/24/23	214	231
	13	@GoOCTA Facebook Post #7	02/01/23	178	190
	14	@GoOCTA Facebook Post #8	02/02/23	189	200
<b>Total</b>				<b>5,818</b>	<b>5,587</b>

OCTA promoted the project and/or project featured events in 13 posts across two Twitter pages: @GoOCTA and @RideOCBus.

**Table 15: OCTA Twitter Posts**

Phase	No	Platform & Post	Date	Reach	Views
Blue Sky	1	@GoOCTA Twitter Post #1	09/28/21	6,093	392
	2	@RideOCBus Twitter Post #1	09/28/21	5,499	276
	3	@GoOCTA Twitter Post #2	10/19/21	11,963	1,010
	4	@RideOCBus Twitter Post #2	10/21/21	16,651	473
Draft Release	5	@RideOCBus Twitter Post #3	12/15/22	2,969	209
	6	@GoOCTA Twitter Post #3	12/27/22	3,974	243
	7	@GoOCTA Twitter Post #4	01/05/23	5,432	921
	8	@RideOCBus Twitter Post #4	01/11/23	2,979	181
	9	@GoOCTA Twitter Post #5	01/19/23	4,384	218
	10	@RideOCBus Twitter Post #5	01/19/23	3,045	326
	11	@RideOCBus Twitter Post #6	01/24/23	2,977	172
	12	@GoOCTA Twitter Post #6	01/27/23	3,985	285
	13	@GoOCTA Twitter Post #7	02/02/23	3,991	242
<b>Total</b>				<b>73,942</b>	<b>4,948</b>

The project was featured in four (4) Instagram posts.

**Table 16: OCTA Instagram Post**

Phase	No	Platform & Post	Date	Impressions	Reach
Blue Sky	1	@GoOCTA Instagram Story Post #1	09/28/21	158	152
Draft Release	2	@GoOCTA Instagram Story Post #2	12/20/22	334	326
	3	@GoOCTA Instagram Story Post #3	01/19/23	319	309
	4	@GoOCTA Instagram Story Post #4	02/02/23	296	291
<b>Total</b>				<b>1,107</b>	<b>1,078</b>

## F. Electronic Mail Notifications

Eblasts were a fundamental method of communicating with public stakeholders, including the Spanish and Vietnamese language communities. In all, 32 eblasts were

distributed in English, Spanish and Vietnamese over the course of the project to invite stakeholders to option-in to receive project updates, build awareness about the study, encourage meeting participation, and encourage public comment and survey participation during both project phases. Most eblasts were directed to the project’s stakeholder database list, which was updated routinely as new parties engaged with the project. The project also was promoted to Metrolink and bus transit riders as well as to the OCTA ride share community. A sample of the emails are available in Appendix O.

**Table 17: Electronic Mail Distributions**

Phase	No	Date	Audience	Purpose	Language	Sent	Open Rate
Blue Sky	1	09/08/21	OCTA Prior Projects Interested Parties	Opt-in #1	English	1,538	38.1%
	2	09/09/21	Stakeholder Database	Contact Update	English	2,715	40.4%
	6	09/14/21	SOCMTS Project’s Interested Parties	Opt-in #2	English	602	53.7%
	3	09/17/21	Transit Rider Contacts	Opt-in #3	English	22,922	17.9%
	4	09/17/21	Metrolink Contacts	Opt-in #4	English	32,447	23.5%
	5	09/17/21	Rideshare Contacts	Opt-in #5	English	3,135	19.0%
	7	09/28/21	Stakeholder Database	Survey Kick-Off and Meeting #1 Save the Date	English, Spanish & Vietnamese	2,897	34%
	8	10/05/21	Stakeholder Database	Survey #1 and Meeting #1 Invitation	English, Spanish & Vietnamese	2,899	32.9%
	9	10/19/21	Transit Rider Contacts	Survey #1 Reminder	English	22,711	19.8%
	10	10/19/21	Metrolink Contacts	Survey #1 Reminder	English	31,603	26.3%
	11	10/19/21	Rideshare Contacts	Survey #1 Reminder	English	2,994	11.5%
	12	10/19/21	Stakeholder Database	Survey #1 and Meeting #1 Reminder	English, Spanish & Vietnamese	3,092	32.7%
	13	10/27/21	Stakeholder Database	Meeting #1 Thank You and Survey Last Chance Reminder	English	2,909	41.4%
	14	02/04/22	Stakeholder Database	Survey #1 Thank You	English	4,392	51.5%
Draft Release	15	01/10/23	Stakeholder Database	Survey #2 and Meeting #2 Invitation	English, Spanish & Vietnamese	4,307	46%

Phase	No	Date	Audience	Purpose	Language	Sent	Open Rate
	16	01/18/23	Stakeholder Database	Survey #2 and Meeting #2 Reminder	English, Spanish & Vietnamese	4,782	40.9%
	17	01/23/23	Stakeholder Database	Survey #2 and Meeting #2 Reminder	English, Spanish & Vietnamese	4,822	38.1%
	18	02/01/23	Stakeholder Database	Survey #2 Reminder	English, Spanish & Vietnamese	4,771	38.1%
	19	03/06/23	Stakeholder Database	Survey #2 and Meeting #2 Thank you	English	7,206	54.6%

### i. Community Leader Eblasts

In addition to public email communications, community leaders were notified of project updates and invited to attend the stakeholder roundtable meetings. A total of 108 leaders were invited by email and/or phone to participate in these critical engagement meetings and share their opinions and unique perspectives. Eight (8) e-mail notices were distributed for the first round of meeting and five for the second round. Thank you emails were shared following each meeting to recognize participation and share the prior presentation, project collateral and other project information with attendees and with those who did not participate. Leaders were also encouraged to share the e-communications toolkits to aid, as they saw fit, in the notification of project meetings and surveys to their communities. Record of communication between the project team and community leaders is logged in the table below (Appendix C).

Figure 9: MMS-SMS Text



Table 18: Community Leaders Stakeholder Roundtable Email Distributions

Phase	No	Date Sent	Purpose	Sent	Open Rate
Blue Sky	1	10/01/21	Meeting #1 & #2 - Invitation	103	32.1%
	2	10/07/21	Meeting #1 & #2 - Reminder #1	94	27.5%
	3	10/13/21	Meeting #1 & #2 - Reminder #2	94	27.5%
	4	10/14/21	Meeting #1 - RSVP Only Reminder #3	12	N/A

Phase	No	Date Sent	Purpose	Sent	Open Rate
	5	10/20/21	Meeting #1 - Thank You	10	N/A
	6	10/20/21	Meeting #2 - Reminder #4	110	26.1%
	7	10/21/21	Meeting #2 - RSVP Additions Reminder #5	2	N/A
	8	10/26/21	Meeting #2 - Thank You	115	N/A
Draft Release	9	12/21/22	Meeting #3 - Save the Date	107	44.6%
	10	12/28/22	Meeting #3 - Reminder #1	107	37.8%
	11	01/05/23	Meeting #3 - Invitation	108	45.8%
	12	01/10/23	Meeting #3 - Reminder #2	109	41.2%
	13	01/26/23	Meeting #3 - Thank you	109	34.7%

### G. Text Messaging

Text messaging was also used to reach those that preferred phone notifications. Throughout the project interested parties were provided an option to opt-in to receive Short Message Service (SMS) and/or Multimedia Message Service (MMS) L RTP text message updates. Stakeholders opted-in through eblast invitation, webpage comment form and by survey and helpline. Seven (7) texts were shared with nearly 4,300 notifications distributed to community stakeholders. By the end of the project, the opt-in list grew to 4,698 contact numbers. The text messages are in Appendix P.

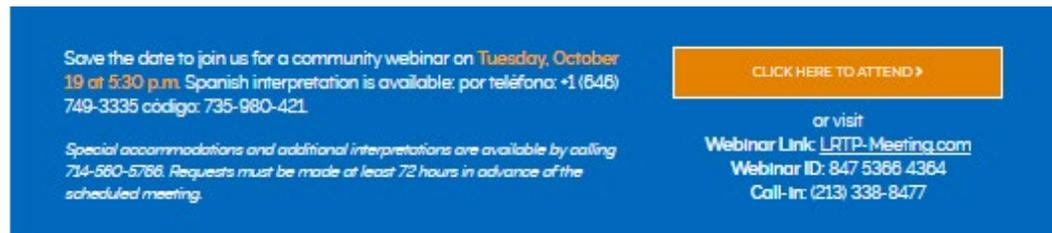
*Table 19: Text Distributions*

Phase	No	Date	Format	Purpose	Languages	Sent
Blue Sky	1	09/29/21	SMS-MMS	Meeting Save the Date	English, Spanish & Vietnamese	220
	2	10/05/21	SMS-MMS	Survey Reminder	English, Spanish & Vietnamese	220
	3	10/18/21	SMS-MMS	Meeting Reminder	English, Spanish & Vietnamese	199
	4	10/19/21	SMS-MMS	Meeting Reminder #2	English, Spanish & Vietnamese	163
	5	10/27/21	SMS-MMS	Survey Reminder #2	English, Spanish & Vietnamese	285
Draft Release	6	01/12/23	SMS-MMS	Register for Meetings	English, Spanish & Vietnamese	1,401
	7	01/24/23	SMS-MMS	Take the Survey	English & Spanish	1,784

## H. Website Notice

The project webpage underwent periodic updates prior to and following each community meeting. Prior to each community webinar the webpage was updated to include current project information and promote meeting and/or survey participation. The webpage was reset again following each meeting to promote webinar video recordings, downloadable presentation PDFs, and other related materials for those who did not participate on the day of event. Examples of website notices can be seen below and are in Appendix H.

*Figure 10: Website Meeting Notice*



Save the date to join us for a community webinar on **Tuesday, October 19 at 5:30 p.m.** Spanish interpretation is available: por teléfono: +1 (646) 749-3335 código: 735-980-421

Special accommodations and additional interpretations are available by calling 714-580-5766. Requests must be made at least 72 hours in advance of the scheduled meeting.

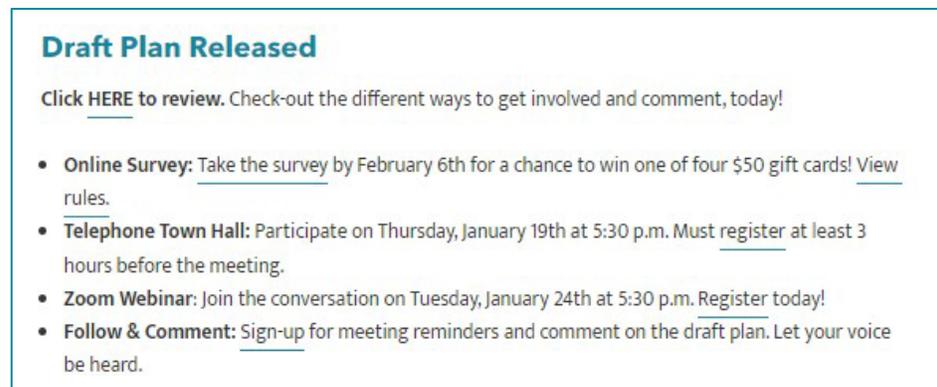
[CLICK HERE TO ATTEND >](#)

or visit  
Webinar Link: [L RTP: Meeting.com](https://www.lrtplm.com)  
Webinar ID: 847 5366 4364  
Call-In: (213) 338-8477

## I. Story Map Notice

During the second phase, notification efforts directed interested parties to visit the LRTP story map. Upon landing, visitors were encouraged to get involved in the draft release process by giving feedback on the draft, taking the online survey, and registering for the telephone town hall and Zoom community webinar. Copies of these notices can be found in Appendix I.

*Figure 11: Story Map Notice*



**Draft Plan Released**

Click [HERE](#) to review. Check-out the different ways to get involved and comment, today!

- **Online Survey:** Take the [survey](#) by February 6th for a chance to win one of four \$50 gift cards! [View rules.](#)
- **Telephone Town Hall:** Participate on Thursday, January 19th at 5:30 p.m. Must [register](#) at least 3 hours before the meeting.
- **Zoom Webinar:** Join the conversation on Tuesday, January 24th at 5:30 p.m. [Register today!](#)
- **Follow & Comment:** [Sign-up](#) for meeting reminders and comment on the draft plan. Let your voice be heard.

## J. OCTA Blog & Media

In addition, LRTP meetings and surveys were announced in press releases and via OCTA’s “On the Move” blog. A schedule of these announcements is shared below. Copies of each blog post, newsletter and press releases are in Appendix Q.

**Table 20: OCTA Blog & Media Notifications**

Phase	No	Date	Format
Blue Sky	1	10/06/21	On the Move Blog Post
	2	10/07/21	On the Move Newsletter
	3	10/18/21	OCTA Press Release
	4	10/21/21	On the Move Blog Post
	5	11/03/21	On the Move Blog Post
	6	11/05/21	On the Move Newsletter
Draft Release	7	07/20/22	On the Move Blog Post
	8	07/22/22	On the Move Newsletter
	9	01/16/23	Press Release
	10	01/18/23	On the Move Blog Post
	11	01/20/23	On the Move Newsletter

## K. Stakeholder E-Communications Toolkits

Electronic communications toolkits were developed to promote study awareness through local agencies, a diverse range of community organizations, and other key stakeholders that represent various segments of the public including the harder-to-reach populations throughout the County. These toolkits were

**Figure 12: Local Cable TV Notice**



designed to be an easy resource to share information about the study and upcoming webinar. Some of the outreach elements of the toolkits included social media copy for Facebook, Instagram and Twitter posts, e-blasts and newsletter content, next door blog posts, as well as website and calendar posting update information and a phone script for groups to push messaging through pre-recorded audio announcements. The toolkit was provided in English, Spanish, and Vietnamese. Offering a multitude of outreach tools gave supporters a choice on how best to assist in engaging their respective organization’s stakeholders.

For the draft release, a second toolkit was created specifically for Orange County cities. It was customized for the cities needs and included messaging for digital marqueees and local cable channels. A sample of the toolkits are in Appendix R.

**Table 21: E-Communications Tool Kit Distribution List**

No	Organization	Phase	
		Blue Sky	Draft Release
1	Orange County Cities & County of Orange	✓	✓
2	State and Fed Elected Officials staff	✓	✓
3	Community Leaders Stakeholder Roundtable Members	✓	✓
4	Association of California Cities (ACCOC)	✓	
5	California Department of Transportation (Caltrans), District 12	✓	
6	Environmental Community Leaders	✓	✓
8	Mobility 21	✓	✓
9	OCTA Accessible Transit Advisory Committee (ATAC)	✓	✓
10	OCTA Capital Projects	✓	
11	OCTA Citizens Advisory Committee (CAC)	✓	✓
12	OCTA Diversity Leaders Committee (DLC)	✓	✓
13	OCTA Taxpayer Oversight Committee (TOC)	✓	✓
14	The Orange County Business Council (OCBC)	✓	✓
15	Women in Transportation (WTS)	✓	✓

## L. Earned Media

In response to outreach efforts, cities (8) and stakeholder organizations (6) helped to spread the word about the LRTP by promoting project awareness about surveys and meeting engagements. Over the course of the project, 18 organic social media posts were identified on Facebook and Twitter, as well as project support via three (3) webpage announcements, two (2) online news feeds, and two (2) e-newsletters. Most (21) communications were distributed in support of the draft release. Appendix S includes found earned media.

**Table 22: Identified Earned Media**

Phase	No	Date	Source	Media
Blue Sky	1	10/10/21	City of Laguna Beach	Facebook
	2	10/11/21	Friends of Harbors Beaches and Parks	Facebook
	3	10/12/21	City of Cypress	Twitter
	4	10/29/21	Event-News Enterprise	Online News
Draft Release	5	01/05/23	Friends of Harbors Beaches and Parks	Twitter
	6	01/12/23	Friends of Harbors Beaches and Parks	Facebook
	7	01/12/23	Friends of Harbors Beaches and Parks	Twitter
	8	01/13/23	RSM Chamber of Commerce	Webpage News
	9	01/16/23	Unincorporated Rossmoor	Facebook
	10	01/16/23	Voice of OC	E-Newsletter
	11	01/18/23	City of Laguna Niguel	Facebook
	12	01/18/23	City of Rancho Santa Margarita	Webpage News
	13	01/18/23	OC Independent	Online News
	14	01/18/23	Senator Josh Newman	Facebook
	15	01/18/23	Senator Josh Newman	Facebook
	16	01/19/23	City of Tustin	Facebook
	17	01/19/23	City of Tustin	Twitter
	18	01/20/23	City of Newport Beach	E-Newsletter
	19	01/23/23	City of Stanton	Webpage News
	20	01/23/23	Unincorporated Rossmoor	Facebook
	21	01/27/23	City of Laguna Niguel	Facebook
	22	01/27/23	City of Laguna Niguel	Twitter
	23	01/30/23	City of Huntington Beach	Facebook
	24	01/31/23	City of Laguna Niguel	Facebook
	25	01/31/23	City of Laguna Niguel	Twitter

## IV. CONCLUSION

The comprehensive outreach efforts were carried out thoughtfully and inclusively. Each form of engagement and communication aimed to involve a diverse audience and the largest number of stakeholders possible. As the outreach process advanced, methods and tools were evaluated for their effectiveness, and new or modified means of engagement or approach were applied to promote greater project awareness, participation and feedback from the community. The outreach performed captured diverse viewpoints and insights and aided in the development of the LRTP. This public feedback is vital and will help guide OCTA when planning for the future of transportation in Orange County.