



Public Involvement Program Phase 2:

Summary of Survey Results July 2021



Prepared by:



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EXECUTIVE SUMMARY

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

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

Public Engagement Approach

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

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

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

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

Public Engagement Survey

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

The survey accomplished the following objectives:

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

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

Key Findings

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

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

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

Table 1: Summary of Key Findings

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

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

SURVEY OVERVIEW

Survey Format

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

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

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

Survey Outreach

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

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

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

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

Table 2: Summary of Survey Outreach

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

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

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

SURVEY RESULTS ANALYSIS

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

Geographic Distribution

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

Home Zip Code

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



Figure 1: Survey Respondents - Home Zip Code

Work Zip Code

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

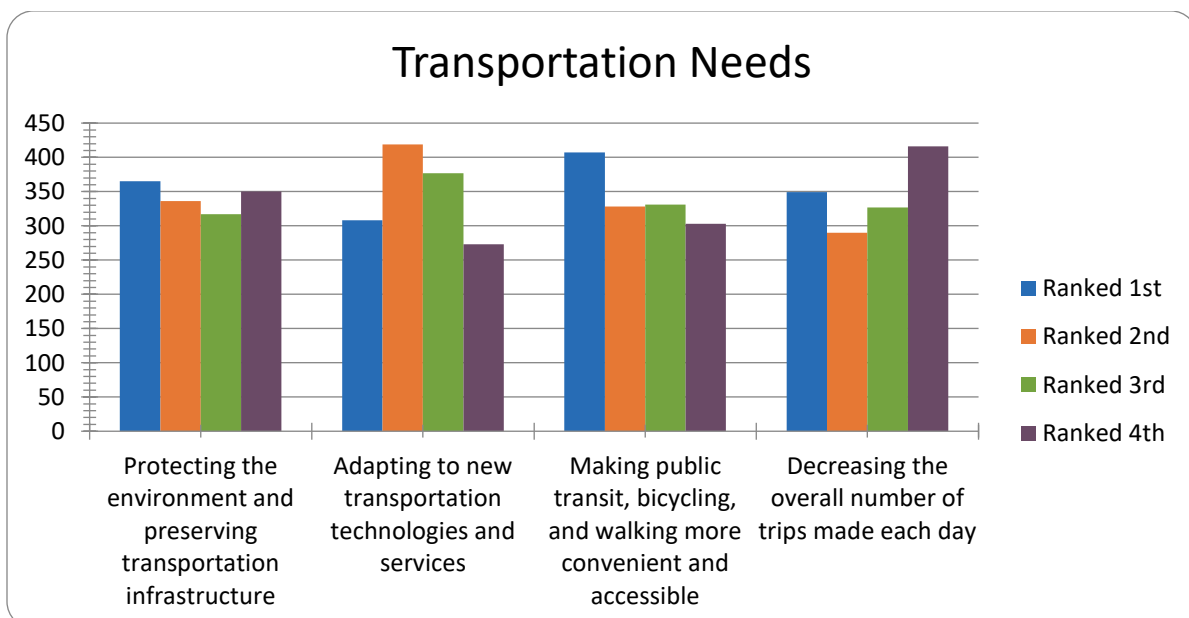


Figure 2: Survey Respondents - Work Zip Code

Priority Ranking - Transportation Needs

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

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



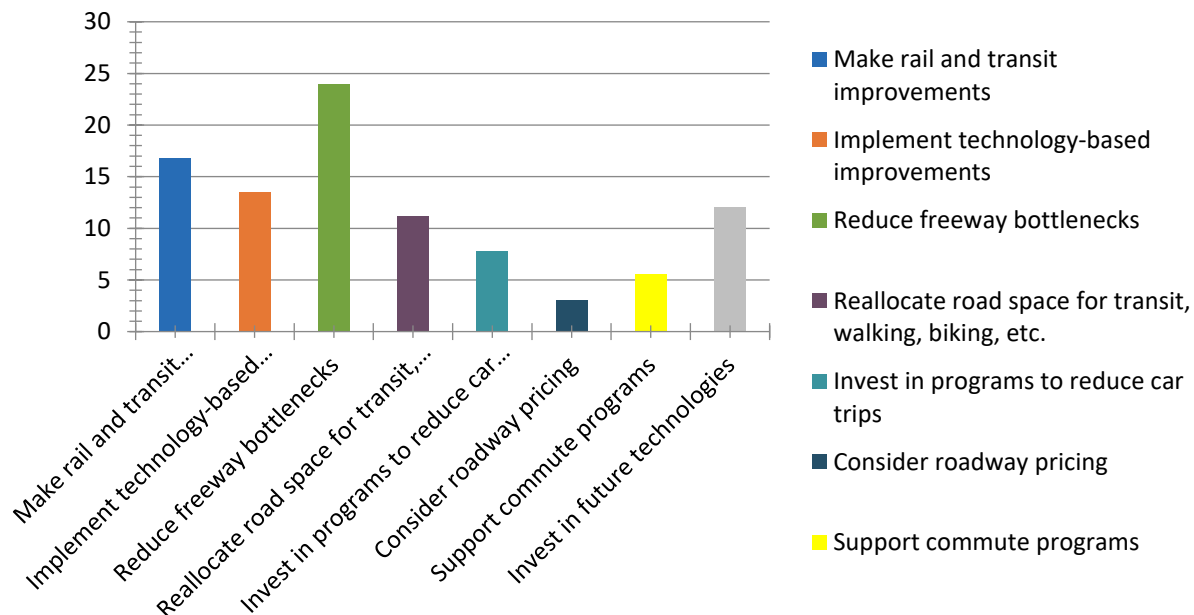
Set Your Budget – Transportation Strategy Budget Allocation

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

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

* Based upon 1,440 respondents

Average Dollar Amount Allocated

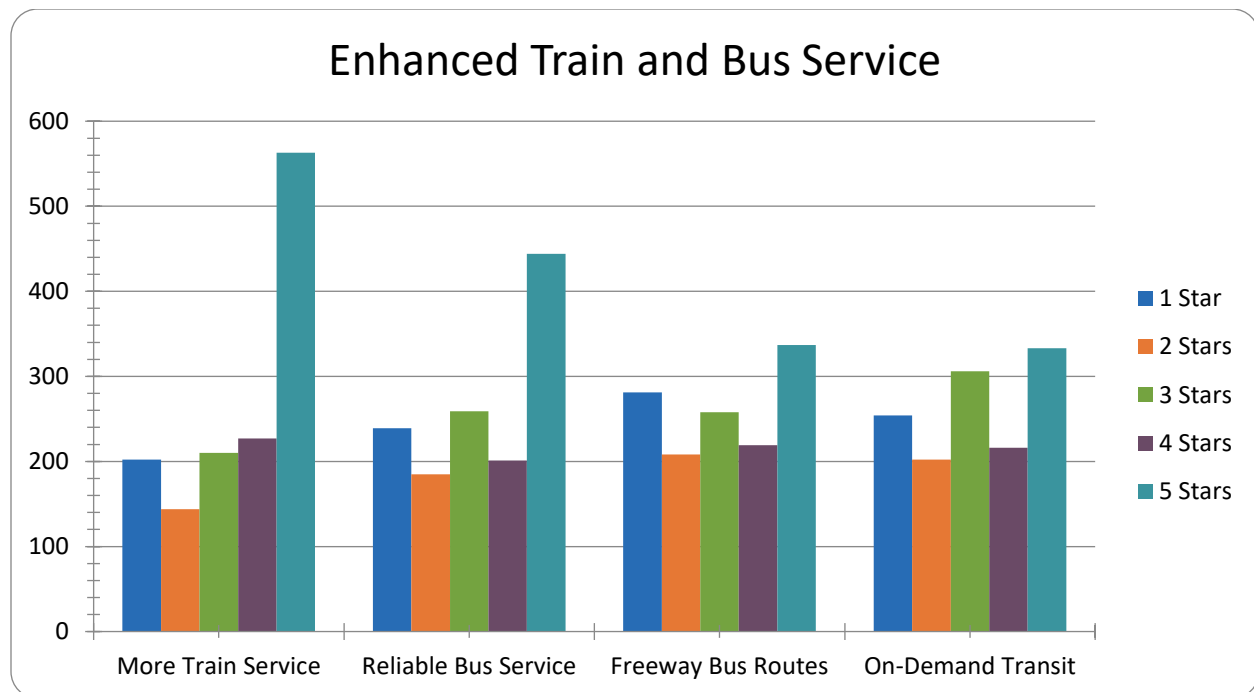


Effective Strategy Rating

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

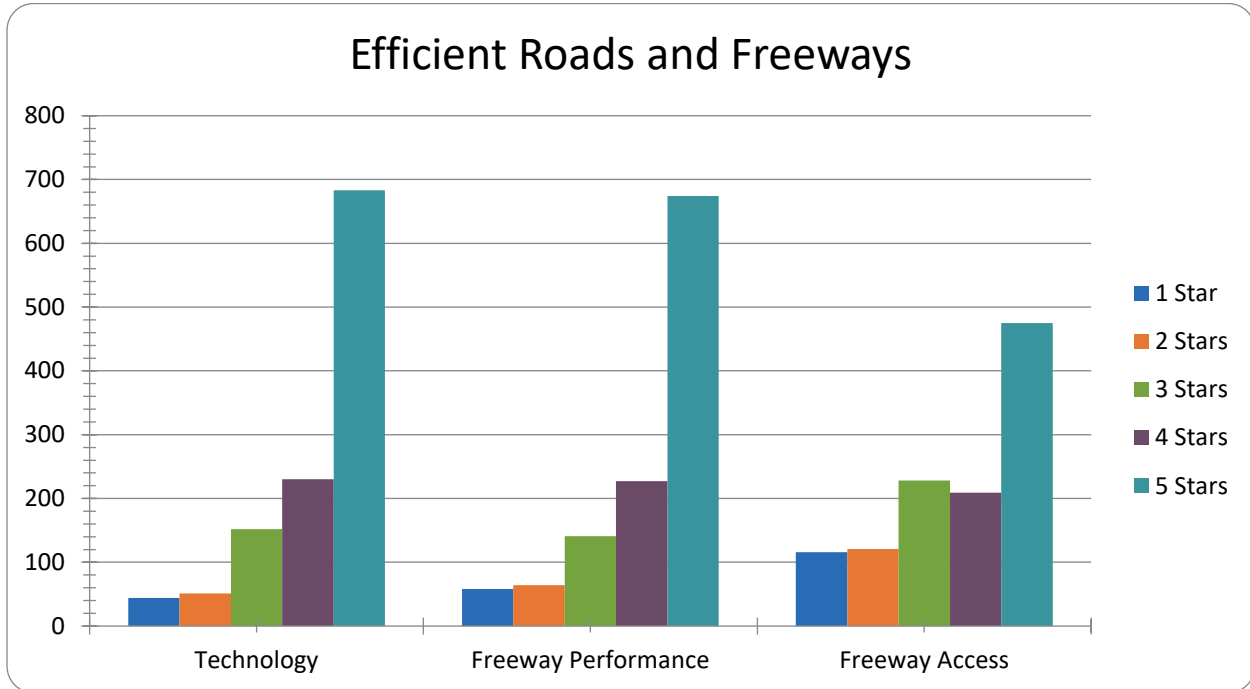
The rating of each option reveals the level of priority respondents believe each strategy should possess. The data from this question shows that the following from each category were rated 5 stars the most times: more train service, technology/ freeway performance, safety improvements, transit, price-managed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

Enhanced Train and Bus Service



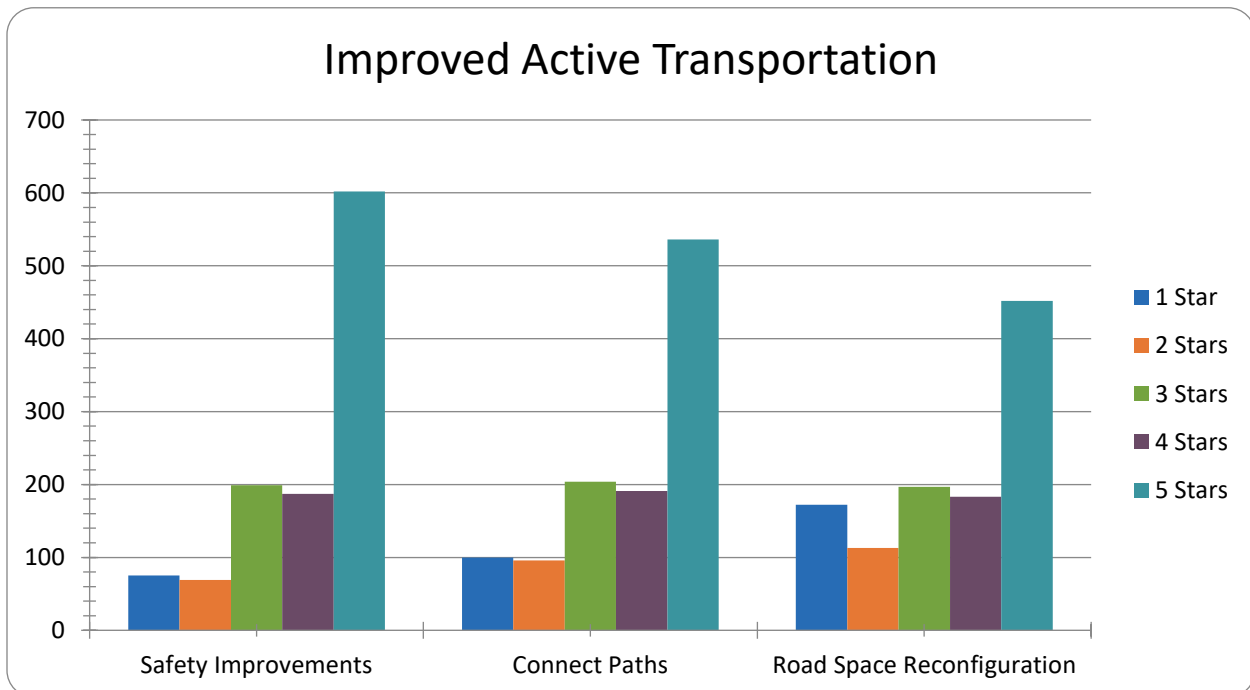
*Based upon 563 respondents

Efficient Roads and Freeways



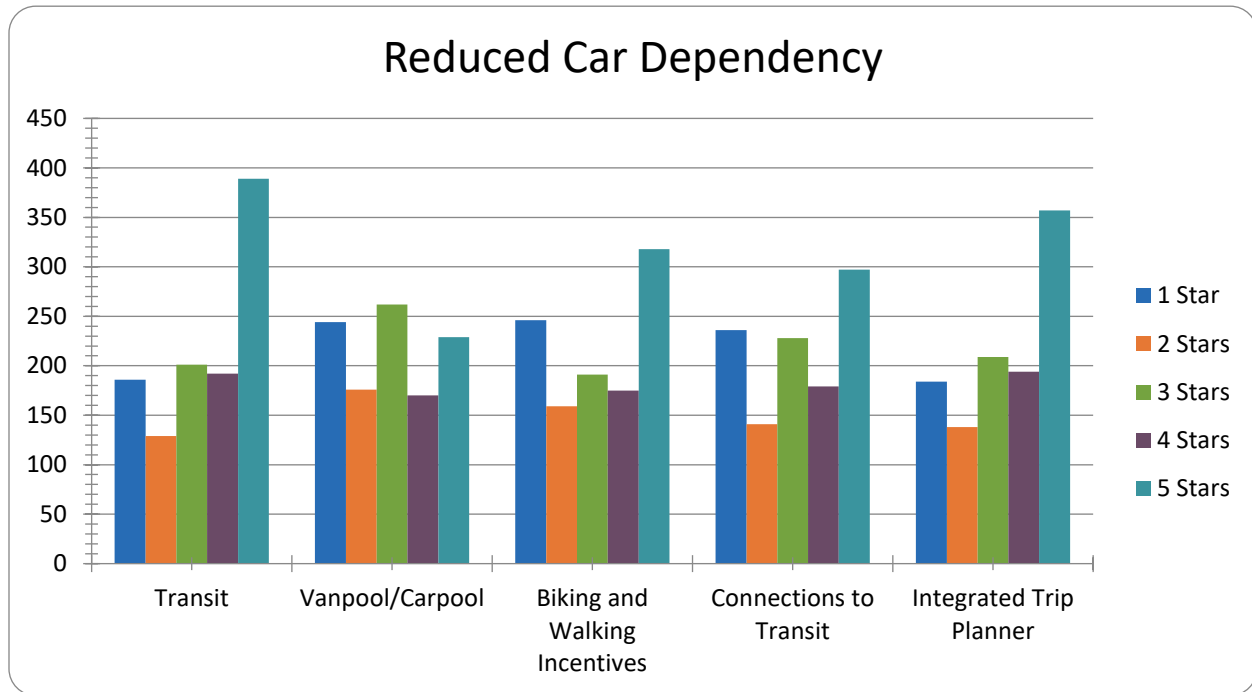
*Based upon 683 respondents

Improved Active Transportation



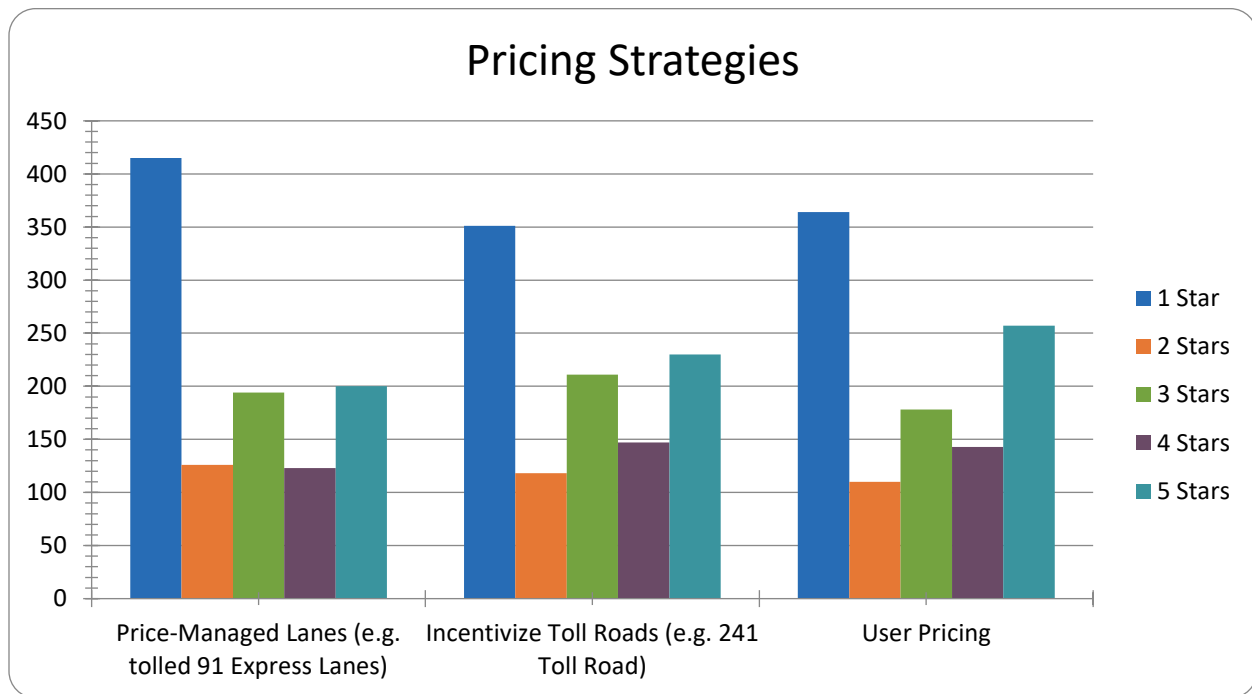
*Based upon 602 respondents

Reduced Car Dependency



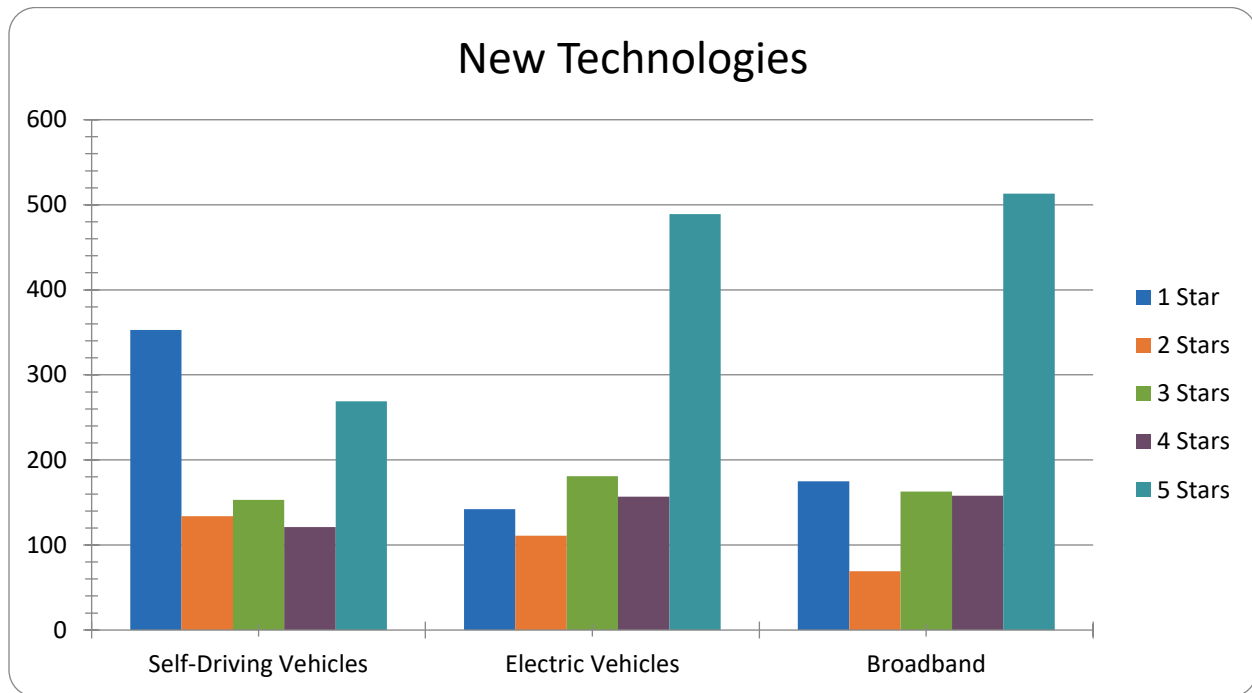
*Based upon 389 respondents

Pricing Strategies



*Based upon 415 respondents

New Technologies



*Based upon 513 respondents

Stay Involved

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

CONCLUSION

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

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

Appendices

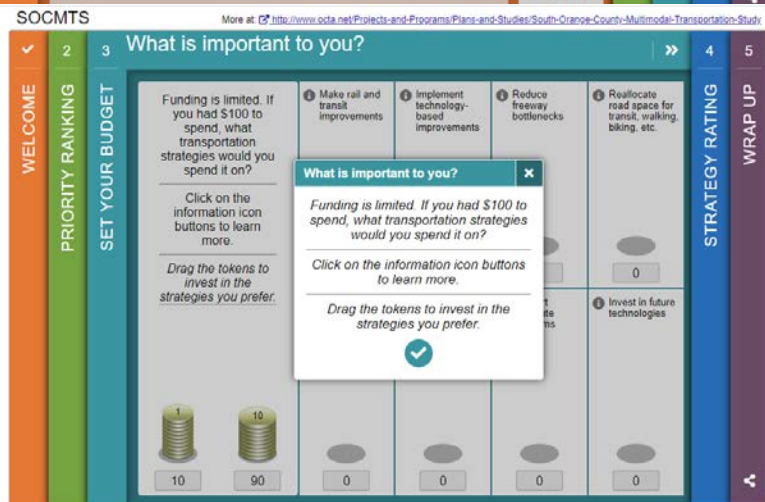
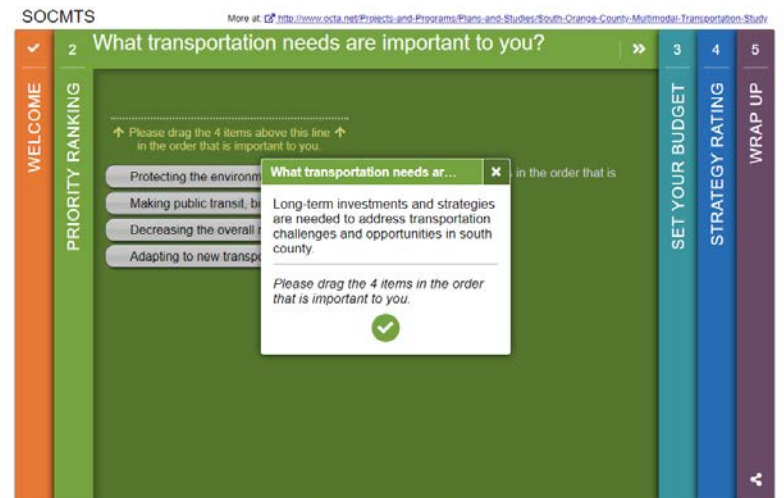
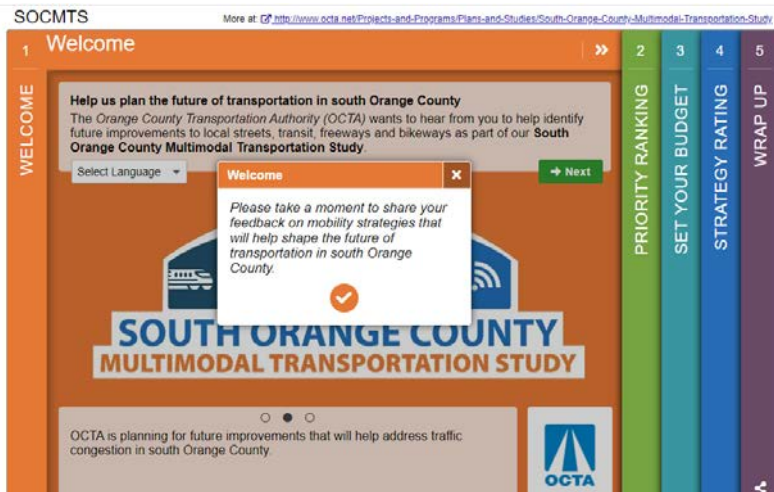
Appendix A Surveys

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

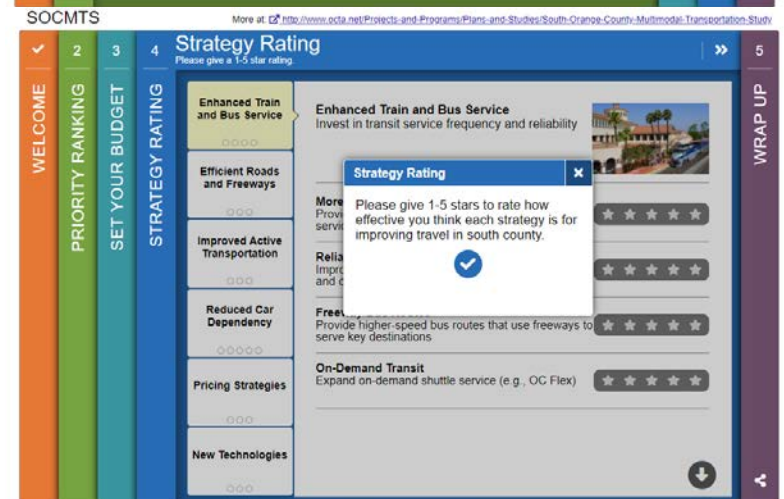
Appendix A.2 Phone Survey Script

Appendix A

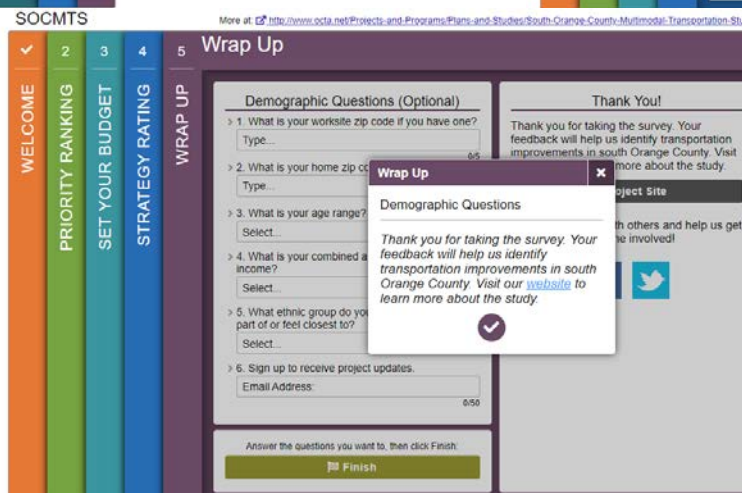
Appendix A.1 Online Survey (English; Spanish; Mandarin; Korean; Vietnamese)



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



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SOCMTS Para más información: <http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study>

[Confidencialidad](#) - [Sobre MetroQuest](#)

Confidencialidad - Sobre MetroQuest

Para más información: <http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study>


[Confidencialidad](#) - [Sobre MetroQuest](#)

¡Muchas gracias!

Para completar esta encuesta, su tarea será identificar las mejores alternativas de transporte del sur del Valle de Abasco. Visite nuestro sitio web y complete este estudio.

Nombre del Proyecto

Proporcione esta información con el fin de ayudarnos a conseguir la información de todos!



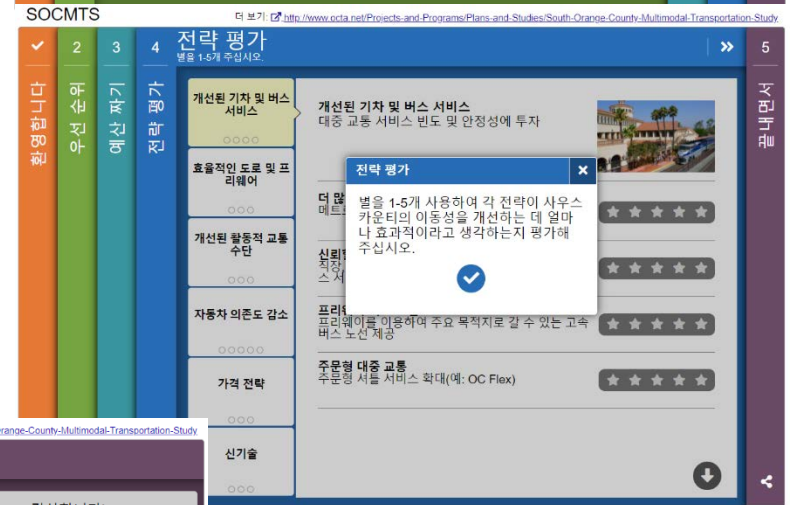
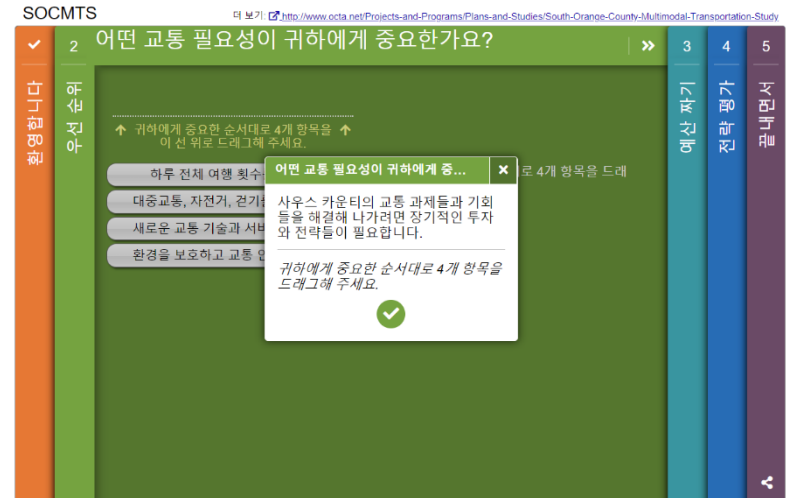
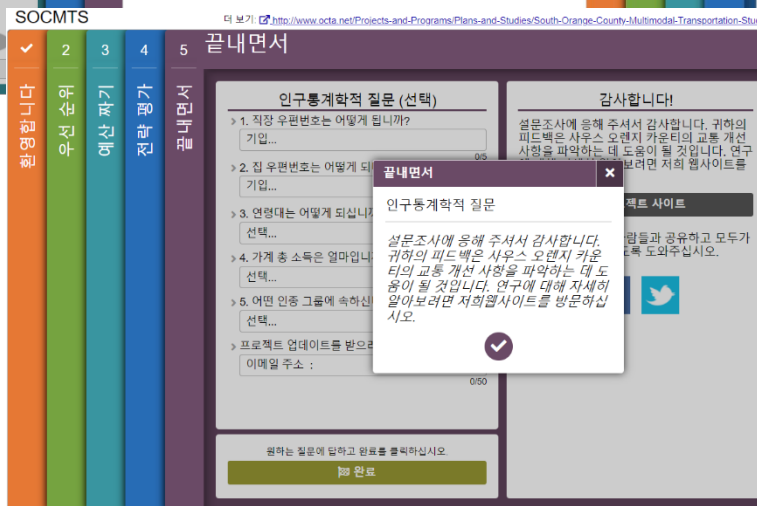
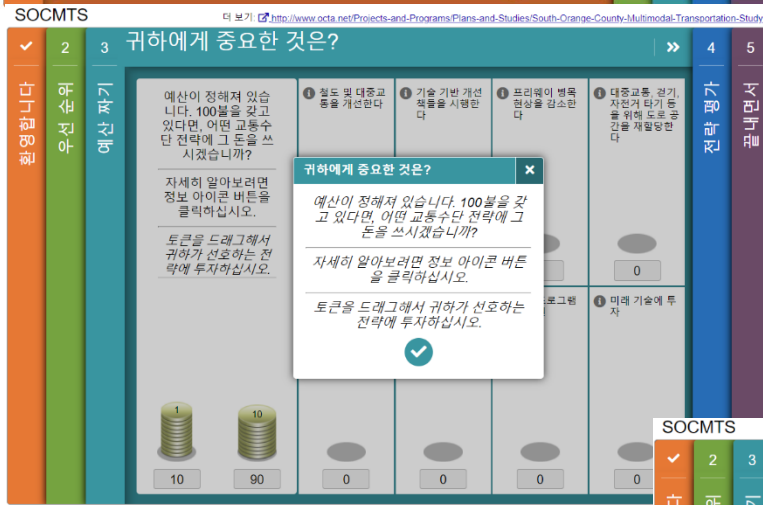
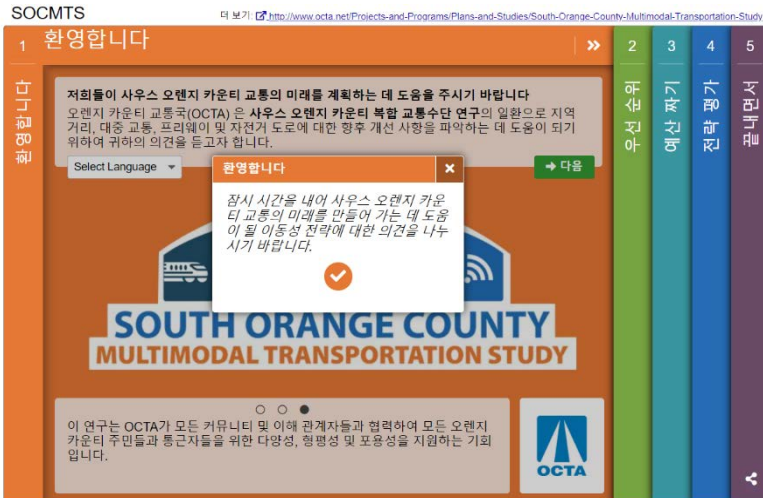
SOCMTS 更多信息: <http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study>

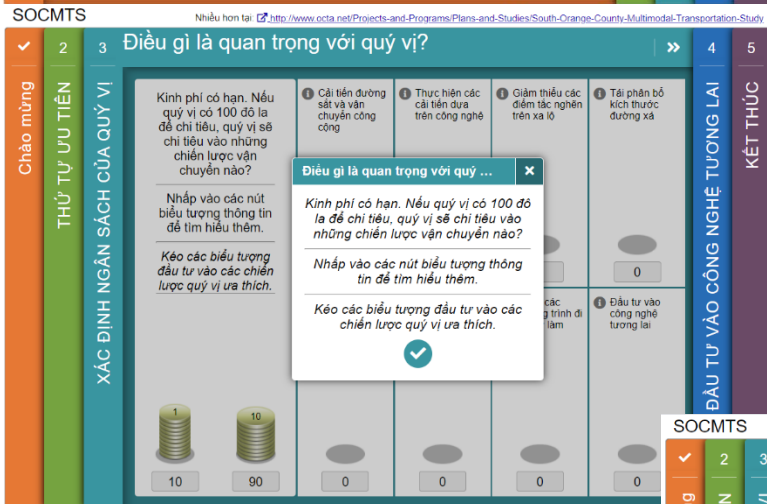
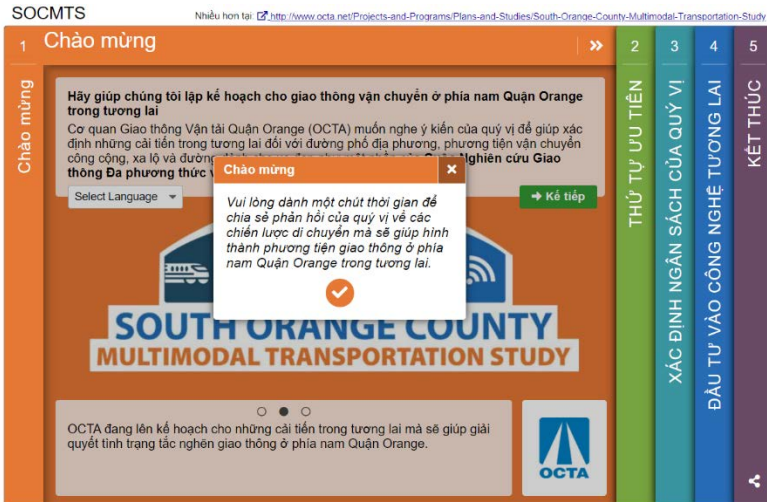
[隐私 - 关于 MetroQuest](#)

SOCMTS 更多信息: <http://www.octa.net/Projects-and-Programs/Plans-and-Studies/South-Orange-County-Multimodal-Transportation-Study>

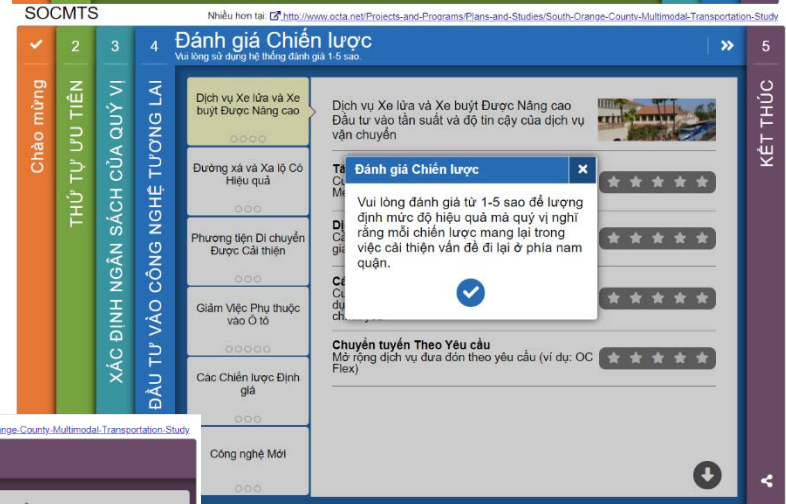
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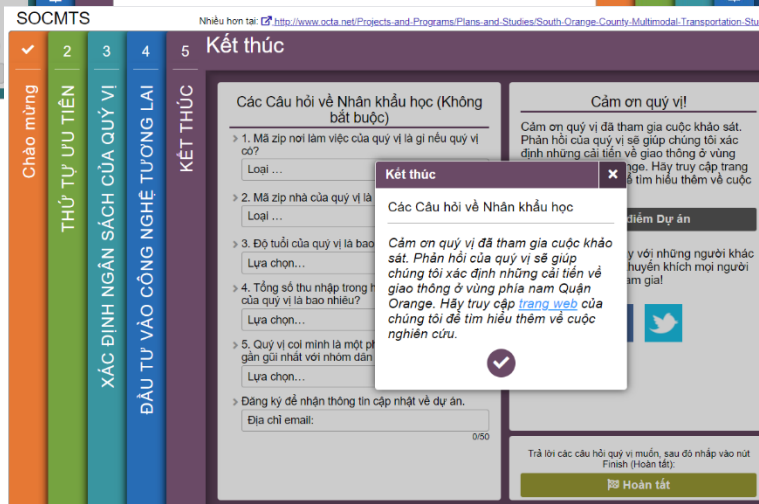




Riêng tư - Giới thiệu về MetroQuest



Riêng tư - Giới thiệu về MetroQuest



Riêng tư - Giới thiệu về MetroQuest

Appendix A

Appendix A.2 Phone Survey Script

OCTA SOCMTS Phase 2 Live Answer Phone Survey Script

English

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

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

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

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

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

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

* Transportation Need (1st)

* Transportation Need (2nd)

* Transportation Need (3rd)

* Transportation Need (4th)

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

A. Make rail and transit improvements

B. Implement technology-based improvements

C. Reduce freeway bottlenecks

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

E. Invest in programs to reduce car trips

F. Consider roadway pricing

G. Support commute programs

H. Invest in future technologies

* Transportation Strategy 1

* Transportation Strategy 2

* Transportation Strategy 3

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

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

1. More Train Service

Provide infrastructure needed to increase Metrolink service

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

2. Reliable Bus Service

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

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

3. Freeway Bus Routes

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

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

4. On-Demand Transit

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

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

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

1. Technology

Use signal timing and other technologies to reduce traffic congestion

* Technology # of Stars (1-5)

2. Freeway Performance

Implement strategies to address freeway bottlenecks

* Freeway Performance # of Stars (1-5)

3. Freeway Access

Add or improve freeway ramps to reduce congestion

* Freeway Access # of Stars (1-5)

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

1. Safety Improvements

Invest in safety improvements at locations with frequent accidents

* Safety Improvements # of Stars (1-5)

2. Connect Paths

Complete missing sidewalk and bike lane connections

* Connect Paths # of Stars (1-5)

3. Road Space Reconfiguration

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

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

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

1. Transit

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

* Transit # of Stars (1-5)

2. Vanpool/Carpool

Provide incentive and reward programs for vanpooling or carpooling

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

3. Biking and Walking Incentives

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

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

4. Connections to Transit

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

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

5. Integrated Trip Planner

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

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

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

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

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

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

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

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

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

3. User Pricing

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

* User Pricing # of Stars (1-5)

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

1. Self-Driving Vehicles

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

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

2. Electric Vehicles

Invest in charging infrastructure for electric vehicles

* Electric Vehicles # of Stars (1-5)

3. Broadband

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

* Broadband # of Stars (1-5)

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

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

* Worksite Zipcode

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

* Home Zipcode

Ask VERBATIM: "What is your age range?"

* Age Range - Conditional:

16-24

25-34

35-44

45-54

55-64

65-74

75 or older

Prefer Not to Answer

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

* Annual Household Income - Conditional:

Less than \$30,000

\$30,000 – \$49,999

\$50,000 – \$79,999

\$80,000 – \$109,000

\$110,000 – \$169,000

\$170,000 or more

Prefer Not to Answer

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

* Ethnic Group - Conditional:

Caucasian/White

Latino/Hispanic

African American/Black

American Indian or Alaskan Native

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

Pacific Islander

Middle Eastern

Mixed Heritage

Other

Prefer Not to Answer

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

* Email Address

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

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

OCTA SOCMTS Phase 2 Live Answer Phone Survey Script

Spanish

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

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

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

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

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

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

* Transportation Need (1st)

* Transportation Need (2nd)

* Transportation Need (3rd)

* Transportation Need (4th)

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

A. Realice mejoras en los trenes y el tránsito

B. Implementar mejoras basadas en tecnología

C. Reducir los cuellos de botella de las autopistas

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

E. Invierta en programas para reducir los viajes en automóvil

F. Considere los precios de las carreteras

G. Apoyar los programas de viajes cotidianos

H. Invierta en tecnologías futuras

* Transportation Strategy 1

* Transportation Strategy 2

* Transportation Strategy 3

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

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

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

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

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

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

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

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

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

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

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

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

* Technology # of Stars (1-5)

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

* Freeway Performance # of Stars (1-5)

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

* Freeway Access # of Stars (1-5)

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

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

* Safety Improvements # of Stars (1-5)

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

* Connect Paths # of Stars (1-5)

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

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

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

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

* Transit # of Stars (1-5)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* User Pricing # of Stars (1-5)

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

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

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

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

* Electric Vehicles # of Stars (1-5)

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

* Broadband # of Stars (1-5)

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

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

* Worksite Zipcode

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

* Home Zipcode

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

* Age Range - Conditional:

16-24

25-34

35-44

45-54

55-64

65-74

75 or older

Prefer Not to Answer

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

* Annual Household Income - Conditional:

Less than \$30,000

\$30,000 – \$49,999

\$50,000 – \$79,999

\$80,000 – \$109,000

\$110,000 – \$169,000

\$170,000 or more

Prefer Not to Answer

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

* Ethnic Group - Conditional:

Caucasian/White

Latino/Hispanic

African American/Black

American Indian or Alaskan Native

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

Pacific Islander

Middle Eastern

Mixed Heritage

Other

Prefer Not to Answer

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

* Email Address

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

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

Stop here

Appendix B

Survey Results

Appendix B.1 Compiled Survey Results

Appendix B

Appendix B.1 Compiled Survey Results

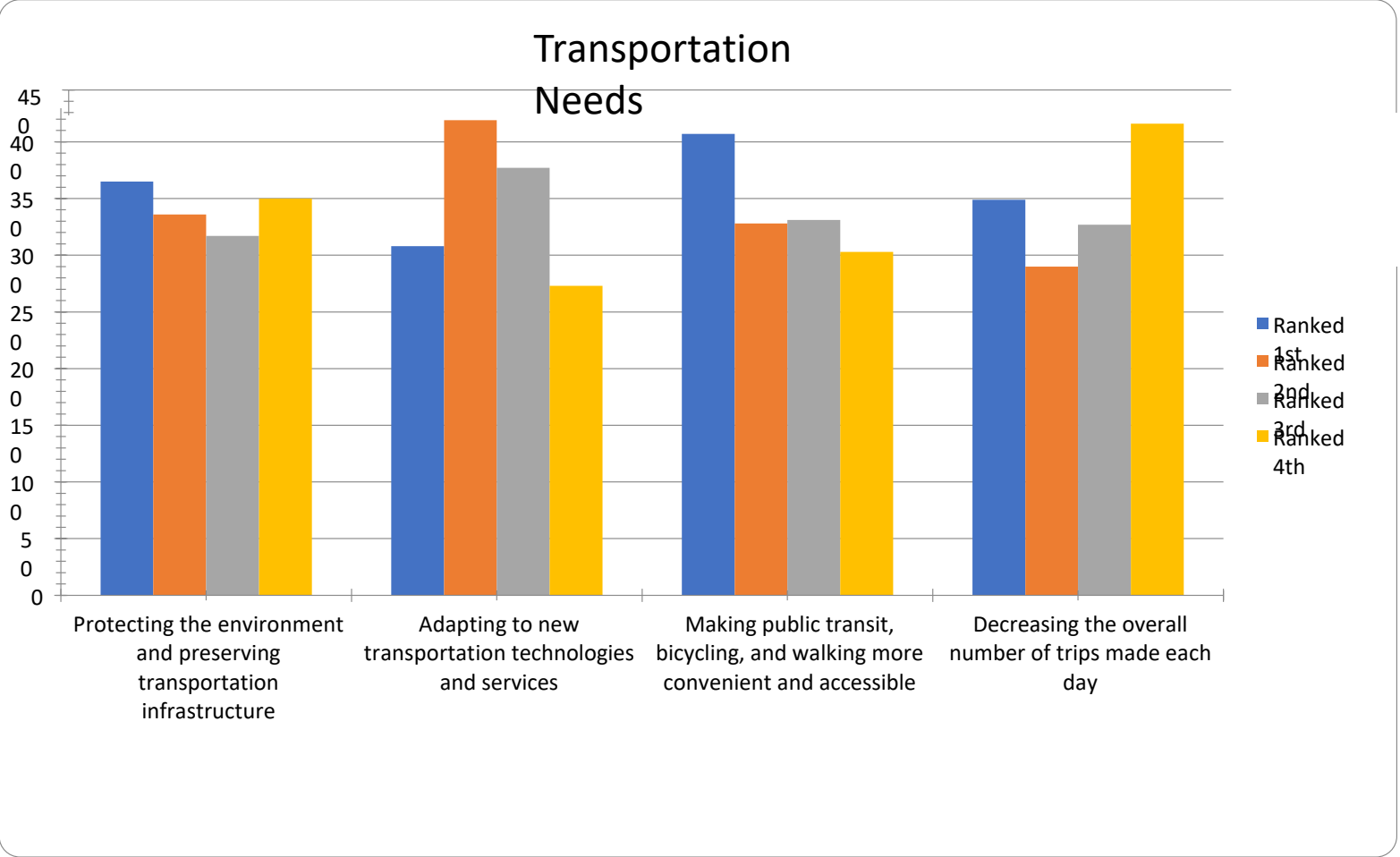
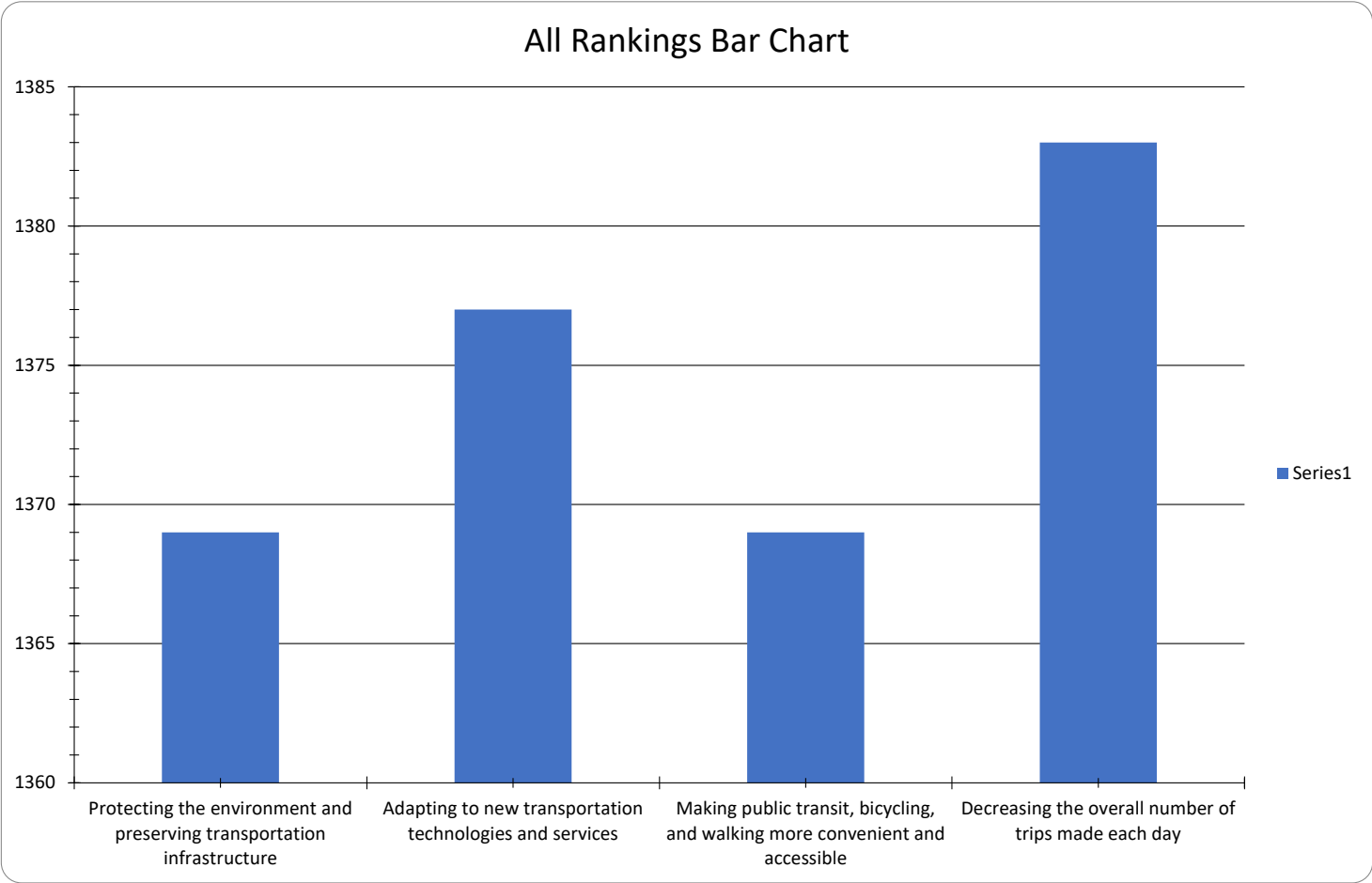
File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset.

| SiteVisited | Campaign | Visitors | Participants |
|-------------|----------|----------|--------------|
| st7h7p | | 3307 | 1707 |
| st7h7p | fb | 1 | 1 |

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

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

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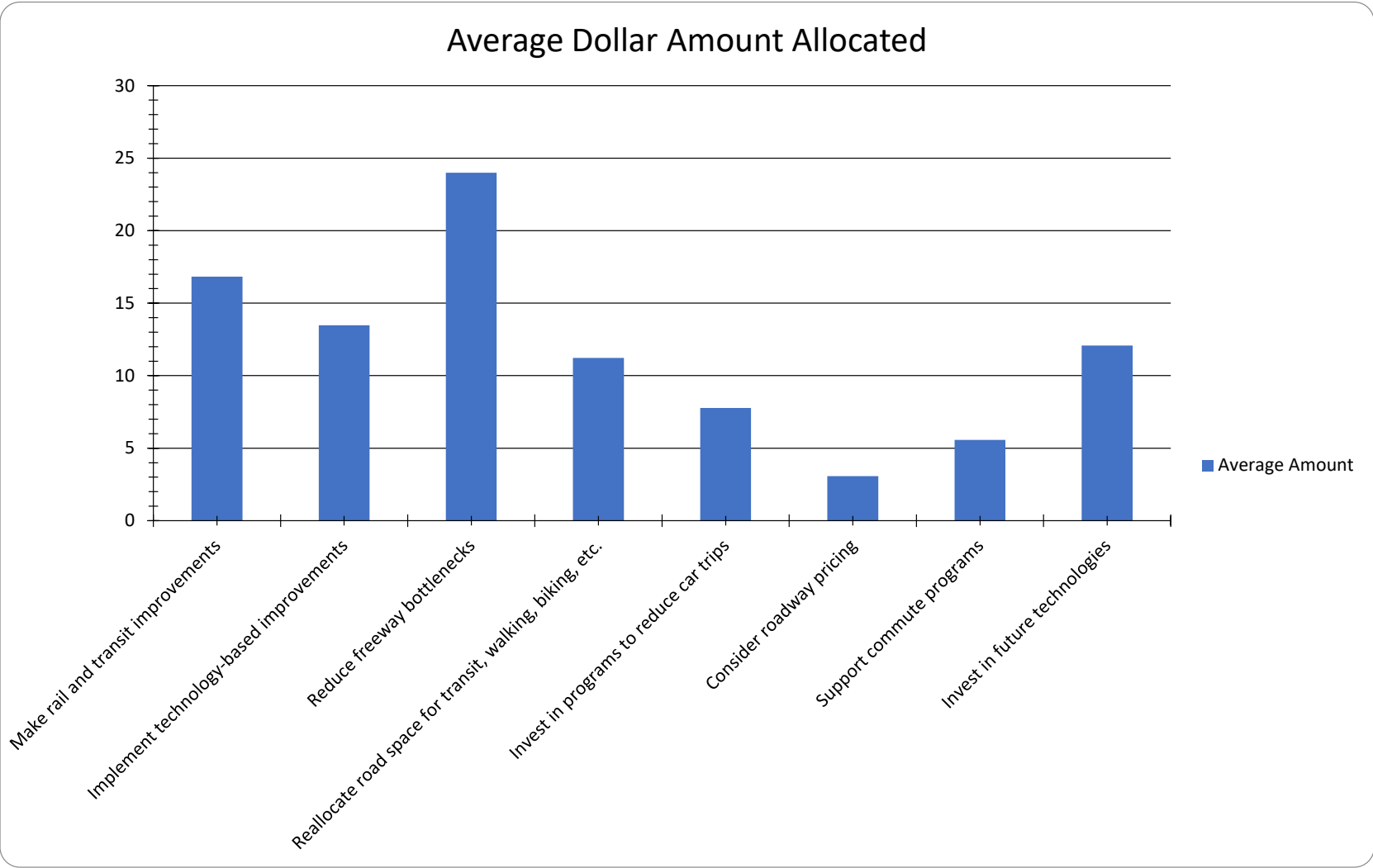


| File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset. | | | | | | | | | | |
|---|--------------------|-------------|----------|----------|-----------------|-----------------|--|----------|---------|----------|
| VisitID | VisitTime | SiteVisited | Campaign | Platform | Set | Item | Comment | Negative | Neutral | Positive |
| 373782 | 7-6-2021 18:30:03 | st7h7p | | web | General Comment | General Comment | Bicycling (convenience, accessibility, andsafety) should be our number one priority. | 2% | 56% | 42% |
| 383791 | 12-6-2021 14:52:42 | st7h7p | | web | General Comment | General Comment | None of these needs address my needs. Improved bicycle/E-bike dedicated trails/lanes. Improved maintenance of automobile focused roadways/traffic signal coordination. Reduction of fuel costs/taxes/fees related to freedom of movement using personal vehicles that allow me to travel at my choice of time and destination and frequency. Retaining of single family housing developement. | 4% | 18% | 78% |
| 387108 | 15-6-2021 17:06:19 | st7h7p | | mobile | General Comment | General Comment | Cannot read any of these options in theirentirety. This quiz is poorly designed for mobile. | 75% | 21% | 4% |
| 392116 | 18-6-2021 19:33:15 | st7h7p | | web | General Comment | General Comment | Covid has changed work habits. Review needs now, before spending more money. OC has NEVER taken into account the pervasive expansion and revision of hwy 5 over the past 20 years. The simple fact that this highway has been constantly modified for the past 20 years has contributed to a SIGNIFICANT percentage of travel time. | 62% | 28% | 10% |
| 392265 | 18-6-2021 19:55:42 | st7h7p | | web | General Comment | General Comment | Please consider pedestrian bridges on Crown Valley Parkway between Medical Center Drive and Interstate 5. A bridge connecting The Shops at Mission Viejo with the Kaleidoscope center (with intermediate connection to the new restaurants next to the Chevron, would make the whole area more convenient and attractive for business and would reduce pedestrian-induced congestion on Crown Valley. A pedestrian bridge connecting Mission Hospital tothe other side of Crown Valley would help too. | 3% | 30% | 67% |
| 392430 | 18-6-2021 20:04:39 | st7h7p | | mobile | General Comment | General Comment | Can't read selections on cell phone, no way to enlarge sentence | 97% | 2% | 1% |
| 392417 | 18-6-2021 20:12:01 | st7h7p | | mobile | General Comment | General Comment | The statements need to be completed for meto respond rationally | 24% | 72% | 4% |
| 392528 | 18-6-2021 20:14:51 | st7h7p | | mobile | General Comment | General Comment | The statements need to be completed for meto reply rationally | 27% | 70% | 3% |
| 392773 | 18-6-2021 20:52:10 | st7h7p | | mobile | General Comment | General Comment | Why can I not choose none of these. Theseare horrible choices | 100% | 0% | 0% |
| 393157 | 18-6-2021 22:41:52 | st7h7p | | web | General Comment | General Comment | where is the option to just build bigger and better roads? | 1% | 8% | 91% |
| 393159 | 18-6-2021 22:52:26 | st7h7p | | web | General Comment | General Comment | I understand you need to limit the topics,though it is interesting what you pick. | 1% | 8% | 91% |
| 392392 | 18-6-2021 23:24:48 | st7h7p | | web | General Comment | General Comment | None of those are good solutions. Delivermore roadway options. | 61% | 1% | 38% |
| 395299 | 20-6-2021 14:10:37 | st7h7p | | web | General Comment | General Comment | The choices presented are incomplete and biased | 100% | 0% | 0% |

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

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

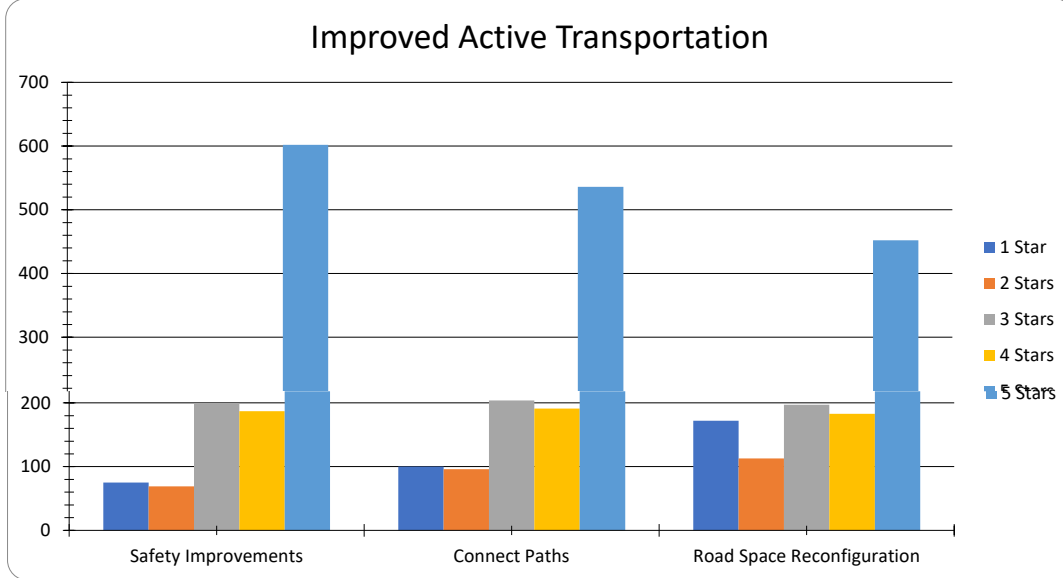
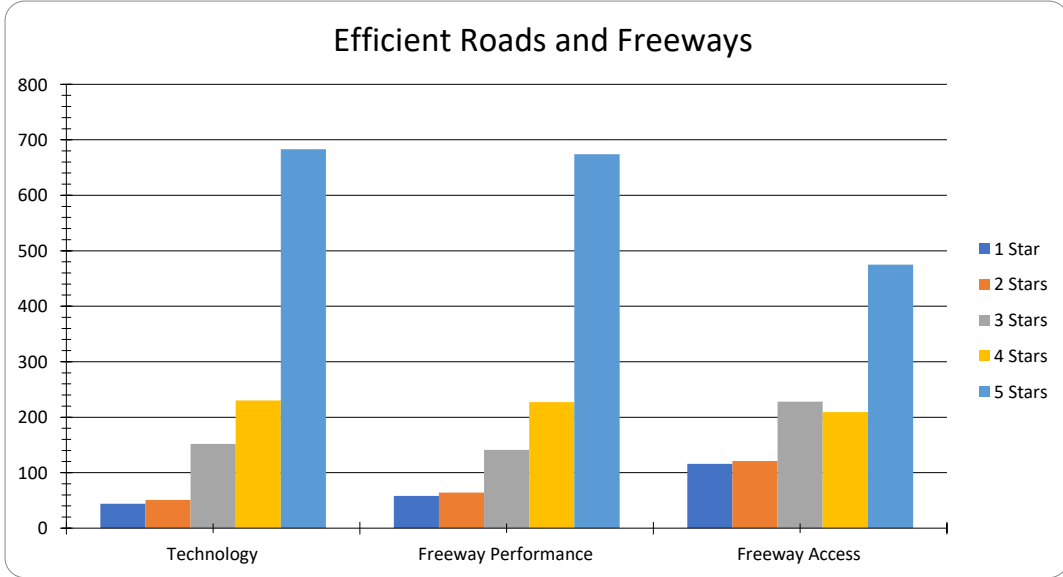
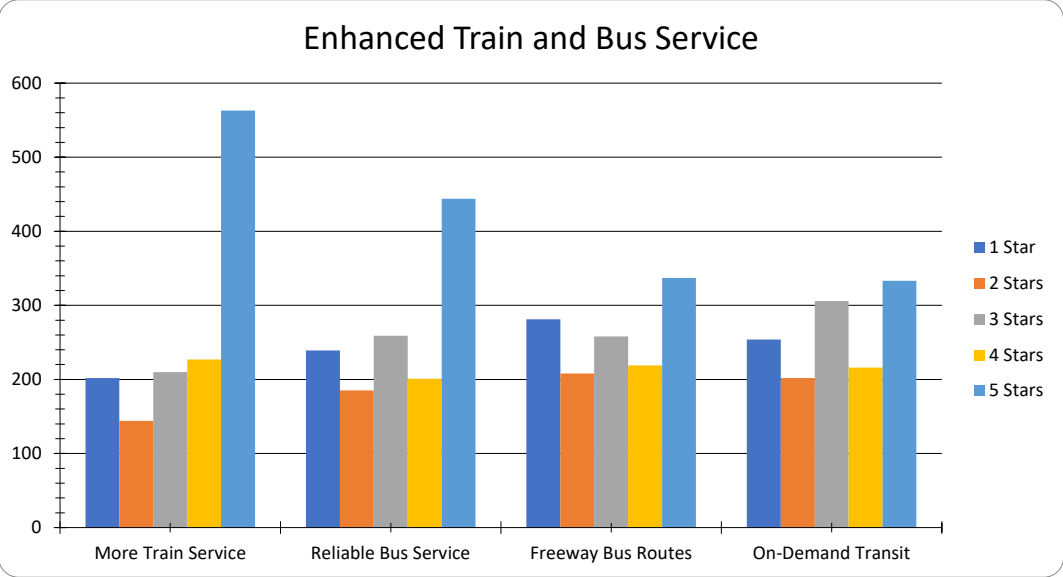
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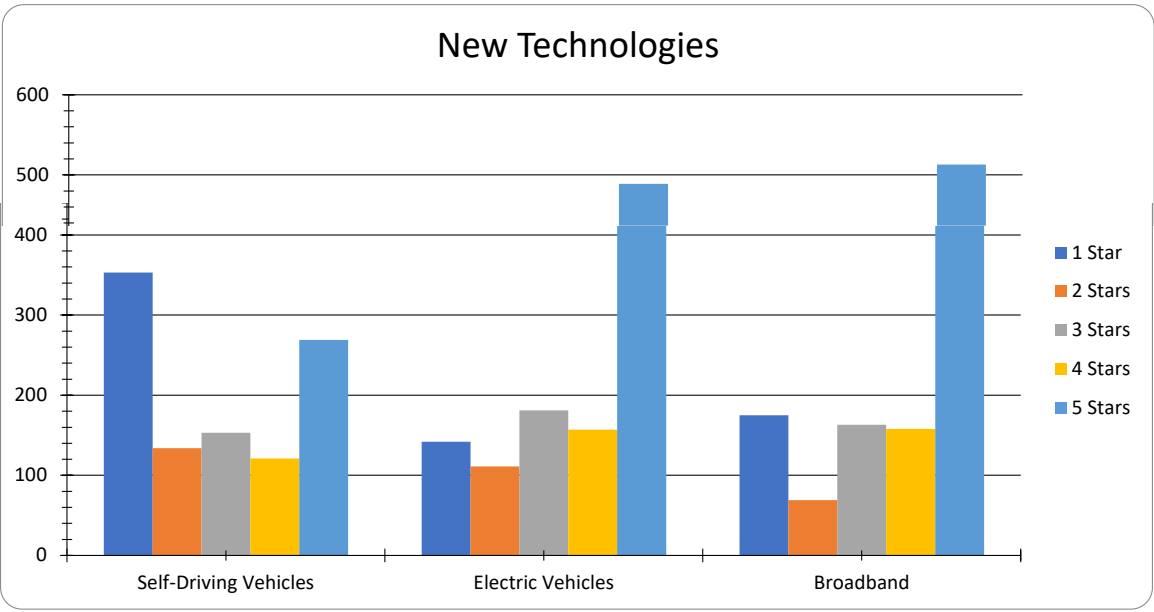
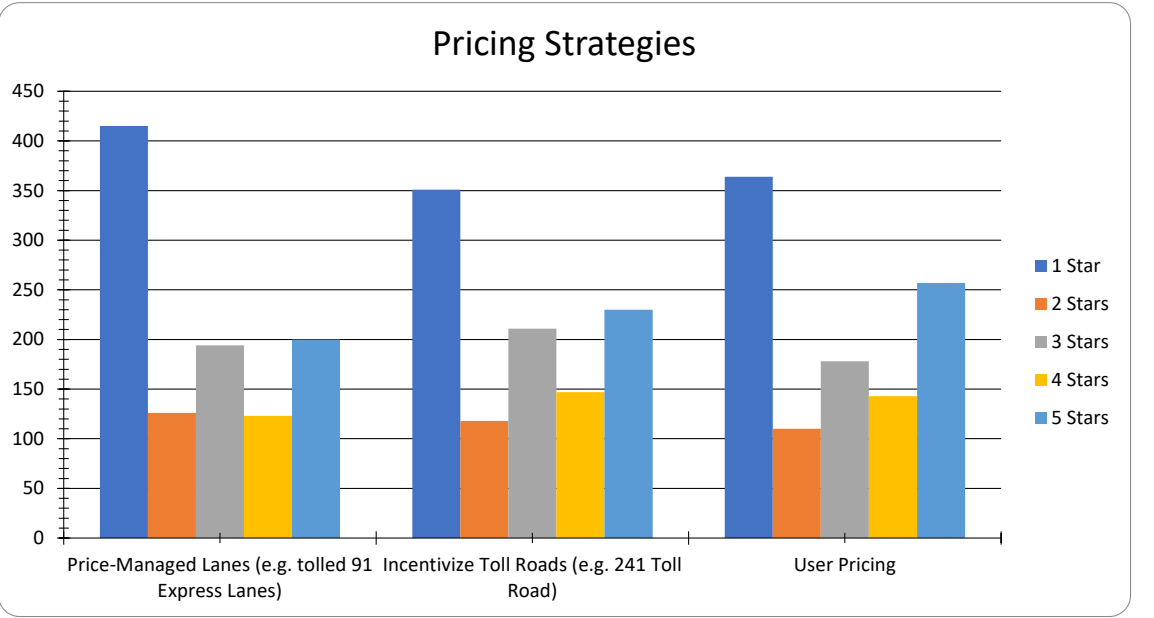
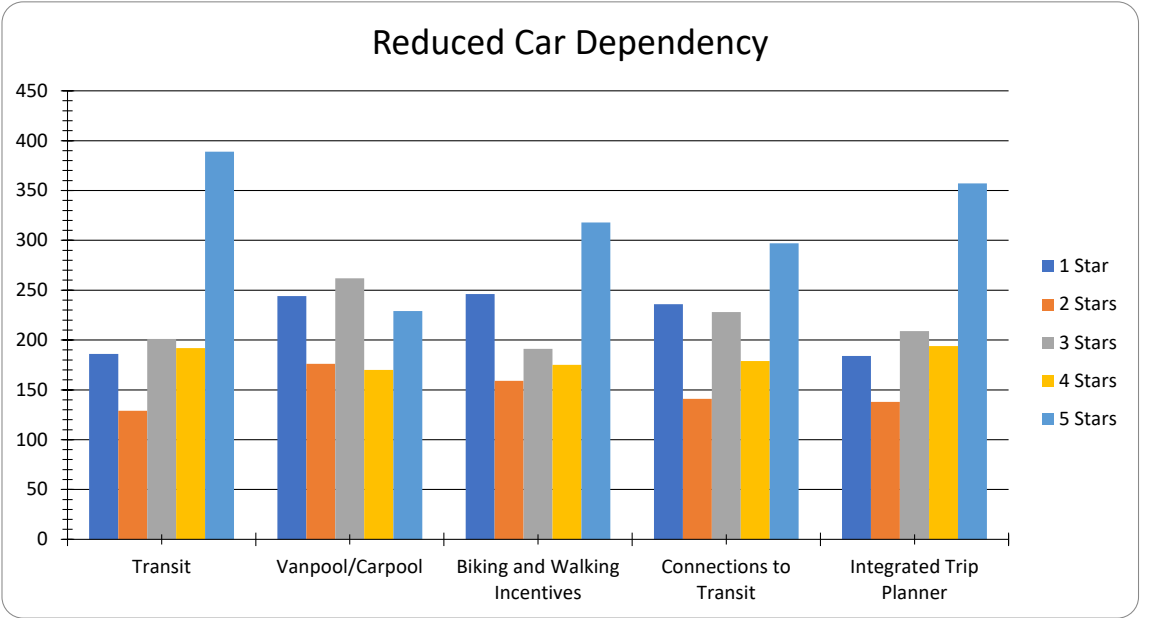
| VisitID | VisitTime | SiteVisited | Campaign | Platform | Set | Item | Comment | Negative | Neutral | Positive |
|---------|--------------------|-------------|----------|----------|-----------------|-----------------|--|----------|---------|----------|
| 383791 | 12-6-2021 14:56:26 | st7h7p | | web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

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



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

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

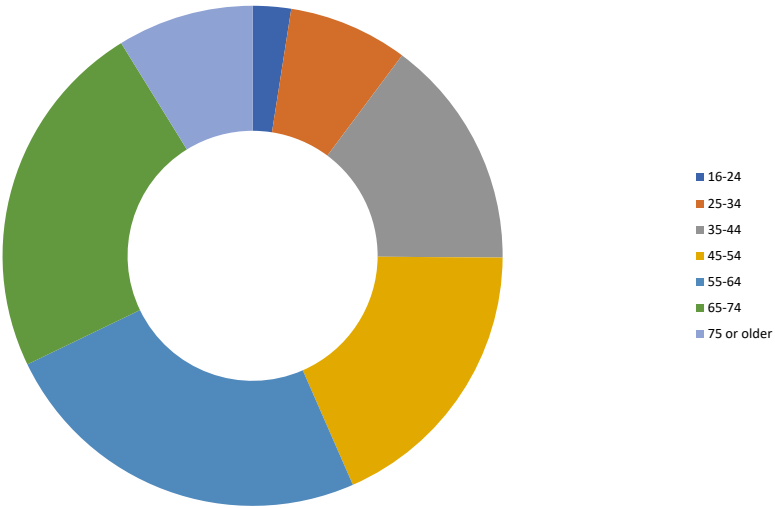


File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset.

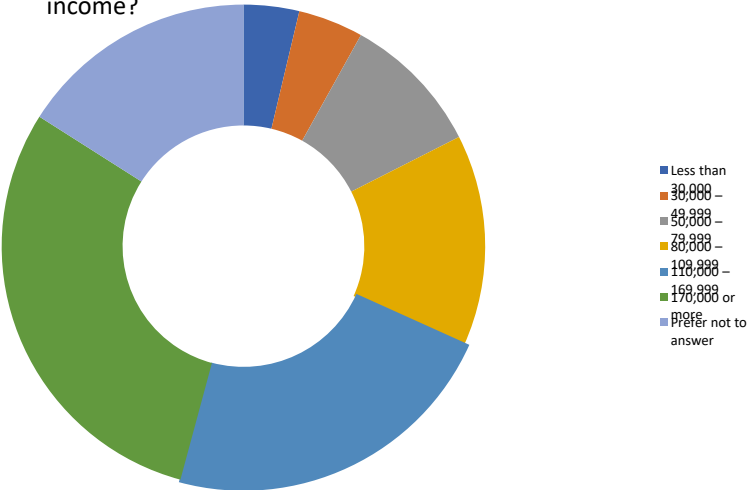
| VisitID | VisitTime | SiteVisited | Campaign | Platform | Set | Item | Comment | Negative | Neutral | Positive |
|---------|--------------------|-------------|----------|----------|-----------------|-----------------|---|----------|---------|----------|
| 383791 | 12-6-2021 15:08:24 | st7h7p | | web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

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

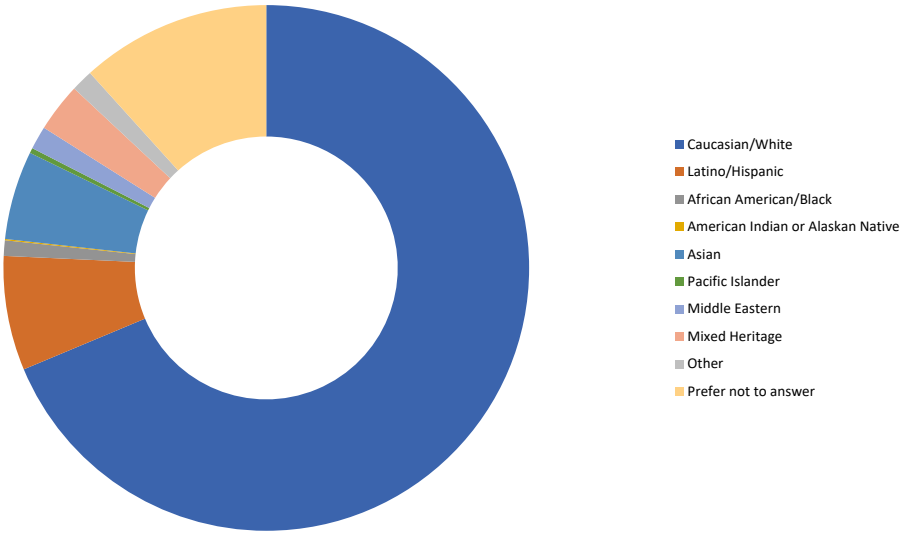
3. What is your age range?



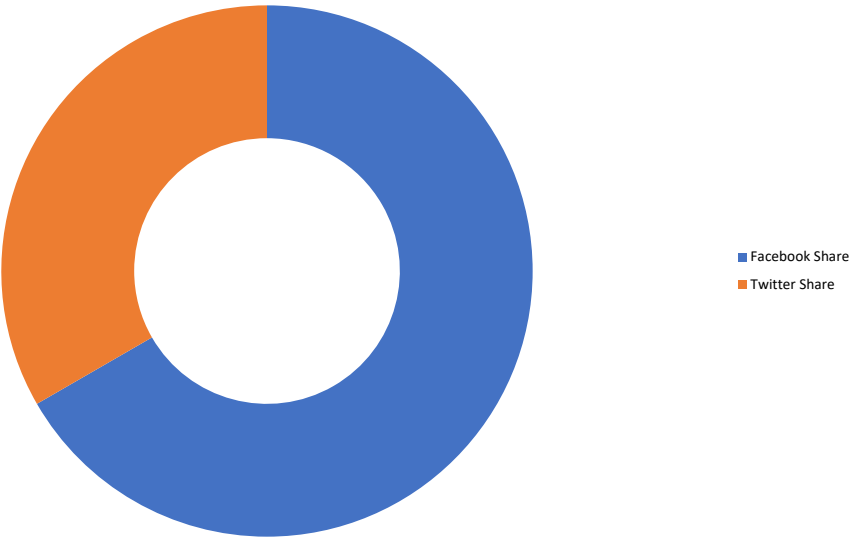
4. What is your combined annual household income?



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



Sharing



| File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset. | | | | | | | | | | |
|---|--------------------|-------------|----------|----------|-----------------|-----------------|--|----------|---------|----------|
| VisitID | VisitTime | SiteVisited | Campaign | Platform | Set | Item | Comment | Negative | Neutral | Positive |
| 393088 | 18-6-2021 22:34:35 | st7h7p | | web | General Comment | General Comment | After studying the problem of traffic congestion on del Obispo and Camino Capistrano from the freeway at Ortega, we must have a freeway southexit off ramp at Stonehill. Follow the traffic on del Obispo, it goes almost and to Dana Point. Please put in a freeway exit going South at Stonehill. Thank you. | 50% | 1% | 49% |
| 395299 | 20-6-2021 14:18:37 | st7h7p | | web | General Comment | General Comment | This is a weak and biased survey. More waste of tax payer dollars | 100% | 0% | 0% |

| File contains all data collected as of July-13-2021 06:00:00-UTC. All data reported in UTC. Click the Refresh button in Data Center to download the latest dataset. | | | | | | | | | | | |
|---|--------------------|-------------|----------|----------|---------|----------------|---------|--|--|--|--|
| VisitID | VisitTime | SiteVisited | Campaign | Platform | Set | Item | Answer | | | | |
| 393820 | 19-6-2021 07:37:56 | st7h7p | | web | Sharing | Twitter Share | Clicked | | | | |
| 393820 | 19-6-2021 07:38:40 | st7h7p | | web | Sharing | Facebook Share | Clicked | | | | |
| 429691 | 10-7-2021 19:09:24 | st7h7p | | web | Sharing | Facebook Share | Clicked | | | | |

Appendix C

Outreach Results and Analytics

Appendix C.1 Virtual Meeting Room Google Analytics

Appendix C.2 Geofencing Analytics

Appendix C.3 Telephone Townhall Raw Data

Appendix C.4 Comments Collected Matrix

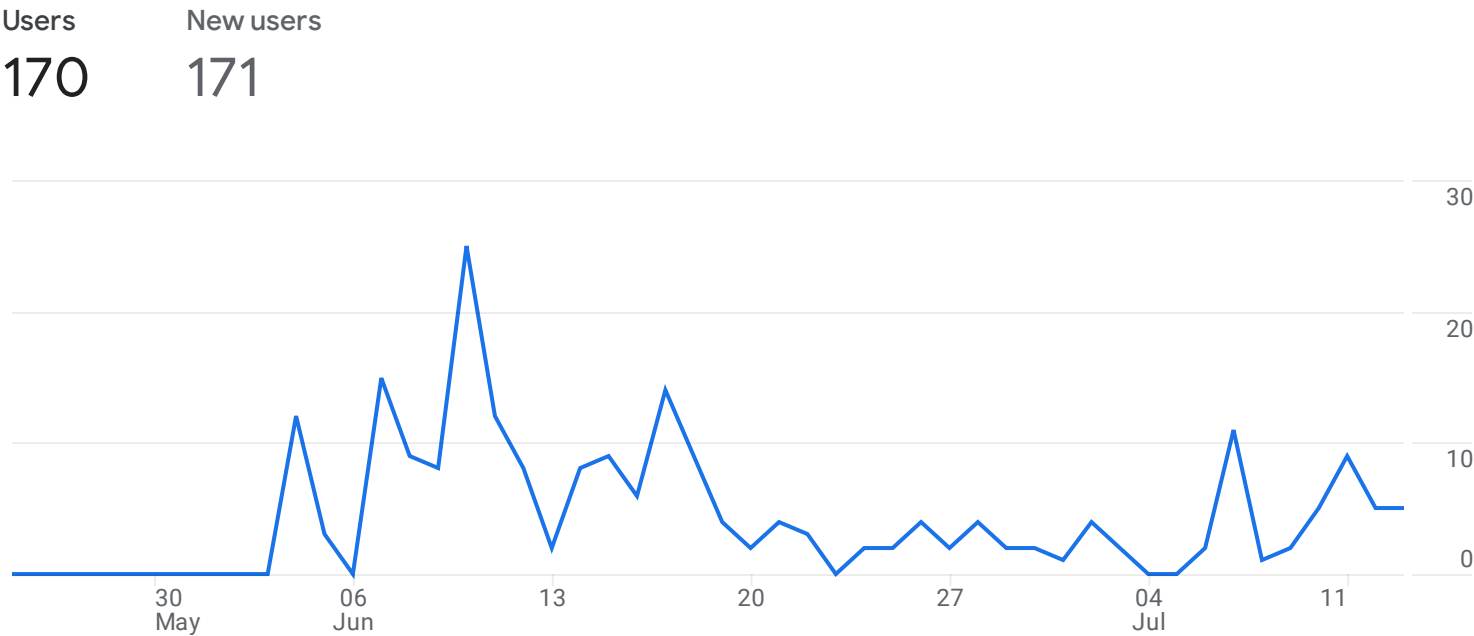
Appendix C

Appendix C.1 Virtual Meeting Room Google Analytics

Acquisition overview

Custom May 25 - Jul 13, 2021

All Users Add comparison



New users by User medium

| FIRST USER MEDIUM | NEW USERS |
|-------------------|-----------|
| referral | 89 |
| (none) | 82 |

View user acquisition

Sessions by Session medium

| SESSION MEDIUM | SESSIONS |
|----------------|----------|
| referral | 150 |
| (none) | 115 |

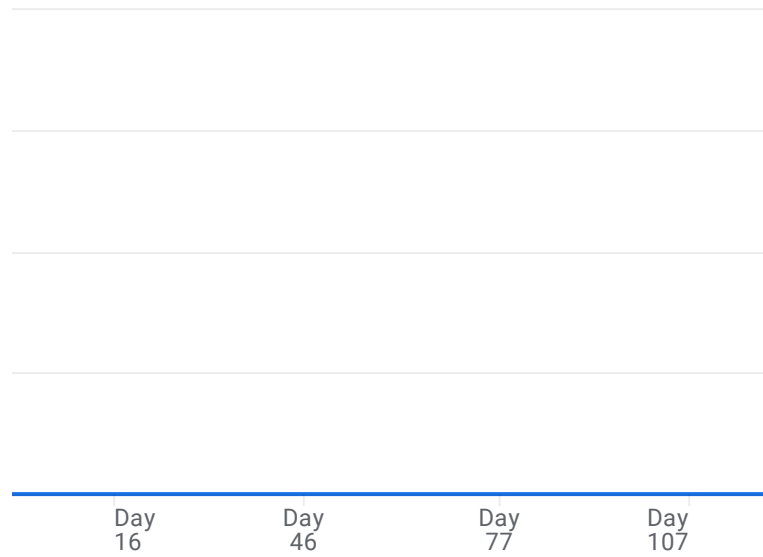
View traffic acquisition

Sessions by Session campaign

No data available

View Google Ads campaigns

Lifetime value



Last 120 days ending Jul 13

Engagement overview

Custom May 25 - Jul 13, 2021

All Users Add comparison

Average engagement time
2m 05s

Engaged sessions per user
1.2

Average engagement time per session
1m 20s



Views
2K

Event count
4.3K



Event count by Event name

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

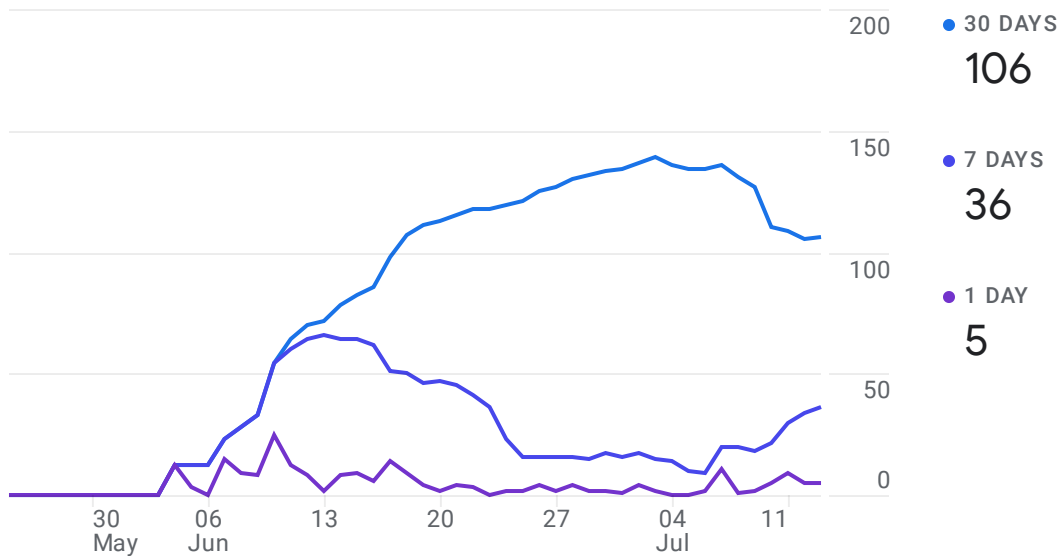
View events

Views by Page title and screen class

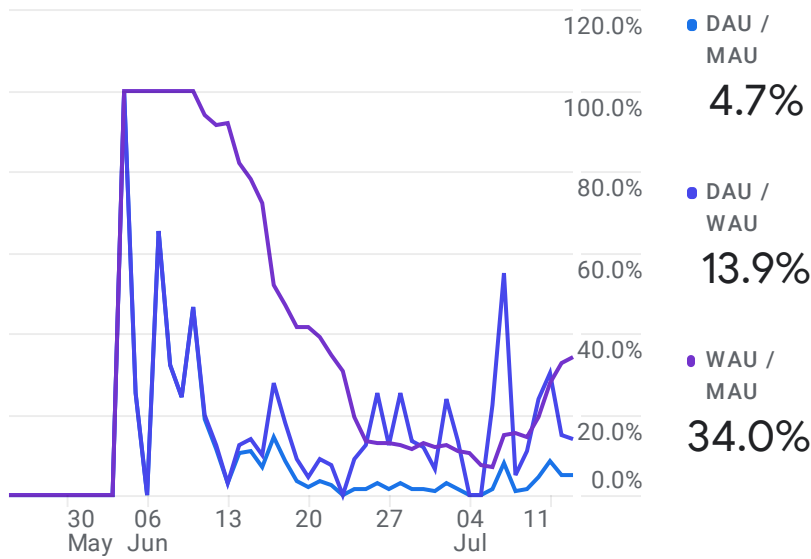
| PAGE TITLE AND SCREEN CLASS | VIEWS |
|--|-------|
| OCTA - Multimodal Transportation Study | 1.7K |
| OCTA - SOCMTS | 270 |

[View pages and screens](#) →

User activity over time



User stickiness



Appendix C

Appendix C.2 Geofencing Analytics

Static Ad Performance

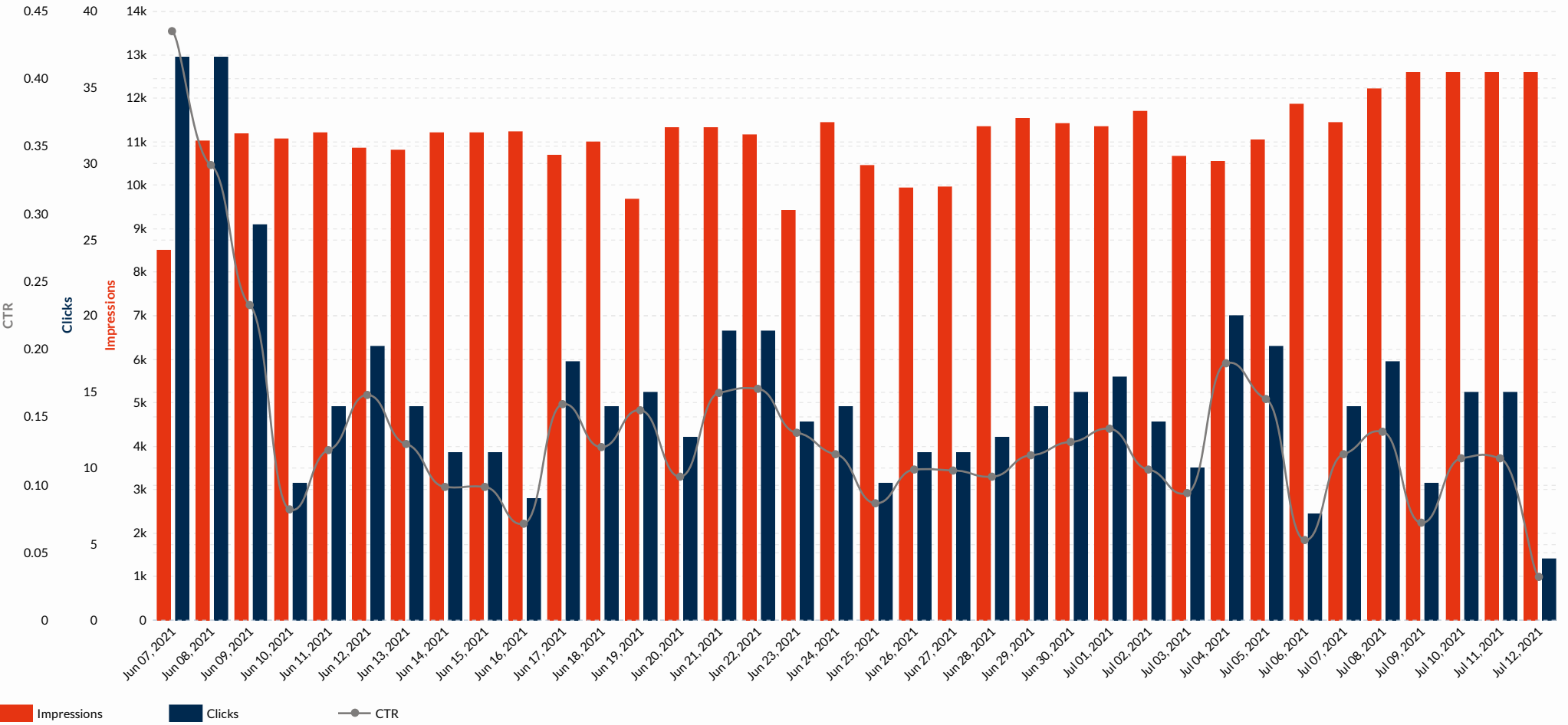


Campaign Breakdown

Grid contains more rows, but they have been clipped.

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

Overall Programmatic Trending Data



Device Breakdown

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

Android Performance

77.21K
IMPRESSIONS

113
CLICKS

0.15%
CTR

IOS Performance

322.80K
IMPRESSIONS

425
CLICKS

0.13%
CTR


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

Grid contains more rows, but they have been clipped.

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







| SUMMARY GRIDS |

Zip+4 Performance

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

Apps and Domains Where Ads Were Served

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

| Preview | Size | Impressions | Clicks | CTR | Ad | |
|--|---------|-------------|--------|-------|--|--|
| Total | | 400,009 | 538 | 0.13% | | |
|  Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070. 사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy 에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.  | 160x600 | 3,391 | 2 | 0.06% | OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_160x600.jpg | |
|   Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070 사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy 에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오. | 300x250 | 4,269 | 4 | 0.09% | OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_300x250.jpg | |
|  Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070. 사우스 오렌지 카운티에서 미래의 이동성전략을 개선하는데 도움을 주십시오! octa.net/SouthOCStudy 에서 간단한 설문에 응하셔서 좀 더 자세히 알아보시거나 (833) 711-8070으로 전화하십시오.  | 300x50 | 1,089 | 3 | 0.28% | OCTA-SOCMTS-ENG-KOREAN-Phase2-Geofencing-ver01_300x50.jpg | |



Help improve future mobility strategies in South OC!

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

사우스 오렌지 카운티에서
미래의 이동성전략을
개선하는데 도움을 주십시오!

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



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

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



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



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

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



300x600

491

2

0.41%

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

320x50

11,014

21

0.19%

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

728x90

5,993

9

0.15%

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

970x90

420

1

0.24%

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



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



160x600

7,248

4

0.06%

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

300x250

11,402

14

0.12%

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

300x50

2,085

4

0.19%

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



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

帮助改善橙县南部的未来流动性策略！

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



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



300x600

1,202

7

0.58%

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

320x50

26,240

27

0.10%

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

728x90

10,920

18

0.16%

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

970x90

903

3

0.33%

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



Help improve future mobility strategies in South OC!

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

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

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











160x600









20,858

11

0.05%

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

| | | | | |
|---|--|---------|---------|---|
|  <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!</p> <p>Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.</p>  | | | | |
|   <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!</p> <p>Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.</p> | | 300x250 | 43,861 | 34 0.08% OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_300x250.png |
|  <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!</p> <p>Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.</p>  | | 300x50 | 13,586 | 54 0.40% OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_300x50.png |
|  <p>Help improve future mobility strategies in South OC!</p> <p>Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC!</p> <p>Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.</p>  | | 320x50 | 144,593 | 180 0.12% OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_320x50.png |

| | | | | | | | |
|--|--|--|---------|--------|----|-------|--|
|  | <p>Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC! Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.</p>  | | 728x90 | 53,463 | 83 | 0.16% | OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_728x90.png |
|  | <p>Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>¡Ayude a mejorar las futuras estrategias de movilidad en el sur de OC! Realice una breve encuesta para el Estudio y obtenga más información en octa.net/SouthOCStudy o llame al (833) 711-8070.</p>  | | 970x90 | 4,509 | 2 | 0.04% | OCTA-SOCMTS-ENG-SPAN-Phase2-Geofencing-ver01_970x90.png |
|  <p>Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>Hãy giúp cải thiện các chiến lược di chuyển trong tương lai ở South OC! Tham gia một cuộc khảo sát ngắn đối với Cuộc Nghiên cứu và tìm hiểu thêm tại octa.net/SouthOCStudy hoặc gọi số (833) 711-8070.</p>  | | | | | | | OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_160x600.jpg |
|  <p>Help improve future mobility strategies in South OC! Take a short survey and learn more at octa.net/SouthOCStudy or call in at (833) 711-8070.</p> <p>Hãy giúp cải thiện các chiến lược di chuyển trong tương lai ở South OC! Tham gia một cuộc khảo sát ngắn đối với Cuộc Nghiên cứu và tìm hiểu thêm tại octa.net/SouthOCStudy hoặc gọi số (833) 711-8070.</p>  | | | 300x250 | 4,036 | 3 | 0.07% | OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_300x250.jpg |



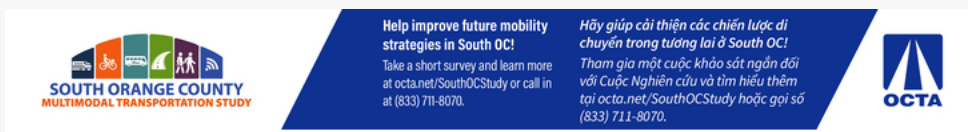
300x50 1,440 4 0.28% OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_300x50.jpg



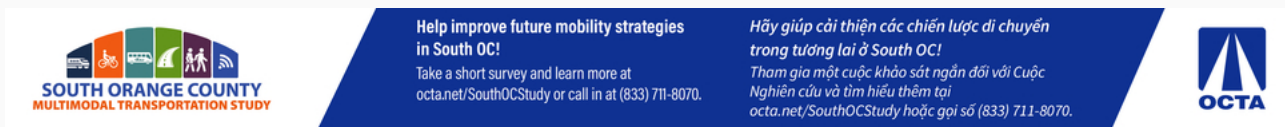
300x600 502 4 0.80% OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_300x600.jpg



320x50 12,321 18 0.15% OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_320x50.jpg



728x90 5,129 11 0.21% OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_728x90.jpg



970x90 440 2 0.45% OCTA-SOCMTS-ENG-VIET-Phase2-Geofencing-ver01_970x90.jpg

Appendix C

Appendix C.3 Telephone Townhall Raw Data

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

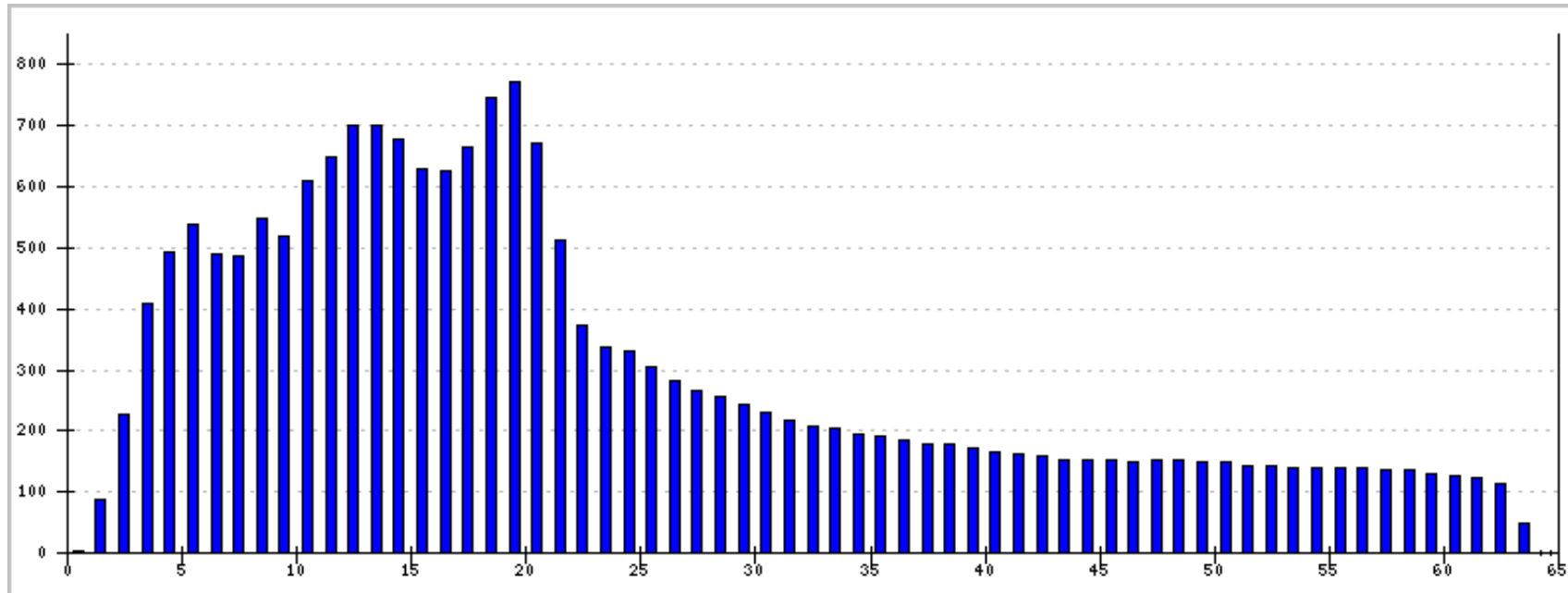
Average Acceptant Duration 3.69

MAX Number of People in Conference 797

Answered Calls

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

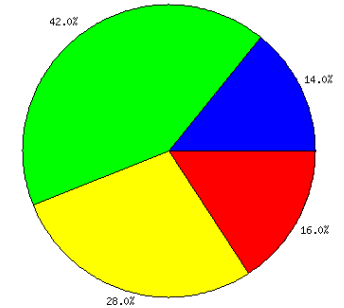
In Conference NOW / Conference Minutes



Polling Questions

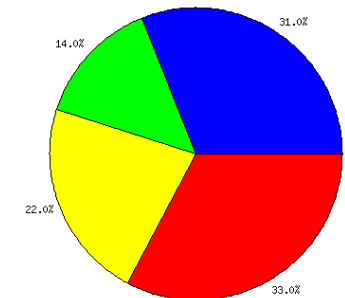
1 Which of these statements do you agree with the most?

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



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

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



Non-Connects

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

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

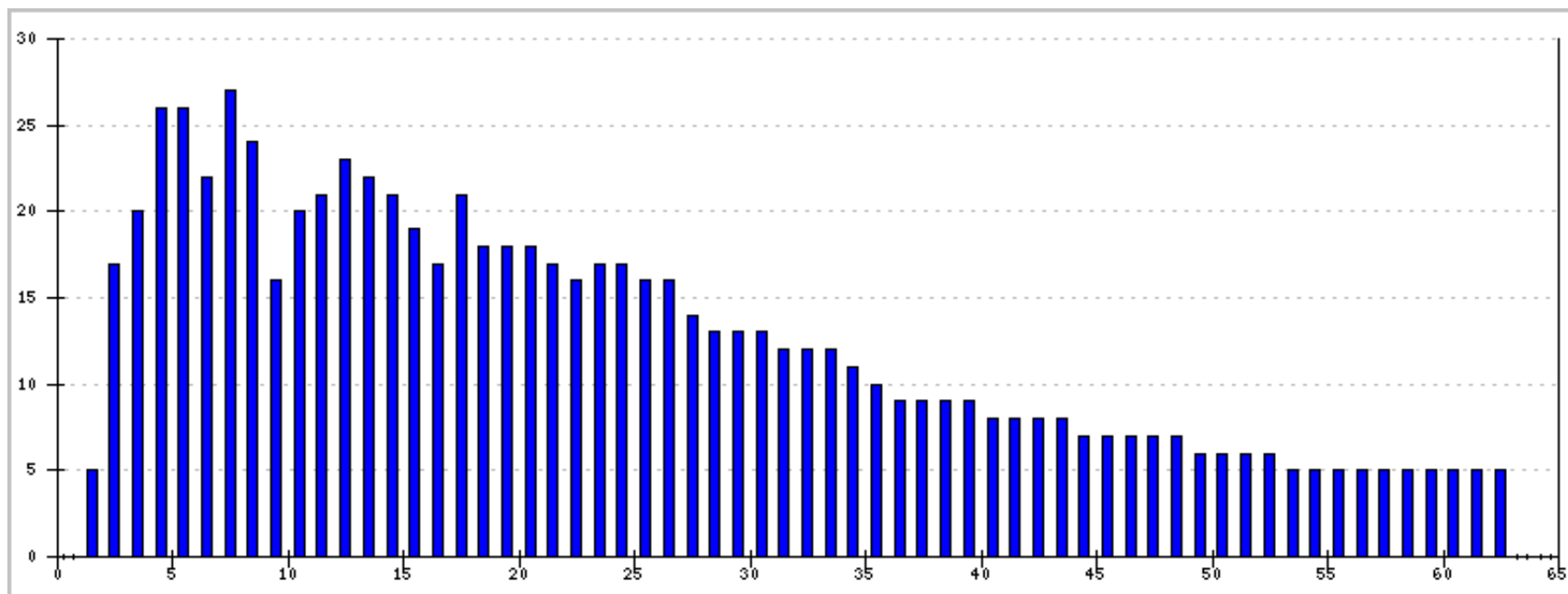
Average Acceptant Duration 6.30

MAX Number of People in Conference 37

Answered Calls

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

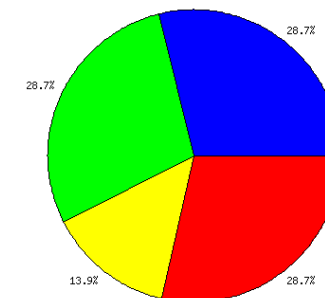
In Conference NOW / Conference Minutes



Polling Questions

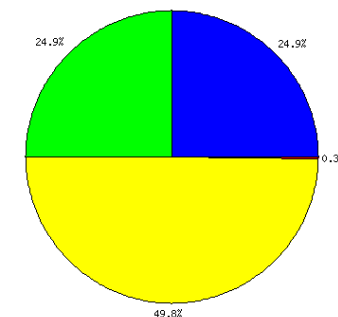
1 Which of these statements do you agree with the most?

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



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

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



Non-Connects

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

Appendix C

Appendix C.4 Comments Collected Matrix

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

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

Appendix D

Notification Materials

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

Appendix D

Appendix D.1 Stakeholder Communications Toolkit

Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE



Dear Stakeholder,

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

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

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

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

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

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

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

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

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



ADDITIONAL INSTRUCTIONS

1. Distribute electronically via email:

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

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

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

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

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

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

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

Appendix D

Appendix D.2 Study Website

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

You're Invited

SURVEY

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

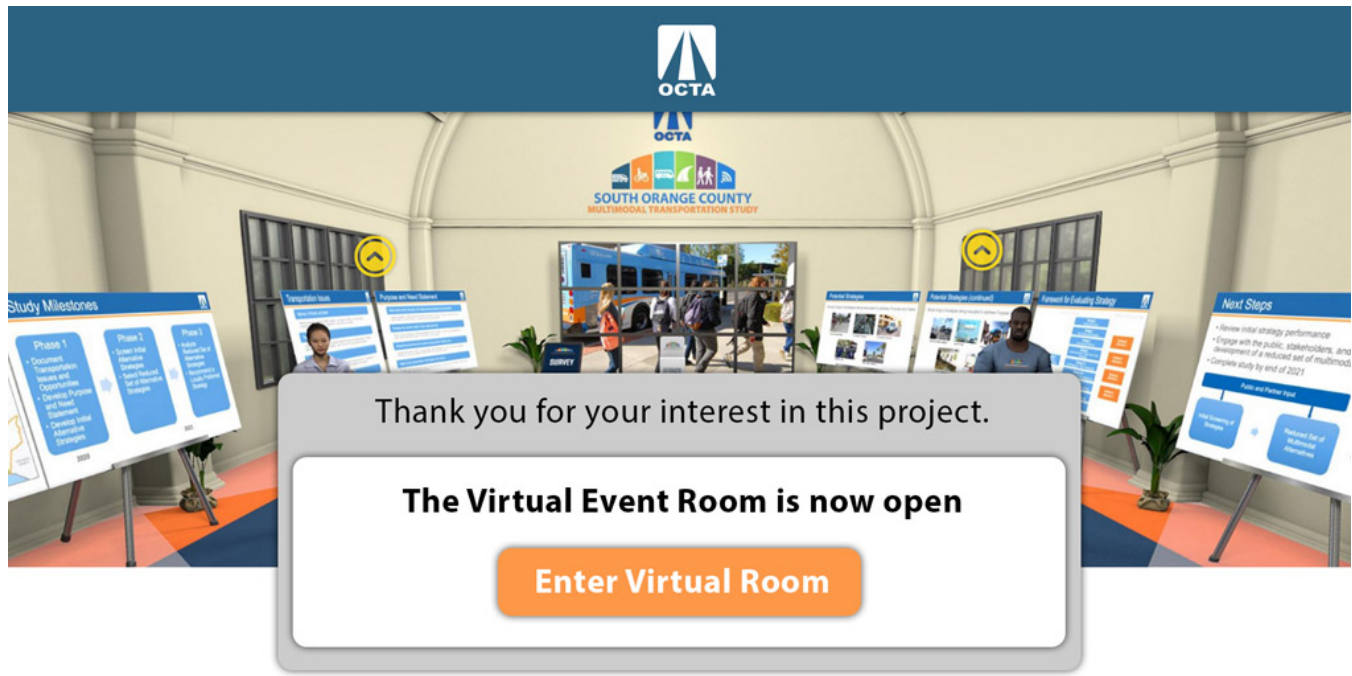
Survey Link: [SouthOCStudysurvey.com\(https://live.metroquestsurvey.com/?u=st7h7p#!/?p=web\)](https://live.metroquestsurvey.com/?u=st7h7p#!/?p=web)

Survey Phone: (833) 711-8070

Telephone Town Hall

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

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



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

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

Study objectives

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

Study area

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

Project Status

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

Study Phases:

Phase 1

- Identify issues and opportunities
- Establish goals
- Develop strategy options



Phase 2

- Analyze strategy options
- Eliminate lower performing options



Phase 3

- Further analyze remaining options
- Recommend a Locally Preferred Strategy

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

SIGN-UP FOR UPDATES AND ALERTS

GET CONNECTED

(/GETCONNECTED)

STAY CONNECTED

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



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



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



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



Orange County Transportation Authority

BUS INFORMATION

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

Appendix D

Appendix D.3 List of Organizations

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

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

Appendix D

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

Kristyn Bogda

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

Follow Up Flag: Follow up
Flag Status: Flagged

[View this email in your browser](#)



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

We Want To Hear From You!

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



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

Simulcast in Spanish.

Date: Thursday, June 17, 2021

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

Registration

URL: octa.net/TTHsignup

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



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

Survey

link: SouthOCStudysurvey.com

Survey Phone Number:

(833) 711-8070

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

Languages and Other Needs

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

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

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

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

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

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

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

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


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

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy



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

¡Queremos Saber Su Opinión!

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



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

Simulcast en español.

Fecha: Jueves, 17 de junio de 2021

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

Regístrese en: octa.net/TTHsignup

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

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

Enlace a la

Encuesta: SouthOCStudySurvey.com

Número de Teléfono de la

Encuesta:

(833) 711-8070



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

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy

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Appendix D

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

Kristyn Bogda

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

[View this email in your browser](#)



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

We Want To Hear From You!

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

Survey

link: SouthOCStudysurvey.com



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

Simulcast in Spanish.

Date: Thursday, June 17, 2021

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

Registration

URL: octa.net/TTHsignup

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



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

Survey Phone Number:
(833) 711-8070

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

Languages and Other Needs

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

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

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

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

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

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

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

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

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

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy



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

¡Queremos Saber Su Opinión!

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

Enlace a la

Encuesta: SouthOCStudysurvey.com



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

Simulcast en español.

Fecha: Jueves, 17 de junio de 2021

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

Regístrese en: octa.net/TTHsignup

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



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

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

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: (833) 711-8070

Project Site: octa.net/SouthOCStudy

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Appendix D

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

Kristyn Bogda

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

[View this email in your browser](#)

Help us plan for
SOUTH ORANGE COUNTY'S
TRANSPORTATION FUTURE



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

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



Survey

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

Survey

link: SouthOCStudySurvey.com

Survey phone number:



Virtual Meeting Room

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

(833) 711-8070

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

We look forward to hearing from you!

Marissa Espino, *Principal Community Relations Specialist*

Email: mespino@octa.net

Phone: 833.711.8070

Project Site: octa.net/SouthOCStudy

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Appendix D

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

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

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



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

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

We Want To Hear From You!

¡Queremos Saber Su Opinión!

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

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

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

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

Languages and Other Needs / Idiomas y Otras Necesidades

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

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



TELEPHONE TOWNHALL REUNIÓN PÚBLICA TELEFÓNICA

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

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



WHEN / CUANDO

Date / Fecha:

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

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

Please register by going to octa.net/TTHsignup

Regístrese en octa.net/TTHsignup

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

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



VIRTUAL MEETING ROOM / SALA DE REUNIONES VIRTUAL

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

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

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

以简体中文查看邀请, 请访问: octa.net/SouthOCStudy

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



Marissa Espino
Principal Community Relations Specialist



mespino@octa.net



833.711.8070



octa.net/SouthOCStudy

Help us plan for SOUTH ORANGE COUNTY'S TRANSPORTATION FUTURE

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



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

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



Appendix D

Appendix D.8 Live Facebook Advertisement



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



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

Appendix D

Appendix D.9 Facebook Posts

6/7/21 English Advertisement

Ad Preview



OCTA

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

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



Help us plan for
SOUTH ORANGE COUNTY'S
TRANSPORTATION FUTURE

OCTA.NET

Orange County

Over the next 25 years, the pop...

LEARN MORE



Like



Comment



Share

Performance

\$48.93 spent over 10 days.

Link Clicks



62

Reach ⓘ

4,507

Cost Per Link Click

ⓘ \$0.79

Activity

Post Engagement

78

Link Clicks

62

Landing Page Views

13

Post Reactions

11

Post Shares

4

Post Comments

1

See Less ^

Audience

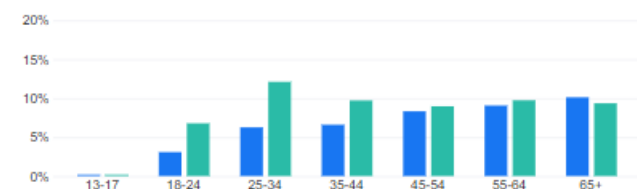
This ad reached 4,507 people in your audience.

People

Placements

Locations

43.4% Women 56.6% Men



6/8/21 Spanish Advertisement

Ad Preview



OCTA

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



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

OCTA.NET

Orange County

Over the next 25 years, the pop...

LEARN MORE



Like



Comment



Share

Performance

\$49.65 spent over 10 days.

Link Clicks



58

Reach ⓘ

4,657

Cost Per Link Click ⓘ

\$0.86

Activity

Post Engagement

93

Link Clicks

58

Post Reactions

32

Post Shares

3

Landing Page Views

1

See Less ^

Audience

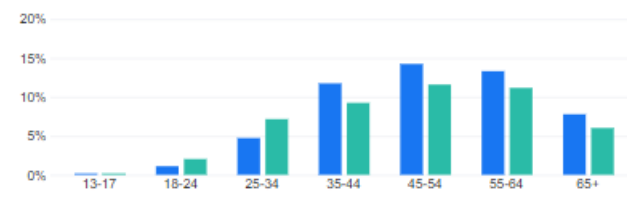
This ad reached 4,657 people in your audience.

People

Placements

Locations

52.9% Women 47.1% Men



6/8/21 Korean Advertisement

Ad Preview

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



남부 오렌지 카운티의 교통
미래를 계획할 수 있도록
저희들을 도와주세요.

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

 Like  Comment  Share

Performance

\$24.97 spent over 5 days.

Link Clicks

20

Reach

1,987

Cost Per Link Click

\$1.25

Activity

Link Clicks

20

Post Engagement

20

Landing Page Views

1

Audience

This ad reached 1,987 people in your audience.

People


Placements

Locations

39.7% Women 60.3% Men





6/8/21 Vietnamese Advertisement

**OCTA**
Sponsored · 🌐




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

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



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

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

 Like  Comment  Share

Performance
\$24.97 spent over 5 days.

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

Activity

Post Engagement
33

Link Clicks
24

Post Reactions
8

Landing Page Views
2

Post Comments
1

[See Less ^](#)

Audience
This ad reached 2,201 people in your audience.

People Placements Locations

41.9% Women 58.1% Men



| Age Group | Women (%) | Men (%) |
|-----------|-----------|---------|
| 13-17 | 0.5 | 0.5 |
| 18-24 | 1.5 | 2.5 |
| 25-34 | 3.5 | 7.5 |
| 35-44 | 4.5 | 7.5 |
| 45-54 | 7.5 | 11.5 |
| 55-64 | 12.5 | 15.5 |
| 65+ | 14.5 | 16.5 |

6/8/21 Mandarin Advertisement



OCTA

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

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



SOUTH ORANGE COUNTY

MULTIMODAL TRANSPORTATION STUDY



帮助我们为橙县南部的交通未来做好计划

OCTA.NET

Orange County

Over the next 25 years, the pop...

LEARN MORE

 Like

 Comment

 Share

Performance

\$24.99 spent over 5 days.

Link Clicks

20

Reach

1,845

Cost Per Link Click

\$1.25

Activity

Post Engagement

31

Link Clicks

20

Post Reactions

11

Landing Page Views

3

Audience

This ad reached 1,845 people in your audience.

People

Placements

Locations

48.6% Women

51.4% Men

0%

5%

10%

15%

20%

13-17

18-24

25-34

35-44

45-54

55-64

65+

6/8/21 Regular Post



OCTA

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



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

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



Help us plan for
SOUTH ORANGE COUNTY'S
TRANSPORTATION FUTURE

756

People Reached

21

Engagements

↑ +2.1x Higher
Distribution Score

[Boost Post](#)



7

1 Share



Like



Comment




Share



Comment as OCTA




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

**OCTA**

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

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


SOUTH ORANGE COUNTY
MULTIMODAL TRANSPORTATION STUDY

BLOG.OCTA.NET


South County Transportation Improvements Move Forward


285
People Reached


10
Engagements


↑ +1.2x Average
Distribution Score


Boost Post





 5

 Like

 Comment

 Share

 Comment as OCTA



6/14/21 English Advertisement

**OCTA**
Sponsored · 

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

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

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

 Like  Comment  Share

Performance

\$24.00 spent over 2 days.

Link Clicks

9

Reach

1,839

Cost Per Link Click

\$2.67

Activity

Link Clicks



Post Engagement



Audience

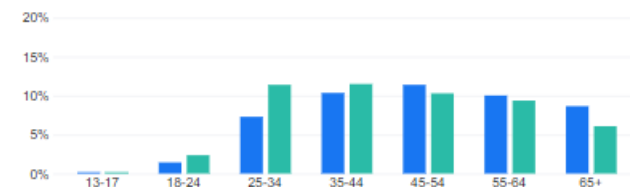
This ad reached 1,839 people in your audience.

People



Placements

Locations

49.1% Women 50.9% Men





6/14/21 Spanish Advertisement




**OCTA**
Sponsored · 

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

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

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

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

 Like  Comment  Share

Performance
\$14.00 spent over 2 days.

Link Clicks ⓘ
14

Reach ⓘ
1,169

Cost Per Link Click ⓘ
\$1.00

Activity

Post Engagement
19

Link Clicks
14

Post Reactions
3

Post Shares
2

Landing Page Views
1

[See Less ^](#)

Audience
This ad reached 1,169 people in your audience.

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

61.9% Women 38.1% Men



| Age Group | Women (%) | Men (%) |
|-----------|-----------|---------|
| 13-17 | 0.5 | 0.5 |
| 18-24 | 1.5 | 1.5 |
| 25-34 | 7.0 | 5.5 |
| 35-44 | 13.0 | 7.0 |
| 45-54 | 16.0 | 9.0 |
| 55-64 | 15.0 | 8.5 |
| 65+ | 10.0 | 5.5 |

6/14/21 Korean Advertisement

Ad Preview

[See All Previews](#)



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

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



남부 오렌지 카운티의 교통 미래를 계획할 수 있도록 저희들을 도와주세요.

OCTA.NET
OCTA

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Like



Comment



Share

Performance

\$14.00 spent over 2 days.

Link Clicks



10

Reach ⓘ

1,341

Cost Per Link Click

\$1.40

Activity

Post Engagement



Link Clicks



Landing Page Views



Post Reactions



Audience

This ad reached 1,341 people in your audience.


People Placements Locations

42.4% Women 57.6% Men



6/14/21 Vietnamese Advertisement

Ad Preview [See All Previews](#)

 **OCTA**
Sponsored · 

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

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

 **SOUTH ORANGE COUNTY**
MULTIMODAL TRANSPORTATION STUDY

 **OCTA**

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

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

[LEARN MORE](#)

 Like  Comment  Share

Performance
\$14.00 spent over 2 days.

Link Clicks ⓘ
12

Reach ⓘ
1,333

Cost Per Link Click ⓘ
\$1.17

Activity

Post Engagement **17**

Link Clicks **12**

Post Comments **3**

Post Reactions **2**

Landing Page Views **1**

[See Less ^](#)

Audience
This ad reached 1,333 people in your audience.

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

47.8% Women 52.2% Men



| Age Group | Women (%) | Men (%) |
|-----------|-----------|---------|
| 13-17 | 0.5 | 0.5 |
| 18-24 | 2.0 | 2.0 |
| 25-34 | 4.0 | 8.0 |
| 35-44 | 5.0 | 7.0 |
| 45-54 | 9.0 | 8.0 |
| 55-64 | 14.0 | 13.0 |
| 65+ | 13.0 | 13.0 |

6/14/21 Mandarin Advertisement

Ad Preview

See All Previews



OCTA

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

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



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

OCTA.NET

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 Comment

 Share

Performance

\$14.00 spent over 2 days.

Link Clicks

12

Reach

1,333

Cost Per Link Click

\$1.17

Activity

Post Engagement

17

Link Clicks

12

Post Comments

3

Post Reactions

2

Landing Page Views

1

See Less

Audience

This ad reached 1,333 people in your audience.

People

Placements

Locations

47.8% Women

52.2% Men



6/16/21 Regular Post

**OCTA**

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

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

**SOUTH ORANGE COUNTY**
MULTIMODAL TRANSPORTATION STUDY

**OCTA**

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

1,177
People Reached

13
Engagements

↑ +3.7x Higher
Distribution Score

Boost Post

 2

2 Shares

 Like

 Comment

 Share

 Comment as OCTA



7/7/21 English Advertisement

Ad Preview

[See All Previews](#)

OCTA
Sponsored ·



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

Last chance!

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



OCTA.NET
**South OC Multimodal
Transportation Study -**

[LEARN MORE](#)

Like



Comment



Share

Performance

\$19.96 spent over 5 days.

Link Clicks



20

Reach

2,263

Cost Per Link
Click

\$1.00

Activity

Post Engagement

21

Link Clicks

20

Landing Page Views

5

Post Reactions

1

Audience

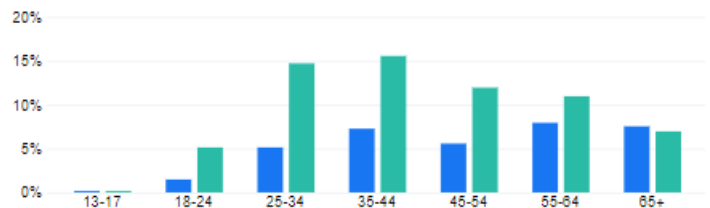
This ad reached 2,263 people in your audience.

People

Placements

Locations

34.8% Women 65.2% Men



7/7/21 Spanish Advertisement

Ad Preview

[See All Previews](#)**OCTA**

Sponsored ·



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

¡La última oportunidad!

Realice nuestra encuesta en
SouthOCStudySurvey.com
o llame al 833-711-8070.



OCTA.NET
South OC Multimodal
Transportation Study -

[LEARN MORE](#)

Like



Comment



Share

Performance

\$19.98 spent over 5 days.

Link Clicks

**36**

Reach

2,083Cost Per Link
Click **\$0.56**

Activity

Post Engagement

42

Link Clicks

36

Post Reactions

6

Landing Page Views

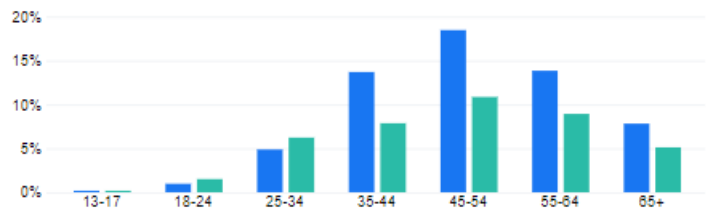
4

Audience

This ad reached 2,083 people in your audience.

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

59.6% Women 40.4% Men



7/7/21 Korean Advertisement

Ad Preview

[See All Previews](#)**OCTA**

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...

마지막 기회! 이번 월요일은 사우스 오렌지 카운티 복합 교통수단 연구 설문 조사에 응하고 가상 회의의 룬을 나갈 수 있는 마지막 날입니다! 이 연구에 대해 더 자세히 알아보고 지역 거리, 대중 교통수단, 프리웨이 및 자전거 도로의 향후 개선 사항을 파악하는 데 도움이 될 이동성 전략에 대한 여러분의 의견을 주시기 바랍니다.

octa.net/SouthOCStudy을 방문하시거나 (833) 711-8070으로 전화하십시오.

마지막 기회!

SouthOCStudySurvey.com

에서 설문 조사에 응해

주시거나 833-711-8070

으로 전화하십시오.



OCTA.NET
South OC Multimodal
Transportation Study -

[LEARN MORE](#)

Like



Comment



Share

Performance

\$14.98 spent over 5 days.

Link Clicks

i

17

Reach i

1,666Cost Per Link
Click**\$0.88**

Activity

Post Engagement

18

Link Clicks

17

Landing Page Views

4

Post Reactions

1

Audience

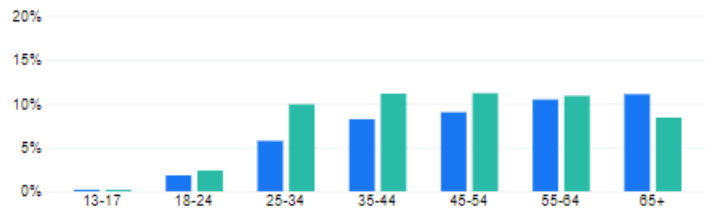
This ad reached 1,666 people in your audience.

People

Placements

Locations

46.2% Women 53.8% Men



7/7/21 Vietnamese Advertisement

Ad Preview

[See All Previews](#)



OCTA

Sponsored ·



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

Cơ hội cuối cùng!

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



OCTA.NET

South OC Multimodal Transportation Study -

LEARN MORE



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Share

Performance

\$14.98 spent over 5 days.

Link Clicks



17

Reach



1,612

Cost Per Link Click

\$0.88

Activity

Post Engagement

21

Link Clicks

17

Landing Page Views

5

Post Reactions

3

Post Comments

1

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Audience

This ad reached 1,612 people in your audience.

People

Placements

Locations


46.7% Women 53.3% Men



7/7/21 Mandarin Advertisement

Ad Preview

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OCTA
Sponsored · 🌐

...

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

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




OCTA.NET
South OC Multimodal
Transportation Study -

LEARN MORE


 Like  Comment  Share

Performance


\$14.99 spent over 5 days.

Link Clicks 

21

Reach 

1,448

Cost Per Link Click 

\$0.71

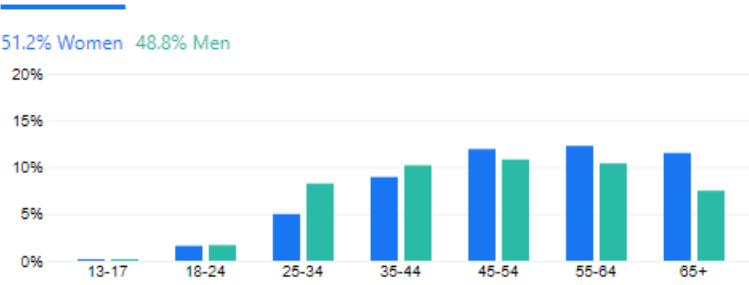
Activity



Audience

This ad reached 1,448 people in your audience.

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



7/7/21 Regular Post



OCTA

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



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

Last chance!

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



Reach More People With This Post



You could reach up to 781 people daily by boosting your post for \$35.

316

People Reached

18

Engagements

↓ -1.0x Average

Distribution Score

Boost Post

6

2 Shares

Like

Comment

Share

Appendix D

Appendix D.10 Twitter Posts

6/7/21 Twitter Post



OCTA @goOCTA · Jun 7

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

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



6/10/21 Twitter Post

OCTA Retweeted



OCTA Media Team @OCTAnews · Jun 10

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



6/14/21 Twitter Post



6/16/21 Twitter Post



7/7/21 Twitter Post



OCTA @goOCTA · Jul 7

...

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

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



1



3



Appendix D

Appendix D.11 News Release

Marissa Espino

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

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

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

To: All OCTA <aocta@octa.net>

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



FOR MORE INFORMATION:

Eric Carpenter (714) 560-5697
Megan Abba (714) 560-5671

FOR IMMEDIATE RELEASE:

June 10, 2021

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

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

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

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

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

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

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

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

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

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

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

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

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

#

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

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Appendix D

Appendix D.12 Study Blog Article

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

June 10, 2021

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

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

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

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

Appendix D

Appendix D.13 On the Move Article



SOUTH ORANGE COUNTY

M**Y**

Help Plan South Orange County's Transportation Future

Thursday, June 3, 2021



Share



Tweet



Share

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

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

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

Telephone Townhall

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

Virtual Meeting Room

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

Survey

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