



# Upcoming Planning Studies

Citizens Advisory Committee Meeting

7/18/2023

# Orange County Transportation Demand Management (OCTDM)

# What is TDM?

- Transportation Demand Management (TDM) aims to **manage limited resources** – road space, public right of way – **in an efficient, sustainable, and equitable way**



# Examples of TDM



## Site-Based Infrastructure

- End of trip (bicycle) facilities
- Information kiosks
- Real-time displays
- On-site affordable housing
- Wayfinding
- Showers and/or lockers



## Services/ Programming

- Rideshare (carpool/vanpool)
- On-site bikeshare
- Shuttle service
- Car-share
- On-site childcare



## Policy/Plan

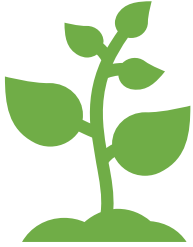
- Dynamic parking pricing
- Curbside management
- Restricted vehicle access zones
- Road pricing
- Complete streets policies
- Developer contributions



## Promotion/Incentives

- Commute travel allowances
- Subsidized transit passes
- Try Transit event
- Parking cash-out
- Awards/recognition programs

# What are the benefits of TDM?



Improve air quality



Reduce congestion



Support healthier  
and happier travel



Attract a wider, more  
diverse talent pool



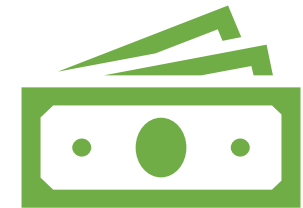
Potential to better  
utilize vehicle  
parking



Activate streets and  
local business  
districts



Potential to reduce  
transportation  
inequities



Enhance access to  
affordable  
transportation options



# Project Overview

- The plan will result in a TDM strategy for Orange County, which supports reduction in SOV trips and expands access to non-SOV travel options
- Creates a roadmap & toolbox with capital, programmatic and policy-based solutions that bridge local and regional needs
- Identifies strategies which compliment and increase transit ridership
- Creates positive outcomes related to economic vitality, congestion relief, air quality & health, and equity.

# Project Schedule - Summary

Activity/Task	Completion Date
Needs Assessment	Fall 2023
Public Outreach (Phase 1)	August – September 2023
TDM Strategies and Analysis	Spring 2024
Public Outreach (Phase 2)	Summer/Fall 2024
Action Plan	Summer 2024
Final Plan	November 2024

# 2024 OC Transit Vision



# Project Overview

- OC Transit Vision, 30-year plan to improve transit services in the county
- Builds upon the 2018 OC Transit Vision
  - Incorporate Making Better Connections Study (2022)
  - Update ridership trends and travel patterns since the pandemic
  - Review 2018 transit opportunity corridors with possible revisions to recommendations
  - Explore emerging transit technologies and travel modes
  - Revise funding sources and opportunities



# Project Overview (continued)

- Establishes vision, goals, framework for future transit investments
- Identifies corridors for investment in high-quality transit
- Transit-related recommendations
  - Fixed-route bus
  - Paratransit
  - Microtransit
  - First/Last Mile: bike, ped, micromobility, mobility hubs
- Policy guidance to cities, developers, and other stakeholders



# Project Schedule - Summary

Activity/Task	Completion Date
Goals and Objectives	Fall 2023
Public Outreach	Fall 2023
Corridors and Fixed Route Recs	Winter 2023
Other Transit Modes Recs (paratransit, microtransit, first/last mile)	Early 2024
Transit Supportive Design/Policies Recs	Spring 2024
Public Outreach	Spring/Summer 2024
Final Report	November 2024

# Public Outreach for Both Studies

- Multilingual surveys
- Stakeholder outreach
- Pop-ups
- Webinars
- Digital Media
- Mailers
- Diversity Outreach

