ORANGE COUNTY
Mobility Hubs Study
Customizing Mobility for Local Communities

Community Engagement Summary Report

May 2022

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EXECUTIVE SUMMARY

The Orange County Transportation Authority (OCTA) is studying mobility hubs as a potential strategy for bringing together various mobility services, amenities and technologies all in one place to connect travelers more conveniently to their destinations. Mobility hubs improve connectivity and convenience by allowing people to switch between transportation services, including bus, bike and e-scooters, ridesharing, and rail.

Building upon OCTA's 2018 OC Transit Vision (Transit Master Plan), which identified the need for easier connections to transit routes, improvements to walking and biking access, as well as park-and-rides, the OC Mobility Hubs Study (study) sought to explore how mobility hubs might benefit Orange County residents and visitors, determine how they could be planned and designed, and identify a potential network of locations. This strategy serves as an opportunity to improve connectivity and increase sustainable transportation options throughout the County while addressing traffic congestion and pollution caused by vehicle emissions.

General Approach

The study's community outreach campaign aimed to engage the public, build general awareness, and facilitate community input on the evolving strategy. Arellano Associates, as the lead outreach consultant, developed a public notification plan with the goal of engaging the community through various methods, including print and electronic media and notifications to promote the virtual community meeting. Electronic and virtual methods of engagement are conducted with consideration for public safety and with current COVID-19 health restrictions in mind.

Branding was also developed and used in all outreach notifications and materials, including the study website, collateral and display materials and notifications.

Diversity Outreach

Outreach tactics were implemented in an effort to reach and involve the County's diverse and hard-to-reach communities to encourage meaningful engagement with all people regardless of ethnicity or socioeconomic background in alignment with OCTA's Diversity, Equity and Inclusion goals. Spanish and Vietnamese language fact sheets were developed to share information during the study's outreach campaign. English-Spanish interpretation was also provided during the virtual community meeting to facilitate greater participation and understanding. Additional language formats and special accommodations were further made available in notice upon request, 72-hours in advance of the meeting time.

Spanish and Vietnamese advertisements were placed in print newspaper ads as well as online Facebook ads. An MMS/SMS texting campaign with translated graphics was used to promote the virtual meeting. A bilingual (English and Spanish), electronic communication toolkit was also developed for the study and distributed to all 34 Orange County cities, key stakeholders and OCTA's Citizens Advisory Committee (CAC), Accessible Transit Advisory Committee (ATAC) and Diverse Community Leaders (DCL) group; a Vietnamese toolkit was available upon request. Lastly, Community Leader Roundtables and Key Stakeholder Roundtables were assembled and comprised of a diverse range of stakeholders representing various agencies, transportation interests, community organizations, business and residential interests, and others from around Orange County to help ensure representative participation in the development of the mobility hub strategy.

Collaborative Project Outreach

A second OCTA study, the reoccurring Long Range Transportation Plan (LRTP), was also conducted in the fall of 2021 with complementary outreach milestones and overlapping notification campaigns to that of this study. As another County-wide initiative supported by the same public outreach firm, Arellano Associates, OCTA decided for both studies to collaborate on several community engagement initiatives. Two key milestones were at the center of this outreach cooperation, a community engagement survey and Community Leaders Roundtable meetings, in addition to packaged promotion through a mix of other outreach efforts.

i.   Community Survey

An additional component of this outreach program was the inclusion of mobility hub questions in OCTA's LRTP survey. Several questions were added to gather input on potential amenities and services to be included, to determine future locations of mobility hubs, and to explore what may encourage future use and success of mobility hubs. Survey research utilized a nonprobability sample; the results of this survey cannot be considered representative of the total population of interest.

Considering continued health restrictions related to COVID-19 and to increase participation, the survey was developed using two survey platforms. The primary survey method was Typeform, a web-based platform that was issued in English, Spanish and Vietnamese to engage interested parties and gather valuable feedback on the study. The second platform used was a print version of the survey, prepared in each of the three languages. The print version was designed to include pre-paid postage to increase survey participation from disadvantaged communities. This version of the survey was available upon request by phone using the LRTP project helpline and offered as a choice to participating parties during community events.

The survey was available to the public from September 28 to October 31, 2021. A total of 1,825 surveys were collected (1,781 English, 43 Spanish, and 1 Vietnamese). See section IV for an overview of the LRTP survey's mobility hub findings.

ii.   Community Leader Roundtable Overview

A roundtable meeting series was organized and held to promote active OCTA studies to a broad range of key stakeholder groups. These Community Leader Roundtables included a separate presentation, polling and discussion from each of the two study teams, and while they both occurred after the community meeting, they did promote both studies and requested leader support in spreading the LRTP survey on behalf of both study's greater objectives. Outreach for these meetings is detailed in the section V.B, below.

iii.   Additional Collaborative Actions

In addition to the key milestones above, OCTA maximized its outreach by combining several resource tools for the two active studies, specifically the projects shared a database as well as meeting and comment logs, which could be sorted for each project's unique contacts, input and engagement. Notifications were also cooperatively prepared and distributed to promote both study meetings and the LRTP survey, including newspaper advertisements and an opt-in eblast contact form, which also gathered sign-ups for eblast and texting notification campaigns. Each project team also referenced the other active project during their respective community webinar to showcase the complementary efforts of the other study team. Lastly, the LRTP survey continued to run beyond this study's community webinar. However, several LRTP community and pop-up events (section V.E) were scheduled to promote the survey, also benefiting a better understanding of the mobility hub needs and wants of the public.

See the Directions 2045 LRTP Survey Infographic in Appendix A for more information on the survey results.

I.   SURVEY KEY FINDINGS

As part of the LRTP survey, four (4) questions were added to inform the study team of community preferences and insights toward the development of future mobility hubs. Findings were used to guide and enhance the team's understanding of the community's level of interest and need. The following are the results of survey questions relevant to this study. Findings of the complete LRTP survey have been published in a separate report, the Long Range Transportation Plan Survey Analysis Report (2022) and can be found on the LRTP webpage here.

Table 1: Key Mobility Hub Findings

Survey Question	#1 Choice	#2 Choice
Which two services would you like offered at Mobility Hubs? (Select Top Two)	On-demand shuttle services (OCFlex) 65%	Rideshare (Uber/ Lyft) 40%
Where should Mobility Hubs be placed in Orange County? (Select Top Two)	At major visitor destinations (amusement parks, shopping malls, beaches, etc.) 48%	At rail stations/ stops 37%
How important are the following amenities/services for you at Mobility Hubs? (5 is very important)	Security features (cameras, lighting, etc.) 4.7 rank	Bathrooms 4.5 rank
What would encourage you to use Mobility Hubs? Is there anything else you would like to share about Mobility Hubs?	Common Themes (order of frequency)	#1. Accessibility #2. Safety #3. Bus #4. Location within the community #5. Amenities

A. Infographic

A multi-page infographic was prepared to visually highlight the online LRTP and OC Mobility Hubs Study's survey results and to spotlight the outreach efforts used to engage the public. The infographic was distributed to all contacts in the LRTP stakeholder database, including survey participants in a thank you e-

Which two services would you like offered at Mobility Hubs?

Delivery/parcel lockers 13%
Other 3%
30% Bike/e-bike share
15% E-scooter share
66% On-demand shuttle services (OC Flex)
40% Rideshare (Uber/Lyft)
33% Carsharing (Zipcar, Getaround)

blast following the close of the survey. These graphic results have been posted to both, the Mobility Hubs and LRTP webpages for interested parties to view, share or download.

II. VIRTUAL COMMUNITY MEETING

One (1) community meeting was organized and held during this initial study. To broaden the meeting's reach and avoid safety concerns due to the ongoing COVID-19 pandemic, the Zoom virtual meeting platform was selected to host the meeting. The live, public webinar was held on the evening of Thursday, October 7, 2021. This one-hour meeting

was comprised of a PowerPoint presentation, interactive polling to spark participant interest and input and finished with a question-and-answer session, led by the OCTA study team. The webinar was presented early in the evening to provide the greatest opportunity for public participation to those that would have finished their workday.

The goals of the virtual community meeting were to:

- build awareness for the potential application of mobility hubs in the County,
- define the dynamic structure and adaptability of the mobility hub concept and services,
- provide background and overview of the study goals and objectives,
- engage with local stakeholders and interested parties for future local mobility hub initiatives, and
- provide an opportunity for public feedback to inform the evolving strategy.

Through the presentation and Zoom Chat feature, the team shared study resources and contacts to aid future public involvement.

Diverse meeting involvement was a central concern when organizing webinar logistics and preparing notifications. For this reason, the webinar offered a call-in phone number for those without internet access and did not require registration to prevent additional steps for those that wished to attend. The meeting was also simulcast with live-Spanish interpretation as well as offering Closed Captioning service to provide greater access and increased active participation from those with language or auditory disadvantages. Additional language service and accommodations were offered through meeting notifications with 72-hour advanced notice, whenever possible, to help ensure that no one was left out of the process. A unique URL (mobilityhubs-meeting.com) was created to easily inform interested parties about how to access the meeting and to provide a memorable name for the public to share by word-of-mouth. Lastly, the presentation was recorded and posted to the study website within days following the meeting allowing interested parties to view the webinar if they had not been able to attend on the day. The presentation was also posted for those that wished to download or share the presentation with others.

A short overview of the webinar can be found in the table below. Reference Appendix B for a copy of the presentation and a detailed summary of the webinar highlights, process, polling response and review of comments.

Table 2: Live Public Webinar

Date	Time	Format	Public Attendees	Questions / Comments	
				Written	Oral
10/07/21	5:30 – 6:30 p.m.	Zoom Webinar	45	18	4

III. RESOURCES & TOOLS

The study team employed a variety of information resources, including the development of a stakeholder database, documentation logs, website, and collateral resources in addition to numerous tools and methods to communicate study messaging and engagements. The following section provides a review of these resources and tools, detailing how each was used for this mobility hubs study.

A. Stakeholder Database

A master contact database was comprised at the launch of the study and served as the official stakeholder list. The list included local businesses, business associations, social interest groups, local agencies, transportation agencies, academic institutions, community and healthcare organizations, as well interested parties and others. The study database has been continuously updated and maintained to include new contacts received from outreach efforts, serving as the foundation for contact engagement. The list was also used to develop, track and maintain participation in meetings, surveys and specific notifications. Of the 3,805 active contacts in the database, a total of 1,937 interested parties have been added since engagement began. It also includes 3,264 unique email contacts and 1,394 text contacts, which will serve as a critical source of engagement for future mobility hub projects in the next steps of the OC mobility hub strategy.

B. Comment Log & Issues Matrix

A Comment Log and Issues Matrix was created and maintained during the study process to swerve both, the Mobility Hubs and LRTP, studies. The log organized comments and inquiries received by key meetings, social media, phone or email and archived them by source, type of stakeholder, date and category of statement. The log was also used to facilitate and log team responses when needed. A detail of comments can be seen in Appendix C. New stakeholders and contact information gathered from public comments were added to the stakeholder database when provided.

C.   Webpage

Early in the project, OCTA established a website to serve as the study's central information resource. The webpage contains an overview of the study, its schedule, and links to study-related content, including project fact sheets. The website received frequent updates to ensure the latest study news as well as links to post-meeting recordings and presentations, were available to interested visitors. It also offers visitors a fillable form allowing interested parties to sign-up to receive study updates and/or submit a comment. Screen images of the website can be found in Appendix D. Since its launch, the OC Mobility Hubs webpage has been viewed 1,490 times by 1,207 unique viewers.

D. Fact Sheet

A two-sided fact sheet was prepared that included a study overview, concept definition, background, outline of proposed objectives as well as a schedule of study milestones. The back of the fact sheet also provided an infographic with key elements and a representation of the dynamic nature and flexibility of the mobility hub concept. To further the utility of this critical resource, the fact sheet was translated into three different languages: English, Spanish and Vietnamese. Fact sheets were made available for download on the project webpage and shared during in-person and virtual engagements. Each fact sheet can be found in Appendix E.

IV.   NOTIFICATION EFFORTS

An outreach notification plan was developed in advance of the community engagement efforts to coordinate communication and schedule implementation for all study promotions. This plan included a comprehensive schedule, logistic details, copy and branded graphics of print and online advertisements, website and social media posts, as well as additional email and text communication efforts from late September 2021 through October 2021. Spanish and Vietnamese translation of notification content was also included or referenced in the plan to support alternative language notifications. Find a copy of the notification plan in Appendix F.

A. Print Advertisements

Advertisements, distributed via print newspaper, were developed in cooperation with the LRTP study which shared ad space in two local language-specific newspapers, one serving the Spanish language population and the other the Vietnamese language community. These ads were specifically placed to reach and benefit disadvantaged communities with the aim of building study awareness and educating those without access to online resources. Print advertisements featured the meeting notice for each study, including a note for those in need of alternative language support as well as promoting the LRTP

survey, which also benefited the development of the evolving mobility hub strategy. Tear sheets for each print ad are available in Appendix G.

Table 3: Published Newspaper Advertisements

No	Date of Publication	Newspaper	Language	Format	Circulation
1	10/01/21	Excelsior	Spanish	Black & White; ¼ Page	71,230
2	10/01/21	Viet Bao Daily News	Vietnamese	Black & White; ½ Page	25,000
				Total	**96,230**

B. Online Advertisements

An online advertising campaign was developed and implemented to access a wide range of stakeholders and interested parties from throughout the County, utilizing Facebook to reach and involve the public through a computer, tablet and mobile devices. Facebook is an effective way to engage the public and capture their attention by selecting targeted groups within zip codes boundary.

A total of six (6) paid Facebook ads were produced, two (2) in each of the English, Spanish and Vietnamese languages. All ads were linked to the virtual community meeting webpage. English ads were targeted at social media users and residents living in Orange County, who were 18-65+, and interested in public transportation, walking or cycling as some demographic references. For the Spanish and Vietnamese ads, the demographic categories were framed the same but instead were targeted to specific cities with higher rates of chosen language speakers rather than the entirety of the County. Nearly 120, 000 ad impressions were distributed in the promotion of the study. An overview of the ad campaign can be found below with content copy available in Appendix H.

Table 4: Distributed Facebook Advertisements

No	Ad Dates	Language	Impressions	Clicks	Likes	Shares	Comments
1	09/28/21 – 10/06/21	English	61,957	569	13	4	0
2	09/28/21 – 10/06/21	Spanish	18,884	127	12	0	2
3	10/01/21 – 10/06/21	Vietnamese	5,725	48	8	0	1
4	10/06/21 – 10/07/21	English	18,290	76	10	2	1
5	10/06/21 – 10/07/21	Spanish	9,559	87	0	0	0

No	Ad Dates	Language	Impressions	Clicks	Likes	Shares	Comments
6	10/06/21 – 10/07/21	Vietnamese	3,804	17	3	0	0
		Total	118,219	924	46	6	4

C. Social Media Posts

In addition to online social media advertisements, OCTA's existing social media pages on Facebook, Instagram and Twitter were leveraged to reach those in the public that routinely follow the Authority's projects and activities. For this study, the social media campaign consisted of nine (9) posts: two (2) @OCBus and two (2) @GoOCTA Facebook posts, two (2) @GoOCTA Instagram posts, and two (2) @GoOCTA and one (1) @RideOCBus Twitter posts. All posts were shared between September 24 and the meeting day on October 7, 2021. A comprehensive list of social media posts and their response is shown in the table below. See Appendix I for copies of each.

Table 5: OCTA Social Media Posts

No	Platform & Post	Post Date	Reach	Views	Likes	Shares/ Retweet	Comments
1	@GoOCTA Facebook Post #1	09/24/21	313	NA	3	1	0
2	@GoOCTA Instagram Story Post #1	09/24/21	NA	192	NA	NA	NA
3	@GoOCTA Twitter Post #1	09/24/21	15,433	NA	3	4	0
4	@OCBus Facebook Post #1	09/30/21	750	NA	4	1	1
5	@RideOCBus Twitter Post #1	09/30/21	2,786	NA	0	0	0
6	@GoOCTA Instagram Story Post #2	10/04/21	NA	152	NA	NA	NA
7	@GoOCTA Facebook Post #2	10/05/21	207	NA	1	0	0
8	@GoOCTA Twitter Post #2	10/05/21	3,761	NA	0	0	0
9	@OCBus Facebook Post #2	10/07/21	547	NA	2	0	0
		Total	23,797	344	13	6	1

D. Website Notice

As stated in section II.C, the study website received periodic updates to deliver timely content and resources to the public. A featured meeting announcement, prominently displayed at the top of the webpage, provided additional meeting notifications to site visitors. The notice was quickly updated following the successful meeting and replaced with a graphic linked to a recording of the community webinar.

E. Electronic Mail Notifications

A common and effective engagement tool is the use of electronic mail notifications or e-blasts. E-blasts were a fundamental method of communicating with new stakeholders and those previously engaged with the LRTP process. Contacts were stored in the stakeholder database and updated routinely as new stakeholder emails were identified. E-blast messaging served to build awareness about the study, encourage webinar participation, promote ongoing engagement through contact sign-up, and entice public comment on the strategy of mobility hubs. In all, 13 e-blasts were distributed from mid-September to mid-October 2021, with nearly half focused on initial opt-in distributions, used to identify interested parties and initiate study awareness. Copies of the study e-blasts can be found in Appendix J.

Table 6: Electronic Mail Distributions

No	Date	Audience	Purpose	Sent	Open Rate	Click Rate
1	09/09/21	OCTA Prior Projects Interested Parties	Opt-in (study included on contact form)	1,538	38.1%	7%
2	09/09/21	LRTP Project Stakeholder Database	Contact Update (study opt-in included on contact form)	2,715	40.4%	6.7%
3	09/09/21	SCOMTS Project's Interested Parties	Opt-in (study included on contact form)	602	53.7%	19.6%
4	09/17/21	Transit Rider Contacts	Opt-in (study included on contact form)	22,922	17.9%	0.8%
5	09/17/21	Metrolink Contacts	Opt-in (study included on contact form)	32,447	23.5%	1.0%
6	09/17/21	Rideshare Contacts	Opt-in (study included on contact form)	3,135	19.0%	3.3%
7	09/23/21	Stakeholder Database	Meeting Invitation	1,683	36%	5.5%
8	09/29/21	Transit Rider Contacts	Meeting Invitation	22,889	11.5%	0.4%
9	09/29/21	Metrolink Rider Contacts	Meeting Invitation	30,868	16.6%	0.3%

10	09/29/21	Rideshare Contacts	Meeting Invitation	2,532	16.0%	2.5%
11	09/30/21	Stakeholder Database	Meeting Reminder #1	1,635	29.9%	2.3%
12	10/06/21	Stakeholder Database	Meeting Reminder #2	1,705	28.2%	1.8%
13	10/15/21	Stakeholder Database	Meeting Thank You	1,921	39.9%	2.9%

F. MMS-SMS Texts

To expand project access to include non-computer-based means of communications, an MMS-SMS texting campaign was launched to share project updates to those who opted in to receive text messages on the study. Short Message Service (SMS) text messages were used to communicate project meeting notifications in English, while Multi-Media Messages (MMS) graphic messages accompanied the SMS to provide branded Spanish and Vietnamese translations. Three text messages were distributed during this notification campaign with less than a 1% drop in contact participation. MMS/SMS messages can be seen in Appendix K.

Table 7: MMS-SMS Text Distributions

No	Date	Audience	Purpose	Sent
1	09/28/21	Stakeholder Database	Meeting Save the Date	235
2	10/02/21	Stakeholder Database	Public Meeting Reminder	232
3	10/07/21	Stakeholder Database	Survey Last Chance Reminder	215

G. Electronic Communications Toolkit

An Electronic Communications Toolkit was developed to promote study awareness through local agencies, a diverse range of community organizations and other key stakeholders that can engage with harder-to-reach populations. The toolkit was designed to be an easy resource for supporting parties to share information about the study and upcoming webinar. Some of the outreach elements of the toolkit include social media copy for Facebook, Instagram and Twitter posts, e-blasts and newsletter content, next door blog posts, as well as website and calendar posting update information, and a phone script for groups the push messaging through pre-recorded audio announcements. Recipients were asked to utilize the bilingual (English and Spanish) toolkit in the digital platform that was most accessible and within their means (with Vietnamese made available upon request). Offering a multitude of outreach tools gave outreach partners a

choice on how best to assist in engaging their respective organization communities. A copy of the toolkit may be found in Appendix L.

Table 8: E-Communications Tool Kit Distribution List

No	Organization
1	Orange County Cities
2	Community Leader Roundtable Members
3	Association of California Cities (ACCOC)
4	California Department of Transportation (Caltrans), District 12
5	Environmental Community Leaders
6	League of California Cities
7	Mobility 21
8	OCTA Accessible Transit Advisory Committee (ATAC)
9	OCTA Capital Projects
10	OCTA Citizens Advisory Committee (CAC)
11	OCTA Diversity Leaders Committee (DLC)
12	OCTA Taxpayer Oversight Committee
13	The Orange County Business Council (OCBC)
14	Women in Transportation (WTS)

H. OCTA Blog & Media

In addition, OCTA shared general study information, goals and objectives, and promoted the upcoming community webinar through the "On the Move" blog post and newsletter. The blog was distributed two weeks before the meeting at the start of the stakeholder engagement process. A separate press release was also distributed a couple of days before the meeting to encourage additional promotion by established media. Appendix M holds copies of the blog noticing and press release.

Table 9: OCTA Blog & Media Notifications

No	Date	Format
1	09/24/21	On the Move Blog Post
2	09/24/21	On the Move Newsletter
3	10/05/21	Press Release

I.   Earned Media

Additional interest in the study was generated through outside media platforms, promoting the study via newsletter or article form. There were four (4) earned media notices from multiple sources. The earned media surrounding the promotion of the study involved general information about the study, an overview of the study goals, as well as later media sharing the scheduled community webinar. See Appendix N to review identified earned media.

Table 10: Earned Media

No	Date	Source
1	03/18/21	Mass Transit
2	03/26/21	ITS International
3	10/06/21	OC Breeze
4	10/06/21	Smart City

V.   FOCUSED STAKEHOLDER ENGAGEMENTS

OCTA recognizes the importance of key stakeholder engagement for successful public involvement. A mix of groups was assembled and briefed on the development of the mobility hub strategy. As part of these engagement efforts, stakeholders, both in attendance and invited, were asked to share the electronic communications toolkit with their communities in hopes that they would promote the community webinar and/or LRTP survey, which also featured several mobility hub questions. See Appendix O for more detail on the complete list of engagements.

A. OCTA Committee Briefings

OCTA committees were briefed routinely on the progress of the study. Briefed committees included the Citizen Advisory Committee (CAC), Accessible Transit Advisory Committee (ATAC), and Diverse Community Leaders (DLC) Group. Committee

stakeholders represented a variety of interests and had the unique perspective of receiving frequent updates on this and other OCTA studies and projects, allowing them to better understand the fit within the greater tapestry of OCTA goals and initiatives. During these briefings, staff:

- shared objectives and expectations,
- gathered input on the proposed process,
- coordinated for events, meetings and other objectives, namely the LRTP survey, and
- shared progress and findings to-date

In standard committee practice with key outreach milestones, the study toolkit was shared with committee members to spread the word about the upcoming meeting and active survey. A list of this study's committee briefings is tabled below.

Table 11: OCTA Committee Briefings

No	Date	Committee
1	07/20/21	CAC Meeting #1
2	09/15/21	DCL Meeting #2
3	10/19/21	CAC Meeting #2
4	10/25/21	ATAC Meeting #1

B. Community Leader Stakeholder Roundtable Meetings

Two (2) cooperative meetings were held to engage community leaders in the OC Mobility Hubs Study and the LRTP process. Organized and led by the OCTA Diversity Outreach and Inclusion team, each study's team provided an overview presentation of their respective projects and probed participant leaders on how the projects fit with their vision for the future of Orange County, specifically their community's transit and travel need. Roundtable sessions also provided an overview of a third study, the Bikeways Gap Closure Study, which has the goal of enhancing connectivity and expanding alternative modes of transportation. Each meeting was held virtually, with the Zoom Meeting platform, and provided attendees an opportunity to openly express their comments and questions on the studies as well as gain valuable insight in which to inform their unique representative communities. A diverse and broad range of special interest groups were identified, and leaders were selected to participate in this engagement process. Below are highlights of the roundtable meeting series.

Table 12: Community Leader Roundtable Meetings Held

No	Date	Format	Registered	Attended	Questions / Comments	
					Written	Oral
1	10/14/21	Zoom Meeting	11	11	0	11
2	10/21/21	Zoom Meeting	8	8	1	10
		Total	19	19	1	21

Over the course of notification, 101 leaders were invited by phone and email to share their opinions. Eight (8) electronic mail notices were distributed using Constant Contact or Outlook. Thank you emails were shared following each meeting to recognize participation and share the meeting presentation, project collateral, survey link and toolkit.

As an added thank you for participating stakeholders, an opportunity drawing was also conducted to select two winners, one from each meeting, to be awarded a $50 gift card. Winners were announced in the second meeting's thank you. The table below provides a complete list of prepared notices shared with the group.

Table 13: Community Leader Roundtable Email Distributions

No	Date	Purpose	Sent	Open Rate	Click Rate
1	10/01/21	Invitation	103	32.1%	2.4%
2	10/07/21	Reminder #1	94	27.5%	1.3%
3	10/13/21	Day Prior Reminder #2	94	27.5%	2.5%
4	10/14/21	RSVP Only Reminder #3	12	N/A	N/A
5	10/20/21	CLR #1 Thank You	10	N/A	N/A
6	10/20/21	Day Prior Reminder #4	110	26.1%	1.1%
7	10/21/21	RSVP Additions Reminder #5	2	N/A	N/A
8	10/26/21	CLR #2 Thank You	115	N/A	N/A

For a full list of invitees, attendees, presentations, a summary of process and comments, and images of the meetings, see Appendix P.

C. Key Stakeholder Roundtable Meetings

Three (3) Key Stakeholder Workshop meetings were conducted to get perspective from transportation and planning agencies in Orange County. The main purpose was to gain a shared definition of mobility hubs through education and discussion and also to learn stakeholders' views, goals and expectations for this project. The roundtables were led by OCTA's technical team and each meeting was designed to maximize collaboration and insights. They began with a brief introduction, with the majority of time devoted to eliciting feedback, and concluded with next steps, to encourage ongoing participation and learning opportunities. Follow-up emails were sent to solicit additional feedback. For the full summary reports from each Key Stakeholder Roundtable, see Appendix Q.

Table 14: Key Stakeholder Workshop Meetings Held

No	Date	Format	Attended
1	08/31/21	Microsoft Teams	18
2	10/6/21	Microsoft Teams	16
3	01/11/22	Microsoft Teams	19
		Total	**53**

D. One-on-One Interviews

Mobility Hub stakeholder interviews were conducted through Zoom and Google Meet in the winter of 2021/2022 as small focus groups or one-on-one sessions. There were eleven (11) stakeholder groups, representing a variety of agencies, businesses and community-based organizations within the greater Irvine area. The interviews provided insights, common themes and priorities for Mobility Hubs. Stakeholder conversations were guided by nine (9) questions for one hour. The purpose of the interviews was to get a sense of the real location-specific challenges and opportunities. For the full summary reports from each Key Stakeholder Roundtable, see Appendix R.

Table 15: One-on-One Interviews Held

Organization	Representation
City of Irvine/ iShuttle	Transportation
Dayle McIntosh Center	Community-Based Organization
Irvine Chamber of Commerce/Destination Irvine	Business/Tourism

Organization	Representation
Irvine Company	Business
Jax Bicycles	Community-Based Organization
John Wayne Airport	Transportation
Orange County Health Care Agency	Healthcare
Saint Jude/ Saint Joseph Medical	Healthcare
Santa Ana Active Streets (SAAS)	Community-Based Organization
Spectrumotion Transportation Management Association (TMA)	Business
University of California, Irvine	Education

E. Community & Pop-up Events

A list of scheduled community events and impromptu pop-up opportunities were identified in support of the LRTP survey effort. Seven (7) events were held throughout the County featuring an OC Mobility Hubs Study trilingual display board and fact sheets in English, Spanish and Vietnamese. Events were staffed with bilingual team members, which promoted survey participation, the study website, and viewing of the community webinar recording from earlier in the month.

The team favored scheduled events and pop-up locations in disadvantaged communities or communities with above-average Spanish and/or Vietnamese speaking populations to improve study reach to these hard-to-reach communities.

VI.   CONCLUSION

The OC Mobility Hubs Study outreach efforts were developed and executed to deliver the results of public input to further guide OCTA's technical assessment and strategy. The outreach captured diverse viewpoints and assessed the initial level of public interest for mobility hubs around the County. It also generated awareness for OCTA's ongoing efforts to provide and expand access, services and amenities which meet the evolving needs of Orange County residents and visitors and improve the overall circulation and travel options. The technical findings and public input will be considered in future mobility hub planning efforts.