



## MEMORANDUM

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from Joan Chaplick, Project Manager, MIG, Inc.  
to Sadie Smith, Caltrans District 3 Planning  
re Outreach Approach - Environmental Justice Focus Groups Approach  
date October 6, 2010

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### Focus Group Process

The project focuses on conducting eight focus groups; mirroring the methodology used in SACOG's February 2007 report, Report of Finding for Environmental Justice Focus Groups.

Eight focus groups will be conducted as follows:

1. Asian community, Asian Resource Center (1 meeting)
2. Latino community, Woodland and Sacramento (2 meetings)
3. Low-income community; defined as 60% below the median family income of the area) (3 meetings)
4. Native-American community (1 meeting)
5. African-American community (1 meeting)

Focus groups will be two hours in length and will be conducted between November 3<sup>rd</sup> and November 19<sup>th</sup> (with the exception of Thursday, November 11<sup>th</sup>, which is a State and Federal holiday). MIG will prepare a summary report of the focus group key findings and themes. Participants may also be given a written questionnaire to complete as part of the focus group.

### Participant Recruitment

Participant recruitment will be critical to the success of the focus groups to ensure that participants reflect the specific audience we are seeking to have represented. SACOG maintains key contacts and resources in each of the identified communities and MIG will coordinate with them regarding recruitment. MIG has had great success recruiting participants with specific demographic characteristics using Craigslist.org when the effort is accompanied by rigorous participant screening activities. The screenings help ensure that participants have the specific desired demographic characteristics. Participants are also told in advance they will need to provide

documentation such as a driver's license or other identification to confirm their personal information such as age or residence. Screening questions include but are not limited to:

- What ethnicity do you identify yourself as?
- What is your age?
- In which neighborhood do you live? Work?
- What language do you prefer to speak in? What language do you understand best? What language do you prefer to read?
- What travel mode do you use most frequently? i.e. How do you get to work or school?
- Where do you travel to and from in the area?
- For what reasons do you travel in the area?

### **Focus Group Format**

The following focus group format was developed from the 2007 Focus Group meeting process to allow comparability of results while incorporating questions that collect information for the current process.

#### **I. Welcome and Introductions**

The facilitator will engage participants in introductions, purpose and desired outcomes of the focus group, agenda overview, and meeting format.

#### **II. Transportation and You**

The facilitator will invite participants to share their experience of transportation in the Sacramento Region.

*2007 Focus Group Questions:*

- *Ice Breaker – How do you usually get to where you are going each day (i.e. walk, drive your car, carpool, bike, take a bus, etc.)?*
- *How many people own a car? How many cars in your household? Do you use it every day? Nearly every day?*

#### **III. Opportunities and Challenges**

The facilitator will invite people to suggest opportunities for improvement and transportation challenges in the Sacramento region.

*2007 Focus Group Questions:*

- *When you think of "transportation" in the Sacramento region, what comes to mind? What works? What would you like to see improved?*
  - a. Let's consider the idea of changing our transportation system in this region. What do you think are the reasons something should be done about transportation? What do you think are the reasons something should not be done about transportation?

#### IV. Personal Transportation Behavior Change

The focus group facilitator will ask the group questions to gauge participants' interest and ability to change their transportation behavior.

*2007 Focus Group Questions:*

- *For those of you who drive frequently, what are some ways you could reduce your car trips? What could be done in your community or neighborhood to help you reduce your car travel?*
- *I am going to read a list of things other Sacramento residents have named as important to them if they were to consider making changes in their transportation habits. Consider how important each one is for you personally. We will discuss each topic as we go.*
  - a. *Amenities: availability of wireless Internet on rail system and on buses.*
  - b. *Convenience: If rail/bus service came every 15 minutes. If buses came reliably every 15 minutes. If rail/bus service was within 5-15 minutes walking*
  - c. *Time spent: If your typical daily car trips took 25% longer or 50% longer. If your time by transit is same as by car. If your typical trip was 25% faster than by car. If your typical trip was not more than 25% slower using a car.*
  - d. *Infrastructure: If there were more and safer bicycle lanes. If there were better lighting and sidewalks. If the areas I go through were safer.*
  - e. *Cost: If the cost of parking doubled. If gas increased to \$3.50 per gallon. If you had to start paying for parking at work. If gas increased to \$4.50 per gallon.*

#### V. Future Transportation Improvements

Meeting participants will have the opportunity to identify priority improvements from the group discussion.

*2007 Focus Group Questions:*

- *What changes in the region's transportation system are most important to you?*
- *What is the one most important message you have for the planners and policy makers in this region about transportation?*
- *Did your feelings about the need to do something or not do something about transportation in this region change as a result of this discussion?*

#### VI. Surveys

Focus group participants will complete a brief survey about transportation in the Sacramento region. Surveys will quantitatively capture participants' comments in response to the discussion questions and will glean the following information:

- Participant demographic information (age, number of children, etc.) collected via survey
- Transportation service providers
- Frequent destinations

## **VII. Summary and Next Steps**

The meeting facilitator will briefly summarize the group's discussion and review next steps in the public outreach process.

## Focus Group Meeting Checklist

	Date	Venue	Communication with SACOG Contact	Specific Screening Questions Finalized	Participant Recruitment Finalized	Staff Attending Meeting	Notes
Asian Community							
Latino Community #1 (Woodland)							
Latino Community #2 (Sacramento)							
Low-income Community #1							
Low-income Community #2							
Low-income Community #3							
Native-American Community (Sacramento)							
African-American Community (Sacramento)							

Focus Group Meeting Calendar – October-November 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4	5	6	7	8	9
10	11 Confirm venues and dates Contact SACOG partners	12	13	14	15	16
17	18 Participant recruitment Finalize screening questions	19	20	21	22	23
24	25	26	27	28	29	30
31	1 Finalize meeting materials	2	3 Focus group meetings	4	5	6
7	8	9	10	11 Veteran's Day	12	13
14	15	16	17	18	19	20