



M O O R E I A C O F A N O G O L T S M A N , I N C .

12 November 2007

Memorandum

TO: Leslie Snow, Project Manager, Caltrans

FR: Lou Hexter, MIG *Lou Hexter*

RE: CTP/FSTIP Public Participation Plan Development – Focus Groups Update

Here is an update on progress related to the series of Focus Groups. Please review the items incorporated in this memo with the necessary colleagues at the Department and provide us with any feedback.

Recruitment

We will be placing an ad on the Internet in each of the target regions. The text of the ad is shown on the following page.

Transportation Planning Study – Focus Group - \$60

We are seeking residents from the _____ area to participate in a study regarding statewide transportation planning. Participants must be willing to attend a two-hour focus group that will be held the evening of _____. Participants will receive \$60 for attending the focus group and food will be provided. To be considered, please answer ALL of the following questions:

What is your gender?

- Male
 Female

What is your age?

- 18-35
 35-45
 46- 55
 55+

What is your ethnicity?

- American Indian or Alaska Native
 Asian
 Black or African American
 Hispanic or Latino
 Native Hawaiian or Other Pacific Islander
 White
 Other

Rank these modes of transportation in order of your most frequent use, and state how frequently you use them (daily, 3-5 times a week, weekly, monthly, seldom, etc.)

- Auto - How frequently? _____
 Bicycle - How frequently? _____
 Public transit - How frequently? _____
 Walking - How frequently? _____
 Motorcycle/other motorized vehicle - How frequently? _____

What is your occupation and/or job title? (If retired or unemployed, please specify your most recent occupation and title)

What is your highest level of education?

- Grade school
 Attended high school
 High school graduate
 Attended trade school
 Associate's Degree
 Bachelor's degree
 Masters degree
 Ph.D or M.D.

Please provide your contact information:

Name:

Address:

Phone:

E-mail:

You will be contacted by phone if you meet the criteria for this study. At that time, you will be given the time and location of the focus group.

A second ad will be placed in the Fresno and Sacramento areas, specifically targeting the American Indian reservation population.

We will sort through the responses for each focus group and conduct screening calls to confirm the information provided and to assess level of participant commitment (i.e., likelihood that the individual will actually show up). A confirmation email will be sent to the selected participants, detailing date, time, location, transit information and process for receiving the stipend.

**TRANSPORTATION FOCUS GROUP
SCREENING CALL SCRIPT**

Hello,

My name is _____ and I'm calling you about the Transportation Focus Group ad you responded to from Craigslist.

I need to ask you some follow-up questions to ensure that you meet the criteria for the group. Do you have a few minutes? (If not – is there a better time to call?)

If selected, you will receive \$60 for attending the focus group on _____, (time).

ARE YOU AVAILABLE ON (DATE) FOR TWO HOURS IN THE EVENING?
The focus group will be held at _____ and will include light refreshments.

Can you commit to attending the focus group at this time?

Do you know how you will get there? (Note that we cannot provide transportation or pay for parking.)

If you are selected for the group, what's the best way for us to contact you to let you know that? Would you prefer a phone call or email?

Thank you very much for your time. We will contact you if you are selected for the group.

Focus Group Dates/Times/Locations

We have scheduled the following dates and times at these locations:

- ***Thursday, December 6 – 6:30 to 8:30 pm***
Fresno County Free Library (CENTRAL)
Sarah McCardle Meeting Room
2420 Mariposa St. Fresno, CA 93721
- ***Tuesday, December 11 – 6:00 to 8:00 pm***
YMCA Administrative Building
1926 V. St.
Sacramento, CA 95818
- ***Thursday, December 13 – 6:30 to 8:30 pm***
Long Beach Public Library
Meeting Room 1 (lower level, main entrance at stairwell)
101 Pacific Avenue
Long Beach, CA 90822
- ***Tuesday, December 18 – 6:00 to 8:00 pm***
César E. Chávez Branch Library
Meeting Room
3301 E 12th Street, Suite 271
Oakland, CA 94601