
Pilot Program Communications Baseline

Su Midghall

Agenda Item #10
TAC Meeting #4, April 24, 2015
Monterey, CA



Telephone Survey – Objectives

- ◆ Provide information on the public's opinion on road charging as a general concept
- ◆ Gain a better understanding about how people value transportation as compared to other important issues
- ◆ Determine to what extent people understand California's transportation funding shortfalls



Telephone Survey – Approach

- ◆ Minimum of 900 completed surveys
 - ✦ Approx. 600 registered voters
- ◆ 10 minutes (25-30 questions)
- ◆ Multi-language (Spanish and other languages)
- ◆ Randomly generated telephone numbers
- ◆ Survey respondents reached by cell and landline phones
- ◆ Margin of error ± 3.3 percentage points
- ◆ 300 sample per area:
 - ✦ Areas grouped into rural, suburban/urban; and north/central/south (exact definition of areas to be determined in consultation with the TAC)
 - ✦ Reflect population of each area



Telephone Survey – Timeline

April 24	Inform TAC of objectives and approach
May 22	Final questionnaire
May 28-June 15	Pretest and field survey
June 30	Preliminary results
July 31	Draft report



Focus Groups – Objectives

- ◆ Probe for motivations and values associated with transportation priorities
- ◆ Identify how transportation improvements connect to the values of the general public
- ◆ Assess attitudes toward a proposal for a road charge
- ◆ Gauge barriers to and understanding of transportation funding
- ◆ Identify communications needs and sensitivities: public and stakeholder outreach



Focus Groups – Approach

- ◆ Four focus groups
- ◆ Recruitment of 8-9 participants per group who are “soft” support/opposition to a road charging
 - ✦ Suggest recruiting participants in the middle of the bell curve – take out the extremes
- ◆ Participants will meet criteria and characteristics suggested by D’Artagnan and validated by Caltrans
 - ✦ Long distance commuter, urban commuter, non-commuter
 - ✦ Northern region, Bay area, central valley, southern region
- ◆ Two hour discussions led by a professional moderator
- ◆ Written exercises and other techniques may be used to gather baseline attitudes
- ◆ Focus groups will be held on weekends to better accommodate participants
- ◆ Video-tapes and transcripts of focus groups will be available



Focus Groups – Timeline

April 24	Inform TAC of objectives and approach
June 12	Final discussion guide
June 19-21	Conduct two groups
July 10-12	Conduct two groups
July 31	Draft report

