

**M e m o r a n d u m**

**To:** CHAIR AND COMMITTEE MEMBERS  
CALIFORNIA ROAD CHARGE TECHNICAL  
ADVISORY COMMITTEE

**TAC Meeting:** July 24, 2015

**Reference No.:** 5.b  
Informational Item

**From:** NORMA ORTEGA  
Chief Financial Officer

**Prepared by:** Gary Gutierrez, Project Manager  
Road Charge Pilot Program

**Subject:** Focus Group & Telephone Surveys Update

**ISSUE:**

The purpose of this memorandum is to update the Technical Advisory Committee (TAC) with the plans for gathering road charge baseline data through focus groups and telephone surveys.

**UPDATE:**

**Focus Groups:**

Caltrans has increased the number of focus groups from four (4) to five (5) to better accommodate the population base in southern California. The first focus group was held in Oakland on June 28, 2015. The remaining focus groups will be conducted in the following cities: San Diego; Los Angeles; Fresno; and Redding. Details are provided below.

<p><b>San Diego</b> Saturday – July 18, 2015 10am-12pm Taylor Research 6602 Convoy Court #210, San Diego, CA</p>	<p><b>Los Angeles</b> Sunday – July 19, 2015 10am-12pm Mondo Research 1130 S. Flower St. #203, Los Angeles, CA</p>
<p><b>Fresno</b> Tuesday – July 21, 2015 6pm-8pm Nichols Research, Inc. 600 West Shaw, Suite 350, Fresno, CA</p>	<p><b>Redding</b> Thursday – July 23, 2015 6pm-8pm Red Lion Hotel 1830 Hilltop Drive, Redding, CA</p>

**Telephone Surveys:**

We fully anticipate that outputs from the focus groups will help further refine the questions for the telephone surveys. The questions will maintain a neutral approach and the entire duration of the survey is expected to take between 10-15 minutes. In total, there will be 900 telephone surveys conducted statewide, commencing in late August and concluding in mid to late September.