

Memorandum

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

TAC Meeting: June 26, 2015

Reference No.: 6.a
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:

Caltrans Approach for Baseline Data:

Based on additional information since the May 29, 2015 TAC meeting, Caltrans has reconsidered its approach to gathering baseline data. Caltrans will now conduct all focus groups prior to the telephone survey effort.

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 focus groups will be conducted in the following cities: Redding; Oakland; Fresno; Los Angeles; and San Diego.

The Oakland and Redding focus groups are scheduled to occur in June with details below, while Fresno, Los Angeles and San Diego focus groups will occur during the months of July.

Oakland	Redding
Sunday – June 28, 2015	Tuesday – June 30, 2015
2pm-4pm	6pm-8pm
Quantum Market Research	Red Lion Hotel
1000 Broadway Street, Oakland	1830 Hilltop Drive, Redding

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.