



S A C O G

## SACOG Board of Directors

March 8, 2007

Item #07-3-12  
Workshop

### Environmental Justice Outreach

**Issue:** SACOG staff is targeting additional outreach efforts to the environmental justice communities to ensure public input for the Metropolitan Transportation Plan for 2035 (MTP 2035) reflects the demographic balance of the SACOG region with focused attention on both ethnic communities and low-income populations.

**Recommendation:** None; this is a workshop.

**Discussion:** Wendy DuBow with National Research Center (NRC) in Boulder, Colorado, will provide full analysis of eight focus groups held between February 10 and 14. The groups were targeted at environmental justice communities including low-income and very low-income populations, Hispanic or Latino, Black or African American, Asian (Chinese) American, and Native American Indian participants from around the SACOG region. NRC's findings will include identification of key challenges to transportation behavior changes in addition to findings related to transportation habits, general attitudes and perceived transportation problems and preferred solutions.

NRC and SACOG staff conducted eight focus groups of 6 to 14 people each. Recruitment strategy was based on information available through 2000 Census Data. Identification of low income participation was based on a threshold for low income as 80 percent of median household income and very low as 50 percent of median household income within a geographic area. Staff also took into consideration geographic distribution of focus groups throughout the region.

The regional average for low-income and very low-income populations combined is 39 percent. The three focus groups targeting low-income and very low-income populations were located in Yuba City (47%), Placerville (56%), and Sacramento (47%). While Isleton (50%), Live Oak (58%), and Colfax (52%) also would have represented good opportunities for these focus groups, their smaller populations presented a challenge for recruitment.

The remaining five focus groups targeted ethnic communities including Black or African American, Hispanic or Latino, Asian (Chinese), and Native American Indian that represent the federally identified environmental justice communities for our region. Of the focus groups for the Hispanic or Latino population, one focus group was held in Yolo County (drawing from 43,000 Spanish-speaking residents) and one in Sacramento County (drawing from 196,000 Spanish-speaking residents). A focus group targeting Native American Indian participants was held in Sacramento County (drawing from 15,000 Native American Indian residents). A focus group targeting African American participants was held in Sacramento County (drawing from 121,000 residents). And, a focus group targeting Chinese Americans was also held in Sacramento County (drawing from a combined 30,000 English and non-English speaking Chinese American residents).

Approved by:

Mike McKeever  
Executive Director

MM:RS:gg

Key Staff: Kenneth Hough, Director of Community Planning & Operations, (916) 340-6229  
Rebecca Sloan, Manager of Communications, (916) 340-6224