February 19, 2007

TO: Sacramento Area Council of Governments (SACOG)
FR: Davis, Hibbitts & Midghall, Inc. (DHM)
RE: SACOG Master Transportation Plan 2035 - Focus Group Report

I. Introduction and Methodology

We facilitated four focus groups to learn more about how Sacramento area residents view the region's transportation issues and what they would like to see from the transportation system in the future. A total of 36 people participated, nine in each group. All six counties were represented roughly on a proportional bases.

Although research of this type is not designed to measure with statistical reliability the views of a particular group, it is valuable in giving a sense of the attitudes and opinions of the populations from which the samples are taken.[1] The research also provides elaboration on quantitative findings from surveys recently conducted by DHM for SACOG about residents' views of transportation system improvements and motivations for reducing automobile use.[2]

This report highlights key findings of the focus group discussions. Each section reviews a major topic of conversation and includes representative quotations as well as evaluative commentary. The quotations and commentary are drawn from the discussions and written exercises.[3] The referenced appendixes provide participant background information (Appendix A) and complete responses to all written exercises.

II. How Residents View Transportation in the Sacramento Area

What comes to mind when you think of transportation in the Sacramento area?

"Hot summer days stuck in traffic."
"Turning into L.A."
"Transportation in the Sacramento region is headed toward chaos!"
"Relatively reliable; buses need improvement."
"Congestion; rush hour."
"Behind on freeway expansion."
"Efficient; feasible; affordable"
"Not enough public transportation."
"Thugs."
"Too reliant on freeways."
"Light rail/bus/train — options."
"Need to improve light rail."
"Inadequate number of roadways."

[1] The results of some ratings are included in the report and appendixes. Although these are not a statistically valid measurement of views, they help illustrate the range and extent of consistency in views from group to group and within each group when read in combination with written and other comments.
[2] SACOG Metropolitan Transportation Plan for 2035 Public Opinion Survey Research Report, February 2007
[3] Quotations were selected to represent the range of opinions regarding a topic, and not to represent quantitatively the expressed attitudes.

What comes to mind that works well when you think of Sacramento area transportation?

"Light rail; carpools."
"Busing is great in Sacramento but not in rural areas."
"RT expansion (in routes and schedule)."
"Private auto."
"Light rail, coordination of busing."
"Carpool lanes; bike trails; commuter vans."
"Small areas where cars are not needed such as the downtown."
"Trains."
"Staggering work schedules."
"Wider roadways."
"Driving during off peak times."

What comes to mind that doesn't work well when you think of Sacramento area transportation?

"Commuting; HOV lanes underutilized."
"80 backs up at 65 every day."
"Local mass transit; north to south freeway."
"Individualism (everyone driving their own car)."
"Intercity transportation is inadequate."
"Security at light rail."
"Highways—not enough available access routes."
"Bus system—doesn't travel all over."
"Main arteries."
"Peak traffic; no major bridges in 40 years."
"Connection with bus/train; extension to other areas."
"Not enough rapid transit."
"Transportation all around downtown."
"Cost."

The focus groups started off with a written exercise aimed at discovering participants' associations with transportation in the Sacramento region and their thoughts about what does and does not work well (Appendix C).

In the first part of the exercise, when asked what came to mind when they thought about Sacramento area transportation, participants leapt immediately to issues of freeways and congestion. Approximately half jotted down negative remarks about traffic jams and delays. On the other side, many participants also thought of mass transit options and mentioned trains, light rail, and buses.

Rapid transit and busing came up especially often when participants addressed what works well. Many also jotted down carpooling, driving during off-peak hours, building more and wider roads, and having a variety of options available. When it came to what doesn't work well, participants again addressed freeway issues: overcrowding, long backups and congestion, the need for better access points, and ineffective HOV lanes. Problems with public transit also arose due to poor connections, insufficient routes or service to outlying areas, and security concerns.

Slightly more than half of the participants had heard of plans to improve or expand the region's transportation system (Appendix E). Most mentioned plans to extend light rail to new areas, including the airport. Several also talked about projects to widen roads or build bypasses in various locations. Seventeen of the 36 participants were not aware of any transportation proposals.

The fourth group briefly discussed how they got their information and how they would like to learn about planning and transportation issues in the future. Newspapers, including local publications,

were the most typical source. Several participants thought a well-advertised website that offered substantive information and a way to collect citizen feedback would be a good idea; bill inserts and surveys also came up as methods of contact.

III. Why Should Something Be Done About the Region's Transportation Problems?

"Problems with gridlock."
"I think emissions is the primary reason."
"Sitting in traffic is horribly wasteful economically."
"If we had better transportation 911 responses would be much faster."
"The whole car, the internal combustion engine is inefficient, not to mention sitting in traffic for 45 minutes, just idling, wasting fuel, not going anywhere."
"You're going to improve people's quality of life if you give them that time back."
"If you don't spend money on really important issues like this, in the long run, your society will deteriorate."
"The frustration factor. Something's got to be done about the number of cars on the road."
"There's accidents continually from aggressive drivers trying to get to where they want to go."
"[To] end up with a saner, happier population with fewer social problems."

Nearly everyone believed that something should be done to minimize transportation problems in both their communities and the region (Appendix D). Only one person each in Groups 3 and 4, and four people in Group 2 (which had a high rural/suburban contingent) said that nothing needed to be done where they lived. But the consensus was universal when it came to regional transportation issues: everyone who answered agreed that action was necessary.

When asked *why* they thought it was important to do something about transportation, thoughts turned immediately to cars with their attendant issues of traffic, pollution, and cost. Many had stories to tell about sitting in traffic. The sheer waste of time and loss of quality of life dismayed people in all four groups. Several participants said they made a point to plan their days around avoiding the rush hour. A couple of employers mentioned the loss of productivity they noticed in employees who had frustrating commutes.

Participants also spoke with deep concern about the growing number of bad air days in the Sacramento region. Comparisons to L.A. came up more than once. High gas and insurance prices distressed many, some of whom wished they had a workable alternative to owning a car. Still other reasons for doing something about the transportation system had to do with safety: participants thought that smoother flow on the highways would translate into less aggressive driving, fewer accidents and faster emergency response times.

Many participants were quick to associate transportation issues with the larger question of regional growth and how it should be dealt with and planned for. There was almost universal agreement that the area was growing terrifically fast and that the planning for it had been so far inadequate. Participants wanted to see more foresight in development, and most welcomed the idea that developers should be at least partially responsible for transportation planning and costs *before* putting in houses.

Nearly everyone who addressed the topic valued living in the Sacramento area and spoke positively about its overall quality of life. That the region should work to preserve its appeal through

transportation planning and growth management was a no-brainer for most. "One of the things I like about this region," said one participant, "is that it is relatively slower—yes, highway 50, highway 80 can be really bad, but not always. You mentioned about how people are friendlier here—I think some of that is because people aren't feeling the same 24-hour a day stress that you experience, for example, in the Bay Area. And I think that whatever solution comes up [to the traffic issues]—and it'll be a complex one in terms of some public transportation and some intelligent planning around development—the other part of it is you end up with a saner, happier population, with fewer social problems."

We presented participants with a list of reasons *why* something should be done about transportation and asked them to indicate what they thought were the best, second best, and worst reasons on the list (Appendix F). Table 1 shows weighted rankings of the results.

Table 1
Reasons Why Something Should Be Done About Transportation

Reason	Weighted Ranking[4]
1. The longer we wait to deal with the problems the more it is going to cost us.	31
4. Including improved public transit as part of any improvement to the region's transportation system would help reduce air pollution.	24
9. Improvements to freeways, major highways, and bridges throughout the region would better prepare us for emergency situations.	14
6. Including transit as part of the improvements will help more people get to where they need to go.	9
7. It just takes too long to get to where you need to go in the region.	8
5. Including public transit as part of the improvement of the region's transportation system would help reduce our country's reliance on foreign oil.	7
8. The region's major highways and freeways are dangerous with too many accidents.	7
2. Movement of products and freight will be slowed if we don't reduce traffic congestion in the region.	4
3. Local businesses will be hurt if we don't reduce traffic congestion in the region.	-

Source: Davis, Hibbitts & Midghall, Inc., February 2007

Although it did not come up as a common theme in the prior discussion, participants responded very positively to the statement that the longer we wait to deal with transportation problems the more it will cost. The third group in particular elaborated the notion of cost: it wasn't just money, but also pollution, time, stress—all the social costs to the region's quality of life.

Improving air quality was another strong motivation for doing something about transportation: participants thought that making public transit part of the solution would help reduce pollution. Many also responded positively to the idea that improvements to roads and bridges would better prepare the region for an emergency—though this same reason seemed poor to others, who figured there could never be enough roads to handle a mass evacuation, if they even survived the disaster in the first place.

[4]Weighted rankings are based on two points for each best reason and one point for each 2nd best reason. Note that several participants did not follow the instructions precisely and either left a ranking out or ranked more than one reason as best or second best.

We also asked participants to look at the other side of the coin and give arguments *against* doing something about transportation. Many were quick to point out competing uses for funds—schools and education in particular.

Concerns also arose over whether the money allocated to transportation would be well-spent on effective and well-conceived projects. A participant in Group 2 remarked that, "you can throw money at any problem, but unless there's a good thought process going into it, some good creative solutions, [the money's] just going to get burned up and it doesn't necessarily solve the problem." In the first two groups, highway improvements in particular raised questions, with many fearing that road projects would not offer effective long-term traffic solutions (a concern not shared by the other two groups).

After discussion, we presented participants with a list of reasons why something should *not* be done about regional transportation, and again asked them to indicate the best, second best, and worst reasons (Appendix G). Weighted results are shown in Table 2.

Table 2
Reasons Why Something Should NOT Be Done About Transportation

Reason	Weighted Ranking[5]
2. There are more important priorities for spending the money it would take to improve the region's transportation system.	44
1. Anything they did now would just be a short-term fix and we would be facing the same problems again within a few years.	28
3. If we don't improve the freeways, major highways, and bridges in the region, eventually it will force more people to take public transit or drive at a different time, and that is better for the future.	17
4. Money would be wasted on public transit.	12

Source: Davis, Hibbitts & Midghall, Inc., February 2007

One person noted that poor design in the past did not inspire confidence that the same engineers would do any better this time around—a comment echoed by a woman who felt that disproportionate amounts of money were invested in the infrastructure-heavy light rail system. In discussion, however, another participant rejected the argument that spending money on public transportation would be a mistake. "I don't think looking at public transportation is ever a waste of money," he said, but added: "—if they do it right." Others chimed in: "That's the key."

[5] Weighted rankings are based on two points for each best reason and one point for each 2nd best reason. Note that several participants did not follow the instructions precisely and either left a ranking out or ranked more than one reason as best or second best.

IV. *What* Should Be Done About the Region's Transportation Problems?

"Public transit later into the evening and in more areas."
"Encourage employers to incentivize carpooling and flextime."
"Bike lanes on major arteries."
"Add more mass transit."
"Better security on light rail."
"Limit external growth and promote a strong and vital inner city."
"Develop better freeway systems."
"More lanes on the highway and more ways to commute."
"Carpool incentives."
"Bridges over rivers not adequate."
"Increased announcements or publicity about transportation alternatives."
"Quicker access to freeways from my area."
"More safety for bikes."
"Better timing on traffic lights."
"Greater light rail access to outlying areas."
"Improved buses (increased, more often) to outlying areas."
"Add a total transportation system such as BART that goes throughout the freeways."
"Expand freeways and revamp on/off ramps; add more freeways."
"Coordinate regional transportation development."

Reaching agreement about whether and why something needs to be done about the region's transportation problems was the easy part. As for *what* should be done, suggestions varied, tending to cluster around three main concepts: 1) expanding mass transit offerings, 2) incentivizing alternatives to driving private autos, and 3) improving local roads and enlarging the freeway system (Appendix D).

Written responses, which were filled out prior any discussion, often recommended improvements to light rail and buses by increasing hours, frequency, and areas served, while tightening security. Suggestions for the freeway system were also common and included widening roads, adding lanes and new roads, and improving access. Several participants suggested doing more to promote carpooling and bicycling while discouraging private use of cars. A few wanted to see rapid transit service to the Bay Area.

Discussion brought out many suggestions for specific improvements to the areas where participants live, work, and drive. An especially vocal advocate of road-building spoke out in the third group: his idea for a perimeter freeway to keep traffic from having to go downtown seemed to strike everybody as a good one. The fourth group as well, which included several people who lived in outlying areas not well-served by public transportation, leaned heavily towards road improvements on the one hand, and sidewalk and bike lanes on the other. The other two groups, though less sanguine in thinking road expansion would relieve congestion over the long term, still had plenty of ideas for specific projects.

At the same time, most participants recognized that pouring money into new and wider roads could not be the only answer to the region's transportation problems—and many thought it was not a good answer at all. Nine of nine people in Group 2 raised their hands to indicate assent to the moderator's statement that we can't build our way out with more highways; that if we build more highways they only fill up, and that what we have to do is change our behavior.

In support of that perspective, much of the conversation about how to address transportation problems had to do with ways the mass transit system could be improved—and it was clear, if participants were going to use it, that *much* improvement would be required. Several participants spoke of trying to cut down on their driving in various ways, whether by walking, biking, carpooling, or other measures; but only one said she used public transit as her main mode of transportation and that she organized her life around where it could take her.

Many of the verbal suggestions about what public transit could do better repeated the written comments: expand routes to outlying areas, offer more direct routes to cut down on travel times, improve connections between routes, and increase the frequency of service. The fourth group liked the idea of replacing wastefully large, empty buses with minivan service. Discussion brought particular emphasis to the issue of convenience. A high percentage of participants said they would use public transportation if only it suited their needs. "I would be a stone-cold customer," said one man, "if they just went all the places I needed to go."

Another area that especially came through in the discussion was the need to make the public transit system safer. This concern came across in the written exercises as well, but it took on genuine life when participants spoke directly about their fears and experiences. Threatening behavior on buses and the light rail, as well as security at parking areas near stops and stations, were the primary themes.

In addition to improving public transit, participants looked into other ways to discourage automobile use. Many thought carpooling and bicycling could be better incentivized; some suggested working with employers to encourage increased telecommuting and flextime possibilities. Members of Group 4 focused attention on sidewalk and bike lane improvements.

Participants responded positively to the idea of simply not needing to travel so much and so far in order to live their lives. Many spoke of the benefits of living, working, and shopping all in the same area. They loved the idea of living in self-contained communities where they would be able to walk or bike for most of their daily needs, and travel would become less imperative. This community ideal appealed to a wide variety of participants, whether urban, suburban, or rural and advocates of cars and transit alike.

V. Personal Transportation Choices and Behavior

What could you personally do differently that would reduce your use of the car by 10%?

"Ride a bike; walk; carpool."
"Telecommute."
"Coordinate, plan my jobs to same area better."
"More internet shopping."
"Walk down the street instead of drive."
"Think before driving, save it for another day."
"Plan outings better."
"Bike and walk to local places (shopping, restaurants)."
"Find out about alternative transportation options."
"Travel non-peak hours."
"Work closer to home; less shopping."

What could be done in terms of transportation system improvements or expansions that would help you reduce your use of the car by 10%?

"Security on public transportation, cleaner."
"Make RT run later into the night."
"Metro Sacramento BART system with connection to the airport."
"Expand RT light rail to college communities."
"Better designed public transit, i.e., parking access, security and safety, more direct routes; greater coverage to other areas."
"Schedule times, location of stops."
"More jobs closer to home."
"Make school bus free and add more stops."
"Toll roads."
"Widen highways and more highways."
"Building the light rail Sac-Davis-Davis-Sac as voted for years ago."
"More (and safer) bike lanes."
"Nothing/Don't know."

We asked participants what they personally could do to reduce their car use by 10%, and then what could be done to the public transportation system that would help them reduce car use by the same amount (Appendix H). Top suggestions for changes in personal behavior had to do with carpooling, better planning and consolidation of errands, doing more internet shopping or less shopping altogether, telecommuting or living near work, and using bikes or walking. Notably few participants (only five) wrote anything about using public transit in this section of the exercise.

By contrast, when asked what improvements in the public transportation system might encourage them to reduce car use, participants' suggestions dealt almost entirely with mass transit. In terms of specific ideas for mass transit, participants wanted a cleaner, safer, later-running system with more service, preferably direct, to more areas. One also thought better public education worth looking into.

For suggestions not related to mass transit, three asked for more highway expansion (widening existing routes and adding new ones), one suggested having more jobs close to residential areas, and another wanted more and safer bike lanes. Eight participants couldn't think of any changes that would make a difference to them.

When given a list of reasons they thought might cause people to reduce automobile use by 10%, participants responded strongly to choices having to do with the relative travel times of driving versus public transit (Appendix I). Table 3 provides weighted rankings of all results.

Table 3
Changes that might cause people to reduce car use by 10%

Reason	Weighted Ranking[6]
2. The time it takes for your typical daily trips in your car increased by 50% from today	32
3. The time for a trip by transit is at least 25% faster than by car	14
9. A rail station (light rail, street car, or commuter train) within easy walking distance (5-15 minutes) to my home	12
4. The time for a trip by transit is the same as by car	7
1. The time it takes for your typical daily trips in your car increased by 25% from today	7
11. A rail station (light rail, streetcar, or commuter train) within a short automobile drive (<15 minutes) to my home with easy parking	6
8. A bus stop within easy walking distance (5 -15 minutes) to my home	5
6. More bicycle lanes available to make me feel safer using my bicycle for short trips	5
7. More lighting and sidewalk improvements to make me feel safer walking short distances	4
12. Buses came reliably every 15 minutes	4
18. Have to start paying for parking at work	4
5. The time for a trip by transit is no more than 25% slower than by car	3
13. Rail service (light rail, streetcar, or commuter train) came reliably every 15 minutes	2
16. The cost of parking doubled	1
10. A bus stop within a short automobile drive (<15 minutes) to my home with easy parking	-
14. Bus travel included services like Wi-Fi	-
15. Rail service included services like Wi-Fi	-
17. The cost of parking more than doubled	-

Source: Davis, Hibbitts & Midghall, Inc., February 2007

Eighteen out of the 36 participants thought that the best or second best reason for cutting auto use would be if car trips took half again as long as they do today. In the words of one woman, "people don't change their behavior unless it's painful for them to continue the way they're going." Several participants also looked at comparative travel times and thought that if transit could get you where you wanted to go in less or the same amount of time, it might attract people away from their cars. Another sizeable contingent regarded more convenient light rail stops as the top reason for putting the car aside.

Results from this written exercise show very directly how important *time* is for people when it comes to making transportation choices. In the previous, unprompted exercise, participants more typically thought in terms of closer stops, longer hours, expanded route coverage, and more direct, frequent service. The prompted exercise, with so many of the same people responding to travel times, underscores time as the common theme that unites those desires and suggests that the foundational issue for most of the non-safety related issues has ultimately to do with how long it takes to get somewhere.

[6] Weighted rankings are based on two points for each best reason and one point for each 2nd best reason. One participant from Group 1 did not select a 2nd best reason but wrote, "cost of gasoline doubled."

VI. Messages

We asked participants to write down the single most important message they had for the planners and policy makers on the topic of the region's transportation system (Appendix J). Their words speak for themselves:

"Focus on building small communities that are self sustaining and offer inhabitants the wide array of services and luxuries found within the greater region."
"If this focus group is at all representational of the larger community there clearly is a desire by your constituents to have you address traffic/transportation."
"It's not going to get better by itself."
"Consider all aspects of planning. Have many groups like this to really understand people's needs."
"Transportation issues will be, in 5-10 years, the number one issue affecting the lifestyle and desirability of living in Sacramento."
"Security should be a top priority and that should be expressed to the public. So many things on light rail make some not want to ride."
"It needs to be a well thought out, cost effective, long term plan as opposed to a short term fix."
"Highway accessibility – alternate routes to relieve congestion."
"Rather than putting a temporary bandage on a long term problem, find a solution that will fix our current problem and prepare for the future."
"Develop alternatives to the traditional car-oriented transportation system that is fast, safe, convenient."
"Need to improve our freeways/highways to reduce traffic, accidents and pollution."
"Transportation should not be an afterthought but part of the original plan for any development. Funding transportation should be part of the development process."
"Renewable energy is key. Locally produced fuel (bio-diesel). High speed trains (Bay area commuters). More public transportation (buses, shuttles)."
"Think long term and to the benefit of the greatest number of people."
"Comprehensive planning with developers; convenient rapid transit – many stops and frequent trains."
"Safety, air quality, and time should be top priorities."

VII. Observations and Conclusions

Public Transportation Use. Participants uniformly recognized the need to reduce car use in the Sacramento area. When prompted to think of what could be done for the region's transportation problems, their minds jumped right away to different forms of public transit—light rail, buses, and trains—and most responded favorably to the idea that an effective mass transit system would in fact reduce car traffic.

But when posed a slightly different question, which asked what participants could *personally* do to reduce their car use, using public transit was *not* what first leapt to mind for most. Rather, they thought simply about using the car less often and more efficiently: carpooling, biking, combining errands, getting out of the habit of jumping in the car for every little thing, doing work or shopping over the internet, and so on. Very few (only five) *initially* thought, "oh, I should look into using mass transit."

Participants were open to the concept of using mass transit, but only under certain circumstances having to do with ease of access, time efficiency, and safety—most of which does not yet exist for them in Sacramento's public transit system. Moreover, some participants, and especially those who

lived outside the reach of light rail or were not deeply affected by traffic, were not very tuned into public transportation as an option.

Importance of Safety, Time and Convenience. Frustrations with driving have grown to the point that many focus group participants were looking for alternatives. At the same time, frustrations associated with public transit prevented it from being that alternative for most. Again and again we heard that issues of safety, time and convenience—frequency, location, connections, consistency, hours—were the sticking points that kept participants from using public transit. Above all, the choice whether or not to take trains, light rail and buses came down to *time*: for public transportation to be attractive, it needs to get people where they want to go as fast and conveniently as a car does.

"Smart Growth" Support. While they may not have used "smart growth" terminology, participants from throughout the region talked comfortably and supportively of better planning and adequate infrastructure in place before building. Participants very much liked the idea of small, more self-contained communities where people can live closer to where they work and are able to walk and bike to services (sidewalk and bicycle improvements). Participants were prepared to try options like carpooling, using bikes, and clustering. Some were even ready to give public transit a shot.

While denser housing as an unprompted issue rarely came up, we know from our other research that when prompted to consider the issue, and given information about broader community trade-offs, the level of additional development proposed, and accompanying amenities, there can be significant support for higher density development, especially for new suburban development and infill and redevelopment along corridors near established neighborhoods.

Comparison to Survey Research. The focus group discussions clearly validate and elaborate on many of our recent quantitative survey findings. These participants underscore what survey respondents told us: the region's transportation situation is serious and needs attention. In addition to focusing on traffic congestion and inadequate highways and public transportation, we learned from focus group participants more about what they considered the *consequences* of these problems. These included more air pollution, loss of personal time, and potential loss of productivity. All of these can affect their quality of life, which both they and survey respondents highly value living in the Sacramento area.

Both focus groups and survey respondents realize that additional, substantial funding will be needed. What we learned from the focus groups is that they know that it will cost more the longer the wait, and they want long-term solutions rather than quick fixes. They also want assurances that whatever funds are allocated will be used appropriately.

The desire to help preserve their quality of life was evident in both the focus groups and among survey respondents, who wanted a balanced approach to transportation planning that specifically provided for more and better public transit, especially light rail expansion and improved bus service. We learned from the focus group participants that an important consideration in their willingness to use mass transit was safety.

Focus group participants, like the survey respondents, considered time efficiency and improved transit service as two of the primary reasons they would consider reducing their car use. Both also

liked the idea of people being able to live closer to services and their work. What the focus groups emphasized is how incredibly important time is to people, especially to their quality of life.

Clearly any strategy around addressing the region's transportation situation will be most effective if it directly relates to what residents value the most about living in the region, and the implications if "smart growth" approaches are not taken.

Appendix A
Background Information

What is your county?			
Group 1	**Group 2**	**Group 3**	**Group 4**
El Dorado - 3	-	El Dorado - 2	-
Placer - 1	Placer - 1	Placer - 1	Placer - 2
Sacramento - 4	Sacramento - 6	Sacramento - 4	Sacramento - 4
-	-	-	Sutter - 1
Yolo - 1	Yolo - 2	Yolo - 2	Yolo - 1
-	-	-	Yuba - 1

How would you describe where you live?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Rural	3	1	1	-	1
Rural Changing to Suburban	2	-	-	2	-
Suburban	22	4	7	4	7
Urban	8	3	1	3	1

*One participant from Group 1 circled both rural changing to suburban and suburban and wrote, "I live in Elk Grove so I'm not sure which one it is."

What is your occupation?			
Group 1	**Group 2**	**Group 3**	**Group 4**
Stay at Home Mom	Inventory Material Clerk	Teacher	Management Analyst
School District Employee – Program Facilitator	Christian Youth Work/Construction	Project Manager Budget, Design, Materials Shipments, Labor/Manpower	Self-employed, Independent Consultant Exchange Student Programs
Draftsman	Military	Administration	Biotech Researcher
Self Employed Event Planner	Customer Service	Insurance Adjuster	Retired Safeway Manager
Sales Director for High Tech Firm	High School Teacher	Stay at Home Mom	Gardener
Expeditor for a Transportation Production Company	Technical Support Food Companies	Self-Employed Writer (Semi-Retired from Human Services)	Retired Federal Service Electronics Tech.; 12 years Residential Realtor
No Response	Accounts Receivable Clerk	Private Home Health Aide	Claims adjuster
Route Sales Representative	Teacher	Realtor	Veterinary Technician
Veterinarian	Administrative	First Grade Teacher	Realtor

What is your education level?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Some High School	2	1	-	1	-
High School Graduate	1	1	-	-	-
Some College	12	2	3	3	4
College Graduate	13	3	3	3	4
Post College	8	2	3	2	1

What is your total household income before taxes in 2006?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Under $50,000	16	6	3	3	4
$50,000 – $74,999	5	-	3	2	-
$75,000 – $99,999	8	-	1	4	3
$100,000 - $149,999	2	-	1	-	1
$150,000+	5	3	1	-	1

Age					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
18-34	10	6	1	1	2
35-54	17	2	6	4	5
55+	9	1	2	4	2

Gender					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Male	20	5	5	5	5
Female	16	4	4	4	4

What is your main racial or ethnic group?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
African-American	3	-	1	1	1
Asian-Pacific Islander	3	-	1	1	1
Hispanic/Latino	5	2	2	1	-
Native American	1	-	-	1	-
White	22	6	4	5	7
Other	2	1	1	-	-

*Group 1 Other – Asian American.
*Group 2 Other – American German.

Appendix B (Group 3 Only)
What do you value about living in the Sacramento region? What threats are there to what you value about living in the Sacramento region?

Group 3	
What do you value about living in the Sacramento region?	**What threats are there to what you value about living in the Sacramento region?**
Beauty; wage income.	Over bureaucracy.
Small town charm of a big city.	Crime/drugs/violence.
Health is important.	Water.
Value diversity.	Congestion due to traffic.
Capitol.	Smog.
Friendly people.	Crime.
Slower, less crowded.	Rapid, uncontrolled development.
Weather.	Becoming too popular – people.
Diversity – of cultures and income.	Spotty development/poor planning (building).

Appendix C
(Written Exercise 1)

When you think of transportation in the Sacramento region, what comes to mind? What comes to mind when you think of transportation in the Sacramento region and what works well? What doesn't work well and needs improvement?

Group 1		
What comes to mind?	**What works well?**	**What doesn't work well?**
Traffic; hot summer days stuck in traffic.	Light rail; carpools.	Not sure.
Traffic is bad, getting worse every year. Turning into LA.	Busing is great in Sacramento but not in rural areas.	80 backs up at 65 every day.
Transportation in the Sacramento region is headed towards chaos! (With growth.)	Small areas where cars are not needed such as the downtown area! Good roads.	Growth seems to stifle commutes.
High traffic; smog; delays.	RT expansion (in routes and schedule).	Commuting; HOV lanes underutilized.
Not enough mass transit; congestion during commute; easy drive not at commute.	Train to the Bay area.	Local mass transit; north to south freeway.
Mass transit; light rail; buses, etc.	Light rail; buses.	Individualism (everyone driving their own car).
Relatively reliable; buses need improvement.	RT system works well, good system.	Connection with bus/train; extension to other areas.
Thugs; cheap.	RT.	Security at light rail.
Congestion; rush hour.	Zippo - no personal knowledge of rapid transit.	Freeway traffic; congested intersections.

Group 2		
What comes to mind?	**What works well?**	**What doesn't work well?**
Mediocre.	Private auto.	Bus system – doesn't travel all over.
Could use better public transportation.	Trains.	Don't know.
Light rail; buses only. Not enough public transportation.	Light rail to some extent but limited areas; buses if you live close by downtown.	Highways - not enough available access routes; light rail limited to certain areas.
Traffic jams; not enough lanes on the freeway; long travel time for short distance.	Don't know.	More freeways; readjustment of on/off ramps for freeways.
I think my thoughts are skewed because I'm not used to big cities. Congestion and one way streets are confusing.	Lots of signs; light rail.	Getting lost – no C-Stores.
Transportation is too reliant on freeways.	What works well – most cities have easy freeway access.	Freeways don't work on Fridays; RT should be improved.
Buses; cars.	Buses; airplanes.	Car traffic lanes.
Light rail/bus/train – options.	Variety of options.	Safety/time.
Time; convenience.	Train; light rail.	Buses.

Group 3		
What comes to mind?	**What works well?**	**What doesn't work well?**
Congestion.	Back roads.	Main arteries.
Light rail – commuter traffic.	Staggering work schedules.	HOV lanes – commuter traffic.
Buses.	Convenience.	Cost.
Need to improve light rail.	Widen highways.	Light rail to more areas.
Bikes on buses.	Driving during off peak times.	Bikes on buses.
Not very good; stops early.	Light rail.	More bus stops (West Sacramento).
US 50/I-80.	Rapid transit.	Major surface arteries.
Automobile.	Automobile use.	Not enough rapid transit.
Very sad and difficult to wade through.	Light rail from Rancho to downtown, South Sacramento to downtown.	Transportation around all downtown.

Group 4		
What comes to mind?	**What works well?**	**What doesn't work well?**
Inadequate.	Light rail.	Intercity transportation is inadequate.
Car necessary (real or perceived); worsening traffic.	Car (for now?).	Knowledge/education (for me at least) of alternative transportation.
Behind on freeway expansion.	Alternative – train.	Highways.
Choices; overcrowded; expanding.	Good highway signs; adding capacity.	Gridlock on some streets – freeway crowded.
Efficient; feasible; affordable.	Light rail, coordination of busing.	Carpooling.
Frustration/commute; inadequate number of roadways.	Wider roadways.	Limited access/bridges, no foot paths, etc.
Congestion; light rail.	Carpool lanes; bike trails; commuter vans.	Overpopulation in certain areas; commuter traffic.
Light rail; river bridges; bike trail.	Light rail; bike trail; off-hour traveling.	Peak traffic; no major bridges in 40 years.
Cars and roads.	Cleaner, more efficient transportation.	Dirty, wasteful, inefficient transportation.

Appendix D
(Written Exercise 2)

Should something be done to minimize transportation problems in your community? What? What should be done to minimize problems in your region?

Should something be done to minimize transportation problems in your community?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Yes	29	9	5	8	7
No	6	-	4	1	1
No Response	1				1

Should something be done to minimize transportation problems in your region?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Yes	35	9	9	8	9
No	-	-	-	-	-
No Response	1	-	-	1	-

Group 1			
Should something be done to minimize transportation problems in your community? What?		**Should something be done to minimize transportation problems in your region? What?**	
Yes	More free transportation – people would be more likely to use public transportation if it was free. Cleaner, more security on buses or (?).	Yes	One region will help the others. Cleaner and safer public transportation. More video cameras to record any problems.
Yes	We need to build that bypass in Lincoln to alleviate 80 and 65 traffic and open up 65 in Lincoln to residents.	Yes	Sacramento busing needs to connect with Placer County buses better than it does now.
Yes	Public transit systems being more viable later into the evening and in more areas.	Yes	Promote the use of buses and trains (AKA light rail). Limit external growth of surrounding suburbs and promote a strong and vital inner city.
Yes	Encourage employers to incentivize carpooling and flextime; bike lanes on major arteries.	Yes	Encourage employers to incentivize carpooling and flextime (govt. too since they are large employer).
Yes	North to south freeway; south to north freeway.	Yes	Eastern area north/south freeway; expand commuter train to Bay area; bring BART out to Sacramento.
Yes	Add more mass transit (light rail, buses, etc.).	Yes	Add more light rail; buses, etc. Improve existing roads.
Yes	Extend the RT system to Elk Grove Cosumnes River College; improve bus to train connections; buses leave right before train arrives.	Yes	Yolo County bus system should be improved, more buses, more frequently.
Yes	Better security on light rail	Yes	Buses going to multiple counties besides Yolo.
Yes	Widen Missouri Flat/Hwy 50 intersection; stop building houses; elevate freeway downtown.	Yes	Including national - limit building; discourage driving with higher gas tax (spent on roads).

Group 2			
Should something be done to minimize transportation problems in your community? What?		**Should something be done to minimize transportation problems in your region? What?**	
No	-	Yes	Add a total transportation system such as BART that goes throughout the freeways.
No	-	Yes	I'm blank.
No	Add shuttle service.	Yes	Add convenient elder care access to the transportation.
No	The main arteries have been improved and traffic flows well. We have one "smart" stop light in town.	Yes	Develop a cheap, consistent grid of light rail or BART to connect Yolo-Solano to Sacramento or San Francisco.
Yes	Better access to transportation.	Yes	Also better access to transportation.
Yes	Availability of public transportation, light rail, minimize car traffic; carpool incentives; more access possibly cross town.	Yes	Availability of public transportation subway system (non-ground level); carpool incentives; better highway condition, more lanes possibly and more highway connectors (cross town, different areas).
Yes	A light rail from Elk Grove to Sacramento.	Yes	Expand freeways and revamp on/off ramps; expand light rail system in Sacramento; add more freeways in Sacramento.
Yes	Highway 65 is full – mostly log and gravel trucks; 69 and Sunset is like a ten minute intersection; L. MacBean Park needs crosswalk – dangerous.	Yes	193 from Lincoln to Auburn is fast, curvy, dangerous.
Yes	Safety, monitoring passengers.	Yes	Traffic, freeways confused by names, merging, etc.

Group 3			
Should something be done to minimize transportation problems in your community? What?		**Should something be done to minimize transportation problems in your region? What?**	
No	-	Yes	Improved, more rapid transit.
Yes	Expand public transportation.	Yes	Coordinate regional transportation development.
Yes	More safety for bikes; enforcing the laws already on the books.	-	I'd like to see <u>more</u> enforcement of current laws.
Yes	Major projects over 99 passages.	Yes	New highways in outlying, undeveloped areas.
Yes	More accesses to major freeways.	Yes	More light rail access.
Yes	More buses and locations.	Yes	Cost effective for residents.
Yes	Currently I have street parking, I would like seeing more covered parking.	Yes	Public transportation (light rail) should give greater access to other counties.
Yes	More frequency; more stops; later and earlier hours.	Yes	More accessible.
Yes	More light rail stations (how about a subway system?!).	Yes	Improved buses (increased, more often) to outlying areas.

Group 4			
Should something be done to minimize transportation problems in your community? What?		**Should something be done to minimize transportation problems in your region? What?**	
-	Quicker access to freeways from my area.	Yes	More public transportation.
No	-	Yes	Develop better freeway systems.
Yes	We need more widespread, clean, renewable public transportation - buses, trains, etc.; bike trails.	Yes	Same as above, more trains especially.
Yes	More bridges across river (Mayhew area); beltways; light rail extended to 2nd Street.	Yes	Beltways – we only have I-80 at Arco; Grantline – 99 to Folsom; Watt to Folsom; light rail.
Yes	Relief of congested traffic; long lights – two and three times waiting; bridges over rivers not adequate.	Yes	Relieving congested and unsafe intersections especially around shopping, schools and sports venues, etc.
Yes	Roads play a part in transportation to make traffic flow easier, planning.	Yes	Promoting more carpool commuting opportunities.
Yes	Better timing on traffic lights. Let most traffic through at expense of side streets.	Yes	Add capacity freeway – let everyone use (not just carpool).
Yes	Have expansion carpool lanes on highway.	Yes	Improved highways – alternatives.
Yes	I would like to see increased announcements or publicity about transportation alternatives.	Yes	At the region level, I would like to see more lanes on the highway and more ways to commute.

Appendix E
(Written Exercise 3)

Have you heard anything about any proposal to improve or expand the transportation system in the region? What have you heard?

Have you heard anything about any proposal to improve or expand the transportation system in the region?					
	Total	**Group 1**	**Group 2**	**Group 3**	**Group 4**
Yes	19	7	3	5	4
No	17	2	6	4	5

Group 1	
Yes	RT is now grown to Folsom and I believe West Sacramento and bypass in Lincoln hasn't even had an environmental report yet.
Yes	Extending light rail to various locations.
Yes	Proposed extension of RT, proposed bypass linking Elk Grove with Folsom/EDH new bridge to bypass Folsom dam.
Yes	White Rock/Grant Line Road connector freeway from Hwy 50 in Folsom/EDH to Hwy 99 in Elk Grove.
Yes	Expanding light rail to reach Sacramento International Airport.
Yes	Proposition to expand light rail system past Meadowview to Elk Grove/Laguna.
Yes	Talk of expanding rapid transit; widening freeway (Hwy 50) further up toward Placerville; add diamond lane.
No	-
No	-

Group 2	
Yes	Extension of light rail to further areas; widening freeway corridors.
Yes	Bypass by 65 is coming but it's in like 2140 or something. Something about by the 193 from the state so improvements can be done.
Yes	Bonds to improve and repair highway system were passed – I suppose the chuckholes on I-80 will be repaired.
No	-
No	Nothing.
No	-
No	-
No	I guess I don't read paper or watch TV news to concern myself!
No	-

Group 3	
Yes	Overhead tracks for light rail (like Power Inn Road).
Yes	Maybe about light rail extension.
Yes	Light rail coming to West Sacramento.
Yes	Light rail from Western El Dorado County to Sacramento.
Yes	Extending light rail further to east to Folsom and/or Roseville.
No	-
No	-
No	-
No	-

Group 4	
Yes	Expand light rail and Amtrak – from Amtrak.
Yes	Hazel Avenue widening – newspaper (Sac Bee).
Yes	Sac Bee; diamond lanes raised to 70; light rail extensions.
Yes	SN and R article about high speed trains throughout California. YES!!!
No	-
No	-
No	-
No	Have not heard proposal for transportation improvement.
No	-

Appendix F
(Written Exercise 4)

Present list of reasons for why something should be done about the problems with the region's transportation system. Participants star best, two stars for second best, and a minus sign for worst reason.

Weighted Rankings* and Tally by Reason													
Reason	Weighted Ranking	Group 1			Group 2			Group 3			Group 4		
		BEST	2nd BEST	WORST	BEST	2nd BEST	WORST	BEST	2nd BEST	WORST	BEST	2nd BEST	WORST
1. The longer we wait to deal with the problems the more it is going to cost us.	31	4	2	-	1	3	1	4	1	-	3	1	1
4. Including improved public transit as part of any improvement to the region's transportation system would help reduce air pollution.	24	2	3	-	6	-	-	1	-	-	-	3	1
9. Improvements to freeways, major highways, and bridges throughout the region would better prepare us for emergency situations.	14	2	-	3	2	1	1	-	2	2	-	3	-
6. Including transit as part of the improvements will help more people get to where they need to go.	9	-	-	-	-	1	-	2	-	-	2	-	-
7. It just takes too long to get to where you need to go in the region.	8	-	-	-	-	1	-	1	1	1	1	2	2
5. Including public transit as part of the improvement of the region's transportation system would help reduce our country's reliance on foreign oil.	7	1	-	1	-	2	-	-	1	1	1	-	2
8. The region's major highways and freeways are dangerous with too many accidents.	7	-	1	-	-	1	-	-	1	1	2	-	1
2. Movement of products and freight will be slowed if we don't reduce traffic congestion in the region.	4	-	3	4	-	-	4	-	1	1	-	-	1
3. Local businesses will be hurt if we don't reduce traffic congestion in the region.	-	-	-	-	-	-	3	-	-	1	-	-	1

Group 4
#6 and #7 are connected together. It simply takes too long for many people to travel to where they need to go (for your job, food, etc.).
A disproportionate amount of money is being spent on things like light rail which is expensive to build and benefits few people. Use buses to cover more areas at lesser expense. Majority drive cars.
Foresight is better than hindsight, our plans are slowed because of selfishness and greed.
Dangerous, overcrowded roads equal more accidents.
#1 – Caltrans with Jerry Brown caused major problems – took away Mayhew Bridge, freeways in town, beltways cancelled. #9 – Carpool lanes to Sunrise now need to be extended. #7 – Transportation needs to be fixed.
Petroleum based transportation is now obsolete. We need to look at renewable energy forms. (Bio-diesel, Hydrogen fuel cell.)

*Weighted ranking based on two points for each best reason and one point for each 2nd best reason.
*One participant from Group 1 did not select a worst reason.
*One participant from Group 3 selected four best reasons, two 2nd best reasons and three worst reasons.

*One participant from Group 3 did not select a worst reason.
*One participant from Group 3 selected two 2nd best reasons.

Appendix G
(Written Exercise 5)

Present list of reasons for why something should NOT be done about the problems with the region's transportation system. Participants star best, two stars for second best, and record a minus sign for worst reason.

Weighted Rankings* and Tally by Reason													
Reason	Weighted Ranking	Group 1			Group 2			Group 3			Group 4		
		BEST	2nd BEST	WORST	BEST	2nd BEST	WORST	BEST	2nd BEST	WORST	BEST	2nd BEST	WORST
2. There are more important priorities for spending the money it would take to improve the region's transportation system.	44	4	3	-	4	2	-	4	2	1	6	1	2
1. Anything they did now would just be a short-term fix, we would be facing the same problems again within a few years.	28	3	4	-	2	3	1	2	3	-	1	2	1
3. If we don't improve the freeways, major highways, and bridges in the region, eventually it will force more people to take public transit or drive at a different time, and that is better for the future.	17	2	1	5	1	1	2	-	2	5	2	3	3
4. Money would be wasted on public transit.	12	-	-	4	1	-	4	3	1	2	-	3	3

Group 1 Comments
Taking over farm land.
Better ways – fix housing density.

Group 2 Comments
Poor design in the past makes me doubtful that the same engineers would do any better in the future.

Group 4 Comments
Traffic is not the only thing that needs to be improved in Sacramento. Many people currently (myself included) think public transportation is not cost-effective.
People don't change behavior until it becomes painful, e.g. gas prices – encourage conservation at certain level.
Re: #3 even if they forced more people to use public transit, etc. would it be up to the task in a timely manner/supply and demand.
#1 – Ostrich approach. #2 – money fight. #4 – if you're not using it, it's wasted.
I could see these reasons being counter-arguments against public transportation.

*Weighted ranking based on two points for each best reason and one point for each 2nd best reason.
*One participant from Group 1 did not select a 2nd best reason.
*One participant from Group 2 did not select a worst reason.
*One participant from Group 2 selected two best reasons and no 2nd best reason.
*One participant from Group 2 did not select a 2nd best reason.
*One participant from Group 2 did not select a 2nd best reason or a worst reason.
*One participant from Group 3 selected three 2nd best reasons and no worst reason.

Appendix H
(Written Exercise 6)

What could you personally do differently that would reduce your use of your car by 10%? What could be done in terms of transportation system improvements or expansions that would help you reduce your use of your car by 10%?

Group 1	
What could you personally do differently that would reduce your use of your car by 10%?	**What could be done in terms of transportation system improvements or expansions that would help you reduce your use of your car by 10%?**
Ride a bike; walk; carpool.	Security on public transportation, cleaner and safety.
Grocery shop for a month instead of weekly; coordinate shopping, and going in to town less.	Carpooling and more jobs closer to home.
Seek employment close to your home and ride a bike.	Make RT run later into the night.
Don't think I can – already drive very little.	Don't think public transit could personally help me decrease that much.
Telecommute (i.e. work virtual from home); use the internet to conduct commerce and collect information (i.e. shop); buy less stuff (i.e. shop less).	Metro Sacramento BART system with connection to the airport.
Carpool; plan outings better.	More mass transit service; more operating times.
Not own a car; cluster running errands; lifestyle centrally located; live near public transit.	Expand RT light rail to college communities (Sacramento to UC Davis, SCC, CRC, ARC).
Groceries online.	-
Not go on vacation; more internet shopping.	Can't think of any.

Group 2	
What could you personally do differently that would reduce your use of your car by 10%?	**What could be done in terms of transportation system improvements or expansions that would help you reduce your use of your car by 10%?**
I could carpool with someone going in the same direction; walk down the street instead of drive.	Go to more areas in the cities, also different routes.
Carpool; combine errands.	More accessibility; safety; better routes.
Telecommute; eating at home more; reduce entertainment travel (non-essential).	Better designed public transit, i.e. parking access, security and safety, more direct routes; greater coverage to other areas.
Public transportation; carpool.	Light rail from Elk Grove to downtown Sacramento.
I lived in the mountains and we were forced to make a shopping list instead of going to the store every time I needed something.	Transportation communication – draw thoughts from those who monitor and report on transportation.
Ride my bike within Winters; give up my Sacramento meetings.	Light rail to Davis or Vacaville – hourly!
Plan shopping for all to be done on one trip to town.	Because of being retired and involved in church activities it would not affect me.
Walking, biking; plan trips in car to be more efficient, productive.	Schedule times; location of stops.
Find out about alternative transportation options.	Provide education to the public that is easily accessible.

Group 3	
What could you personally do differently that would reduce your use of your car by 10%?	**What could be done in terms of transportation system improvements or expansions that would help you reduce your use of your car by 10%?**
Nothing.	New highways in areas that they never existed in before.
Schedule errands to reduce daily use of my vehicle; plan ahead.	Nothing – it would be up to me to reduce my automobile use. My choice, not the transportation system, since I am retired.
Walk to the gym; carpool to hikes, events.	Light rail to Lincoln and other areas.
Carpool.	Widen highways and more highways; better public transportation (light rail).
Combine errands; walk; ride bike more.	Building the light rail SAC-Davis-Davis-SAC as voted for years ago.
Work closer to home; less shopping.	Better public transportation.
Consolidate shopping trips better.	Don't know. I drive my car locally once or twice a week, three times on a busy weekend.
Quit taking impulse trips; buy more on internet.	Increase, expand rapid transit.
Carpooling to cycling races/events with teammates.	More direct and expanded bus routes; expanded light rail; more (and safer) bike lanes (specifically South Sacramento for me).

Group 4	
What could you personally do differently that would reduce your use of your car by 10%?	**What could be done in terms of transportation system improvements or expansions that would help you reduce your use of your car by 10%?**
Plan trips to be more productive; carpool.	None.
Make driving more efficient – use maps, find quickest/shortest way; limit driving to priorities (work, food, etc.).	Shuttle buses to help make the destinations of public transit reach more areas easier! (?) Dan's bus (for work).
Ride my bike to applicable locations; schedule.	City bus schedule?
Carpool kids to and from school; group trips to store, bank, office instead of separate trips; walk to club instead of drive (one mile).	Make school bus free and add more stops – include high school students; make toll roads.
Coordinate, plan my jobs to same area better; plan wife's shopping trips to be less frequent.	Don't know.
Bicycling; public transportation; go on fewer impulsive shopping trips; more trips closer to home equals less fuel; ride to events with a friend, etc.; think before driving, save it for another day.	More times and stops available for buses; more buses going more destinations I would want to go.
Bike and walk to local places (shopping, restaurants); coordinate with friends my trips into Sacramento.	Work more from home.
Plan trips to maximize errands; travel non-peak hours; ride bike trail; light rail.	Carpooling; carpool lanes; more bridges across rivers; beltways.
I use a truck that runs on B100 Bio-diesel which has 70-95% reduced emissions. I carpool with people, either in my car or theirs. Bike more.	More buses and bus routes running on bio-diesel/WVO. Fuel could be produced/grown or collected locally.

Appendix I
(Written Exercise 7)

Present list of changes that might cause people to reduce the use of their automobile by 10%. Participants star best, two stars for second best, and record a minus sign for worst reason.

Weighted Rankings* and Tally by Reason													
Reason	Weighted Ranking	Group 1			Group 2			Group 3			Group 4		
		BEST	2nd BEST	WORST	BEST	2nd BEST	WORST	BEST	2nd BEST	WORST	BEST	2nd BEST	WORST
2. The time it takes for your typical daily trips in your car increased by 50% from today	32	4	1	-	3	1	1	3	2	-	4	-	-
3. The time for a trip by transit is at least 25% faster than by car	14	-	2	-	1	-	-	2	1	-	2	1	-
9. A rail station (light rail, street car, or commuter train) within easy walking distance (5-15 minutes) to my home	12	2	-	-	1	2	-	1	2	-	-	-	-
4. The time for a trip by transit is the same as by car	7	1	-	2	2	-	-	-	1	-	-	-	1
1. The time it takes for your typical daily trips in your car increased by 25% from today	7	-	1	-	1	1	1	-	1	-	1	-	-
11. A rail station (light rail, streetcar, or commuter train) within a short automobile drive (<15 minutes) to my home with easy parking	6	-	1	-	1	2	-	-	1	-	-	-	1
8. A bus stop within easy walking distance (5 -15 minutes) to my home	5	-	-	-	-	-	-	-	-	-	2	1	-
6. More bicycle lanes available to make me feel safer using my bicycle for short trips	5	1	-	1	-	-	1	1	-	-	-	1	-
7. More lighting and sidewalk improvements to make me feel safer walking short distances	4	-	2	1	-	-	-	-	-	1	-	2	1
12. Buses came reliably every 15 minutes	4	-	-	-	-	1	-	1	-	-	-	1	-
18. Have to start paying for parking at work	4	1	1	2	-	-	2	-	-	3	-	1	-
5. The time for a trip by transit is no more than 25% slower than by car	3	-	-	-	-	-	-	1	1	-	-	-	-
13. Rail service (light rail, streetcar, or commuter train) came reliably every 15 minutes	2	-	-	-	-	1	-	-	-	-	-	1	-
16. The cost of parking doubled	1	-	-	-	-	1	-	-	-	1	-	-	-
10. A bus stop within a short automobile drive (<15 minutes) to my home with easy parking	-	-	-	-	-	-	-	-	-	-	-	-	3
14. Bus travel included services like Wi-Fi	-	-	-	1	-	-	1	-	-	4	-	-	1
15. Rail service included services like Wi-Fi	-	-	-	1	-	-	3	-	-	-	-	-	1
17. The cost of parking more than doubled	-	-	-	-	-	-	-	-	-	-	-	-	1

*Weighted ranking based on two points for each best reason and one point for each 2nd best reason.
*One participant from Group 1 selected two worst reasons.
*One participant from Group 1 did not select a 2nd best reason but wrote, "cost of gasoline doubled."
*One participant from Group 4 selected three best reasons.

Group 1 Comments
I live and work in the country and going to work is easy so…
Rail stations near my work.
Group 2 Comments
11 second best provided time was faster and safety at station well maintained.
Group 4
If it started taking longer by car AND there was a good alternative, I would use public transit.
Time and money are motivating factors.
Bicycling is important but not always practical for commute, etc.
Renewable energy!! Locally produced fuel! (Bio-diesel.)

Appendix J
(Written Exercise 8)

Considering what we have discussed today, what is the **one most important message** you have for the planners and policy makers about the need to do something about the region's transportation system?

Group 1
Improve the public's safety while riding public transportation. While walking or riding bikes – safety, safety, safety!
We need to improve the way our citizens travel through our region because we are spending quality time missed from family and we are creating accidents because people are in a rush.
Build with existing infrastructure and not worry about endless growth. Focus on building small communities that are self sustaining and offer its inhabitants the wide array of services and luxuries found within the greater region.
If this focus group is at all representational of the larger community there clearly is a desire by your constituents to have you address traffic/transportation.
Need! To do something about the metro transportation. It's not going to get better by itself. People need to spend less time and worry on transportation.
Consider all aspects of planning. Have many groups like this to really understand people's needs and what is best for mass transit improvements.
We need to have more connectability (sic) between other systems (Placer, Yolo, Sac RT, to other places – airport, universities, etc.).
No matter what route they go, security should be a top priority and that should be expressed to the public. So many things on light rail make some not want to ride.
Overall improvement in the quality of life.

Group 2
When planning, use your thought process carefully and make it as convenient and accessible as possible, taking everything into consideration.
It needs to be a well thought out, cost effective, long term plan as opposed to a short term fix.
Highway accessibility – alternate routes to relieve congestion. Improve public transportation (safety and efficiency) for more safety on roadways, bus - less emissions with fewer cars, future environment.
Rather than putting a temporary bandage on a long term problem, find a solution that will fix our current problem and prepare for the future.
I think a solution needs to be not only logical but on going in its implementation. A constant process and looking and designing ten years ahead.
Develop alternatives to the traditional car-oriented transportation system that is fast, safe, convenient.
Transportation consideration as homes, areas, shopping centers, businesses are being built. Actually before being built.
The area has grown and is growing – to encourage people to use public transportation make it convenient, accessible, with frequent stops, locations. Cost and safety.
Public safety; accessibility.

Group 3
Don't waste money on small public transportation systems, it would not fix the clogged highways, you need to create new arteries.
Better use of HOV lanes during peak hours (possibly charge extra for use of that lane via pre-paid sticker that can be renewed annually). More arteries leading to major freeways. Less congestion on those major arteries controlled by traffic lights.
Encourage the developers to plan for transportation expansion to Sacramento and other outlying areas.
Getting public transportation to increase the areas they travel to. Plus broadening the system without a great financial burden.
Think about the environmental impact; think about the stress factor of more housing ≠ better; think about putting money back into the community with greenbelts, parking – systems to help the community you just are going to build.
Provide more transportation from city to city; longer hours; more bus stops (West Sacramento).
Think long term and to the benefit of the greatest number of people.
Comprehensive planning with developers; convenient rapid transit – many stops and frequent trains.
Insist on developing public transportation systems/services along side with residential and business planners. It is time and cost ineffective to be chasing developments down after the fact.

Group 4
Transportation should not be an afterthought but part of the original plan for any development. Funding transportation should be part of the development process.
Transportation issues will be in 5-10 years, the number one issue affecting the lifestyle and desirability of living in Sacramento.
There is a definite need to improve the regional transportation system considering further development, jobs, etc.
Don't approve any more housing or development without having built roads, sidewalks, freeways to serve them first.
Growth is inevitable - plan and build transportation system based upon calculated growth. Safety, air quality and time should be top priorities.
More efficient roadways and highways to reduce travel dangers and gridlock during peak commute hours.
Need to improve our freeways/highways to reduce traffic, accidents and pollution.
Set up corridors of future roads/highways, purchase land/zone for future transportation uses – light rail, roads, highways, bike paths.
Renewable energy is key. Locally produced fuel (bio-diesel). High speed trains (Bay area commuters). More public transportation (buses, shuttles).