



MEMORANDUM

from Joan Chaplick, Project Manager, MIG, Inc.
to Sadie Smith, Caltrans District 3 Planning
re Summary of Kick-Off meeting on September 16, 2010
date September 27, 2010

Participants

Sadie Smith, Caltrans District 3 Planning
Alyssa Begley, Caltrans District 3 Planning
Gregory Chew, Sacramento Area Council of Governments
Sharon Sprowls, Sacramento Area Council of Governments
Joan Chaplick, MIG, Inc.
Andi Nelson, MIG, Inc.

Welcome and Overview

Joan Chaplick of MIG, Inc. welcomed meeting participants and provided brief, opening remarks about the Caltrans Public Participation and Engagement Contract and the funding provided for the SACOG Metropolitan Transportation Plan (MTP) 2035 Update Environmental Justice Focus Groups Project. Greg Chew shared that the Sacramento Area Council of Governments (SACOG) is currently conducting public outreach for MTP 2035 and provided a brief update on SACOG's current activities.

Project Overview and Schedule

Greg Chew provided a brief overview of current SACOG public outreach efforts. There are five public involvement projects going on, including this one, and they need to be sequenced to support each other and give staff the time needed to complete the work.

- Focus groups
 - Focus groups held to collect info on a particular subject area (including affordable housing and services) in relation to transportation were held in Summer 2010.
- Pre-workshop Outreach
 - Activities to encourage participation in the October MTP Community Workshops with neighborhood, low-income and other targeted groups
- Work with Jurisdictions

- On-going MTP collaboration with jurisdictions, including cities, counties, agencies, etc. through monthly Planners' Committee meetings.
- MTP Workshops
 - Five workshops in five counties and four workshops in Sacramento County to solicit public input.
- MIG/Caltrans Collaboration
 - Solicit input from environmental justice groups that did not provide feedback in other efforts.

Sharon Sprowls explained SACOG's Lifeline project, which ties into the MIG/Caltrans collaboration efforts. The purpose of Lifeline is to help identify gaps in connectivity in people's "life lines" –that is, travel routes to homes, jobs, services, businesses, and other frequently travelled places.

Outreach Strategy for Environmental Justice Focus Groups

The project focuses on conducting eight focus groups; mirroring the methodology used in SACOG's February 2007 report, Report of Finding for Environmental Justice Focus Groups. Participant recruitment will be critical to the success of the focus groups. MIG has had great success using Craigslist when the effort is accompanied by rigorous participant screening activities. The screening help ensure that participants have the specific desired demographic characteristics. Some possible criteria include: travel modes, travel reasons, location of residence or employment. MIG will need to identify other methods to help reach participants with limited English proficiency, especially Spanish and Chinese language speakers.

Eight focus groups will be conducted as follows:

1. Asian community, Asian Resource Center (1 meeting)
2. Latino community, Woodland and Sacramento (2 meetings)
3. Low-income community; defined as 60% below the median family income of the area (3 meetings, Sacramento, Placerville and Yuba City)
4. Native-American community (1 meeting)
5. African-American community (1 meeting)

SACOG maintains key contacts and resources in each of the identified communities. Meeting participants discussed key themes including: critical information, potential linkages to other Caltrans work, and potential project leverage.

Preliminary Focus Group Planning

Project team members explored potential information to be gleaned from the participants including:

- Participant demographic information (age, number of children, etc.) collected via survey
- Transportation service providers
- Frequent destinations
- Gaps in connectivity

Focus groups will be two hours in length and will be conducted between November 3rd and November 19th. For planning purposes, it was noted that Thursday, November 11th is Veteran's Day, which is a State and Federal holiday. One member suggested hosting the Latino community focus group on Sunday after church. Members suggested reserving venues and penciling in potential meeting dates. Note: following the meeting SACOG provided the full schedule of workshops which will occur as follows:

- October 13 – Placerville (6 pm – 9 pm)
- October 14 – Davis (6 pm – 9 pm)
- October 18 – Rocklin (6 pm – 9 pm)
- October 20 - Elk Grove (6 pm – 9 pm)
- October 21 – Citrus Heights (6 pm – 9 pm)
- October 25 – Marysville (6 pm – 9 pm)
- October 27 – Sacramento (11 am-2 pm or 6 pm – 9 pm)
- October 28 – Yuba City (6 pm – 9 pm)

MIG will prepare a summary report of the focus group key findings and themes. The report may also include survey response polls and summaries.

Action Items and Next Steps

The following action items were identified during the kick-off meeting:

MIG

- Develop draft agenda and focus group structure
- Develop draft focus group approach
- Contact and communicate with SACOG connections
- Reserve meeting locations and confirm meeting dates
- Recruit focus group participants
- Set-up a conference call to discuss draft materials

SACOG

- Send MTP Workshop locations and dates to project team
- Send confirmed MTP Workshop content
- Ask SACOG Communications Staff to send MIG contacts for key organizations
- Refine focus group questions

Caltrans

- Explore how the topics proposed for the focus groups link to other Caltrans issues and opportunities

The project team will identify dates for the next team meeting and the project community outreach meeting as the focus group approach and structure is developed and finalized.