



## MEMORANDUM

**TO:** Transportation Planning Board  
**FROM:** Karen Armendariz, Transportation Planner  
**SUBJECT:** 2021 Focus Groups  
**DATE:** February 26, 2021

---

As part of the public involvement efforts for the update to Visualize 2045, TPB staff conducted 11 focus groups with residents of the region. The focus groups explored the topics of transportation equity, safety, and climate change.

## BACKGROUND

Public engagement for the Visualize 2045 update began last fall with a public opinion survey that received more than 2,400 responses. The results of that survey, called Voices of the Region, were presented at the February TPB meeting. Staff finished conducting qualitative public opinion research through focus groups, which are described below. This summer, staff plans to conduct open public engagement activities that will provide opportunities for all residents and stakeholders to learn about the plan update and submit input.

## PURPOSE

The three primary purposes for these focus groups are the following:

- 1) Supplement the quantitative data from the Voices of the Region public opinion survey.
- 2) Understand the issues of transportation equity, safety, and climate change through the perspective of different population groups in the region.
- 3) Incorporate Equity considerations by oversampling members from underrepresented community groups, thereby contextualizing the quantitative data received through the survey with narratives about the lived experiences of participants.

## LOGISTICS

The 11 focus groups were conducted virtually from January 5 - February 9, 2021. All sessions were held via Zoom and lasted 90 minutes.

Participants for three of the ten focus groups were selected based on geographic subregions – the core, inner suburbs, and outer suburbs. The other eight sessions were formed based on participant demographics including age, race and ethnicity, income and Spanish language.

TPB staff partnered with ICF, a consultant research firm, to recruit approximately 110 participants via social media. ICF conducted two weeks of recruitment that resulted in more than 700 people signing up to participate in these focus groups.