

# Summary of SR 37 Focus Groups: Potential Conceptual Alternatives



July 2018



# Purpose and Methodology

- **Purpose:** to collect input from regular commuters on potential alternatives to improve SR 37
- MIG, Inc., on behalf of Caltrans, conducted **5 Focus Groups**, including one for Spanish-speakers
- Aimed to convene **diverse and representative groups of residents** from the four counties



# Methodology: Format

For each Focus Group, participants:

- Received a **10-minute overview** to create a **shared understanding** of conditions and project goals
- **Discussed the alternatives one-by-one**, including the advantages and disadvantages of each
- **Ranked their preferences** for the 6 alternatives and provide additional comments



# Focus Group Schedule

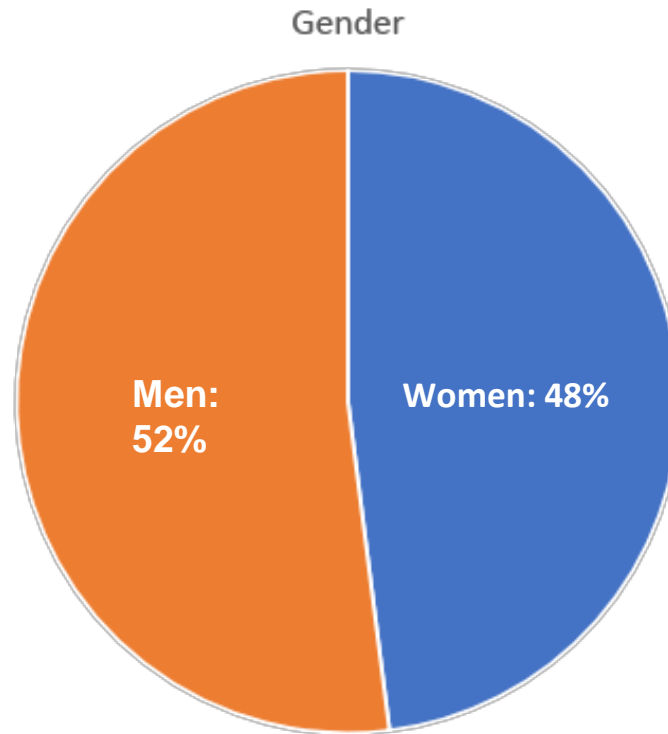
- **Vallejo:** Thurs. May 24, Vallejo Community Center;  
*10 participants*
- **Sonoma:** Wed. May 30, Sonoma Community Center;  
*13 participants*
- **Napa:** Mon. June 4, Napa County Library; 12 participants
- **Sonoma (Spanish):** Tues. June 12, La Luz Bilingual Center;  
*14 participants*
- **Marin:** Wed. June 13, Transportation Agency of Marin; *13 participants*

# Participant Profile



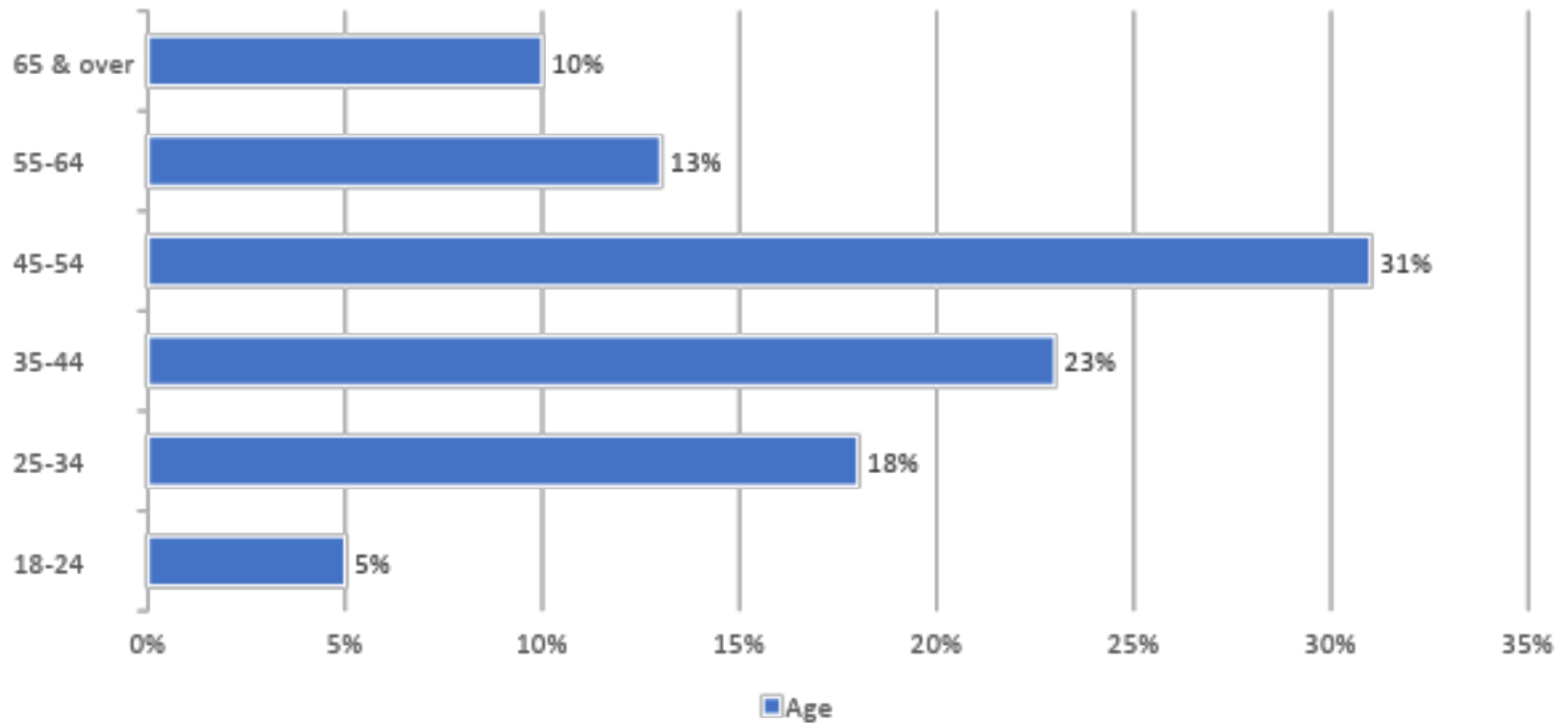


# Participant Profile: Gender



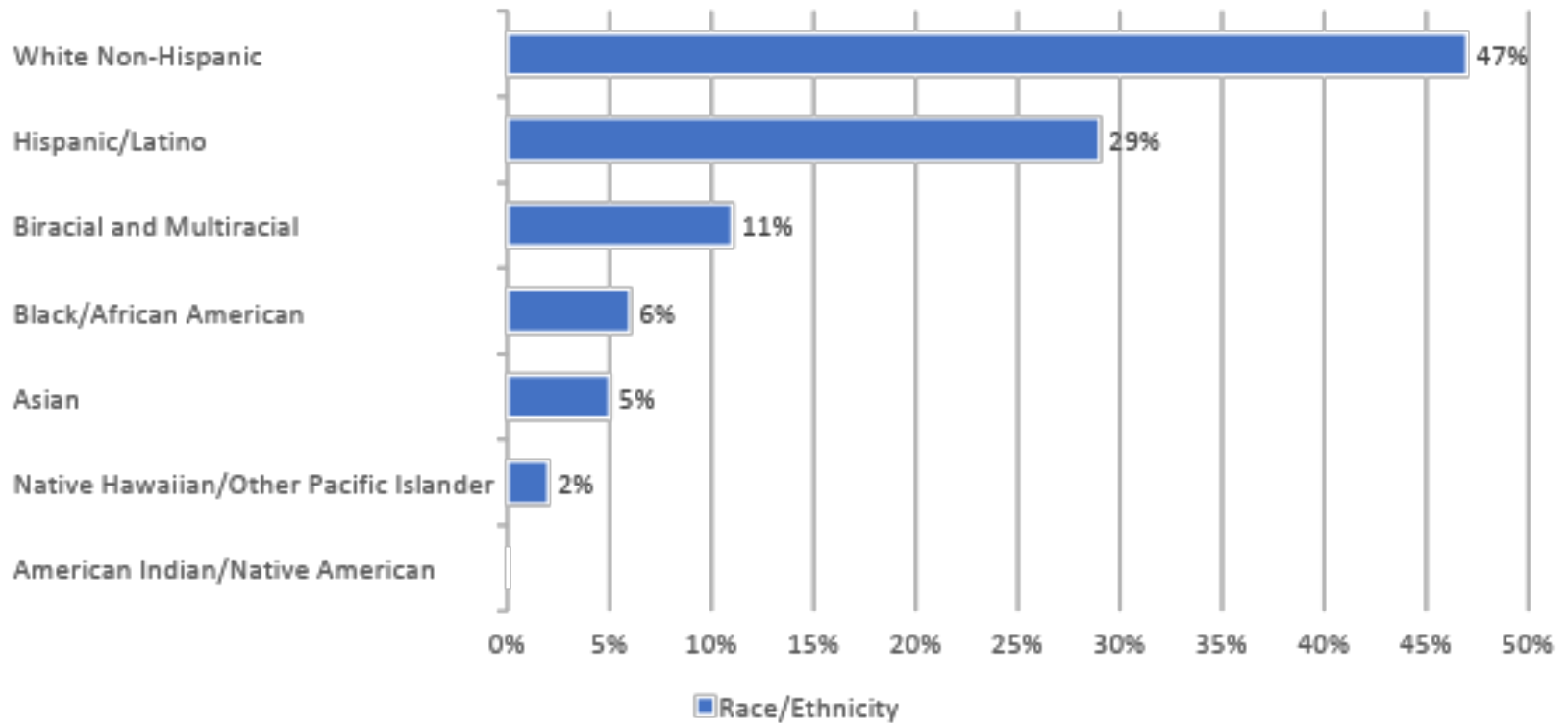


# Participant Profile: Age





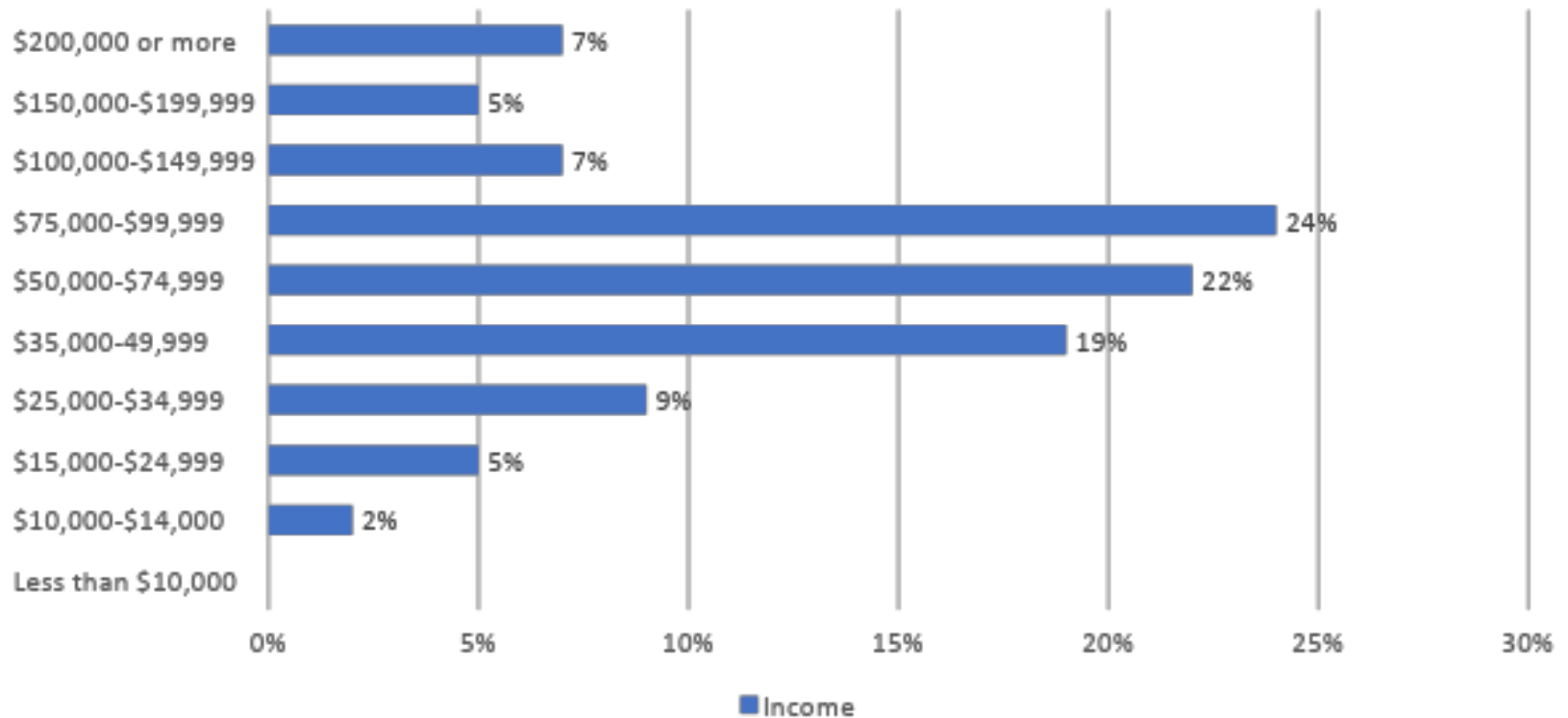
# Participant Profile: Race & Ethnicity







# Participant Profile: Income



# Key Findings





# Key Findings: General

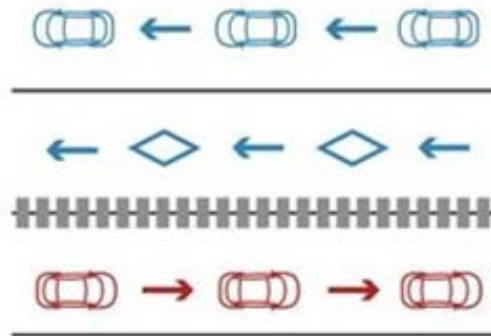
- Commuters require immediate relief; cannot wait 15-20 years
- Four lanes likely to be insufficient long-term
- Expect improvements to be done in a way that protects the environment
- No new tolls
- Commuters want regional transit options
- Participants believe there is little demand for bike lanes



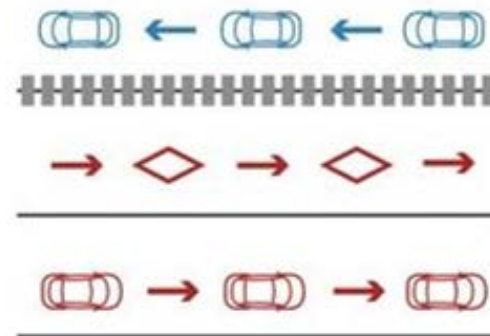
# Alternative 1

## 3-Lane Contraflow: on Existing Roadway

AM: 2 Lanes Westbound



PM: 2 Lanes Eastbound





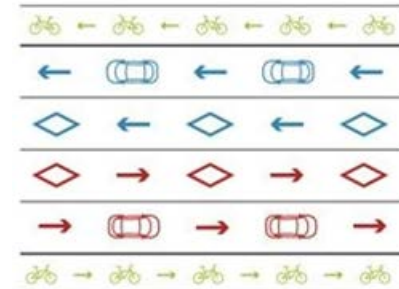
# Key Findings: Alternative 1

- Commuters want immediate relief while a long-term solution is being planned
- Alternative 1 was viewed by all 5 groups as an interim solution that should be pursued immediately
- Long-term solution must address sea-level rise; Alternative 1 does not.
- Concerns about the split lanes having adequate capacity given traffic in both directions



# Alternative 2

## 4-Lane Highway: Combination of Causeway and Embankment Adjacent to Existing Roadway





# Key Findings: Alternative 2

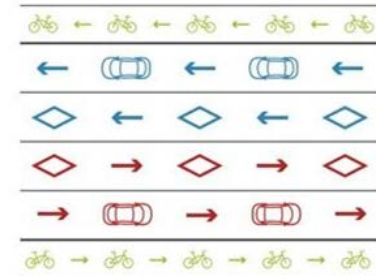
## 4-Lane Highway: Combination of Causeway and Embankment Adjacent to Existing Roadway

- Participants had difficulty distinguishing between Alternatives 2 & 3
- Perceived as timely and more cost effective relative to Alternative 3



# Alternative 3

## 4-Lane Causeway: Adjacent to Existing Roadway







# Key Findings: Alternative 3

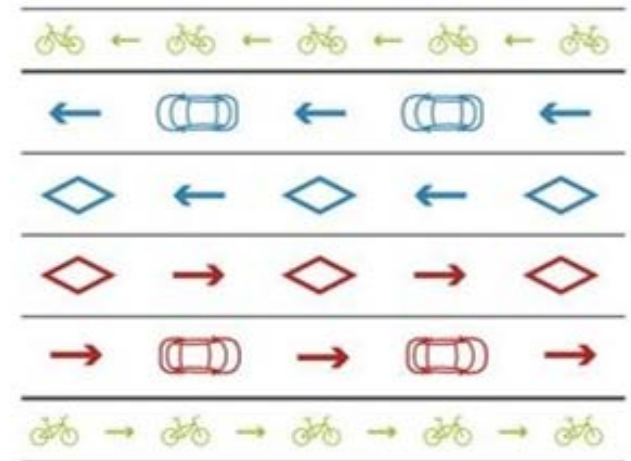
## 4-Lane Causeway: Adjacent to Existing Roadway

- Perceived as less harmful to the environmental relative to Alternative 2
- A few participants who lived in Florida and Louisiana were advocates for causeways; they believed Alternative 3 would be more resilient over time



# Alternative 4

**4-Lane Highway near SMART:** Uses Land Along Future SMART Train Route





# Key Findings: Alternative 4

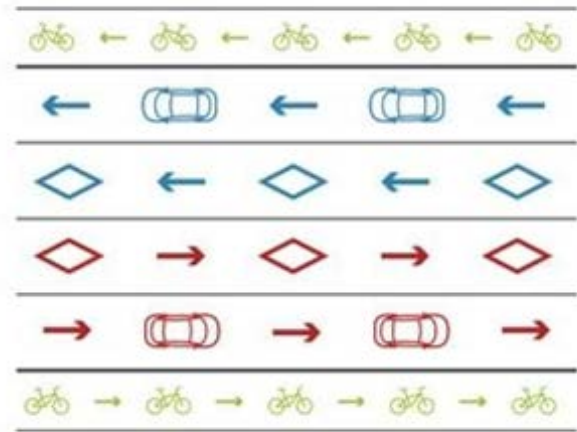
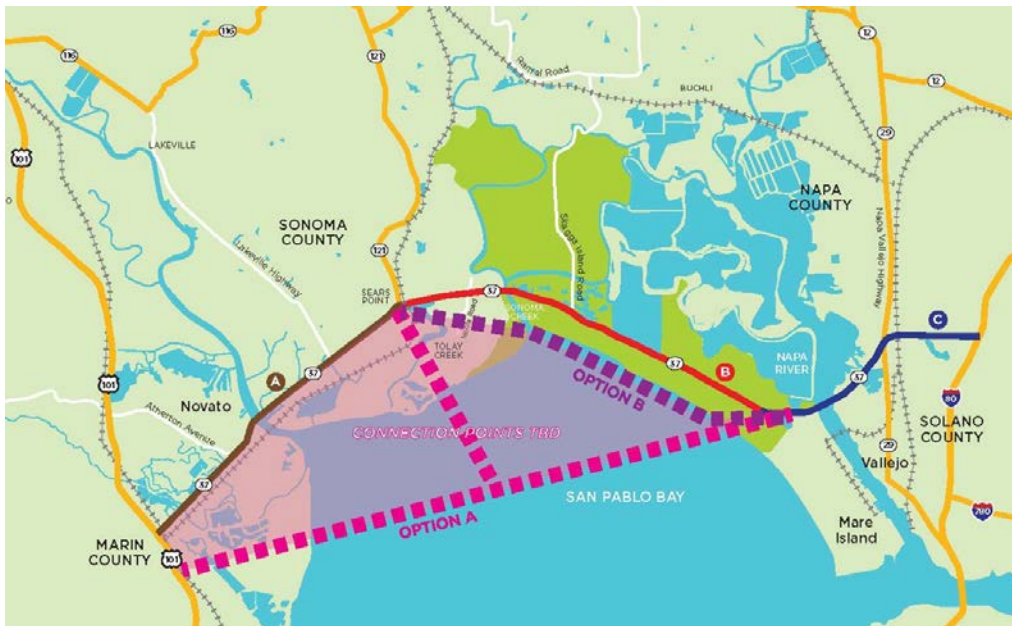
## 4-Lane Highway near SMART: Uses Land Along Future SMART Train Route

- Route considered too far out-of-the-way
- Potential for increased mileage and transportation costs
- Napa's current traffic issues were noted and participants predicted that this alternative will worsen traffic



# Alternative 5

**4-Lane Causeway in the Bay: Connecting Mare Island and US 101 or SR 37 (SR 37 maintained as is)**





# Key Findings: Alternative 5

## 4-Lane Causeway in the Bay: Connecting Mare Island and US 101 or SR 37 (SR 37 maintained as is)

- Potential to increase route options; could be resilient
- Potential to provide direct routes of travel
- Could be too expensive
- Could have negative environmental and aesthetic impacts



# Alternative 6

**SMART TRAIN** (SR 37 maintained as is)





# Key Findings: Alternative 6

- Expanded SMART Train service as soon as possible to provide additional transit options
- Perceived by some to be expensive and require multiple fares to connect to other services





# Key Findings: Alternative 6

- Concern over the lack of first and last mile connections
- Alternative does not meet needs of Vallejo and American Canyon residents
- Concern over increased traffic near SMART stations





# Preferred Alternatives

Results of ranking: Top choice:

Marin – Alternative 1

Napa– Alternative 2

Sonoma– Alternative 5

Sonoma (Spanish) – Alternative 2

Vallejo – Alternative 5



# Preferred Alternatives

Alternative 3 had the most consistent results ranking second choice in 4 out of 5 groups





# Preferred Alternatives

Alternative 6 was the lowest ranked alternative in 3 of the 5 groups (Marin, Napa and Vallejo)



**Thank you!**





# Methodology: Recruitment

## The Project Team:

- Posted **Ads on Craigslist** that invited applications via an online survey
- Offered a **\$100 stipend** to attract those not likely to participate in a community workshop
- Created an **Online Survey via Survey Monkey** that screened applicants for travel patterns