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

Men: 52%
Women: 48%
Participant Profile: Age

- 65 & over: 10%
- 55-64: 13%
- 45-54: 31%
- 35-44: 23%
- 25-34: 18%
- 18-24: 5%
Participant Profile: Race & Ethnicity

- White Non-Hispanic: 47%
- Hispanic/Latino: 29%
- Biracial and Multiracial: 11%
- Black/African American: 6%
- Asian: 5%
- Native Hawaiian/Other Pacific Islander: 2%
- American Indian/Native American: 2%
Participant Profile: Income

- $200,000 or more: 7%
- $150,000-$199,999: 5%
- $100,000-$149,999: 7%
- $75,000-$99,999: 24%
- $50,000-$74,999: 22%
- $35,000-$49,999: 19%
- $25,000-$34,999: 9%
- $15,000-$24,999: 5%
- $10,000-$14,999: 2%
- Less than $10,000: 0%
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
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