I-15 EXPRESS LANE COMMUTERS FOCUS GROUPS

SANDAG Applied Research Division,
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# TABLE OF CONTENTS

- INTRODUCTION ...................................................................................................................... 1
- METHODOLOGY OVERVIEW .................................................................................................. 2
- PRIMARY RESEARCH QUESTIONS ......................................................................................... 4
- OTHER KEY FINDINGS ........................................................................................................... 10
- CONCLUSIONS AND RECOMMENDATIONS ........................................................................... 13
- APPENDIX A: DISCUSSION GUIDES .................................................................................. 15
- APPENDIX B: RECRUITMENT SCREENERS .......................................................................... 15
- APPENDIX C: FOCUS GROUP PROFILES ............................................................................ 29
- APPENDIX D: SUPPLEMENTAL SURVEYS .......................................................................... 44
- APPENDIX E: PARTICIPANT QUESTIONS ............................................................................. 53
INTRODUCTION

As part of a larger I-15 Express Lanes study, SANDAG conducted five focus groups of Interstate 15 (I-15) commuters. The focus groups were designed to learn about 1) why people use the Express Lanes, particularly why they carpool, vanpool, use FastTrak and/or ride the Premium Express Buses, 2) why general lane users do not use other modes of travel that would allow them to use the I-15 Express Lanes, and 3) satisfaction with the recent Express Lane and FasTrak improvements. The results of these focus groups, along with a survey that will be conducted in the fall of 2011, will be used to inform a multi-modal marketing effort launched in the winter of 2012.

The five focus groups consisted of the following:

• One focus group of FasTrak users (Express Lane users);
• One focus group of carpoolers/vanpoolers (Express Lane users);
• One focus group of Premium Express Bus Riders (Express Lane users); and
• Two focus groups of general lanes users (non-Express Lane users).

The following report consists of four sections: Methodology Overview, Primary Research Questions, Other Key Findings, and Conclusions and Recommendations. The discussion guides, screening questions, focus group participant profiles, supplemental survey results, and a list of questions asked by participants during the focus groups can be found in the appendices.

The analysis in this report combines the results of both the focus group discussions and the supplemental surveys.
METHODOLOGY OVERVIEW

The SANDAG Applied Research Division planned, conducted, and analyzed the focus groups. SANDAG researchers worked with other SANDAG I-15 Express Lane, iCommute, FasTrak, and Communications staff to create discussion guides for the focus groups. Frank Wilson and Associates, the consultant on the larger I-15 Express Lanes study, also provided input into this process. The discussion guides can be found in Appendix A.

It is important to note that while focus group research is a great tool for better understanding topics or issues that require a more in depth understanding than a survey, participants are not randomly selected and may not be representative of the larger study population. Additionally, focus groups are composed of approximately 10 to 12 participants. This small size combined with the lack of random sampling means that the results may not be representative of all I-15 Express Lane commuters.

PARTICIPANT RECRUITMENT

SANDAG was responsible for recruiting two and half of the focus groups: FasTrak, vanpool (carpool and vanpool were combined into one group), and Premium Express Bus. Flagship Research recruited the carpoolers and the general lane users. Potential participants were screened on a number of issues, such as frequency of I-15 Express Lane use and whether they commuted during peak hours, to determine eligibility. Participants were offered a $75 incentive. The questions used for screening each group can be found in Appendix B. The focus group participant profiles in Appendix C provide detail about the demographics of each group.

SANDAG recruited FasTrak users from its list of users. An email blast was sent to 500 randomly selected FasTrak users asking them to participate in this research. Interested email recipients contacted SANDAG and were screened to determine eligibility.

Vanpool riders were recruited similarly. (Carpoolers were recruited by Flagship Research. Please see below.) An email blast was sent to all vanpool riders. Interested parties contacted SANDAG and were screened for eligibility as well.

Premium Express Bus riders were recruited onboard the buses. SANDAG worked with Metropolitan Transit System (MTS) to place informational cards on the seats of the 810, 820, 850, and 860 bus routes. Interested riders contacted SANDAG and were screened for eligibility.

Flagship Research recruited carpoolers and general lane users from its focus group database. This database consists of people who volunteer for focus group research. SANDAG provided Flagship Research with the screening criteria and asked for diversity on a number of demographic factors, such as household income.
CONDUCTING THE FOCUS GROUPS

The focus groups were conducted from July 19th to July 21st at the Radisson in Rancho Bernardo. This location was chosen as a more convenient location than a downtown San Diego focus group facility. It also was near the Rancho Bernardo Transit Station. The focus groups lasted 90 minutes each. Participants were provided a $75 incentive and dinner.

The focus groups were held in one room while project staff and stakeholders observed them in another room via closed circuit television. At the time of the focus group, participants were asked to complete a brief supplemental survey to further inform researchers. The results of those surveys have been combined with the focus group discussion results for this report’s analysis. The tallied survey results can be found in Appendix D.
PRIMARY RESEARCH QUESTIONS

Why do commuters use the Express Lanes? What motivates them to use FasTrak, carpool/vanpool, and/or ride the Premium Express Buses?

Three focus groups had Express Lane users – FasTrak, Carpool/Vanpool, and Premium Express Bus. Each group was asked a series of questions regarding the benefits of using the Express Lanes. Overall, the most common reasons people gave for using the lanes were that they save time, save money, are a less stressful way to commute, and feel safer. All groups mentioned at least one of these reasons, usually in combination with one or more of these other reasons. However, it is interesting to note, that not one group was able to claim all of these benefits - a sign that each transportation option has its trade-off. For example, saving time may appeal to some commuters while others value saving money more.

One of the advantages of holding focus groups for each separate mode (FasTrak users, carpoolers/vanpoolers, and Premium Express Bus riders) was the ability to see the differences in each of the markets, and as a result, motivational differences among groups. The differences are broken-out below.

FasTrak
FasTrak users wanted to save time and were willing to pay for it. Nine out of the eleven FasTrak participants said that their commute was shorter when they used FasTrak. On average, they said it was 20.5 minutes shorter, with a range from five minutes for those with shorter trips and 45 minutes shorter for those with longer trips. Safety was another reason focus group participants like to use the Express Lanes. Several focus group participants noted that they felt safer there than in the general lanes because there tend to be fewer cars.

Carpool/Vanpool
Carpoolers and vanpoolers were primarily motivated by saving money. Some of them seem to have longer commutes than commuters from the other groups, with one participant commuting from Fallbrook to the San Diego Bayfront and another one commuting from Murrietta. They felt they saved money on gas, vehicle wear and tear, and using the Express Lanes for free. Some participants noted that this mode of travel was less stressful and they were able to do other activities such as read or sleep while someone else was driving. Interestingly, while having someone else drive was a relief to most, a few of the participants did note that initially they were uncomfortable with someone else driving. This concern seemed to evaporate after trying vanpool/carpooling.
**Premium Express Bus**

Premium Express Bus riders also were motivated by saving money. While it may be obvious that Premium Express Bus riders tend to work in downtown San Diego, it is still worth pointing out because their work location may speak to a certain market. Not only were the participants concerned about gas and vehicle wear and tear, they also wanted to save money on parking. Riders also felt the Premium Express Buses were very convenient and less stressful than driving in traffic.

### KEY REASONS FOR USING THE EXPRESS LANES

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**What barriers prevent commuters from using the Express Lanes and/or other modes (carpool/vanpool and Premium Express Buses)?**

Questions were asked in all of the focus groups to better understand why people were hesitant to try the Express Lanes and other modes of travel. The moderator also asked general lane users additional questions to learn why they were not currently using the Express Lanes, particularly why they were not carpooling/vanpooling or riding the Premium Express Buses. Overall, the barriers mentioned in this research correspond with the commonly known barriers to alternate transportation modes: need for independence and flexibility, anxiety about traveling with others they do not know, and lack of familiarity or information about other modes.

Responses to questions regarding why people use the different transportation options – FasTrak, carpool/vanpool, and the Premium Express Buses are broken-down further below. Each section first describes why current users of that mode were initially hesitant to try it and then why members of the other focus groups are not currently using that mode.

**Barriers to FasTrak**

Lack of awareness on how to use them was an initial barrier for some of the current FasTrakkers. That is, prior to becoming a FasTrak user, several of the participants noted that they were unsure of how to use the Express Lanes – whether they had to have another person in their vehicle and/or how did the pricing work. These concerns kept them from initially trying them. There also was a concern that they might get stuck in the lanes if there was an accident. One person also was hesitant to try it because he did not want to buy into the sense of elitism that the Express Lanes represented for him. Ultimately, the desire to save time is what motivated the users to try FasTrak and overcome their concerns or lack of knowledge.

Participants in other focus groups echoed some of these same concerns. Their lack of familiarity with how the Express Lanes worked may serve as a deterrent. For example, participants reported that they did not know how or where to pay in order to use them,
how much it costs, or where the on and off ramps were. When the focus group moderator explained how the transponder and the dynamic congestion pricing work, participants expressed much anxiety over not knowing what they would get charged each time. They also were concerned about getting stuck in the lanes when they needed to get out. Many of them did not know where the Express Lane exits were and would rather sit in general lane traffic than try the Express Lanes. This uncertainty prevented them from trying them even as carpoolers.

**Barriers to Carpool/Vanpool**
Current carpool/vanpool participants shared their initial concerns about trying carpooling or vanpooling. Their biggest apprehensions were the lack of flexibility and freedom without their own car, scheduling constraints, trusting the other drivers, and being stranded. They overcame these barriers either out of lack of choice (did not have another vehicle), word of mouth from a trusted source, or by receiving incentives from their company.

There were similar concerns about carpooling/vanpooling from the other three ridership groups. The top three barriers that emerged were:

1) Lack of freedom or independence without a vehicle
2) Anxiety of traveling with others they do not know
3) Difficulty of finding someone to carpool/vanpool with that lives nearby

Some of their reluctance was assuaged when the moderator gave them information about how carpools, and particularly vanpools, worked. Again, their lack of knowledge regarding different modes contributed to their hesitancy towards trying them; however, more information did not seem to completely overcome their reluctance.

**Barriers to Premium Express Bus**
Perhaps more than any other group, Premium Express Bus riders were the most eager to try their current commute mode. Rather than demonstrate a reluctance to try it, current riders said they could not wait to use it. This is mostly due to the fact that many of the Premium Express Bus participants were already transit users and/or heard about the service from a friend or colleague. One of the disadvantages they did note, however, was their inability to make appointments during the day.

In the other focus groups, the number one barrier for other participants was that it does not go where they need to go. Most of the non-Premium Express Bus participants did not work in downtown San Diego. This corresponds with previous SANDAG research that showed the most common obstacle preventing more riders was that transit did not travel to the places they need to go.1 While this is not a barrier that can be easily overcome by adding new transit routes, it is still useful information because it suggests that marketing efforts to increase ridership should target commuters that live and work where transit exists. In this case, efforts may want to be directed at those who work in downtown San Diego.

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Another common barrier that emerged from this research was the lack of knowledge about Premium Express Buses. Almost everyone in all of the other focus groups did not know the difference between the Premium Express Bus and the local bus. In fact, when the topic of riding the Premium Express Bus was introduced, most focus group participants immediately responded with common barriers to local buses – not enough transfer routes, takes too long, etc. Even when the moderator explained the concept, many participants did not seem to grasp how Premium Express Buses operate. This seemed to be a result of their unfamiliarity with the Premium Express Bus model that is not yet widespread in this region.

**What would motivate commuters to travel in the Express Lanes, particularly as a carpooler/vanpooler or a Premium Express Bus rider?**

The results of the focus groups suggest that rather than a corridor-wide approach to a multi-mode marketing campaign, a targeted approach may be more successful. For example, a Premium Express Bus campaign may want to focus efforts in downtown San Diego and a carpool/vanpool campaign may want to focus on commuters that have longer commutes. This idea is supported by discernable differences among the groups and their motivations, as described earlier.

The following describes possible ways to overcome the barriers mentioned in the previous section, with a focus on targeting those that are most likely to use it.²

**Encouraging Carpool/Vanpool**

The results of the focus groups confirm that carpooling or vanpooling is not a viable option for everyone. For some, the loss of independence and flexibility does not outweigh the benefit of cost savings. For others, however, there may be a tipping point. As already mentioned, many of the carpoolers or vanpoolers had long commutes; thus suggesting, that the benefit of saving money may be more enticing for those that have more to gain.

Many of the current carpoolers said they were motivated to try carpooling because a colleague asked them and they wanted to help. Having a friend or colleague recruit new potential carpoolers/vanpoolers also alleviates both the anxiety and the difficulty of finding someone to ride with. An incentive to encourage not only new riders to try it, but also to encourage current riders to have a friend or colleague try it, might be worth exploring. Potential incentives mentioned in the focus groups were: discounts on gas or gas cards, tax deductions, and credits towards FasTrak when traveling alone. Focus group participants also mentioned that they may be more likely to try carpooling or vanpooling if they did not feel the pressure of commitment. They suggested having trial periods where they could try it for a week and then easily quit if they did not like it.

Employer support also may encourage commuters to carpool or vanpool. One vanpooler said that he decided to try it when his boss told him that he would be excused from working late. Others agreed that leaving on time from work was a benefit of carpooling/vanpooling.

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² Since the goal of this research was not to increase single occupancy FasTrak use, this section does not include FasTrak.
They also mentioned that employer support in the form of free or reserved parking also may motivate people to carpool/vanpool.

**Encouraging Premium Express Bus**

Current Premium Express Bus riders touted saving money, including money saved from not having to park in downtown San Diego, as their primary motivation for riding it. However, saving money alone may not be enough to entice new riders because many potential riders believe that Premium Express Buses are the same as local buses. As the other non-Express Bus riders demonstrated, the common perception is that these buses will take a long time to get to work and make many stops along the way.

A message that combines saving money, along with information educating potential riders about the Premium Express Bus itself and how it operates, may motivate people to try it. Many of the current riders consider the Premium Express Buses to be a very convenient way to get to work. Current SANDAG efforts to “rebrand” the Premium Express Bus also may contribute to a new way of thinking about these buses. Once potential riders learn that the Premium Express Buses do not necessarily take as long as local buses, they may be more likely to try them.

As mentioned earlier, the most effective way to overcome the most commonly mentioned barrier – it does not go where they go – would be to target the downtown San Diego market. One Express Bus participant recommended targeting downtown commuters. He said that he “doesn’t know why anyone wouldn’t take it if it goes where you need to go.”

While the Premium Express Buses have a different target market than carpoolers/vanpoolers, a similar “word of mouth” approach may be extremely effective. Many of the current rider participants began riding after a friend or co-worker told them about it. More than one participant also said they successfully encouraged a friend to ride. Others said that they have co-workers who wished they had Express Buses to ride to work. Again, providing incentives not only to a new rider for trying the buses, but also to someone who gets a friend to try it, may be an effective way to increase ridership.

**How do commuters feel about the recent I-15 Express Lane improvements?**

Participants in all of the focus groups agreed that the recent I-15 Express Lanes expansions were a huge improvement. They acknowledged these improvements on several dimensions. Participants said they felt safer, traffic congestion was better, and their ride is now shorter and faster.

Participants, especially FasTrak users, shared some concerns about the Express Lanes and offered suggestions for improvements too. Many of the FasTrak users said that some of the distances between the Express Lane exit points and the I-15 off-ramps were too short. For example, several people agreed that trying to merge into traffic in order to exit at Rancho Bernardo Road was difficult and unsafe. Another suggestion was to add a “Slow Traffic Keep Right” sign so that traffic flows better in the Express Lanes. Additional Express Lane entrance and exits signage were suggested as well.
How do FasTrak customers feel about the recent FasTrak improvements?

Most of the discussion regarding FasTrak improvements centered on customer service and the Web site. Participants were pleased with FasTrak customer service. Of the eleven people attending the FasTrak focus group, nine people contacted the customer service center within the last two years. All of those said their issue was resolved to their satisfaction. They felt that the service was quick and easy and they appreciated speaking to a live person.

The Web site also received high reviews. Participants felt that it was simple to use. Some used it to check their statements and also felt that it was an easy process. One improvement they suggested was to include more detail about different Express Lane access points and upcoming construction.

When asked about the transponder, all of the participants agreed that it was easy to install and it came with all the information they needed. Most of them also said that they liked the mylar bag option and had used it when they carpooled.

Providing more options for purchasing the transponders may be worth exploring. General lane focus group participants like the idea of purchasing transponders at major retail places like COSTCO or WalMart. Participants also like the idea of using their transponder to pay for other things, such as airport parking.
OTHER KEY FINDINGS

Channels of Communication

Focus group participants were asked where they get their information and the best way to get information out to them. Overall, the number one message in all the groups was that they need more information about transportation options. Throughout the focus groups it was apparent by the questions they asked that they wanted to learn more. Questions such as (a complete list of all questions asked can be found in Appendix E):

- How does FasTrak work?
- Where do I have to go to get a transponder?
- Is there somewhere people can get information about new freeway features?
- What is the fee for FasTrak? Will the $8.00 penalty continue during the “high-occupancy vehicle (HOV) only” period or will a fine also be applied?
- What if there were a Web site where people could find someone to carpool with?
- What does 511 do?
- How much is it to use 511?
- Is iCommute an Internet site?
- What is a vanpool? Does everyone meet up at the same location and do people have to make transfers to get to their destinations?
- What is the cost for using the Express Bus?
- When is the finish date for the I-15 Corridor?

For those participants that were informed about the various programs and alternative modes, “word of mouth” was the most common source. Some people had visited Web sites, including iCommute, sdcommute, and the MTS Web site. A few people mentioned they had a transportation coordinator at work who provided them with information.

The differences in the market segments (i.e., commute modes) became apparent again when groups were asked about the most effective ways to push information out to them. Overall, many people felt brief emails were the best way. FasTrak users tended to prefer email more than text since they had smart phones and could check emails that way. Premium Express bus riders felt take away flyers were effective. Some participants said text messaging, but only for those that opted-in to get them. Participants in all the groups were specifically asked if social media, such as Facebook or Twitter, would be effective ways to communicate. Overall, participants tended to shy away from those sources, with one Premium Express Bus rider even noting that they “were a more mature audience.” However, it should be noted that younger participants in the general lane groups tended to be more open to social media.
Premium Express Bus riders also noted that the Rider Alerts and Take Ones were effective for learning about transit and I-15 improvements. However, they did mention that the alerts could be improved by providing less information. Many of them said there was too much information which discouraged them from reading the whole document. They also agreed information was effectively passed on from the drivers, but that not all drivers consistently provided information.

Focus group participants commonly said that radio was the best way to promote alternative modes to commuters. Advertising the benefits, particularly saving money, should be part of the message. Premium Express Bus riders said messaging also should let potential customers know the Premium Express Bus pass covers other MTS services. Mailings were mentioned as another effective advertising solution. One participant from the general lanes focus group said she “would like to see a simple circular with all of the San Diego transportation options on it.” While she offered this idea as a solution, she also seemed curious to personally learn more about all of the transportation options discussed in her focus group.

**Awareness of iCommute and/or 511**

In general, most participants were not aware of iCommute and/or 511. While a few participants were familiar with the iCommute site, particularly carpools/vanpoolers who logged their trips, most needed more information about it. In fact, throughout the focus groups, participants asked for information that could be found through either iCommute or 511. For example, participants expressed a desire to learn more about the Guaranteed Ride Home Program or where Premium Express Buses stopped.

The moderator asked additional questions of those that had used either iCommute or 511 regarding the user friendliness of the services. Some felt the iCommute site was very user friendly while others felt the trip tracker was confusing. One person also said the recent site update made it more difficult to access services on it. The main comment regarding use of 511 was the desire to have a live operator rather than recordings. One person acknowledged frustration while trying to reach a live operator.

**Lack of Knowledge about the Guaranteed Ride Home Program**

The Guaranteed Ride Home Program was discussed in the focus groups. Some participants were aware of the program, particularly those that used the iCommute Web site. However, the vast majority had never heard of it.

Additional outreach about the Guaranteed Ride Home Program may motivate commuters to try carpooling/vanpooling or Express Buses. Many participants agreed that this program would make them feel better about trying other commute modes. One person called it “a safety net.” Participants expressed a desire to learn more about the program as evidenced by their questions regarding it. Even those familiar with the program were not completely sure how it worked.
**FasTrak Users Do Not Understand How Congestion Management Pricing Works**

The concept of pricing was raised several times in the FasTrak focus group. When users were asked what they liked least about FasTrak, one person said the way pricing was determined based on the general lane traffic. This misconception seemed common even though others said they did not understand what the pricing was based on. Participants expressed that they were frustrated when they had to pay more and traffic was moving at the same speed or quicker in the general lanes. At the end of the focus group, SANDAG staffers entered the room and explained how congestion management pricing worked. This explanation helped FasTrak users understand the process better.

**Suggested improvements to Premium Express Bus Services**

Premium Express Bus riders shared their thoughts about how service could be improved. Participants said the buses are often late. One person mentioned that the transfer connections should be timed better. She said she usually reached her transfer bus right as it was pulling away. Additionally, riders agreed that an earlier Friday afternoon bus would be great so people could get home sooner.

Bus maintenance also was a hot topic. Participants felt that the buses could be better maintained. Specifically, they said the windows and the windshield wipers rattle, the driver microphone is difficult to understand, and the seats and their handles need to be improved. Several people said the ventilation system was too noisy and the bus temperatures were usually off. They also felt the handicap seating is inadequate and the steps are very slippery when it rains.

While a few disagreed, overall riders agreed it was worth the premium fare to have nicer up-scaled buses. When asked about additional amenities, such as WiFi, participants said they did not want anything that would increase the fare. They also did not feel there was a need for seating at the stations since most people stood in line waiting for the bus.

As far as the drivers, bus riders like when they have the same drivers. They like the familiarity and feel the customer service is better. They also mentioned that new drivers do not seem to know the routes well and have asked riders for directions on occasion.
CONCLUSIONS AND RECOMMENDATIONS

Overall, I-15 Express Lane commuters tend to be pleased with their Express Lane services, including FasTrak, organized carpools and vanpools, and Premium Express Buses. Express Lane commuters feel they are saving time, saving money, safer, and/or less stressed. While various barriers to the Express Lanes and the different modes do exist, a common hindrance to all of them was the lack of information about them. An opportunity exists to educate commuters about the transportation options along the corridor.

The results of the focus groups suggest that messaging may need to be targeted to the different potential markets (FasTrak, carpool/vanpool, and Premium Express Bus). Additional research (upcoming fall 2011 survey) may want to further identify the different market segments, including demographics and home/work locations, in order to develop marketing campaigns targeted at potential users who fall into those segments. The research should include questions about what would motivate the different segments to try different commute modes, along with questions identifying the best ways to communicate with them.

Increased awareness about transportation options and their benefits may help overcome barriers. As mentioned above, most focus group participants were not familiar with how the other modes worked. General lane participants in particular, seemed the least familiar with all of the transportation choices - FasTrak, carpool/vanpooling, and the Premium Express Buses. Information shared by the focus group moderator alleviated some concerns, although did not completely overcome them, suggesting potential Express Lane users may be more open to alternative modes if they knew more about them.

Trial periods may encourage people to try different commuting modes. Participants expressed a fear of committing to something they were not familiar with. They suggested trial periods for FasTrak, organized carpools or vanpools, and Express Buses. Many of the general lane users said they would be willing to try these alternative options if they knew they could opt out if they did not like them.

Incorporate friends and colleagues into a marketing campaign. Many of the current Express Lane users said they learned about their current commute mode through “word of mouth.” Premium Express Bus riders, in particular, said they heard about the service through friends and co-workers; and, a few of them said they successfully encouraged their friends to ride. Several of the carpoolers and vanpoolers noted that they were approached by co-workers to join and the idea of helping them out was persuading. Campaigns that provide incentives for getting a friend or co-worker to try an alternative mode may be worth exploring.

Radio may be the best outlet for advertising. Focus group participants strongly felt that messaging on the radio would be most effective because people tend to listen when they are commuting in their cars.
APPENDIX A: DISCUSSION GUIDES
Group 1: FasTrakkrs along the I-15 Corridor

90 Minutes 5:30 – 7 p.m.

Research Objective: How do we increase the multimodal ridership among FasTrakkrs? What do respondents think about FasTrak improvements, including the “new and improved” Express Lanes? What are the perceptions of how SANDAG is communicating with FasTrakkrs?

Introduction and warm-up
Introduce ourselves and explain goal of project.
Go over logistics and rules.
Introductions around the room and icebreakers.

5:40 p.m.

Use of Express Lanes and FasTrak (15 minutes)

The next set of questions explore you perception of the Express Lanes and opinions about the FasTrak program.

- What comes first to your mind when I say “I-15 Express Lanes”? That is, what is your impression of them?
- Thinking back to the first time you decided to use FasTrak on the I-15 Express lanes - what were your initial concerns and/or expectations? Did they come to fruition?
- Why did you decide to use them? What helped you make that decision? Have your reasons changed since then?
- Are you using the Express Lanes more or less now than when you first started using them and why?
  - PROBE if needed – economy, gas prices, telecommuting, change in job?
- What would you change about FasTrak to make your experience better? Are there any more improvements to FasTrak you would like to see?
- If parking garages allowed you to pay with your FasTrak transponder would you be inclined to use it? Just drive up, get charged through your FasTrak account and exit. Where would you like to see it? Airports, Downtown parking garages?

5:55 p.m.

FasTrak User Attitudes about Express Lanes and FasTrak (20 minutes)
Now I want to shift focus a little bit to the actual improvements that have been made over the years to the Express Lanes, including the expansion of the lanes.

- What do you like most about the Express Lanes?
- (PROBE if needed - Do they feel like they are saving time, money, wear and tear on vehicle, and/or stress?

- What do you like least? (PROBE if needed – How much FasTrak costs? If they say costs – ask them if the costs equal out when they think about saving gas money or time or wear/tear on vehicle?)

- Have you noticed any improvements in traffic since the Express Lanes have been extended?

- Will you use the full 20 miles of Express Lanes once they are completed? Why or why not?

6:15 p.m.

Channels of Communication (15 minutes)

The following questions pertain to the ways FasTrak communicates with its customers to gather your input on some improvements that have been made over the years. Specifically, there have been improvements to the customer Web site, customer service, and ways to communicate with FasTrak customers over the last couple of years.

- By show of hands, how many of you have contacted the FasTrak customer service center within the last two years?

- Did you talk to a Customer Service Representative? Was your issue/problem resolved to your satisfaction?

- Is there anything that could be done to improve the Customer Service Center to be more responsive to your needs?

- Have you ever used the FasTrak Web site?

- If yes, is there anything that could be added or removed from the Web site to improve its usefulness?

- For those of you who have not used the Web site, is there a reason you have not visited it?

- Show of hands how many of you know what iCommute is? How many have actually used this program?

- Of those of you who have used iCommute, what is your opinion of the services? How helpful that is/was, ease of use?

- Is there anything that could be changed to improve the usefulness of iCommute?

6:30 p.m.

Potential of Using Other Modes (25 minutes)

I want to take the next few minutes to explore your opinions, concerns, and experiences with either carpooling and/or vanpooling.
Carpool/Vanpool

- To the best of your understanding, what are the present rules about carpools using the Express Lanes? What do you think about these rules (fair or not fair)?
- Show of hands, when you use the Express Lanes to drive to work, do you ever carpool or vanpool?
- What do you think the benefits are to carpooling or vanpooling?
- What are the disadvantages of carpooling or vanpooling?
- Thinking about your current work situation, is it feasible for you to carpool once or twice a week? Why not?
- What would be a motivation or incentive to get you to seriously consider carpooling or vanpooling instead of driving alone on FasTrak?

Transit (Express Bus)
Now turning your attention to other forms of transit (rapid transit, train (COASTER), bus), I would like to get your opinions about how to increase interest in using these other forms of transportation.

- Using a show of hands, how many of you have used other public transportation anywhere in the county? What were the circumstances?
- How many of you are familiar with the I-15 Express Buses? Is there a reason that you do not use them instead of FasTrak?
- Do any of you regularly use other transit to travel to and from work? If not, what are the reasons for not doing so?
- What, if anything, would encourage you to try the Express Buses or other transit at least once? What would it take?
- What incentives could be offered that would get you to seriously consider rapid transit?
  [If not volunteered, test reactions to:] “Free” trial”, frequent flier miles, gasoline cards, cash, employer incentives?

6:50 p.m.

Wrap-up (5 minutes)

- Any other comments before we close?
- Thank them. SANDAG will use this information to improve public outreach and communications for the I-15 Express Lanes and the information participants provide tonight will help SANDAG with our future marketing and customer service improvement initiatives.
Group 2: Carpoolers or vanpoolers along the I-15 Corridor

90 Minutes 7:30 – 9 p.m.

Research Objective: What are the reasons they have chosen to carpool or vanpool? What are the benefits and drawbacks of carpooling or vanpooling? What is level of knowledge and usage of iCommute and 511 among carpoolers and vanpoolers? What would encourage more people to carpool or vanpool?

Introduction and warm-up (10 minutes)

Introduce ourselves and explain goal of project.
Go over logistics and rules
Introductions around the room and icebreakers

7:40 p.m.

How often, where, and why they carpool or vanpool (30 minutes)

The next set of questions explores your experience with carpooling/vanpooling and your opinions about using them.

• Going around the table – think back to the first time you decided to carpool/vanpool.
  • What were your impressions of them? Why did you decide to use them?
  • Have your reasons changed since then?
• What did it take to convince you to try carpooling/vanpooling? How did you make the decision to do so?
• What would you say to someone who was on the fence about carpooling or vanpooling to get them to try it?
• What are the benefits to carpooling/vanpooling?
• What are the drawbacks or disadvantages?
• Is there anything that could be done to lessen the drawbacks or disadvantages?
  • (PROBE for concerns about safety, compatibility, what makes them comfortable, uncomfortable, etc.)
• In general what would you change to make the experience better?
• What do you think keeps more people from trying carpooling/vanpooling?
• Are there any incentives that could be offered that would get your friends or coworkers to seriously consider carpooling or ridesharing?
  ○ [If not volunteered, test reactions to: prime parking space "frequent flier miles," gift cards, merchandise cards, cash] What would it take?
• Based on what you have just heard and your own personal experience – what would you say to encourage a friend or co-worker to try carpooling or a vanpool on the I-15 Corridor for the first time?

8:10 p.m.

New and Improved I-15 Express Lanes (10 – 15 Minutes)

The new and improved I-15 Express Lanes have been open for about a few years and a new section just opened up. I would like to know what you think of these new additions and if they have had an impact on your commute.

• Have you noticed any improvements in traffic since their openings? (PROBE if needed – Access (ramps, access points, signing, safety, trip reliability, anything else?)
• Have these improvements resulted in any changes to your commute behavior? (Probe, faster, less congested)
• Have any of you used the new transit stations (e.g., Rancho Bernardo, Del Lago, and Sabre Springs)?
• If so, what are your impressions of them?

• How do you all get to your carpool or vanpool? Specifically, are you using the any of the transit stations?
  o Do you drive to a central place or one of the park and ride lots, arrive by transit, or does someone drop you off?
• Thinking about the transit stations, what do you like and/or dislike about them? (Probe especially for safety, lighting, shelter, signage, access, parking, etc).

8:25 p.m.

Channels of Communication (20 minutes)

Now I want to turn the focus of the discussion on the different modes SANDAG communicates with the public regarding the I-15 Corridor and the transportation programs.

• How many have a transportation coordinator at your place of work?
• Did they help you get into a carpool?
• How helpful were they and what services the company offers.
• Show of hands how many of you know what iCommute is?
• How many of you have ever used iCommute?
• Of those that have used iCommute, for what purposes have you used it?
• How would you describe your experience using i-Commute? Are there things that could be changed to make it more useful?
  • PROBE for how helpful that is/was, ease of use
• One of the iCommute services on their Web site is a **RideMatch** service that lets you find people who live or work near you, including coworkers that you could carpool with. **Have any of you used** this service?

• If yes, **did you** find it **useful**?

• Do you have suggestions for **improvement**?

• For those who **haven’t used** it, would you **be interested in using** service and carpooling? Why haven’t you used it in the past?

• **If no**, what are your **concerns about** using this service?

• Show of hands, how many have ever heard of **511** (traffic information service for San Diego County)?

• How many of you **have ever used** 511? (What mode Phone or Web site) and for what purposes?

• What did they think about **511**? (Ease of use, relevant and useful information? PROBE for how helpful that is/was.)

• Do you have any **recommendations** on how 511 could be **improved** to be more useful?

• Are there other **communication modes**, such as social media, that would be effective?

• What would be the best way to **send out marketing information** encouraging people to try transit or carpooling to encourage use of the Express Lanes?

**Other Modes**

• Do you have and **use FasTrak**? If so, how does that work for you?

• How does that **compare to your experience** riding in your carpool?

• Have you ever tried the I-15 **Express Bus** service?

  o **PROBE** for what they know about it, under what circumstances they might try it, etc.

**8:45 p.m.**

**Wrap-up (10 Minutes)**  
*Summarize what was said and let them know what will happen next. Also if time can ask the following questions:*

• **Any other comments**?

• **Thank them. SANDAG** will use this information to improve public outreach and communications for the I-15 Express Lanes and the information participants provide tonight will help SANDAG with our future marketing and customer service improvement initiatives.

• **Thank them.**
Group 3: Transit Riders along the I-15 Corridor (Premium Express riders)
90 Minutes 6:30 – 8 p.m.

Research Objective: Why do you ride transit? What are the benefits and disadvantages of riding transit? What is their level of knowledge and usage of 511? How could SANDAG encourage more people to ride in order to create messaging for an I-15 Express Lane multimodal campaign? And have they used other modes of travel?

Introduction and warm-up (10 minutes)
Introduce ourselves and explain goal of project.
Go over logistics and rules.
Introductions around the room and icebreakers.
How often, where, and why they ride transit (30 minutes)

I WANT TO START WITH LEARNING MORE ABOUT YOUR EXPERIENCE USING THE PREMIUM EXPRESS SERVICE:

- Going around the table, think back to the first time you decided to try the I-15 Premium Express Bus. What was your first impression of it?
- Why did you decide to use the Express Service? Have your reasons changed since then?
- What did it take to convince you to try taking the Premium Express Service?
  - Were you an immediate convert or did it take a while?
  - How did they commute to work/school before the Express Buses?
- What are the benefits to using the Premium Express Services? Why do you use it?
- How comfortable is the Premium Express bus? (PROBE stations at both ends, seats, ride, etc.)
- How important are features like cushioned high-back seats, reclining seats, arm rests, reading lights?

Additional amenities are contemplated on similar services in the future. How important are amenities like Wi-Fi, covered stations, seating at stations, and real-time bus arrival times at stations?

- Are there other amenities you would add to make the service more comfortable or convenient?
- How important is the vehicle – the coach bus – to your decision to use the Premium Express service?
- What are the drawbacks or disadvantages to the Express Service?
- Is there anything that could be done to lessen the drawbacks or disadvantages? (PROBE for time, cost, connections)
- What do you think keeps some people from taking the Premium Express?
• Have you experienced any problems with the Express Service? If so, what? Has the problem been fixed to your satisfaction?
  ○ What are the disadvantages? (Probe for concerns about safety, schedules, delays, operator helpfulness, etc.) (Probe for any needed service or operational improvements.)

• What would you change to make the experience better?
• Do you ever use different modes of travel on the I-15, such as driving solo in your own car, in a carpool/vanpool or use FasTrak?
• How does that compare to your experience riding the Express Bus?

New and Improved I-15 Express Lanes (10 – 15 minutes)
The new and improved I-15 Express Lanes have been open for about two years and a new section just opened up. I would like to know what you think of these new additions and if they have had an impact on your commute.

• Have you noticed any improvements in traffic since their openings?
  ○ PROBE if needed – Access (ramps, access points, signing, safety, trip reliability, anything else?)

• What about the new transit stations (e.g., Rancho Bernardo)? Do you use the park and ride lot at any of those stations?
• Do you drive to a central place or one of the park and ride lots, arrive by transit, or does someone drop you off? What do you like/dislike? (Probe especially for safety, lighting, shelter, signage, access, parking, etc.)

• Have these improvements resulted in any changes to your commute behavior?
• Have they made it easier for you to use the Express Service or more difficult?
• Based on their discussions tonight and their own personal experience – what would they say to encourage a friend to try the Express Service on the I-15 Corridor for the first time?

Channels of Communication (20 minutes)
Now I want to turn the focus of the discussion on the different modes SANDAG communicates with the public regarding the I-15 Corridor and the transportation programs.

• How did you first learn about the Premium Express Service on I-15 express Lanes?
• How/Where do they receive information about transit/Express Transit?
• To the best of your knowledge where do people go to get information about the Express Lanes?
• Do you recall receiving any information about improvements to the I-15 corridor – if need specific example, ask about recent construction closures in June.
• Show of hands, how many have ever heard of 511 (traffic information service for San Diego County)?
• Show of hands, how many have ever heard of 511 (traffic information service for San Diego County)?

• How many of you have ever used 511? (What mode Phone or Web site) and for what purposes?

• What did they think about 511? (Ease of use, relevant and useful information? PROBE for how helpful that is/was.)

• Do you have any recommendations on how 511 could be improved to be more useful?

• Are there other communication modes, such as social media, that would be effective?

• What would be the best way to send out marketing information encouraging people to try transit or carpoolsing to encourage use of the Express Lanes?

• Do you have a transportation coordinator at your place of work? Did they help you get into transit? PROBE for how helpful she/he is/was and what services the company offers.

Wrap-up (10 Minutes)

[Cover any loose ends.]

• Any other comments?

• Thank them. SANDAG will use this information to improve public outreach and communications for the I-15 Express Lanes and the information participants provide tonight will help SANDAG with our future marketing and customer service improvement initiatives.

Group 4 & 5: General Lane users on the i-15 Corridor
90 Minutes 5:30 – 7 p.m. & 7:30 – 9 p.m.

Research Objective: What is the awareness and general perception of the I-15 Express Lanes, FasTrak, Rapid Transit and other modes of travel among general lane users? What are general lane users concerns and resistance to using these other modes of travel? What steps or incentives could be put in place to encourage use of them (at least one time a week)?

Introduction and warm-up

• Introduce ourselves and explain goal of project.

• Go over logistics and rules.

• Introductions around the room and icebreakers.
I-15 Corridor use (10 minutes)
I want to just take a few minutes to better understand your travel patterns and usage on the I-15.

- I am curious how many of you travel the I-15 to work on a daily basis?
- Doing so, how often do you run into traffic congestion? How does it affect them? (Probe: late for work, get angry, etc?)
- Going around the table – what is the first thing that pops into your mind when you think about commuting on the I-15?

I-15 Express Lanes (20 minutes)
I want to take the half hour to explore what it would take to get individuals to consider different forms of transportation up and down the I-15 Corridor.

- With a show of hands how many of you know about the I-15 Express Lanes?
- What is your general understanding of the “I-15 Express Lanes”? Their purpose, rules for use?
- To the best of your understanding, what are the present rules about solo drivers and carpools using the Express Lanes? Do you believe these rules are fair, not fair? (Mention they are also referred to as HOV Lanes – High Occupancy Vehicle, Diamond Lanes)?
- Have they ever used the I-15 Express Lanes? When did you use them and under what circumstances (transit, FasTrak, carpool)?
- For those of you that have tried them, did you like them? What did you like about them? What didn’t they like?
- For those of you people that have tried them, why don’t they use them on a regular basis? (If they previously had a FasTrak ask why they don’t) account or carpooled daycare, schedule, no easy route to office, after work commitments, etc).
- For those of you who have never used them, in general what has kept you from trying them? What are your concerns about them?
- Do you think the I-15 express lanes were an improvement or hindrance to the I-15 Corridor? Tell me more about this?

Carpool/Vanpool (10 minutes)
Now I would like to explore in depth each of the different types of modes of transportation, starting with Carpooling or Vanpooling.

- Show of hands how many of you are familiar with what carpooling is? How about vanpooling?
- To the best of your understanding, what are the present rules about carpools using the Express Lanes? What do you think about these rules (fair or not fair)?
• Have you seen the electronic signage on the I-15 freeway and mentioning “Carpools Free” – does this make sense? Do you have any other suggestions for improving signage and messaging?

• In general, what do you think the benefits are to carpooling or vanpooling?

• What are the drawbacks about carpooling/vanpooling?

• What do you think could be done to address some of these concerns?

• Has anyone here ever tried either carpooling or vanpooling to work?

• Of those of you that have tried either, can you share what you liked about it?

• Are there parts that you didn’t like about it? Can you please describe those?

• Is there a reason you are no longer carpooling/vanpooling?

• What would be a motivation or incentive to get you to seriously consider carpooling or vanpooling instead of driving alone (at least once a week)?
  o What if carpooling meant you could use the Express Lanes for free? Would that be a motivation to want to carpool to work? Why or why not?

Transit (10 minutes)
Now turning your attention to other forms of transit such as MTS Premium Express buses, train, COASTER, I would like to hear your opinions about using these on the I-15 Corridor.

• Using a show of hands, how many of you have used other public transportation anywhere in the county? What were the circumstances? What was your perception of it?

• How many of you are familiar with the I-15 Premium Express Service?

• Have you ever considered trying or using the Express Service? What were the reasons that you do not use them?

• For those of you who have used them, what did you like and/or dislike about them? Why are you now longer using them?
  o PROBE How important would features like cushioned/high-back seats, reclining seats, arm rests, reading lights be to you?
  o Additional amenities are contemplated for similar services in the future. How important would amenities like Wi-Fi, covered stations, seating at stations, and real-time bus arrival times at stations be to you?

• Do any of you regularly use other transit to travel to and from work? If not, what are the reasons for not doing so?

• What, if anything, would encourage you to try the Express Buses or other transit at least once? What would it take?

• What incentives could be offered that would get you to seriously consider rapid transit? (Probe test reactions to:] “free” trial”, frequent flier miles, gasoline cards, cash, gift cards
FasTrak (10 minutes)
Now consider the FasTrak program as an alternative

- With a show of hands how many of you have ever heard of FasTrak?
- How many of you have ever had a FasTrak account?
- Of those of you who have used FasTrak what were the advantages and/or disadvantages of using it?
- Why do you no longer use the program?
- For everyone, what is your understanding of how FasTrak operates?
- Have you ever thought about opening a FasTrak account to use the Express Lanes? Why or why not? (PROBE here for people that are interested and find out why they still don’t have an account?)
- What would it take to get you to try FasTrak?
- Are there any incentives that could be offered that would encourage you to seriously consider FasTrak? (Probe free “trial” offers: $10 in toll credits (or $15, $25, $35, etc); one week free travel (or, two weeks, etc.); waive monthly account fee ($4) for one month (or, first three months, etc.))
- Are you aware that they’ve opened new Express Lane sections and are adding new sections later this year with 20 miles of travel in both directions 24/7?
- Does this make you more likely to use the lanes? Why or why not?

Test some ideas from other focus groups – (these will need to be revised) (10-15 minutes)
Now I want to take a few minutes to get your opinions on some of the other ideas we received in focus groups regarding riding different modes of transportation. (TO BE UPDATED)

- People who ride transit and use the Express Lanes said that these are some of the benefits. Would this encourage you to ride transit? Why or why not?
- Under what conditions would you form a carpool for your commute? What would it take?
- What if carpooling meant you could use the Express Lanes for free?
- People who carpool and use the Express Lanes said that these are some of the benefits. Would this encourage you to carpool? Why or why not? Push them.
- Have you ever heard of a vanpool? A vanpool is an option of commuting to work whereby individuals, who live and work in close proximity to one another, lease a van from a qualified vendor for their trip to and from work.
  - People who vanpool and use the Express Lanes said that these are some of the benefits. Would this encourage you to vanpool? Why or why not?
  - What if carpooling meant you could use the Express Lanes for free?
Channels of Communication (20 minutes)

Now I want to turn the focus of the discussion on the different modes SANDAG communicates with the public regarding the I-15 Corridor and the transportation programs.

- How many have a transportation coordinator at your place of work?
  - Did they help you get into a carpool?
  - How helpful were they and what services the company offers.
- Show of hands how many of you know what iCommute is?
- How many of you have they ever used iCommute?
- Of those that have used iCommute, for what purposes have you used it? How would you describe your experience using iCommute? Are there things that could be changed to make it more useful?
- PROBE for how helpful that is/was, ease of use
- One of the iCommute services on their Web site is a RideMatch service that lets you find people who live or work near you, including coworkers that you could carpool with.
- Have any of you used this service? If yes, did you find it useful? Do you have suggestions for improvement?
- For those how haven't used it, would you be interested in using service and carpooling? If no, what are your concerns about using this service?
- Show of hands, how many have ever heard of 511 (traffic information service for San Diego County)?
- How many of you have ever used 511? (What mode Phone or Web site) and for what purposes?
- What did they think about 511? (Ease of use, relevant and useful information? PROBE for how helpful that is/was.)
- Do you have any recommendations on how 511 could be improved to be more useful?
- Are there other communication modes, such as social media, that would be effective?
- What would be the best way to send out marketing information encouraging people to try transit or carpooling to encourage use of the Express Lanes?

Wrap-up (10 Minutes)

Summarize what was said and let them know what will happen next. Also if time can ask the following questions:

- Think of all of your experiences with carpooling/vanpooling on the I-15 Express Lanes. If you could ask those in charge any questions, what would be two or three of the most important questions you would want to have answered?
- If you could give these people any advice on how best to market/promote carpooling, what would it be?
- Any other comments?
- Thank them.
APPENDIX B: RECRUITMENT SCREENERS
FasTrak Screener

Hello, I’m ________________ from the San Diego Association of Governments. I’m following up on your email back to us regarding a focus group of FasTrak users who use the I-15 Express Lanes to get to work. Participants will be paid $75. Are you still interested in participating in a focus group?

................................................................................................................

(IF INTERESTED, PROCEED WITH)

Before I sign you up with the group, I just need to ask some questions about your commute and background to make sure you qualify and the group is balanced on demographic characteristics:

1. Do you, or does anyone in your household, work for a government such as a city, county, or state agency?

   Yes......................................................... [ ] TERMINATE
   No......................................................... [ ] CONTINUE

2. Are you currently a FasTrak customer?

   Yes......................................................... [ ] CONTINUE
   No......................................................... [ ] TERMINATE

3. How many weekdays do you typically travel on the I-15 Express Lanes to get to work during one week? If you do not use the Express Lanes to get to work, please say zero.

   0, I don’t travel on it for work....... [ ] TERMINATE
   1 Day..................................................... [ ] CONTINUE
   2 Days ................................................. [ ] CONTINUE
   3 Days ............................................... [ ] CONTINUE
   4 or More Days.................................[ ] CONTINUE

4. Do you commute to work during peak morning (6 - 9 a.m.) and/or afternoon (3 – 6 p.m.) rush hours?

   Yes.........................................................[ ] CONTINUE
   No.........................................................[ ] TERMINATE

5. INDICATE GENDER: (DON’T ASK UNLESS NEEDED) Monitor to make sure we have a good mix of both

   Male....................................................... [ ]
   Female .................................................. [ ]
6. How long have you been a FasTrak customer? Would you say:

Less than one year........................ [ ]
One to two years.......................... [ ]
Two to three years......................... [ ]
Three to four years....................... [ ]
More than four years..................... [ ]

Monitor to make sure we have at least one or two in each category.

7. What ZIP Code do you live in?

ZIP Code ________________

8. Please tell me your age.

Get Age_____ (TERMINATE IF UNDER 18 YEARS OLD)

9. What is the total annual income of all the people living in your household (before taxes)? I'll read you a list of ranges, please let me know what range your household falls into. Does it fall into:

Under $30,000............................. [ ]
$30,000 to $59,999...................... [ ]
$60,000 to $89,999...................... [ ]
$90,000 and above..................... [ ]
DK or Refused........................... [ ] TERMINATE

******************************************************************************

IF QUALIFIED, INVITE –

Thank for answering those questions, we would very much like you to participate in our focus group. As a token of our appreciation for your participation in this discussion, we are offering $75 payable immediately after the focus group. The discussion will last approximately 90 minutes.

The focus group will be held in Rancho Bernardo on July 19st from 5:30 to 7 p.m.

Dinner will be served at the focus groups.

Are you willing to participate?

Yes.............................................. [ ] (CONTINUE)
No.............................................. [ ] (THANK AND TERMINATE)

We appreciate your help in this very important study. Your participation is very special and we ask that you do not send any substitutes.
We will email you an invitation with directions on how to get to our facility. You will need to respond to the email to confirm you received it.

I just need to get your contact information now:

NAME______________________________________
JOB TITLE____________________________________
EMAIL_______________________________________
DAYTIME PHONE NUMBER_______________________

If you do not receive an email by tomorrow, please call us back or check your junk email. If you have any questions or if for some reason you have to cancel, please call us immediately at (619) 699-6918.

I have a couple of final things to explain. First, it would be best if you did not bring a friend or spouse or children, as there isn’t room to accommodate them. Also, we’d like you to come early, but not too early. If you could come 20 minutes in advance, you can have some dinner and your wait won’t be long before we begin.

If you use eyeglasses for reading printed materials, please bring them with you. Also, under research industry rules, you will be asked to provide proof of identification, so please bring ID with you.

Do you have any questions?

Thank you very much; we are looking forward to seeing you on July 19th.

----------------------------------- Terminate Script-----------------------------------

Thank you for your time and interest, unfortunately you do not match the criteria we are looking for with this particular study.
Vanpool Screener

Hello, I'm ________________ from the San Diego Association of Governments. I'm following up on your email back to us regarding a focus group of Vanpool riders who travel the I-15 Express Lanes to get to work. Participants will be paid $75. Are you still interested in participating in a focus group?

(If interested, proceed with)

Before I sign you up with the group, I just need to ask some questions about your commute and background to make sure you qualify and the group is balanced on demographic characteristics.

1. Do you, or does anyone in your household, work for a government such as a city, county, or state agency?
   - Yes ........................................... [ ] TERMINATE
   - No ........................................... [ ] CONTINUE

2. How many weekdays do you typically vanpool on the I-15 Express Lanes to get to work during one week? If you do not use the vanpool to get to work, please say zero.
   - 0, I don't travel on it for work....... [ ] TERMINATE
   - 1 Day........................................... [ ] CONTINUE
   - 2 Days...........................................[ ] CONTINUE
   - 3 Days ...........................................[ ] CONTINUE
   - 4 or More Days............................[ ] CONTINUE

3. Do you commute to work during peak morning (6 - 9 a.m.) and/or afternoon (3 – 6 p.m.) rush hours?
   - Yes ............................................[ ] CONTINUE
   - No ............................................[ ] TERMINATE

4. Indicate gender: (Don't ask unless needed)
   - Male ...........................................[ ]
   - Female .......................................[ ]

Monitor to make sure we have a good mix of both

5. How long have you been using a vanpool to get to work? Would you say:
   - Less than one year ....................[ ]
   - One to two years .......................[ ]
   - Two to three years .................[ ]

30
Three to four years........................ [ ]  
More than four years.....................[ ]

6. What ZIP Code do you live in?

ZIP Code __________________________

7. Please tell me your age.

Get Age____ (TERMINATE IF UNDER 18 YEARS OLD)

8. What is the total annual income of all the people living in your household (before taxes)? I'll read you a list of ranges, please let me know what range your household falls into. Does it fall into:

Under $30,000.............................[ ]  
$30,000 to $59,999......................[ ]  
$60,000 to $89,999......................[ ]  
$90,000 and above......................[ ]  
DK or Refused...........................[ ] TERMINATE

***************************************************************
IF QUALIFIED, INVITE –

Thank for answering those questions, we would very much like you to participate in our focus group. As a token of our appreciation for your participation in this discussion, we are offering $75, payable immediately after the focus group. The discussion will last approximately 90 minutes.

The focus group will be held in Rancho Bernardo on July 19st from 7:30 to 9 p.m.

Dinner will be served at the focus groups.

Are you willing to participate?

Yes...........................................[ ] (CONTINUE)  
No...........................................[ ] (THANK AND TERMINATE)

We appreciate your help in this very important study. Your participation is very special and we ask that you do not send any substitutes.

We will email you an invitation with directions on how to get to our facility. You will need to respond to the email to confirm you received it.
I just need to get your contact information now:

NAME__________________________________________________________

JOB TITLE_____________________________________________________

EMAIL________________________________________________________

DAYTIME PHONE NUMBER________________________________________

If you do not receive an email by tomorrow, please call us back or check your junk email. If you have any questions or if for some reason you have to cancel, please call us immediately at (619) 699-6918.

I have a couple of final things to explain. First, it would be best if you did not bring a friend or spouse or children, as there isn’t room to accommodate them. Also, we’d like you to come early, but not too early. If you could come 20 minutes in advance, you can have some dinner and your wait won’t be long before we begin.

If you use eyeglasses for reading printed materials, please bring them with you. Also, under research industry rules, you will be asked to provide proof of identification, so please bring ID with you.

Do you have any questions?

Thank you very much; we are looking forward to seeing you on July 19th.

--------------------------------------------------------------- Terminate Script---------------------------------------------------------------

Thank you for your time and interest, unfortunately you do not match the criteria we are looking for with this particular study.
Premium Express Bus Screener

Hello, I'm ________________ from the San Diego Association of Governments. I'm following up on your email or call back to us regarding a focus group of Premium Express Bus riders who use the I-15 Express Lanes to get to work. Participants will be paid $75. Are you still interested in participating in a focus group?

(If interested, proceed with)

Before I sign you up with the group, I just need to ask some questions about your commute and background to make sure you qualify and the group is balanced on demographic characteristics.

1. Do you, or does anyone in your household, work for a government such as a city, county, or state agency?
   
   Yes...........................................[ ] TERMINATE
   No...........................................[ ] CONTINUE

2. How many weekdays do you typically travel on the I-15 Premium Express Buses to get to work during one week? If you do not use the Express Buses to get to work, please say zero.
   
   0, I don’t travel on it for work.......[ ] TERMINATE
   1 Day...........................................[ ] CONTINUE
   2 Days .............................[ ] CONTINUE
   3 Days ...................................[ ] CONTINUE
   4 or More Days.........................[ ] CONTINUE

3. What Premium Express Bus route do you ride to get to work?
   
   810...........................................[ ] CONTINUE
   820...........................................[ ] CONTINUE
   850...........................................[ ] CONTINUE
   860 ...........................................[ ] CONTINUE
   Other __________ (write in) ...........[ ] TERMINATE

4. Do you commute to work during peak morning (6 - 9 a.m.) and/or afternoon (3 – 6 p.m.) rush hours?
   
   Yes.........................................[ ] CONTINUE
   No...........................................[ ] TERMINATE

5. Indicate gender: (Don’t ask unless needed)

   Male...........................................[ ]
   Female........................................[ ]

Monitor to make sure we have a good mix of both
6. How long have you been an Express Bus rider? Would you say:

   Less than one year ....................... [ ]
   One to two years ....................... [ ]
   Two to three years .................... [ ]
   Three to four years ................... [ ]
   More than four years .................. [ ]

7. What ZIP Code do you live in?

   ZIP Code ______________________

8. Please tell me your age.

   Get Age _____ (TERMINATE IF UNDER 18 YEARS OLD)

9. What is the total annual income of all the people living in your household (before taxes)? I'll read you a list of ranges, please let me know what range your household falls into. Does it fall into:

   Under $30,000 ........................... [ ]
   $30,000 to $59,999 .................... [ ]
   $60,000 to $89,999 .................... [ ]
   $90,000 and above .................... [ ]
   DK or Refused .......................... [ ] TERMINATE

*******************************************************************************

IF QUALIFIED, INVITE –

Thank for answering those questions, we would very much like you to participate in our focus group. As a token of our appreciation for your participation in this discussion, we are offering $75, payable immediately after the focus group. The discussion will last approximately 90 minutes.

The focus group will be held in Rancho Bernardo on July 20st from 6:30 to 8 p.m.

Dinner will be served at the focus groups.
Are you willing to participate?

   Yes ........................................... [] (CONTINUE)
   No ............................................ [] (THANK AND TERMINATE)

We appreciate your help in this very important study. Your participation is very special and we ask that you do not send any substitutes.

We will email you an invitation with directions on how to get to our facility. You will need to respond to the email to confirm you received it.
I just need to get your contact information now:

NAME_____________________________________
JOB TITLE__________________________________
EMAIL______________________________________
DAYTIME PHONE NUMBER_____________________

If you do not receive an email by tomorrow, please call us back or check your junk email. If you have any questions or if for some reason you have to cancel, please call us immediately at (619) 699-6918.

I have a couple of final things to explain. First, it would be best if you did not bring a friend or spouse or children, as there isn’t room to accommodate them. Also, we’d like you to come early, but not too early. If you could come 20 minutes in advance, you can have some dinner and your wait won’t be long before we begin.

If you use eyeglasses for reading printed materials, please bring them with you. Also, under research industry rules, you will be asked to provide proof of identification, so please bring ID with you.

Do you have any questions?
Thank you very much; we are looking forward to seeing you on July 20th.

----------------------------------------- Terminate Script-----------------------------------------

Thank you for your time and interest, unfortunately you do not match the criteria we are looking for with this particular study.
GENERAL LANES OR CARPOOL SCREENER

Hello, I'm ________________ from Flagship Research, a consumer opinion research company. We're recruiting people to take part in an important research concerning people who drive on the I-15 to get to work. We are NOT trying to sell you anything. Would you be interested in participating in a focus group? Participants will be paid $75.

(IF INTERESTED, PROCEED WITH)

Before I sign you up with the group, I just need to ask some questions about your commute and background to make sure you qualify and the group is balanced on demographic characteristics

1. Do you, or does anyone in your household, work for a government such as a city, county, or state agency?

   Yes........................................... [ ] TERMINATE
   No........................................... [ ] CONTINUE

2. The I-15 Corridor is the area between Escondido and the City of San Diego. How many weekdays do you typically travel on the corridor to get to work during one week? It can be anywhere along the corridor. It does not need to be the whole length of the corridor.

   0, I don’t travel on it for work...... [ ] TERMINATE
   1 Day........................................... [ ] TERMINATE
   2 or More Days .........................[ ] CONTINUE

3. Do you commute during peak morning (6 - 9 a.m.) and afternoon (3 – 6 p.m.) rush hours?

   Yes ...........................................[ ] CONTINUE
   No ...........................................[ ] TERMINATE

4. When you travel on the I-15 Corridor to work or school, do you usually drive alone, carpool, vanpool, take a bus or use some other means of traveling on it? (RECORD PRIMARY COMMUTE METHOD ONLY)

   Drive alone.............................. [ ] CONTINUE WITH QUESTION 5
   Carpool ................................. [ ] CONTINUE AT QUESTION 6
   Vanpool ................................. [ ] CONTINUE AT QUESTION 6
   Take a bus ................................ [ ] TERMINATE AND LET THEM KNOW THEY MAY QUALIFY FOR ANOTHER GROUP ABOUT BUS RIDERS ON THE CORRIDOR. PLEASE GET CONTACT INFORMATION AND ASK THEM IF SOMEONE ELSE CAN CONTACT THEM ABOUT THE OTHER GROUP. SANDAG CAN FOLLOW-UP.
   Other/DK or Refused ................. [ ] TERMINATE
5. Are you currently an I-15 FasTrak customer or own a FasTrak transponder?

Yes...........................................[ ] TERMINATE AND LET THEM KNOW THEY MAY QUALIFY FOR ANOTHER GROUP ABOUT FASTRAK USER ON THE CORRIDOR. PLEASE GET CONTACT INFORMATION AND ASK THEM IF SOMEONE ELSE CAN CONTACT THEM ABOUT THE OTHER GROUP. SANDAG CAN FOLLOW-UP.
No..............................................[ ] CONTINUE

6. INDICATE GENDER: (DON’T ASK UNLESS NEEDED)

Male............................................[ ]
Female.........................................[ ]

7. What ZIP Code do you live in?

ZIP Code __________________________

8. Please tell me your age.

Get Age____ (TERMINATE IF UNDER 18 YEARS OLD)

9. What is the total annual income of all the people living in your household (before taxes)? I’ll read you a list of ranges, please let me know what range your household falls into. Does it fall into:

Under $30,000..............................[ ]
$30,000 to $59,000.........................[ ]
$60,000 to $89,000.........................[ ]
$90,000 and above..........................[ ]
DK or Refused.............................[ ] TERMINATE

10. Now, I want you to think about how you personally feel when you are in a group/one-on-one situation discussing things. Which of the following statements best describes how you feel about expressing your opinions and feelings with people you do not know? (READ LIST. RECORD ONE ANSWER.)

You are extremely comfortable..........[ ] —> (CONTINUE)
You are very comfortable................[ ] —> (CONTINUE)
You are somewhat comfortable.........[ ] —> (CONTINUE)
You are somewhat uncomfortable.......[ ] —> (THANK & TERMINATE)
You are extremely uncomfortable.....[ ] —> (THANK & TERMINATE)

************************************************************************************************************************************************
IF QUALIFIED, INVITE –

Thank for answering those questions, we would very much like you to participate in our focus group. Be assured we are NOT selling anything. This is for research purposes only. As a token of our appreciation for your participation in this discussion, we are offering $75. The discussion will last approximately 90 minutes for the focus group.

If General Lanes Single Driver – The focus group will be held in Rancho Bernardo on July 21st starting at either 5:30 p.m. or 7:30 p.m., depending upon which one you choose.

If Carpoooler/vanpooler – The focus group will be held in Rancho Bernardo on Tuesday July 19th starting at 7:30 p.m. and lasting for 90 minutes.

Dinner will be served at the focus groups.

Are you willing to participate?

Yes…………………………………[ ] (CONTINUE)
No…………………………………[ ] (THANK AND TERMINATE)

We appreciate your help in this very important study. Your participation is very special and we ask that you do not send any substitutes.

In a few days my supervisor will be calling you back to verify the information you gave me. We will also be sending an invitation with a map and directions on how to get to our facility. If you have any questions or if for some reason you have to cancel, please call us immediately at TOLL FREE (888) 849- 4827.

Thank you very much; we are looking forward to seeing you on…..

DEPENDING ON GROUP THEY’RE IN

I have a couple of final things to explain. First, it would be best if you did not bring a friend or spouse or children, as there isn’t room to accommodate them. Also, we’d like you to come early, but not too early. If you could come 20 minutes in advance, you can have some dinner and your wait won’t be long before we begin.

Do you have questions?

If you use eyeglasses for reading printed materials, please bring them with you. Also, under research industry rules, you will be asked to provide proof of identification, so please bring ID with you.

-------------------------------- Terminate Script----------------------------------

Thank you for your time, unfortunately you do not match the criteria we are looking for with this particular study.
APPENDIX C: FOCUS GROUP PROFILES
## Group 1: FasTrak Users

<table>
<thead>
<tr>
<th>#</th>
<th>Gender</th>
<th>Age</th>
<th>HH Income</th>
<th>Job Title/Industry</th>
<th>How long FasTrak Customer?</th>
<th>Residence ZIP Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>62</td>
<td>$89,000</td>
<td>Financial Advisor</td>
<td>&gt;4 years</td>
<td>92127</td>
</tr>
<tr>
<td>2</td>
<td>Male</td>
<td>57</td>
<td>$90,000+</td>
<td>Senior Software Engineer</td>
<td>&gt;4 years</td>
<td>92064</td>
</tr>
<tr>
<td>3</td>
<td>Male</td>
<td>52</td>
<td>$90,000+</td>
<td>Train Manager</td>
<td>&lt;1 year</td>
<td>92027</td>
</tr>
<tr>
<td>4</td>
<td>Male</td>
<td>36</td>
<td>$90,000+</td>
<td>Physical Therapist</td>
<td>&lt;1 year</td>
<td>92128</td>
</tr>
<tr>
<td>5</td>
<td>Female</td>
<td>32</td>
<td>$90,000+</td>
<td>Supervisor HRMS</td>
<td>1-2 years</td>
<td>92026</td>
</tr>
<tr>
<td>6</td>
<td>Female</td>
<td>38</td>
<td>&lt;$30,000</td>
<td>Retail Clerk</td>
<td>&lt;1 year</td>
<td>92025</td>
</tr>
<tr>
<td>7</td>
<td>Female</td>
<td>36</td>
<td>$90,000+</td>
<td>Program Manager</td>
<td>1-2 years</td>
<td>92084</td>
</tr>
<tr>
<td>8</td>
<td>Female</td>
<td>56</td>
<td>$90,000+</td>
<td>Scientist</td>
<td>&gt;4 years</td>
<td>92027</td>
</tr>
<tr>
<td>9</td>
<td>Male</td>
<td>57</td>
<td>$90,000+</td>
<td>Project Manager, SPAWAR Supervisor, Reservation Sales San Diego</td>
<td>&gt;4 years</td>
<td>92128</td>
</tr>
<tr>
<td>10</td>
<td>Female</td>
<td>65</td>
<td>$90,000+</td>
<td>Zoo</td>
<td>3-4 years</td>
<td>92027</td>
</tr>
<tr>
<td>11</td>
<td>Female</td>
<td>32</td>
<td>$90,000+</td>
<td>Teacher</td>
<td>&gt;4 years</td>
<td>92127</td>
</tr>
<tr>
<td>#</td>
<td>Mode</td>
<td>Gender</td>
<td>Age</td>
<td>HH Income</td>
<td>Job Title/Industry</td>
<td>Days/Week Carpool or Vanpool</td>
</tr>
<tr>
<td>----</td>
<td>-------</td>
<td>--------</td>
<td>-----</td>
<td>---------------</td>
<td>---------------------------------------------</td>
<td>-----------------------------</td>
</tr>
</tbody>
</table>
| 1  | Vanpool | Male   | 49  | $60,000-$89,000 | Senior Planner
Senior Consultant-Reimbursement Sharp Health Care | 4+                          | 92028             |
| 2  | Vanpool | Male   | 58  | $90,000+      | Payroll Analyst                             | 4+                          | 92025             |
| 3  | Vanpool | Female | 46  | $90,000+      | Security Specialist                         | 4+                          | 92545             |
| 4  | Vanpool | Male   | 32  | $90,000+      | Tax Accountant                              | 4+                          | 92027             |
| 5  | Vanpool | Female | 59  | $60,000-$89,000 | Buyer-Costco                               | 4+                          | 92069             |
| 6  | Carpool | Female | 54  | $90,000+      | Self Employed/Writer                        | 4+                          | 92026             |
| 7  | Carpool | Male   | 69  | $30,000-$59,000 | Homecare/Healthcare                        | 3                           | 92116             |
| 8  | Carpool | Female | 58  | <$30,000      | CEO-Owner/Music                             | 3                           | 92104             |
| 9  | Carpool | Female | 42  | $90,000+      | Electrician/Construction                    | 4                           | 92139             |
| 10 | Carpool | Male   | 34  | $60,000-$89,000 | Compound Taste                              | 4                           | 92123             |
| 11 | Carpool | Female | 50  | <$30,000      | Food/Scientific                             | 4                           | 92009             |
| 12 | Carpool | Male   | 50  | <$30,000      | General Laborer/Construction                | 4                           | 92102             |
## Group 3: Premium Express Bus Riders

<table>
<thead>
<tr>
<th>#</th>
<th>Gender</th>
<th>Age</th>
<th>HH Income</th>
<th>Job Title/Industry</th>
<th>How long Express Bus Rider?</th>
<th># Days/Week Ride</th>
<th>Residence ZIP Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Female</td>
<td>60</td>
<td>$90,000+</td>
<td>Accountant and Financial Advisor</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92025</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>57</td>
<td>$89,000</td>
<td>Legal Secretary</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92129</td>
</tr>
<tr>
<td>3</td>
<td>Female</td>
<td>50+</td>
<td>$89,000</td>
<td>Principal Accountant</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92129</td>
</tr>
<tr>
<td>4</td>
<td>Female</td>
<td>61</td>
<td>&lt;$30,000</td>
<td>Group Rooms Coordinator</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92128</td>
</tr>
<tr>
<td>5</td>
<td>Female</td>
<td>54</td>
<td>$89,000</td>
<td>$60,000- Paralegal Specialist</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92128</td>
</tr>
<tr>
<td>6</td>
<td>Male</td>
<td>47</td>
<td>$89,000</td>
<td>$60,000- Copy Clerk</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92027</td>
</tr>
<tr>
<td>7</td>
<td>Male</td>
<td>42</td>
<td>$90,000+</td>
<td>Officer</td>
<td>1-2 years</td>
<td>3</td>
<td>92029</td>
</tr>
<tr>
<td>8</td>
<td>Male</td>
<td>48</td>
<td>$90,000+</td>
<td>Instructional Design Manager</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92078</td>
</tr>
<tr>
<td>9</td>
<td>Male</td>
<td>59</td>
<td>$90,000+</td>
<td>Administrative Cont. Assistant</td>
<td>&gt;4 years</td>
<td>4+</td>
<td>92129</td>
</tr>
<tr>
<td>10</td>
<td>Female</td>
<td>55+</td>
<td>$89,000</td>
<td>Contract Specialist</td>
<td>2-3 years</td>
<td>4+</td>
<td>92064</td>
</tr>
</tbody>
</table>
### Group 4: General Lane Users

<table>
<thead>
<tr>
<th>#</th>
<th>Gender</th>
<th>Age</th>
<th>HH Income</th>
<th>Job Title/Industry</th>
<th>Primary commute method</th>
<th>Residence ZIP Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>60</td>
<td>$60,000-$60,000</td>
<td>Business Partner/ Finance</td>
<td>Drive alone</td>
<td>92126</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$89,000</td>
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</tr>
<tr>
<td>2</td>
<td>Male</td>
<td>25</td>
<td>$60,000-$60,000</td>
<td>Product Sales/Home Products</td>
<td>Drive alone</td>
<td>92128</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$89,000</td>
<td>Leasing Consultant/ Property</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Female</td>
<td>48</td>
<td>$89,000</td>
<td>Manager</td>
<td>Drive alone</td>
<td>92126</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$30,000-$30,000</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>Female</td>
<td>38</td>
<td>$59,000</td>
<td>Phone Sales/Sales</td>
<td>Drive alone</td>
<td>91942</td>
</tr>
<tr>
<td>5</td>
<td>Male</td>
<td>34</td>
<td>$60,000-$60,000</td>
<td>Flower Shop Owner</td>
<td>Drive alone</td>
<td>92109</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$90,000+</td>
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</tr>
<tr>
<td>6</td>
<td>Male</td>
<td>55</td>
<td>$89,000</td>
<td>Prepaid Insurance/Insurance</td>
<td>Drive alone</td>
<td>92027</td>
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<td>$60,000-$60,000</td>
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<tr>
<td>7</td>
<td>Female</td>
<td>21</td>
<td>$90,000+</td>
<td>Administrative Assistant/Pending</td>
<td>Drive alone</td>
<td>92071</td>
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<td>$60,000-$60,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Male</td>
<td>25</td>
<td>$89,000</td>
<td>Bartender/Stanley's Steaks</td>
<td>Drive alone</td>
<td>90228</td>
</tr>
<tr>
<td>9</td>
<td>Male</td>
<td>44</td>
<td>$60,000-$60,000</td>
<td>Counselor/Education</td>
<td>Drive alone</td>
<td>91977</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$90,000+</td>
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<td>$89,000</td>
<td>Teacher</td>
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<td>11</td>
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<td>&lt;$30,000</td>
<td>Billing/ Medical</td>
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<tr>
<td>#</td>
<td>Gender</td>
<td>Age</td>
<td>HH Income</td>
<td>Job Title/Industry</td>
<td>Primary commute method</td>
<td>Residence ZIP Code</td>
</tr>
<tr>
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<td>------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>1</td>
<td>Male</td>
<td>50</td>
<td>$60,000-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$89,000</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Female</td>
<td>45</td>
<td>$59,000-</td>
<td></td>
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<td>$30,000-</td>
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<td></td>
<td></td>
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<tr>
<td>3</td>
<td>Male</td>
<td>62</td>
<td>$59,000-</td>
<td></td>
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<tr>
<td></td>
<td></td>
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<td>$30,000-</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Female</td>
<td>32</td>
<td>$59,000-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Male</td>
<td>56</td>
<td>$90,000-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$60,000-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Male</td>
<td>32</td>
<td>$89,000-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$60,000-</td>
<td></td>
<td></td>
<td></td>
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<td>8</td>
<td>Female</td>
<td>40</td>
<td>$90,000-</td>
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<td>$60,000-</td>
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APPENDIX D: SUPPLEMENTAL SURVEYS
(1) When using the FasTrak Express Lanes:

(1a) where are you typically coming from?

VARIES – PLEASE SEE ATTACHED SURVEYS & PARTICIPANT PROFILES

(1b) Where are you typically going?

VARIES – PLEASE SEE ATTACHED SURVEYS

(2) How long have you been using FasTrak?

<1 YR = 2 RESPONDENTS
1 TO 2 YR = 2 RESPONDENTS
3 TO 4 YR = 1 RESPONDENT
5 TO 6 YR = 2 RESPONDENTS
7 TO 8 YR = 1 RESPONDENT
9+ YRS = 3 RESPONDENTS

(3) Is your commute shorter, longer, or about the same length of time when using the FasTrak lanes in comparison to not using the FasTrak lanes?

1. Shorter 9 RESPONDENTS
2. Longer 0 RESPONDENTS
3. About the same 2 RESPONDENTS

(4) When using the FasTrak Express Lanes:

(4a) How often do you drive alone?

a. Always 4 RESPONDENTS
b. Often 3 RESPONDENTS
c. Sometimes 4 RESPONDENTS
d. Rarely 0 RESPONDENTS
e. Never 0 RESPONDENTS

(4b) how often do you drive with other people in the car with you?

a. Always 0 RESPONDENTS
b. Often 0 RESPONDENTS
c. Sometimes 6 RESPONDENTS
d. Rarely 2 RESPONDENTS
e. Never 3 RESPONDENTS

(5) When using FasTrak, how much do you usually pay for a one-way toll?

AVERAGE = $2.20, RANGE = $.50 TO $3.80
10 RESPONSES

(6a) When you received your FasTrak transponder was it easy to install?

(circle one): Yes = 11 RESPONDENTS / No

If no, why?

N/A

(6b) Did it come with all the information you needed?

(circle one): Yes = 11 RESPONDENTS / No

If no, what was it missing or did it need to include?

N/A

(6c) Do you like the mylar bag option?

(circle one): Yes = 8 RESPONDENTS / No = 3

Why or why not?

DON’T USE IT
NOT NECESSARY
LOST IT LONG TIME AGO
USUALLY SIT ON TRANSPONDER
(6d) Have you used your mylar bag when carpooling?
(circle one): **Yes = 8 RESPONDENTS / No = 3**

(7a) Have you contacted the FasTrak customer service center within the last two years?
(circle one): **Yes = 9 RESPONDENTS / No = 2**

(7b) If so, did you talk to a customer service representative?
(circle one): **Yes = 8 RESPONDENTS / No = 1**

(7c) Was your issue/problem resolved to your satisfaction?
(circle one): **Yes = 9 RESPONDENTS / No**

(8) Do you know the name of the rideshare agency that serves San Diego County?
(circle one): **Yes = 1 RESPONDENT / No = 9**

(8b) What is it?

**ONE PERSON KNEW iCOMMUTE**

(9a) Do you know what iCommute is and the services it provides?
(circle one): **Yes = 2 RESPONDENTS / No = 9**
**MISSING RESPONSE = 1**

(9b) What are some of the services?

**RIDESHARE TRACKING AND RIDER MATCHING**

(9c) Have you ever used iCommute?
(circle one): **Yes = 1 RESPONDENT / No = 9**

(9d) If so, what did you use iCommute for?

**TRACKING VANPOOL TRIPS**

(10a) Have you ever taken the I-15 Express Buses to work?
(circle one): **Yes = 1 RESPONDENT / No = 10**

(10b) Did you like it? Why or why not?

**IT WAS OKAY BUT SLOW**

(11a) Does your place of employment have a transportation coordinator?
(circle one): **Yes = 3 RESPONDENTS / No = 7**
**NOT SURE = 1**

(11b) Did your employer’s transportation coordinator help you get setup with FasTrak?
(circle one): **Yes / No = 3 RESPONDENTS / N/A = 8**

(11c) How helpful was the transportation coordinator?

1. Extremely helpful
2. Helpful
3. Somewhat helpful = **1 RESPONDENT**
4. Not at all helpful
5. Not applicable = **10 RESPONDENTS**

(11d) What services does your employer provide through the transportation coordinator?

**INCENTIVE PAY**

**FINANCIAL COMPENSATION AND REIMBURSEMENT INFORMATION**

(12) Do you have any concerns about FasTrak that you want to share with those in charge?

**PLEASE SEE ATTACHED SURVEYS FOR INDIVIDUAL COMMENTS**
1) When using carpool/vanpool:
   (1a) where are you typically coming from?
   VARIES – PLEASE SEE ATTACHED SURVEYS
   & PARTICIPANT PROFILES
   (1b) where are you typically going?
   VARIES – PLEASE SEE ATTACHED SURVEYS
   (2) When using carpool/vanpool, who typically drives?
   ALTERNATE DRIVERS = 7 RESPONDENTS
   RESPONDENT DOES = 3 RESPONDENTS
   OTHER PEOPLE = 2 RESPONDENTS
   (3) Do you own a car?
   (circle one) Yes = 11 RESPONDENTS / No = 1
   (4) How long have you been using carpool/vanpool?
   1 YR = 2 RESPONDENTS
   2 YR = 5 RESPONDENTS
   3 YR = 3 RESPONDENTS
   4+ YRS = 2 RESPONDENTS
   (5) Prior to using carpool/vanpool, how did you commute to work/school?
   DROVE = 10 RESPONDENTS
   TRANSIT = 1 RESPONDENT
   DROVE AND TRANSIT SOMETIMES = 1 RESPONDENT
   (6a) Does your place of employment have a transportation coordinator?
   (circle one): Yes = 5 RESPONDENTS / No = 6
   DON’T KNOW = 1
   (6b) Did your employer’s transportation coordinator help you get into a carpool/vanpool?
   (circle one): Yes = 3 RESPONDENTS / No = 2 / N/A = 7
   (6c) How helpful was the transportation coordinator?
   Extremely helpful = 3 RESPONDENTS
   Helpful = 1 RESPONDENT
   Somewhat helpful
   Not helpful at all
   Not applicable = 8 RESPONDENTS
   (6d) What services does your employer provide through the transportation coordinator?
   VANPOOL COORDINATOR
   BUS PASSES
   COMPANY CAR
   WEB SITE PROMOTION
   NOTIFY EMPLOYEES THAT ASK
   (6e) How did you form or get into your carpool/vanpool?
   THROUGH WORK = 6 RESPONDENTS
   ASKED AROUND/INFORMAL DISCUSSIONS = 4
   RESPONDENTS
   RIDE LINK = 1 RESPONDENT
   BY CITY (WHOEVER LIVES CLOSEST) = 1 RESPONDENT
   (7a) Do you know the name of the rideshare agency that serves San Diego County?
   (circle one): Yes = 5 RESPONDENTS / No = 7
   (7b) What is it?
   (8a) Do you ever travel the I-15 solo, in your own car?
   (circle one): Yes = 11 RESPONDENTS / No = 1
(8b) If so, do you use (circle one):

1. General purpose lanes = 9 RESPONDENTS
2. FasTrak lanes = 1 RESPONDENT
3. BOTH LANES = 1 RESPONDENT

9a) Do you know what iCommute is and the services it provides?

(circle one): Yes = 5 RESPONDENTS / No = 6 MISSING = 1

(9b) If yes, what are some of the services?

TRIP TRACKER
RIDEMATCH
TRACKS MILEAGE
SET-UP TRANSPORTATION

(9c) Have you ever used iCommute?

Yes = 5 RESPONDENTS / No = 6 MISSING = 1

(9d) If so, what did you use iCommute for?

TRACK VANPOOL. ATTEMPT TO GET IN VANPOOL. G. RIDE, TO FIND MORE RIDERS, LOG MY TRIPS, TRIP TRACKER

(10a) Do you know the name of the traffic information service for San Diego County?

(circle one): Yes = 2 RESPONDENTS / No = 9 MISSING = 2

(10b) If yes, what is the name?

(11) Thinking about effective ways to promote/market carpooling, what advice would you give to those in charge?

EXPLAIN BENEFITS OF CARPOOLING, COST SAVINGS ON GAS, WEAR & TEAR, FEWER CARS ON ROAD; PERSONAL STORIES; REACH OUT TO SMALL AND LARGE COMPANIES; MAILERS OR FLYERS TO RESIDENCES; MORE DISPLAYS AT WORKPLACES; PROVIDE LISTS TO VANPOOL LEADERS; SHOW CHARGERS, JERRY SANDERS, ETC. COMMUTING; HAVE A GROUP OF EMPLOYEES DISCUSS WHERE THEY ARE COMMUTING FROM AND THEN ARRANGE CARPOOL AMONG THEM; PUSH THE ECONOMICS AND PLEASURE OF SOMEONE’S COMPANY WHILE DRIVING; I LOVE MY CARPOOL AND THINKS IT WORKS GREAT.

Thank you for your participation!
(1) When using the Premium Express Bus:
(1a) where are you typically coming from?

**VARIES – PLEASE SEE ATTACHED SURVEYS & PARTICIPANT PROFILES**

(1b) where are you typically going?

**DOWNTOWN = 6 RESPONDENTS**
**CORONADO = 1 RESPONDENT**
**OLD TOWN = 1 RESPONDENT**
**UNKNOWN = 1 RESPONDENT**

(1c) at what stop do you typically board the bus?

**VARIES – PLEASE SEE ATTACHED SURVEYS & PARTICIPANT PROFILES**

(2) Do you own a car?

(circle one) **YES = 9 RESPONDENTS / NO = 0**

(3) How long have you been riding an I-15 Premium Express Bus?

**2 YR = 2 RESPONDENTS**
**3 YR = 1 RESPONDENT**
**4+ YRS = 6 RESPONDENTS**

(4) Prior to using I-15 Premium Express Bus, how did you commute to work/school?

**DROVE = 3 RESPONDENTS**
**TRANSIT = 2 RESPONDENT**
**DROVE AND TRANSIT SOMETIMES = 1 RESPONDENT**
**VANPOOL OR VANPOOL = 2 RESPONDENTS**
**UNKNOWN = 1 RESPONDENT**

(5a) Does your place of employment have a transportation coordinator?

(circle one): **Yes = 3 RESPONDENTS / No = 6**

(5b) Did your employer’s transportation coordinator help you begin using the Premium Express Bus?

(circle one): **Yes = 4 RESPONDENTS / No = 2 / N/A = 3**

(5c) How helpful was the transportation coordinator?

1. Extremely helpful = 3 RESPONDENTS
2. Helpful = 0 RESPONDENTS
3. Somewhat helpful = 1 RESPONDENT
4. Not at all helpful = 0 RESPONDENTS
5. Not applicable = 5 RESPONDENTS

(5d) What services does your employer provide through the transportation coordinator?

**BUS PASSES, VOUCHERS**

(6a) Do you know the name of the transit agency that provides the Premium Express Bus service?

(circle one): **YES = 8 RESPONDENTS / NO = 1**

(6b) If yes, what is the name?

**MTS = 7 RESPONDENTS**
**VILOOA = 1 RESPONDENTS**

(7a) Do you know what iCommute is and the services it provides?

(circle one): **YES = 2 RESPONDENTS / NO = 7**

(7b) If yes, what are some of the services?

**NORTH COUNTY AREA, I TRACK MY OWN MILES**

(7c) Have you ever used iCommute?

(circle one): **Yes = 2 RESPONDENTS / No = 7**
(7d) If yes, what did you use iCommute for?

TO GET TO WORK AND BACK HOME
TO TRACK MY MILES

(8) Thinking about all of your experiences with commuting on the I-15 corridor, please list two or three questions you would like to have answered by those in charge:

HAVE MORE BUS LINES FROM DOWNTOWN ON FRIDAYS; HAVE EXPRESS BUS TO ESCONDIDO SINCE IT IS THE FARDEST LOCATION ON THE ROUTE; EARLIER BUSES BEFORE 5AM; HAVE BUSES LEAVE ON TIME, NOT EARLIER THAN SCHEDULED; WHEN WILL THE CONSTRUCTION OF THE GARAGE STRUCTURE AT SABRE SPRINGS FINISH AND WHERE WILL PEOPLE PARK; WHAT NUMBER TO CALL TO SPEAK TO LIVE PERSON WHEN BUS IS LATE; WHAT ALTERNATIVES DO I HAVE IF I WISH TO LEAVE EARLIER THAN WHEN BUS IS SCHEDULED TO LEAVE; CHANGES TO PREMIUM SERVICE; INCREASE IN PRICES; BUS TOO COLD; HOW ARE ROUTES DETERMINED; HOW ARE PICK UPS AND DROP OFFS DETERMINED BECAUSE THEY ARE NOT THE SAME IN THE A.M. AND P.M.

(9) Thinking about effective ways to promote/market Premium Express Buses, what advice would you give to those in charge?

REDUCE PRICES; RADIO ANNOUNCEMENTS; ADDS SAYING "HIGH GAS PRICES" AND "GO GREEN"; TELEVISION AND LOCAL PAPERS.

Thank you for your participation!
I-15 Express Lane Study  
General Lane User Survey  
24 TOTAL COMPLETED SURVEYS

(1) When using the I-15 Corridor:  
(1a) where are you typically coming from?  
VARIES – PLEASE SEE ATTACHED SURVEYS & PARTICIPANT PROFILES  
(1b) where are you typically going?  
VARIES – PLEASE SEE ATTACHED SURVEYS  

(2) How long is your typical commute to and from these two places?  

<1 HR = 14 RESPONDENTS  
1 - 2 HRS = 9 RESPONDENTS  
N/A = 1 RESPONDENT

(3) From your understanding, who operates the I-15 Corridor express lanes?  

STATE OF CALIFORNIA = 10 RESPONDENTS  
SANDAG = 3 RESPONDENTS  
FASTTRAK = 3 RESPONDENTS  
COUNTY OF SAN DIEGO = 2 RESPONDENTS  
CITY OF SAN DIEGO = 1 RESPONDENT  
DON'T KNOW = 5 RESPONDENTS

(4) From what sources do you get your news?  

RADIO = 3 RESPONDENTS  
TV = 11 RESPONDENTS  
INTERNET = 9 RESPONDENTS  
SALES = 1 RESPONDENT

(5a) Thinking about your current work situation, is it feasible for you to carpool/use transit once or twice a week?  
Carpool: (circle one): Yes = 10 RESPONDENTS / No = 14  
Transit: (circle one): Yes = 4 RESPONDENTS / No = 20

(5b) If no, why not?  
VARIES – PLEASE SEE ATTACHED SURVEYS

(6a) Does your place of employment have a transportation coordinator?  
(circle one): Yes = 0 RESPONDENTS / No = 20  
DON'T KNOW = 4

(6b) Have you ever used these services?  
(circle one): Yes = 0 RESPONDENTS / No = 20  
DON'T KNOW = 4

(6c) How helpful was the transportation coordinator?  
1. Extremely helpful = 0 RESPONDENTS  
2. Helpful = 1 RESPONDENT  
3. Somewhat helpful = 1 RESPONDENT  
4. Not at all helpful = 0 RESPONDENTS  
5. Not applicable = 22 RESPONDENTS

(6d) What services does your employer provide through the transportation coordinator?  

NONE/DON'T KNOW = 24 RESPONDENTS

(7a) Do you know what iCommute is and the services it provides?  
(circle one): Yes = 1 RESPONDENT / No = 23

(7b) What are some of the services?  

COMMUTER VANS  
CARPOOLING

(7c) Have you ever used iCommute?  
(circle one): Yes = 1 RESPONDENT / No = 23

(7d) If so, what have you used iCommute for?  
CARPOOLING
(8) What, if anything, would encourage you to try carpooling to work at least once?

**IF THEY WERE ORGANIZED AND SCHEDULES WERE ONLINE, PICK UP AT RESIDENCE, A FREE FASTTRAK, COMPENSATION TO DROP PEOPLE OFF IN GENERAL AREA, TIME SAVINGS, GAS SAVINGS, TAX WRITE OFF.**

(9) What, if anything, would encourage you to try transit to work at least once?

**FASTER DIRECT ROUTES, GAS SAVINGS, CONVENIENCE + COST, BETTER UNDERSTANDING OF TRANSIT SERVICES, CAR PROBLEMS, HAVING TRANSIT OPTIONS IN SCRIPPS RANCH/POWAY/MIRA MESA, FREE SERVICE.**

Thank you for your participation!
APPENDIX E: PARTICIPANT QUESTIONS
FasTrak Users: July 19, 2011

- Will the construction located on Miramar at the SR 163 merge change the flow of traffic?
- Can you pay the maximum fee of 8 dollars to use the HOV lanes as a FasTrak user?
- Why would you need to place more vehicles into regular traffic once express lanes turn into HOV lanes?
- Are the Lanes monitored to track the amount of traffic to enable HOV lanes?
- How is pricing determined in HOV lanes compared to regular traffic?
- Did SANDAG engineer the two extra HOV lanes on the 56 south freeway?
- What is measured when pricing the HOV lanes the traffic on the HOV lanes or the traffic on the non-HOV lanes?
- As a FasTrak user how does pricing work if “HOV Only” is mentioned and a fee is also visible?
- Is traffic speed tracked between the entrance and exit points?
- Will the 8 dollar penalty continue during the “HOV only” period or will a fine also be applied?
- What will the SR 78 and I-15 merge look like after construction?
- Does a shoulder go all along the Express Lanes?
- Does MTS have text alerts for all Buses and Trolleys?
- Is the Kearny Mesa Transportation Station closed?
- Is there a direct access point at Mira Mesa Blvd?
- What is a Safe Ride Home?
- How do you turn off the Transponder when you are carpooling with other people?
- Does the Express Bus make stops along the route?
- What is the cost for using the Express Bus?
- Does the Express Bus have a stop at the Fashion Valley Transit Station?
- What is a Vanpool?
  - Does everyone meet up at one location and do people have to make other transfers to get to their destinations?
  - Do companies pick up the fees for vanpooling?

Vanpool/Carpool Users: July 19, 2011

- When will major construction take place at the Sabre Springs Transit Station and how will it affect commuters?
- Who to e-mail or contact when there are technical problems on Trip Tracker?
• What is “511” and is it a 24 hour service?
• Are there any promotional television commercials about carpoolsing or vanpooling?
• Where does the Express Bus go and where does the route begin?
  o Does the Express Bus fee cost as much as the regular Bus fee?
  o Does the Express Bus route begin or stop in Escondido?

Premium Express Bus Riders: July 20, 2011

• Is there a service you can call that provides transportation if you have a doctor’s appointment in the middle of the afternoon?
• Do they have security at Park & Rides? Someone who drives around and checks?
• If you’re minimizing the number of parking spaces during construction, where will people park?
• What will happen when they build [at Sabre Springs]?
• Do you have an idea when the construction of lots will occur?
• What does 511 do?
• Are drivers supposed to announce stops?
• Is iCommute an Internet site?
• Why was the route changed to go through Broadway?
• Why can’t you take passengers on the reverse direction of the route?
• Guaranteed Ride Home (Anne Steinberger provided information)
  o How do you track your trips?
  o Why can’t they track trips on the Compass Card?
  o How often do you need to track your trips?
  o Can you use if you miss the last bus?
• Premium Express Bus Service (Brent Boyd provided information)
  o Will you close parking lots all at the same time or stagger them?
  o Will there still be flat parking or where will the structure go?
  o Any plans to improve the Del Lago Station?
  o Will they eliminate any of the 810 stops after the new improvements?
  o Will new bus still stop at 9th & Escondido and Felicita?
  o Will the evening out of the headways push the last bus later?
  o What data do you have to say the bus is not crowded?
General Purpose Users: July 21, 2011 Group I

- When are they going to stop the construction?
- When driving a hybrid or energy efficient car, are the Express Lanes free and are the Carpool lanes valid if there is a single driver?
- How many Express Lanes are there?
- Are there Amber Alerts for traffic updates along the I-15 freeway?
- How does FasTrak work?
- How do you check your FasTrak account?
- Do you pre-pay, pay by mile, pay by hour, or pay by month to use FasTrak?
- How much is the monthly fee for FasTrak?
- Where does FasTrak start and stop?
- Does the FasTrak map show the different access points?
- Is FasTrak a state program or part of CALTRANS?
- Can “511” services pick you up?
- Is SANDAG completely responsible for the I-15 construction?
- When is the finish date for the I-15 Corridor?

General Purpose Users: July 21, 2011 Group II

- Other than carpool or vanpool, you need to have sticker that allows you to travel solo [in Express Lanes], right?
- Is it closed to go north in the mornings?
- What is the fee to use FasTrak?
- What if there were a Web site where people could find someone to carpool with?
- What color is the Express Bus?
- Who runs the Express Bus?
- What is the cost of the Express Bus?
- How does the transponder know if you’re in the car with other people and not get charged?
- Is there a shoulder in the Express Lanes?
- Where do I have to go to get a transponder?
- Is there an App that can give me a transit route?
- Where does FasTrak go?
- Does FasTrak work on all the toll roads?
- Do you have to pay when you have a passenger?
• How does the cop know if transponder is in mylar bag or not?
• So, I assume “open lanes” is to expedite traffic flow?
• Is there somewhere people can get information about new freeway features?
• How do they give out transponder?
• How much is it to use 511?
• I’m curious about liability issues for vanpooling?
• What is a vanpool?
• Do you have to establish a vanpool yourself or the company do that?
• FasTrak is a monthly fee, right?
• Why can’t you pay as you go for the occasional user?
  o Willing to pay more to use intermittently
  o Kind of like a loaded gift card