



# **Focus Group Interview Summary**



## C.1 FOCUS GROUP DETAILS

The purpose of the focus group sessions was to gain insight from key stakeholders that would be used to inform the San Bernardino Active Transportation Plan recommendations. More specifically, focus group input was used to determine priority projects.

Meetings for the focus groups were held November 16th through 18th, 2021 virtually on the Zoom platform. A total of 3 focus groups were scheduled. These focus groups were organized by categories; 1) municipal agencies, 2) schools, youth groups, and transportation advocates, and 3) health and bicycle/pedestrian advocates.

## C.2 FOCUS GROUP PARTICIPATION

More than 80 stakeholders were invited to participate in focus groups, via an email blast. There were follow-up telephone calls made to encourage key stakeholders to participate. A total of 15 stakeholders participated, representing 12 different organizations from regional and local government agencies as well as schools, healthcare, and workforce development. Figure C.1 Shows the agencies/organizations that joined the focus groups.

*Figure C-1. List of agencies/organizations at the focus group meetings*

Agencies	Schools, Health, and Advocates
Caltrans	Caltrans
City of Highland	California State University of San Bernardino
City of Colton	City of San Bernardino Planning
City of San Bernardino Planning	El Sol Partners for Better Health
City of San Bernardino Police	Kaiser Permanente
City San Bernardino Public Library	San Bernardino City Unified School District
Omnitrans	San Bernardino Workforce Development (2)

## C.3 FOCUS GROUP DISCUSSION

Focus group participants were engaged in an open-ended discussion based on topics related to the City of San Bernardino Active Transportation Plan. The conversations were about existing projects, mobility themes, corridors, and intersections/destinations.

### AGENCY FOCUS GROUP

The focus group for the agencies discussed current transportation projects, such as the Police Department's Office of Traffic Safety Grant, City of Highland's Active Transportation Plan and grants, and San Bernardino County Transportation Authority's (SBCTA) grant. The biggest concerns from other agencies were the shared streets and the Cal State San Bernardino neighborhood.

### HEALTH/SCHOOL/ADVOCATES FOCUS GROUP

There was a lively discussion with the health, school, and advocate focus group about various transportation issues. The most common themes were about health, safety, and business connectivity. There was also discussion about increasing bicycle use, especially around schools.

## C.4 PRIORITY PROJECT POLLS

The participants took part in two polls to vote for priority projects. The projects were categorized into corridors and intersections/ destinations. They were selected based on the Existing Conditions Analysis and input received from the community engagement process.

### PRIORITY CORRIDORS

The agencies helped prioritize the corridors. The top 3 corridors were Highland Avenue (100% of votes), Baseline Street (60% of votes) and E Street (40% of votes).

### PRIORITY INTERSECTIONS/DESTINATIONS

The discussion with the health, school and bicycle/ pedestrian advocates favored intersections and destinations at Pioneer Square/Court Street, California State University San Bernardino, San Manuel Stadium and Waterman Avenue & 40th Street.

Note: Due to the COVID pandemic the project team conducted focus groups online as part of the community outreach, to ensure safety.