



Appendix C

Focus Group Report

Chicago Regional Congestion Pricing Study



R | S | G INC.
RESOURCE SYSTEMS GROUP, INC.

■ Draft summary report:
**CHICAGO CONGESTION PRICING
FOCUS GROUPS**

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EXECUTIVE SUMMARY

Resource Systems Group conducted four focus groups in March 2008 to explore the public's reactions to the possible implementation of a congestion pricing scheme throughout Cook, DuPage, and Lake Counties in the greater Chicago area. Plans for a proposed congestion pricing scheme would involve Illinois State Toll Highways Authority (ISTHA) facilities and Illinois Department of Transportation (IDOT) Interstate facilities, subsequently referred to as tollways and IDOT expressways respectively. The objectives of the focus groups were:

- § To explore Chicago area travelers' current perceptions of travel conditions
- § To explore Chicago area travelers' current understanding and opinions of congestion pricing
- § To educate participants regarding potential congestion pricing options for Cook, DuPage, and Lake counties and to show the costs/benefits associated with each option
- § Explore reactions to potential congestion pricing options for Cook, DuPage, and Lake counties

Each focus group comprised a different traveler segment: automobile I-PASS users, automobile cash users, automobile infrequent toll road users (both I-PASS and cash), and commercial vehicle industry representatives. Below is a brief overview of participants' reactions.

§ Current perception of travel conditions

- Almost all participants perceived roads to be more congested during peak travel periods, and some found roads surprisingly congested during off-peak travel periods. Those with flexible schedules sometimes travel earlier or later to avoid traveling during peak travel periods and those who travel during peak hours allow for traffic delay time when calculating the approximate length of their trip.
- Cash customers do not fully understand I-PASS policies and costs. Many cash participants believe start-up costs for an I-PASS account are higher than the actual costs and some were not aware of the discounted toll costs that I-PASS users currently pay.
- I-Pass customers are very satisfied with the I-Pass program and most can give only very approximate estimates of their toll expenditures
- Most automobile participants felt that tollways are better maintained; however, commercial vehicle industry representatives did not acknowledge differences in road maintenance and conditions between the tollways and IDOT expressways.

§ Suggested "solutions" to relieve congestion problems

- Participants suggested adding signs along the roadways encouraging slower traffic and commercial vehicles to travel in the right lanes.



- Some automobile participants suggested expanding current transit service to growing suburban areas as well as increasing the frequency of some services, particularly the Metra, to encourage transit ridership.
- Several commercial vehicle industry representatives and automobile users recommended adding carpool lanes to existing roadways and a few automobile users requested that existing express lanes on the Kennedy Expressway be open more regularly and consistently.

§ Potential congestion pricing options

- Only a few participants were vaguely aware of congestion pricing schemes in other cities, and no participants were aware of the pricing schemes along Interstate 15 (I-15) in San Diego or State Route 91 (SR-91) in Los Angeles.
- The majority of participants believed that raising toll costs during peak travel periods would be perceived as a "punishment" for those without flexible work schedules
- Commercial vehicle industry representatives are opposed to tolling changes, and most preferred the use of gas taxes instead of increasing toll costs. All representatives emphasized the need to work with municipalities and customers to allow for less restrictive delivery times, noting that many delivery schedules are determined by municipal regulations.
- Participants in all groups were unsure if fixed pricing or dynamic pricing would truly reduce congestion in the greater Chicago area. All participants expressed interest in seeing "proof" that a fixed pricing or dynamic pricing system would increase travel time reliability and decrease congestion. Such "proof" that congestion pricing is effective could be to implement it on one corridor initially before implementing it throughout the Chicago area.
- The majority of participants approved of congestion reduction measures that give travelers a choice either in the form of an HOV lane, truck-only toll lane, or carpool lane to reduce congestion. Generally, participants liked the idea of having a choice so they could use an HOV lane, carpool lane, or truck-only toll lane when they needed to reach their destination in a certain amount of time and not be delayed. However, most also felt that there should be at least two such lanes to allow more freedom of movement.
- Most I-PASS and cash users were amenable to open-road tolling along the tollways; however, most cash travelers who infrequently use the tollways felt they would not purchase an I-PASS even with the possible implementation of open-road tolling.
- Participants in all four focus groups generally felt that generated revenue should be used for roadway improvement and maintenance. A few participants felt that any revenue generated should also be put towards Chicago-area schools.

The majority of participants were not initially aware of the concept of congestion pricing. Yet, the more participants learned about how congestion pricing has been successful in other areas and the options for the structure of a congestion pricing system in the Chicago area, the more open participants were to trying it to reduce congestion.



Equity for all travelers was a concern for most participants. This was indicated in several ways, such as participants' support for a congestion pricing scheme that provides travelers with the choice to travel in regular lanes or to use an HOV lane, a truck-only lane, or a carpool lane. Others were concerned about the fairness for travelers who are forced to travel during peak time periods because of restrictive work schedules.

Further community outreach and education about congestion pricing and its effects on relieving congestion, saving travel time, and increasing travel time reliability will play a critical role in informing travelers and customers as the study moves forward. In particular, initial explanations of congestion pricing allow travelers to see the obvious benefit of decreased congestion, but the benefit of greater travel time reliability is much less immediately obvious to travelers. Community outreach and education will be essential for providing the "proof" that congestion pricing can benefit all travelers, including those that must travel during the peak time periods.

It is also clear that collaborative discussions with local municipalities, the Illinois State Toll Highways Authority, the Illinois Department of Transportation, and commercial vehicle industry representatives may need to take place to address concerns of commercial vehicle drivers and the commercial vehicle industry.



FOCUS GROUP PROJECT REPORT

PURPOSE/OBJECTIVES

As stated in the executive summary, the specific project objectives were:

- § To explore Chicago area travelers' current perceptions of travel conditions
- § To explore Chicago area travelers' current understanding and opinions of congestion pricing
- § To educate participants regarding potential congestion pricing options for Cook, DuPage, and Lake counties and to show the costs/benefits associated with each option
- § Explore reactions to potential congestion pricing options for Cook, DuPage, and Lake counties

STUDY DESIGN AND METHODOLOGY

This study was designed as qualitative research, meaning that it can be used to identify the types of concerns that individuals raise and can indicate generally whether people react positively or negatively to issues regarding current conditions and possible future policies along tollways and IDOT expressways. Although some numbers are reported, the reader should be careful not to assume that they can be used to project the opinions and behavior of the full population.

The study consisted of four focus groups, each with eight to ten participants. The groups were conducted at the Focus Pointe Global facility in Chicago, Illinois from 25–26 March 2008 (Table 1).

Table 1: Focus Group Segments and Schedule

Date	Time	Traveler Segment	Traveler Segment Requirement
03/25/08	5:45 PM	I-PASS Group (Auto)	Own an I-PASS and travel on the IL Tollway more than once a week
03/25/08	8:00 PM	Cash Group (Auto)	Pay tolls by cash and travel on the IL Tollway more than once a week
03/26/08	2:30 PM	Commercial Vehicle Industry Representatives	Member of a Trucking Association
03/26/08	5:45 PM	Non-tollroad Group (Auto)	Travel on the IL Tollway less than once a week

Participants reflected a range of demographics as shown in Appendices E–G.

CURRENT CONDITIONS

Impressions of Tollways and IDOT Expressways

Participants in all three automobile groups (I-PASS users, cash users, and infrequent toll road users) reported heavy congestion along the tollways and IDOT expressways throughout the three-county study area, particularly during peak time periods (reported as approximately 6:30–9:30 AM and 3:30–



7:00 PM). Congestion encountered along these roadways was uniformly described as a combination of high traffic volumes on the roadways, as well as on the entrance and exit ramps. In general, the majority of participants felt that congestion was at an apex for commuting traffic traveling into the Chicago "loop" during the morning peak period and for traffic traveling out of the Chicago loop during the evening peak period.

Generally, the automobile participants considered tollway road conditions to be much better than expressway road conditions, noting for example that road maintenance is better along the tollways during periods of snowy weather. Additionally, participants praised the Dan Ryan Expressway as a "beautiful" road, noting how smooth and quiet the road seems while traveling on it.

For many automobile participants, safety is also a concern along the tollways and IDOT expressways. Comments regarding safety on the network of tollways and IDOT expressways generally fell into three categories: congestion-related, individual driver behavior, and commercial vehicles. Some participants noted that congestion caused entering traffic to back up onto entrance ramps and exit ramps, especially at interchanges. This combined with locations where speeds varied dramatically from free-flow to full-stop, exacerbated safety hazards. Other participants mentioned that traffic accidents or the appearance of accidents have a significant effect on traffic flow.

Both I-PASS users and cash users generally agreed that current toll prices are reasonable. Some I-PASS participants reported not being aware of their actual toll costs. Cash customers were generally aware of their toll costs by virtue of paying in person at the toll booths. However, not all cash customers were aware of the cost differential between cash and I-PASS users. Once informed of the details of an I-PASS account, some cash customers remained convinced that they did not use tollways frequently enough to justify the purchase of an I-PASS but several indicated that they would likely obtain an I-Pass account.

Commercial vehicle industry representatives also reported tollway and IDOT expressway facilities to be very congested, particularly during peak time periods. However, commercial vehicle industry representatives emphasized that peak and off-peak travel periods have a minor impact on the travel patterns of most commercial vehicle drivers. This is because driver schedules are dictated by delivery times and noise ordinances regulated and enforced by local municipalities. The industry representatives also agreed that the exit and entrance ramps are not capable of handling current traffic, adding that tollways and IDOT expressways are not even large enough to handle the existing traffic, suggesting that the addition of lanes would "solve" this problem. Generally, the industry representatives viewed the congestion primarily as the result of high volumes of automobile traffic and automobile driver behavior.

Commercial vehicle industry representatives also agreed that surface conditions along both the tollways and IDOT expressways need maintenance, but were careful to encourage that maintenance work be carried out during later evening/early morning hours before morning peak travel times begin.

Finally, individual driver activity was perceived to be unsafe in a myriad of ways by both commercial vehicle industry representatives and automobile participants. Most stated that imprudent driver



behavior, high travel speeds, and inconsistent travel speeds were common. Participants also perceived that the left lane is often used by slower-moving vehicles, causing others to pass on the right.

Suggestions for Improving Tollways and IDOT Expressways

Prior to learning about possible congestion pricing schemes for the three-county area, all focus group participants were given the opportunity to offer their own ideas about how to improve current conditions along tollways and IDOT expressways. Participants, particularly the infrequent toll road users and commercial vehicle industry representatives, were very eager to offer suggestions for ways to improve travel along the roadways.

Many automobile participants suggested widening tollways and IDOT expressways, often referencing the newly finished Interstate 355 as an example. Beyond widening tollways and IDOT expressways many automobile participants suggested the addition of a carpool lane. Others suggested that a cross-town road be added to the network of tollways and IDOT expressways throughout central Chicago or that arterial roads be improved and better maintained. One I-PASS user suggested that I-PASS use/ownership be further encouraged in an effort to reduce queues at various toll plazas.

Automobile group participants suggested improvements to transit, Metra, CTA, and Pace, as a comprehensive approach to address the concerns of congestion throughout the city. Improvements such as Metra expansion into growing suburban areas, more frequent departure times, and increasing access to transit stations were all suggested.

While commercial vehicle industry representatives felt that adding capacity to additional tollways and IDOT expressways would help relieve congestion, participants emphasize that the changes most necessary were those that impact driver behavior. For instance, suggestions were made to change the regulations on vehicle size, on the delivery schedule regulations determined by municipalities, and to add tollway and expressway facilities to allow vehicles to park while waiting for a determined delivery time.

As described by one commercial vehicle industry representative, "peak and off-peak does not mean anything to us," explaining that customers, not tolls, are the incentive. Commercial vehicles are sometimes required to deliver goods during peak travel times, resulting in additional commercial vehicle traffic on tollways and IDOT expressways during peak periods. Participants explained that the restrictions placed on commercial vehicles by customers and local municipality ordinances frequently prohibit deliveries during non-peak hours. As a result, all commercial vehicle industry representatives agreed that these restrictions have to be lifted or relaxed in order to allow commercial vehicles the flexibility to deliver goods during off-peak hours.

Commercial vehicle industry representatives also suggested that tollway and expressway facilities should provide additional overnight rest or parking areas. These would allow drivers to park, avoid traveling during the peak period, and still remain geographically close enough to meet restrictive windows for delivery time in the city. Commercial vehicle industry representatives also noted that parking in downtown Chicago, during peak and midday hours is difficult, and thereby another reason



to have municipality ordinances lifted or eased to allow parking and making deliveries during the less congested evening and overnight time periods.

Commercial vehicle industry representatives suggested that vehicle inspections be made mandatory throughout the state of Illinois, forcing unsafe or potentially hazardous automobiles off of the road. Some argued that truck-only toll lanes would help relieve congestion, but preferably if there were two lanes available to commercial vehicles because of the different speeds trucks are able to travel at due to the weight of goods carried.

Throughout the discussion commercial vehicle industry representatives remained steadfast in their opposition to tolls, noting that they would rather pay for a gas tax than any toll or increase in toll. Overall, commercial vehicle industry representatives felt that commercial vehicle toll prices within the Chicago area are high and most were very aware of recent and future changes to toll costs and policies for commercial vehicles. One industry representative stated that although he was paying more money in tolls, he had not yet seen a reduction in traffic levels along the tollways.

With regards to traffic flow on tollways and IDOT expressways, both commercial vehicle industry representative and automobile participants recommended adding an HOV lane, while others also suggested the addition of a dedicated truck-only lane on the right-hand side of the facilities. Some felt that congestion on the tollways and IDOT expressways is caused primarily by restrictions on the entrance and exit ramps. Several suggested widening or adding lanes to the entrance and exit ramps, while others felt that the entrance and exit interchanges themselves needed to be improved either through the addition of lanes or more efficient traffic light timing to minimize congestion from traffic entering or exiting tollways and IDOT expressways.

CONGESTION PRICING SCHEMES

After making their own suggestions as to how to relieve congestion along the tollway and IDOT expressway facilities, the concept of "congestion pricing" was introduced to the groups and congestion pricing programs, including SR-91 in Los Angeles and I-15 in San Diego were explained as current examples of congestion pricing schemes. Almost all participants, both commercial vehicle industry representatives and auto customers, were at first skeptical as to whether or not the schemes actually worked, were curious to know the current travel conditions along these roads and requested proof of how much time they would save on particular roads. As one automobile participant stated, "Get the traffic flowing! As long as traffic is flowing there will be less frustration." Most participants were in favor of a pricing scheme when they learned that, in some cases, only one in every ten drivers needs to shift their travel behaviors into the off-peak travel periods in order for traffic to move freely.

When asked how participants would feel about implementing a universal pricing scheme along tollways and IDOT expressways throughout the study area, some were opposed to the idea. In general, cash and infrequent toll road users agreed that tolling all tollways and IDOT expressways within the greater Chicago area would be perceived as discriminating towards those with lower household incomes. The automobile participants also believed that a pricing scheme aimed at increasing peak period tolls would be discriminating against workers who work traditional hours and



have little to no flexibility in their workday schedules. An increase in peak period tolls was therefore perceived as "punishment" for these commuters, even among commercial vehicle industry representatives.

Fixed Pricing versus Dynamic Pricing

Focus group participants across all four groups had many questions about the parameters of both fixed and dynamic pricing. From the discussion, the majority of participants generally appeared to understand the concept of both fixed and dynamic pricing. Fixed pricing was described as a scheme by which prices vary by times of day, with set higher prices during peak periods and lower prices during off-peak periods. Dynamic pricing was described as a scheme by which prices vary in real-time based on traffic conditions.

While most automobile participants initially preferred the existing pricing system where toll prices do not vary and are set at the same amount at all times of the day, fixed pricing was generally supported when respondents clearly associated it with providing less-congested traffic conditions during peak periods. Participants wanted the toll rates to be readily available in print and on the Internet.

Dynamic pricing raised concerns among all focus group participants. Specifically, some automobile participants felt that dynamic pricing would present a difficult real-time situation for drivers as to whether to travel on the tolled facility, possibly resulting in traffic incidents. As with fixed pricing, participants wanted the upper and lower toll costs to be known and toll rates to be readily available in print and on the Internet.

Commercial vehicle industry representatives stated that dynamic pricing would be difficult, if not impossible, to pass on to customers as a cost. Therefore, commercial vehicle industry representatives were strongly against a dynamic pricing scheme that varies toll prices with traffic conditions and advocated for the simplest toll pricing scheme possible to allow companies to invoice customers for toll costs.

HOV Lanes: Addition to Existing Tollways and IDOT Expressways

Almost all focus group participants believed that the addition of managed lanes to existing tollways and IDOT expressways would both help relieve congestion and be an affordable option for all travelers. Both commercial vehicle industry representatives and automobile participants noted that the addition of only one HOT lane may create a safety issue, and therefore preferring two lanes to allow faster traffic to pass slower traffic and emergency response vehicles to maneuver successfully in the event of a traffic incident.

Both commercial vehicle industry representatives and automobile participants were consistently against converting existing lanes, arguing that lack of capacity was already an issue and that converting existing lanes would increase, not relieve, congestion.

Many focus group participants supported the concept of allowing vehicles with more than two or three passengers to use the HOV lanes for free or for a reduced toll. However, most expressed concern about the way in which a carpool lane scheme would be enforced, noting that enforcement



of the lanes and counting of the number of passengers in each car would be necessary. Some felt that this would be an invasion of privacy.

Automobile participants felt HOV lanes should only be available to cars and that commercial vehicles should not be allowed to use HOV lanes. Commercial vehicle industry representatives expressed their support of a truck-only lane, as opposed to an HOV lane, but many recognized the potential benefit of an HOV lane in removing traffic and relieving congestion along the tollways and IDOT expressways.

Express Lanes

Almost all focus group participants believed the addition of tolled express lanes, in most cases reversible, to run alongside toll-free expressways would both help relieve congestion and be an affordable and reasonable option for travelers. Many participants were opposed to the idea of a pricing scheme with express lanes only, but supported the concept of having express lanes with additional toll-free lanes on the same road.

Similar to support for an HOV lane, automobile participants felt that safety precautions called for two lanes, rather than one lane, for express lanes. Most participants agreed that express lanes should be reversible, traveling into Chicago during the morning peak hours and out of Chicago during the evening peak hours.

Again, automobile users felt express lanes should only be available to cars and that commercial vehicles should not be allowed to use the free lanes. Commercial vehicle industry representatives expressed their support of truck-only lanes, but many recognized the potential benefit of express lanes in removing traffic and relieving congestion along the tollways and IDOT expressways.

PAYMENT OPTIONS

Open Road Tolling

Participants, including commercial vehicle industry representatives, almost unanimously felt that requiring an electronic toll collection (ETC) transponder would not be an obstacle to their use of the proposed pricing schemes, and generally supported open road tolling. Some cash participants who felt they did not currently or would not use tolled facilities in the future stated that they would not purchase an I-PASS because of the infrequency of their usage of the tollroads.

Concerns varied with some participants unsure of how easily tourists and travelers, who may not know in advance the ETC only requirements on the facilities, would be able access ETC only facilities. Some participants suggested that a road be built south of the city for those who wish to bypass Chicago all together but are passing through the area. Still other participants expressed concern that ETC transponders could possibly be used for identifying speed violations along tollway and IDOT expressway facilities.

Most non-I-PASS users were unsure about the details of ETC ownership. Some emphasized the need for convenience when obtaining an ETC transponder. A few respondents, particularly those who use the tollways less frequently, wanted to ensure there would be no expiration date as to when



they had to use the money on their account. Still other participants, although clear on the concept of ETC transponders, were unsure of payment specifics such as how much money to initially put on the transponder and the point at which more money gets added to the transponder.

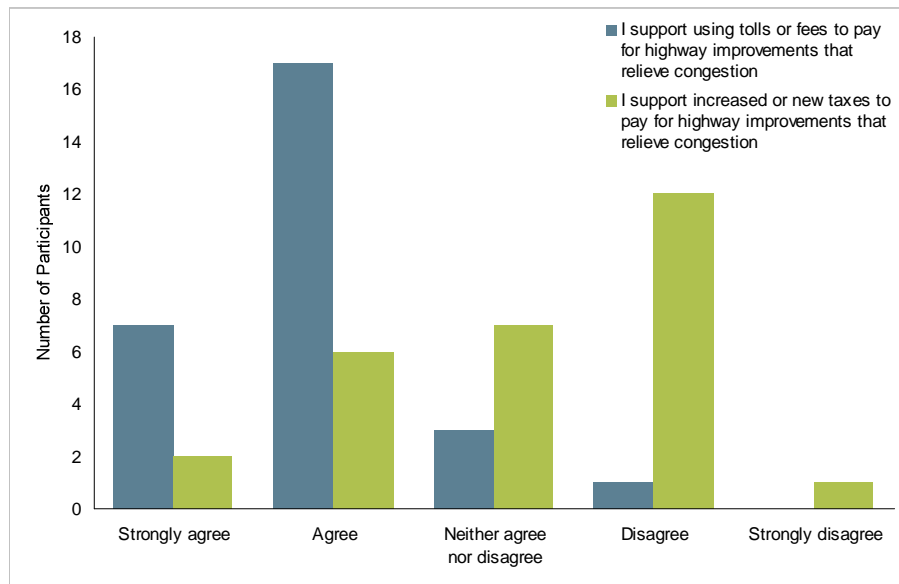
AUTOMOBILE GROUP DEBRIEF QUESTIONNAIRES

To close each automobile focus group, the 29 automobile participants answered a one page questionnaire (Appendix D). Respondents were asked how they get news about transportation issues in the Chicago area, how often they check traffic conditions before making a trip, and how they would prefer to receive live up-to-date information about traffic conditions. Each automobile participant also answered five opinion questions.

Of the 29 automobile focus group participants, 18 reported checking traffic conditions before making a trip at least once a week. Television (22 participants), radio (19 participants), and newspaper (19 participants) were the most frequently mentioned manners by which respondents get their news about transportation issues. Lastly, almost all participants (24 individuals) cited radio as a preferred means for receiving live up-to-date information about traffic conditions.

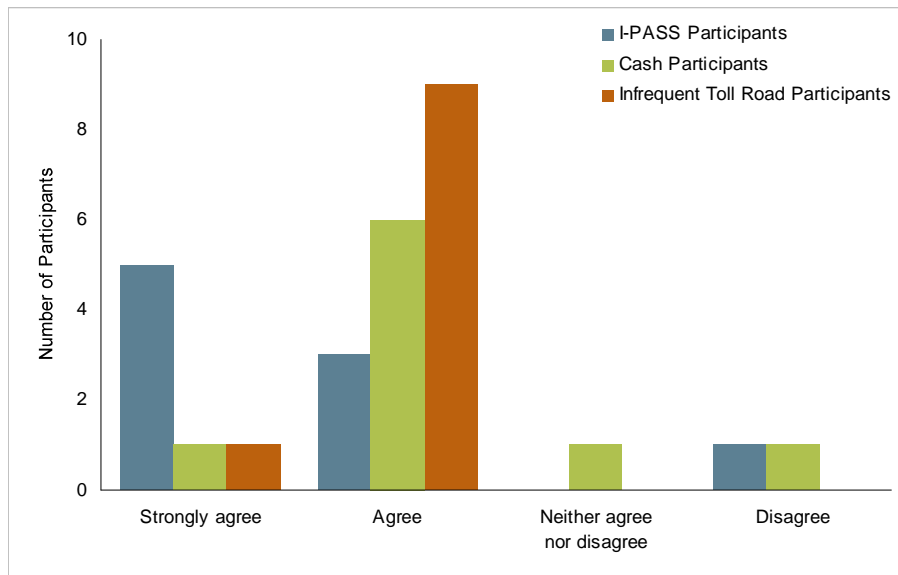
Twenty-eight automobile participants answered how strongly they agreed or disagreed with five opinion questions. One participant did not answer the five opinion questions. Participants were more in favor of using tolls or fees than using increased or new taxes to pay for highway improvements that relieve congestion (Figure 1). Twenty-four participants agreed or strongly agreed in using tolls or fees to pay for highway improvements, while only eight participants agreed or strongly agreed in using increased or new taxes to pay for highway improvements.

Figure 1: Level of Agreement for Using Tolls/Fees and Taxes to Pay for Highway Improvements that Relieve Congestion



Secondly, participants indicated their level of agreement with the statement, “I will use a toll route if the tolls are reasonable and I will save time.” Only three participants disagreed or neither agreed nor disagreed with the statement, while 25 participants agreed or strongly agreed with the statement (Figure 2). In particular, five of the nine I-PASS participants strongly agreed that they would use a toll route if the tolls were reasonable and they would save time.

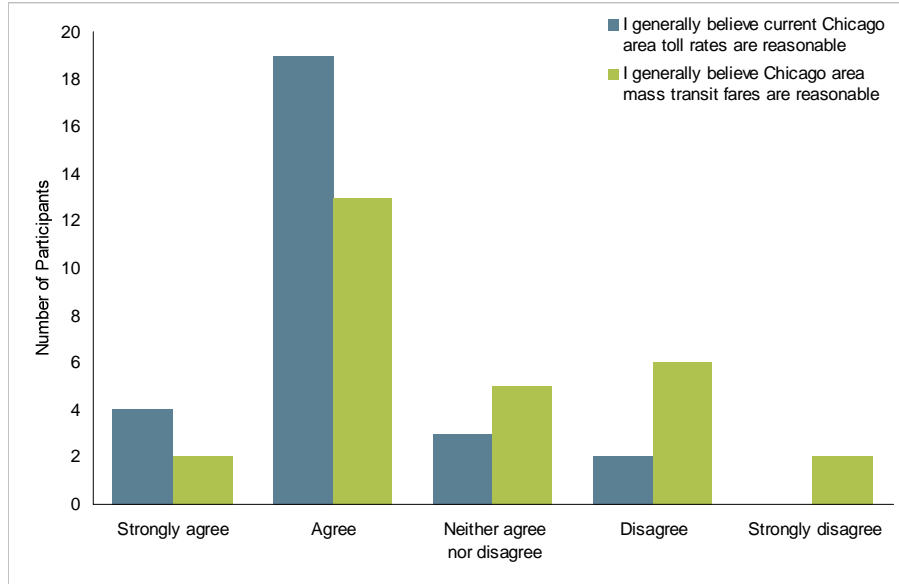
Figure 2: Level of Agreement for Statement: “I Will Use A Toll Route if the Tolls Are Reasonable and I Will Save Time”



To conclude the debrief questionnaire, the automobile participants indicated their opinion of current Chicago area toll rates and Chicago area transit fares (Figure 3). Of the 28 participants who answered the two questions, 23 agreed or strongly agreed that toll rates are reasonable and 15 agreed or strongly agreed that transit fares are reasonable. Participants appear to have viewed transit fares less favorably than toll rates, with eight participants disagreeing or strongly disagreeing with the statement, “I generally believe Chicago area mass transit fares are reasonable.”



Figure 3: Level of Agreement toward Current Pricing of Chicago Area Toll Rates and Transit Fares



APPENDIX A: AUTOMOBILE FOCUS GROUP DISCUSSION GUIDE

Chicago Congestion Pricing - Automobile Focus Group Moderators Guide March 2008

Objectives and Approach:

- ◆ Explore travelers' current perceptions of congestion pricing
 - Current understanding of congestion pricing
 - Current opinions of congestion pricing
- ◆ Educate participants regarding potential congestion pricing options for Cook, DuPage, and Lake counties and show the costs/benefits associated with each option
 - ISTHA facilities and IDOT Interstate facilities
- ◆ Explore reactions to potential congestion pricing options for Cook, DuPage, and Lake counties
 - Perceptions regarding effectiveness and equity of proposed strategies

These objectives will be accomplished by conducting a series of three focus groups in late March 2008. Each focus group session will include 8–10 participants from one of three traveler segments and will be approximately 1.5–2 hours in duration. The three traveler segments to be included are: one group of automobile I-PASS users, one group of automobile cash toll payers, and one group of automobile travelers who don't currently use toll facilities. The location of the focus groups will be at Focus Pointe Global in Chicago.

- 1) Focus Group Introduction and Participant Introductions (20 min)
 - a) State purpose
 - i) Define ISTHA facilities and IDOT Interstate facilities (show map of both)
 - ii) Discuss current and future use of ISTHA facilities and IDOT Interstate facilities
 - iii) How they might change their travel with changes to tolling in the Chicago area if tolls were to vary across the day depending on the levels of traffic at each time of day – the tolls are higher when traffic levels are higher and lower when traffic levels are lower. The purpose of this type of tolling is to reduce peak hour congestion by encouraging those drivers who have flexible schedules to travel at other times of day.
 - iv) How they feel about this change to tolling
 - b) Ground rules
 - i) Session will last 1.5–2 hours
 - ii) Being observed by ISTHA and Metropolitan Planning Council officials

- iii) Being recorded. Please speak clearly, one at a time
- iv) We take very seriously and value your opinions about what you have to say
- c) Personal Introductions
 - i) Describe current use of ISTHA facilities
 - (1) When, where, and how often use ISTHA facilities
 - (2) What is the purpose of the trips, who travels with you, when do you travel, where do you travel?
 - (3) Peak vs. off-peak use? Congestion? Frequency of trips?
 - (4) Do you ever use toll-free alternatives instead? When?
 - (5) Do you own an I-PASS? If not, why?
 - (6) How much do you pay in tolls per day? Per week?
 - (7) Do you ever use transit instead of driving? How often, when, and why?
 - ii) Describe current use of IDOT Interstate facilities
 - (1) When, where, and how often use IDOT Interstate facilities
 - (2) What is the purpose of the trips, who travels with you, when do you travel, where do you travel?
 - (3) Peak vs. off-peak use? Congestion? Frequency of trips?
 - (4) Do you ever use transit instead of driving? How often, when, and why?
- 2) Discuss Perceptions of Current Conditions and Travel Alternatives (20 min)
 - a) General:
 - i) What time-of-day, route, and mode options do you perceive you have in theory and practice?
 - ii) When do you travel downtown? Trip purpose? Any parking costs? How often? When do you use transit to travel downtown?
 - b) Toll Roads:
 - i) What are your specific impressions of travel conditions on ISTHA facilities and IDOT Interstate facilities
 - ii) When used, why do you choose to use ISTHA facilities and IDOT Interstate facilities? What do you like/dislike about them?
 - iii) What are your impressions of tolls around Chicago? (Compared to rest of the country? Specific ISTHA facilities and IDOT Interstate facilities that seem high or low?)
 - iv) How do you think about tolls? (Do you budget for them weekly/monthly/yearly? What do you spend per week? Do you think about miles driven when thinking about the toll?)

- v) Do you ever use toll-free roads when a toll road could be faster?
- c) Traffic:
 - i) What would you do to improve traffic along these corridors?

3) Discuss Congestion Pricing Options for Chicago (45 min)

- a) Understanding
 - i) Are you aware of any planned changes to the highways around Chicago (ISTHA facilities and IDOT Interstate facilities)? Have you heard or read anything in particular in the news?
 - ii) Brief explanation: tolls vary across the day depending on the levels of traffic at each time of day – the tolls are higher when traffic levels are higher and lower when traffic levels are lower. The purpose of this type of tolling is to reduce peak hour congestion by encouraging those drivers who have flexible schedules to travel at other times of day.
 - (1) Example of other highways where tolls are priced this way (SR-91, New York's PANYNJ crossings, etc) and example of other industries (cell-phone, movie theatre, electricity, hotels)
 - iii) Exercise: Participants list benefits and problems
 - iv) What else would you want to know for this type of tolling for Chicago (Cook, DuPage, & Lake counties)?
 - v) What is your opinion? Why?
- b) Present overview of options
 - i) Geographic and Pricing options:
 - (1) Geographic: Urban/downtown only or urban and suburbs
 - (2) Fixed or variable pricing
 - (3) Questions? General reactions? Do the options seem fair? If not, how could they be made fair?
 - (4) Which geographic option would you prefer? Which pricing option? Why?
 - (5) Additional considerations:
 - (a) If you prefer variable pricing – how would you want to determine the time of day traveling? (Point of entry to system or exit from system/toll plaza?)
 - (b) What do you think about using existing reversible lanes? Kennedy Expressway is a good example (AM city-bound lane, PM outbound lane). Would you pay to use the lane and be assured of no traffic?
 - ii) Travel Behavior:
 - (1) Would you change your travel behavior if your preferred option was implemented? If so, how?
 - (2) Would you make more/fewer trips on ISTHA facilities and IDOT Interstate facilities?

- (3) Would you make more/fewer trips by transit?
 - (4) Would you be willing to travel at a different time?
 - (5) What fee would be fair to pay? What would be fair to pay to assure that you could travel without being slowed by traffic conditions?
 - (6) What if you paid a toll 2x what you do know, but were guaranteed traveling conditions free of traffic? 3x?
- iii) Payment options & toll rates
- (1) How do you feel about transponder and cash vs. all electronic tolling (most likely video tolling at higher toll rates with bill sent in mail)
 - (2) How do you feel about different toll rates for cash customers and I-PASS customers?
 - (3) General equity concerns. Who benefits the most and who is hurt the most? What if you could buy in on days when you really needed to?
- iv) For group of automobile travelers who don't currently use toll facilities: Tolling existing roads
- (1) Consideration being given to tolling some existing (non-tolled) IDOT Interstate facilities
 - (2) Can you see any benefits to tolling some existing (non-tolled) IDOT Interstate facilities?
- c) Public Opinion and Education
- i) How would you prefer that toll revenue is used? (For the highway you traveled on, for all highways, for transportation (transit & highways), for general funds, etc)
 - (1) Possible agencies to implement: Public agencies (Illinois Tollway, Illinois Department of Transportation) (revenues reinvested) vs. Private sector firm (for profit organization providing dividends to share holders)
 - ii) What does the general public need to know?
 - iii) How would you teach the general public about this type of tolling?
 - iv) What would you recommend that ISTHA and IDOT focus on in sharing plans with the public?
- 4) Client Questions and Follow-up (10 min)**
- a) Any questions or clarification requested by observers

APPENDIX B: COMMERCIAL VEHICLE FOCUS GROUP GUIDE

Chicago Congestion Pricing – Commercial Vehicle Focus Group Moderators Guide March 2008

Objectives and Approach:

- ◆ Explore travelers' current perceptions of congestion pricing
 - Current understanding of congestion pricing
 - Current opinions of congestion pricing
- ◆ Educate participants regarding potential congestion pricing options for Cook, DuPage, and Lake counties and show the costs/benefits associated with each option
 - ISTHA facilities and IDOT Interstate facilities
- ◆ Explore reactions to potential congestion pricing options for Cook, DuPage, and Lake counties
 - Perceptions regarding effectiveness and equity of proposed strategies

These objectives will be accomplished by conducting a focus group in late March 2008. The focus group session will include 8–10 commercial vehicle drivers or managers and will be approximately 1.5–2 hours in duration. The location of the focus groups will be at Focus Pointe Global in Chicago.

- 5) Focus Group Introduction and Participant Introductions (20 min)
 - a) State purpose
 - i) Define ISTHA facilities and IDOT Interstate facilities (show map of both)
 - ii) Discuss current and future use of ISTHA facilities and IDOT Interstate facilities
 - iii) How they might change their travel with changes to tolling in the Chicago area if tolls were to vary across the day depending on the levels of traffic at each time of day – the tolls are higher when traffic levels are higher and lower when traffic levels are lower. The purpose of this type of tolling is to reduce peak hour congestion by encouraging those drivers who have flexible schedules to travel at other times of day.
 - iv) How they feel about this change to tolling
 - b) Ground rules
 - i) Session will last 1.5–2 hours
 - ii) Being observed by ISTHA and Metropolitan Planning Council officials
 - iii) Being recorded. Please speak clearly, one at a time
 - iv) We take very seriously and value your opinions about what you have to say

- c) Personal Introductions
 - i) Describe role at company
 - (1) Owner-operated trucking company or trucking company with more than 1 vehicle (or other type of company?)
 - (2) What is your role? (Driver or other)
 - (3) How are routing decisions made? Driver only, driver with other input (manager, dispatcher, GPS unit)
 - (4) What size/type vehicle do you normally drive?
 - (5) What is the average length of your trips? (miles?)
 - (6) What kind of goods do you carry? (Time-sensitive or not?)
 - ii) Describe current use of ISTHA facilities and IDOT Interstate facilities
 - (1) When, where, and how often use
 - (2) What is the purpose of the trips and where do you travel? Frequency of trips?
 - (3) Trip time period? Peak vs. off-peak use? Delivery schedules on certain days?
 - (4) Congestion? Do you ever use toll-free alternatives to avoid traffic or paying tolls? When?
 - (5) Do you use an I-PASS? How does your company charge customers for tolls?
- 6) Discuss Perceptions of Current Conditions and Travel Alternatives (20 min)
 - a) General:
 - i) What time-of-day, route, and mode options do you perceive you have in theory and practice?
 - ii) When do you travel downtown? Trip purpose? Any parking costs? How often? When do you use transit to travel downtown?
 - b) Toll Roads:
 - i) What are your specific impressions of travel conditions on ISTHA facilities and IDOT Interstate facilities
 - ii) When used, why do you choose to use ISTHA facilities and IDOT Interstate facilities? What do you like/dislike about them?
 - iii) What are your impressions of tolls around Chicago? (Compared to rest of the country? Specific ISTHA facilities and IDOT Interstate facilities that seem high or low?)
 - iv) How do you think about tolls? (Do you budget for them weekly/monthly/yearly? What do you spend per week? Do you think about miles driven when thinking about the toll?)
 - v) Do you ever use toll-free roads when a toll road could be faster?

- c) Traffic:
 - i) What would you do to improve traffic along these corridors?
- 7) Discuss Congestion Pricing Options for Chicago (45 min)**
 - a) Understanding
 - i) Are you aware of any planned changes to the highways around Chicago (ISTHA facilities and IDOT Interstate facilities)? Have you heard or read anything in particular in the news?
 - ii) Brief explanation: tolls vary across the day depending on the levels of traffic at each time of day – the tolls are higher when traffic levels are higher and lower when traffic levels are lower. The purpose of this type of tolling is to reduce peak hour congestion by encouraging those drivers who have flexible schedules to travel at other times of day.
 - (1) Example of other highways where tolls are priced this way (SR-91, New York's PANYNJ crossings, etc) and example of other industries (cell-phone, movie theatre, electricity, hotels)
 - iii) Exercise: Participants list benefits and problems
 - iv) What else would you want to know for this type of tolling for Chicago (Cook, DuPage, & Lake counties)?
 - v) What is your opinion? Why?
 - b) Present overview of options
 - i) Geographic and Pricing options:
 - (1) Geographic: Urban/downtown only or urban and suburbs
 - (2) Fixed or variable pricing
 - (3) Questions? General reactions? Do the options seem fair? If not, how could they be made fair?
 - (4) Which geographic option would you prefer? Which pricing option? Why?
 - (5) Additional considerations:
 - (a) If you prefer variable pricing – how would you want to determine the time of day traveling? (Point of entry to system or exit from system/toll plaza?)
 - (b) What do you think about using existing reversible lanes? Kennedy Expressway is a good example (AM city-bound lane, PM outbound lane). Would you pay to use the lane and be assured of no traffic?
 - (6) You've said how you feel, how do you think the trucking industry as a whole would react? Who do you imagine would be in favor and who would be opposed? How would trucking associations react?
 - ii) Travel Behavior:
 - (1) Would you change your travel behavior if your preferred option was implemented? If so, how?

- (2) Would you make more/fewer trips on ISTHA facilities and IDOT Interstate facilities?
 - (3) Would you be willing to travel at a different time?
 - (4) What fee would be fair to pay? What would be fair to pay to assure that you could travel without being slowed by traffic conditions?
 - (5) What if you paid a toll 2x what you do know, but were guaranteed traveling conditions free of traffic? 3x?
- iii) Payment options & toll rates
- (1) How do you feel about different toll rates for cash customers and I-PASS customers?
 - (2) General equity concerns. Who benefits the most and who is hurt the most? What if you could buy in on days when you really needed to?
- c) Public Opinion and Education
- i) How would you prefer that toll revenue is used? (For the highway you traveled on, for all highways, for transportation (transit & highways), for general funds, etc)
 - (1) Possible agencies to implement: Public agencies (Illinois Tollway, Illinois Department of Transportation) (revenues reinvested) vs. Private sector firm (for profit organization providing dividends to share holders)
 - ii) What does the trucking industry need to know?
 - iii) How would you teach the trucking industry about this type of tolling?
 - iv) What would you recommend that ISTHA and IDOT focus on in sharing plans with the trucking industry?
- 8) Client Questions and Follow-up (10 min)**
- a) Any questions or clarification requested by observers

APPENDIX C: AUTOMOBILE FOCUS GROUP SCREENER

3 FOCUS GROUPS:

I-PASS group	Own an I-PASS
	Uses Illinois State toll highways 1+ times per week
Cash group	Pays tolls by cash (does not own an I-PASS or another type of ETC)
	Uses Illinois State toll highways 1+ times per week
Non-toll group	Uses Illinois State toll highways less than 1 time per week

QUOTAS FOR EACH OF 3 GROUPS:

I-PASS and cash groups	Roughly 2/3 use Illinois State toll highways 4 or more times per week, 1/3 use 1–3 times per week
Highways used	Mix of the four Illinois State toll highways (don't want only participants who use Jane Addams Memorial Tollway/Interstate 90, etc)
Travel times	Roughly 2/3 who travel during AM and PM peak periods, 1/3 who travel early morning, midday, or at night
Transit	Mix of those who use and those who don't use public transit (don't only want non-transit users)
County	Mix of Cook, DuPage, and Lake county residents for each group (don't want only respondents from Cook County, etc)
Employment	No more than 1–2 unemployed or student
Age	18 and up only. Obtain a mix of ages and attempt to get ½ ≤40 and ½ 40+
Income, Ethnicity	Population-representative mix
Male/Female	Roughly 50/50

SPECIAL NOTES FOR RECRUITERS:

1. Want 8–10 people per group. Recruit 11–12 people (in case some don't show)
2. Need only licensed drivers
3. DO NOT recruit people who are related or are friends - they tend to have similar opinions - we need each person recruited to think independently.
4. Make sure that the people you recruit have no difficulty communicating. (can speak English well and are forthcoming.)
5. Avoid recruiting people who appear to be under the influence of drugs/alcohol.

Interviewer and Date Screened: _____

Hello my name is [insert name]. I am from FocusPointeGlobal, an independent research company and we are selecting participants for a discussion about traffic conditions in and around Chicago. I would like to ask you a few questions to see if you qualify. This will only take a few minutes of your time. If you do qualify and participate in a 2-hour focus group discussion, you will be compensated \$100 for attending. The discussions are for information gathering purposes only. We are not selling anything. We simply want to know your opinions and I assure you that your individual responses will be kept completely confidential.

1. Have you participated in a focus group or individual interview conducted by a market research company within the last 12 months (since March 1, 1007)?

YES	1	IF 'YES', THANK AND TERMINATE
NO	2	

2. Are you employed by or associated with any of the following?

	YES	NO	
Metropolitan Planning Council (MPC), Illinois Tollway or other transportation organization	1	2	IF 'YES', THANK AND TERMINATE

3. Are you or any members of your immediate family employed by or retired from any firm involved in the any of the following? (READ LIST AND RECORD. IF "YES" TO ANY, TERMINATE)

	YES	NO	
Advertising agency or Public Relations firm	1	2	IF 'YES', THANK & TERMINATE
Marketing research company	1	2	IF 'YES', THANK & TERMINATE
Transportation planning company	1	2	IF 'YES', THANK & TERMINATE
Metropolitan Planning Council (MPC) or Illinois Tollway	1	2	IF 'YES', THANK & TERMINATE
Media related industries such as newspapers, TV, magazines or radio	1	2	IF 'YES', THANK & TERMINATE

4. Are you a licensed driver?

NO	1	IF 'NO', THANK AND TERMINATE
YES	2	

5. How do you pay for tolls when traveling around Chicago?

Cash	1	
I-PASS transponder	2	
Another ETC transponder (i.e. E-ZPass)	3	Specify type:

6. What Illinois State toll highways do you use? (Select all that apply)

Jane Addams Memorial Tollway/Interstate 90	1	
Tri-State Tollway/Interstate 294/94	2	
Ronald Reagan Memorial Tollway/Interstate 88	3	
Veterans Memorial Tollway/Interstate 355	4	
I do not regularly travel Illinois State toll highways	5	

7. On average, how often do you travel on an Illinois State toll highway?

4 or more times per week	1	
1–3 times per week	2	
Less than once per week	3	
Less than once per month	4	

- 8.
- If travels once a week or more:*
- What Illinois State toll highway do you travel on most frequently?

Jane Addams Memorial Tollway/Interstate 90	1	
Tri-State Tollway/Interstate 294/94	2	
Ronald Reagan Memorial Tollway/Interstate 88	3	
Veterans Memorial Tollway/Interstate 355	4	

- 9.
- If travels once a week or more:*
- What times of day do you usually travel on an Illinois State toll highway? (Select all that apply)

Early morning (midnight–7AM)	1	
Peak morning (7–10 AM)	2	
Midday (10 AM–4 PM)	3	
Peak evening (4–7 PM)	4	
Evening (7PM–midnight)	5	

10. How often do you travel by transit using PACE, CTA, or Metra?

4 or more times per week	1	
1–3 times per week	2	
Less than once per week	3	
Less than once per month	4	
I never use transit	5	

11. What county do you live in?

Cook County	1	
DuPage County	2	
Lake County	3	
Other	4	Record county:

12. What is your home ZIP code? Respondent home ZIP code _____

13. For this project, we need to speak with travelers in specific age categories. Could you please tell me your age? (WRITE IN EXACT AGE. IF RESPONDENT REFUSES TO GIVE AGE, READ RANGES AND CIRCLE THE APPROPRIATE RANGE.)

Respondent Age _____ (record exact age)

Under 18	1	THANK AND TERMINATE
18–24	2	
25–34	3	
35–44	4	
45–54	5	
55–64	6	
65 or older	7	
Refused	99	THANK AND TERMINATE

14. Please tell me your employment status

Employed full time	1	
Employed part time	2	
Student	3	
Not currently employed	4	

15. RECORD GENDER, DO NOT ASK.

Female	1	
Male	2	

16. RECORD ETHNICITY, DO NOT ASK.

African American	1	
Asian American	2	
Caucasian	3	
Hispanic	4	

17. Which category represents you annual household income?

Less than \$30,000	1	
\$30,000–\$50,000	2	
\$50,000–\$75,000	3	
\$75,000–\$100,000	4	
\$100,000–\$150,000	5	
More than \$150,000	6	

I would like to invite you to participate in our discussion. It will be held on [insert date] at [insert time] and will be conducted at [insert location]. Can we count on you to attend? Remember, you'll receive \$100 for participating.

- Yes—REPEAT THE DATE, TIME AND MEETING LOCATION.
- No—TERMINATE THE INTERVIEW

YOUR PHONE NUMBER AND EMAIL ADDRESS WILL ONLY BE USED TO REMIND YOU ON THE DAY OF YOUR FOCUS GROUP AND WILL NOT BE SHARED WITH ANYONE

Phone (home/work/cell): _____
Best time to call: _____

APPENDIX D: DEBRIEF QUESTIONS FOR AUTOMOBILE PARTICIPANTS

Thank you for participating in today's focus group.

The Chicago region is embarking on a study funded by the Federal Highway Administration to develop strategies that will reduce rush hour congestion. The purpose of today's focus group is to get your feedback about how to improve travel conditions and congestion in the Chicago area.

First, we would like to ask a few questions to understand more about you.

Where do you currently get news about transportation issues in the Chicago area?

(Check all that apply)

In the newspaper	<input type="checkbox"/>
On websites	<input type="checkbox"/>
By regular mail	<input type="checkbox"/>
By email updates	<input type="checkbox"/>
By radio	<input type="checkbox"/>
By TV	<input type="checkbox"/>

How often do you check traffic conditions before making a trip?

4 or more times a week	<input type="checkbox"/>
1-3 times a week	<input type="checkbox"/>
Less than once a week, but more than once a month	<input type="checkbox"/>
Less than once a month	<input type="checkbox"/>
Never	<input type="checkbox"/>

How would you like to receive live up-to-date information about traffic conditions for your commute?

(Check all that apply)

On the radio	<input type="checkbox"/>
On the TV	<input type="checkbox"/>
By email	<input type="checkbox"/>
On the Internet	<input type="checkbox"/>
By text message	<input type="checkbox"/>
By automated message to my voicemail	<input type="checkbox"/>

How strongly do you agree or disagree with the following statements?

I support increased or new taxes to pay for highway improvements that relieve congestion.

Strongly agree	
Agree	
Neither agree nor disagree	
Disagree	
Strongly disagree	

I support using tolls or fees to pay for highway improvements that relieve congestion.

Strongly agree	
Agree	
Neither agree nor disagree	
Disagree	
Strongly disagree	

I will use a toll route if the tolls are reasonable and I will save time.

Strongly agree	
Agree	
Neither agree nor disagree	
Disagree	
Strongly disagree	

I generally believe current Chicago area toll rates are reasonable.

Strongly agree	
Agree	
Neither agree nor disagree	
Disagree	
Strongly disagree	

I generally believe Chicago area mass transit fares are reasonable.

Strongly agree	
Agree	
Neither agree nor disagree	
Disagree	
Strongly disagree	

APPENDIX E: I-PASS FOCUS GROUP PARTICIPANT DEMOGRAPHICS & DEBRIEF QUESTIONS

Focus group (day and time)

	Frequency
I-PASS group, 5:45PM 25 March 2008	9

How do you pay for tolls?

	Frequency
I-PASS	9

How often do you check traffic conditions before making a trip?

	Frequency
4 or more times a week	5
1-3 times a week	3
Less than once a week, but more than once a month	1
Total	9

Where do you currently get news about transportation issues in the Chicago area?

	Frequency
In the newspaper	8
On websites	5
By regular mail	0
By email updates	1
By radio	6
By TV	9

How would you like to receive live up-to-date information about traffic conditions for your commute?

	Frequency
On the radio	7
On the TV	6
By email	4
On the Internet	5
By text message	6
By automated message to my voicemail	2

On average, how often do you travel on an Illinois State toll highway?

	Frequency
4 or more times a week	6
1-3 times a week	3
Total	9

Which Illinois State toll highway do you travel on most frequently?

	Frequency
Jane Addams Memorial Tollway (Interstate 90)	3
Tri-State Tollway (Interstate 294/94)	4
Ronald Reagan Memorial Tollway (Interstate 88)	2
Total	9

What times of day do you usually travel on an Illinois State toll highway?

	Frequency
Early morning (midnight–7AM)	1
Peak morning (7–10 AM)	6
Midday (10 AM–4 PM)	2
Peak evening (4–7 PM)	5
Evening (7PM–midnight)	2

How often do you travel by transit using PACE, CTA, or Metra?

	Frequency
4 or more times a week	2
1-3 times a week	5
I never use transit	2
Total	9

I support increased or new taxes to pay for highway improvements that relieve congestion

	Frequency
Agree	2
Neither agree nor disagree	1
Disagree	5
Strongly disagree	1
Total	9

I support using tolls or fees to pay for highway improvements that relieve congestion

	Frequency
Strongly agree	1
Agree	6
Neither agree nor disagree	2
Total	9

I will use a toll route if the tolls are reasonable and I will save time

	Frequency
Strongly agree	5
Agree	3
Disagree	1
Total	9

I generally believe current Chicago area toll rates are reasonable

	Frequency
Strongly agree	1
Agree	6
Neither agree nor disagree	2
Total	9

I generally believe Chicago area mass transit fares are reasonable

	Frequency
Agree	3
Neither agree nor disagree	2
Disagree	3
Strongly disagree	1
Total	9

County of residence

	Frequency
Cook County	6
DuPage County	3
Total	9

Zip code

	Frequency
60126	1
60561	1
60564	1
60607	1
60611	1
60616	1
60619	1
60639	1
60649	1
Total	9

Age

	Frequency
18-24	3
25-34	2
35-44	1
45-54	2
55-64	1
Total	9

Employment status

	Frequency
Employed full-time	8
Not currently employed	1
Total	9

Gender

	Frequency
Female	5
Male	4
Total	9

Ethnicity

	Frequency
African-American	2
Caucasian	6
Hispanic	1
Total	9

Income

	Frequency
Less than \$30,000	1
\$30,000-\$50,000	4
\$50,000-\$75,000	2
\$75,000-\$100,000	1
More than \$150,000	1
Total	9

APPENDIX F: CASH FOCUS GROUP PARTICIPANT DEMOGRAPHICS & DEBRIEF QUESTIONS

Focus group (day and time)

	Frequency
Cash group, 8:00PM 25 March 2008	10

How do you pay for tolls?

	Frequency
Cash	10

How often do you check traffic conditions before making a trip?

	Frequency
4 or more times a week	4
1-3 times a week	2
Less than once a week, but more than once a month	1
Less than once a month	2
Never	1
Total	10

Where do you currently get news about transportation issues in the Chicago area?

	Frequency
In the newspaper	6
On websites	5
By regular mail	0
By email updates	1
By radio	7
By TV	7

How would you like to receive live up-to-date information about traffic conditions for your commute?

	Frequency
On the radio	8
On the TV	6
By email	2
On the Internet	3
By text message	4
By automated message to my voicemail	3

On average, how often do you travel on an Illinois State toll highway?

	Frequency
4 or more times a week	3
1-3 times a week	7
Total	10

Which Illinois State toll highway do you travel on most frequently?

	Frequency
Jane Addams Memorial Tollway (Interstate 90)	1
Tri-State Tollway (Interstate 294/94)	8
Ronald Reagan Memorial Tollway (Interstate 88)	1
Total	10

What times of day do you usually travel on an Illinois State toll highway?

	Frequency
Early morning (midnight–7AM)	2
Peak morning (7–10 AM)	5
Midday (10 AM–4 PM)	3
Peak evening (4–7 PM)	2
Evening (7PM–midnight)	1

How often do you travel by transit using PACE, CTA, or Metra?

	Frequency
4 or more times a week	2
1-3 times a week	7
Less than once a month	1
Total	10

I support increased or new taxes to pay for highway improvements that relieve congestion

	Frequency
Strongly agree	1
Neither agree nor disagree	4
Disagree	4
Total	9
Did not answer question	1

I support using tolls or fees to pay for highway improvements that relieve congestion

	Frequency
Strongly agree	3
Agree	5
Disagree	1
Total	9
Did not answer question	1

I will use a toll route if the tolls are reasonable and I will save time

	Frequency
Strongly agree	1
Agree	6
Neither agree nor disagree	1
Disagree	1
Total	9
Did not answer question	1

I generally believe current Chicago area toll rates are reasonable

	Frequency
Agree	6
Neither agree nor disagree	1
Disagree	2
Total	9
Did not answer question	1

I generally believe Chicago area mass transit fares are reasonable

	Frequency
Strongly agree	1
Agree	4
Neither agree nor disagree	2
Disagree	1
Strongly disagree	1
Total	9
Did not answer question	1

County of residence

	Frequency
Cook County	9
Lake County	1
Total	10

Zip code

	Frequency
60610	1
60625	1
60645	1
60646	1
60652	1
60653	1
60657	3
60660	1
Total	10

Age

	Frequency
25-34	4
35-44	1
45-54	3
55-64	2
Total	10

Employment status

	Frequency
Employed full-time	8
Employed part-time	1
Student	1
Total	10

Gender

	Frequency
Female	4
Male	6
Total	10

Ethnicity

	Frequency
African-American	4
Caucasian	6
Total	10

Income

	Frequency
Less than \$30,000	2
\$30,000-\$50,000	3
\$50,000-\$75,000	3
\$75,000-\$100,000	1
\$100,000-\$150,000	1
Total	10

APPENDIX G: INFREQUENT TOLL ROAD FOCUS GROUP PARTICIPANT DEMOGRAPHICS & DEBRIEF QUESTIONS

Focus group (day and time)

	Frequency
Non-tollroad user group, 5:45PM 26 March 2008	10

How do you pay for tolls?

	Frequency
I-PASS	3
Cash	7
Total	10

How often do you check traffic conditions before making a trip?

	Frequency
4 or more times a week	2
1-3 times a week	2
Less than once a week, but more than once a month	2
Less than once a month	1
Never	3
Total	10

Where do you currently get news about transportation issues in the Chicago area?

	Frequency
In the newspaper	5
On websites	3
By regular mail	0
By email updates	2
By radio	6
By TV	6

How would you like to receive live up-to-date information about traffic conditions for your commute?

	Frequency
On the radio	9
On the TV	2
By email	2
On the Internet	5
By text message	1
By automated message to my voicemail	1

On average, how often do you travel on an Illinois State toll highway?

	Frequency
Less than once a week, but more than once a month	6
Less than once a month	4
Total	10

How often do you travel by transit using PACE, CTA, or Metra?

	Frequency
4 or more times a week	4
1-3 times a week	5
I never use transit	1
Total	10

I support increased or new taxes to pay for highway improvements that relieve congestion

	Frequency
Strongly agree	1
Agree	4
Neither agree nor disagree	2
Disagree	3
Total	10

I support using tolls or fees to pay for highway improvements that relieve congestion

	Frequency
Strongly agree	3
Agree	6
Neither agree nor disagree	1
Total	10

I will use a toll route if the tolls are reasonable and I will save time

	Frequency
Strongly agree	1
Agree	9
Total	10

I generally believe current Chicago area toll rates are reasonable

	Frequency
Strongly agree	3
Agree	7
Total	10

I generally believe Chicago area mass transit fares are reasonable

	Frequency
Strongly agree	1
Agree	6
Neither agree nor disagree	1
Disagree	2
Total	10

County of residence

	Frequency
Cook County	6
Lake County	3
Will County	1
Total	10

Zip code

	Frequency
60035	1
60047	1
60491	1
60614	1
60618	1
60620	1
60622	3
60632	1
Total	10

Age

	Frequency
18-24	1
25-34	5
35-44	2
55-64	1
65 or older	1
Total	10

Employment status

	Frequency
Employed full-time	7
Employed part-time	1
Not currently employed	2
Total	10

Gender

	Frequency
Female	4
Male	6
Total	10

Ethnicity

	Frequency
African-American	1
Caucasian	8
Hispanic	1
Total	10

Income

	Frequency
Less than \$30,000	3
\$30,000-\$50,000	4
\$50,000-\$75,000	2
\$75,000-\$100,000	1
Total	10