

**Rebound the MLKCommUNITY Sustainable Transportation Equity Focus Group Overview** *Reframing the Transportation Conversation in Southeast Bakersfield*

We are looking for Southeast Bakersfield residents who are interested in contributing to the transportation equity conversation. We are seeking participants for paid online and in-person focus group conversations taking place at 6 PM Pacific time on the following dates:

• **January 23, 2023**

• **January 25, 2023**

• **January 30, 2023**

These focus groups will be conducted online using a webcam and will take no more than 1.5 hours of your time for which you will be compensated $50 through your choice of many gift cards being offered. During this online discussion you will be able to share your in-depth experience and opinions on transportation in Southeast Bakersfield to help guide us in advocating for more equitable transportation investments for the Southeast community.

**Compensation**

$50 Electronic Visa Giftcard

***Please note that you will only receive the gift card AFTER joining a focus group and each person will only receive ONE gift card. In order to receive your gift card, you must attend and actively participate.***

**Device requirements**

Device type: Computer with webcam.

You cannot use a tablet or a smartphone.

**Additional screening**

Must reside and be able to confirm residency in Southeast Bakersfield. Upon submitting your interest form, COLDf may follow up via message, email, or phone to confirm if you're a fit for the focus group. Be sure to answer!

**Other Information**

Sessions will be recorded and may be shared with the Southeast community after the event.

For youth participants, parental consent will be required to participate in these focus groups.



**Rebound the MLKCommUNITY Sustainable Transportation Equity Focus Groups FREQUENTLY ASKED QUESTIONS**

**What is this focus group about?**

The California Air Resources Board (CARB) awarded COLDf's Rebound the MLKCommUNITY a grant to conduct a planning effort to identify clean transportation needs and opportunities in neighborhoods within Southeast Bakersfield. The focus groups are intended to inform the project team who has been tasked with developing a roadmap and implementation strategy centered on transportation equity.

**How do I participate in the online focus group?**

First, apply to participate! The COLDf team will review applications and select participants for the focus groups. If you’re selected, you’ll receive a scheduling email allowing you to confirm a date and time to participate. Once confirmed, you’ll receive instructions and an online meeting link. You’ll use that link to connect at your confirmed session time.

For in-person focus groups, a COLDf team member will give you a location and directions to help you get to the session. You can always message your COLDf contact person if you have questions or need assistance!

**What is a focus group?**

Focus groups involve interacting with a small group of your peers. The COLDf team may share a prompt and ask the group to discuss a topic and provide feedback. Focus groups are great for participants who are outspoken and enjoy collaborating with others.

**How and when are incentive payments distributed?**

The incentive will be paid out within 5 business days (or sooner) once you’ve successfully participated in and completed your session.

**What do I need to do to be prepared for the online focus group?**

We recommend downloading and familiarizing yourself with the popular online meeting tool Zoom prior to your session. Make sure your camera and microphone work, you have a pair of headphones handy, and that you’re in a quiet space where you won’t be disturbed during the session.

**How can I contact your support team?**

For general questions, email us at project@coldf.org. We’ll get back to you within 1 business day.