Thanks for taking the time to participate in our study. I'm ____ and today I'll be moderating the meeting.

This meeting, or what we call a "focus group," is one of several being held on the UCD campus. The purpose of this research is to better understand the choices that people make about bicycling. The results of our research will, we hope, help cities do a better job of planning to ensure that their residents have a safe and comfortable bicycling environment.

This project is funded by a grant from the University of California Transportation Center. Susan Handy, who is a professor in the Department of Environmental Science and Policy, is directing the research.

I want to stress that your participation is entirely voluntary, that you may choose not to answer any of the questions we ask, and that you may leave at any time you choose. We are audio-taping the session only so that we can more easily produce a written transcript of the discussion. Everything you say here will be kept confidential; we will not identify you by name in the transcript of the meeting or in our research reports.

Before we start the discussion, I'd like to lay down a couple of ground rules...

First, it is important that we hear from everyone. I'd like to ask that you try to be aware of how much you're talking and make sure that you're giving others a chance also. I may at times suggest that we move on to someone else so that we use the little time that we have efficiently.

Second, it is also important that we get your responses to our questions. If the discussion strays too much from the question I have asked, I may suggest that we return to that question or move on to the next one.

Third, to make sure that we can hear what is being said, please refrain from side conversations with your neighbors during the discussion.

Most importantly, please tell us whatever it is you're thinking. We are not looking for any particular answers - we're here to hear what you have to say. Everyone in this group is an expert on this topic. It's OK to repeat what others have already said if that's what you think, and it's OK to have a completely different response if that's what you think.
Before we start the questions, let's go around the room and briefly introduce ourselves. Why don't you say your name, where you currently live - what area of Davis or what other city, and how long you've been at UCD.

1. Let's start by telling me about the bicycling you do, if any.

   How many of you usually bike to campus? Raise your hands. [GET A COUNT BY A SHOW OF HANDS.]

   Do you regularly bike to places other than campus? Raise your hands. [GET A COUNT BY A SHOW OF HANDS.] What kinds of places?

   Do you ever bike just for recreation or exercise? Raise your hands. [GET A COUNT BY A SHOW OF HANDS.]

   Some of you bike a lot. Why do you choose to bike?

   Some of you don't bike at all or at least not very much. Why do you choose modes other than biking?

   [FOR EVERYONE] What do you like about biking in Davis?

   [FOR EVERYONE] What don't you like about biking in Davis?

2. Now tell me about the bicycling you did as a kid.

   Did you have a bike? Raise your hands. [GET A COUNT BY A SHOW OF HANDS.]

   Did you ever ride your bike? Raise your hands. [GET A COUNT BY A SHOW OF HANDS.]
When you were in 5th grade, did you regularly bike to school? [GET A COUNT BY A SHOW OF HANDS.]

How about when you were in 8th grade? [GET A COUNT BY A SHOW OF HANDS.]

Were there other kinds of places you regularly biked to? Tell me about them.

Some of you biked a lot. Why would you say that was?
   Probe: What kind of place did you live? Did this affect your biking?

Some of you didn't bike at all or at least not very much. Why would you say that was?
   Probe: What kind of place did you live? Did this affect your biking?

[FOR EVERYONE] What did you like about biking as a kid?

[FOR EVERYONE] What didn't you like about biking as a kid?

What was your peak age for biking?

What happened when you turned 16 – or got your driver’s license?

Did the helmet law have any influence on your biking?

Do you think that your biking experience as a kid has had any impact on how much biking you do now?

3. This is the last question. What would make you bike more, if anything? [TRY TO GET AN ANSWER FROM EVERYONE. MAKE LIST ON THE BOARD AS STUDENTS ANSWER AND THEN HAVE GROUP IDENTIFY TOP THREE.]