

some resources

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To: Pham, Kieulan <kieulan.pham@sanjoseca.gov>

[External Email]

Hi Kieulan,

I know it's late, but it occurred to me that these resources might be helpful for folks.

SVBC partnered with the Mineta Transportation Institute to do some public opinion research. The result is a research paper benchmarking how and why people make their transportation decisions as well as measures we can take to change transportation behavior.

We'll be hosting a forum via zoom with Dr. Kevin Fang of Sonoma State University to go over the research this Thursday. All are welcome. Folks can register [here](#). And if folks want to read the report themselves and access the raw data/charts, they can do so at this [link](#).

I should have gotten this info to you earlier but hopefully the ambitious amongst the Task Force and public might click through and read up.

Thanks!

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Shiloh Ballard

Executive Director

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