

## STAFF REPORT

**SUBJECT:** US 101/Milpas to Cabrillo-Hot Springs Project -Construction

**MEETING DATE:** April 17, 2008

**AGENDA ITEM:** 11

**STAFF CONTACT:** Fred Luna

### RECOMMENDATION:

Receive an update on the Public Information Program for the project and the Curb Your Commute traffic mitigation program

### SUMMARY:

Caltrans awarded a construction contract on April 3, 2008 for the Highway 101 Milpas\Cabrillo Hot Springs project and work is scheduled to begin construction in June 2008. During the four years of construction, residents, businesses and travelers will be impacted. SBCAG has been working with its project partners to minimize these impacts by conducting a comprehensive community information program and by implementing the *Curb Your Commute* traffic reduction program.

With approximately two months remaining before construction begins, SBCAG has been working to contact and update as many groups and organizations as possible. SBCAG and Caltrans began the community outreach for this project nearly 3 years ago and within the last year have intensified the effort to conduct meetings, bolster the construction hotline (1-888-SBRoads), develop a project website ([www.SBRoads.com](http://www.SBRoads.com)), and prepare a detailed project brochure that will be mailed to approximately 27,000 residents and 3,500 business in the project area sometime in May 2008. In addition, SBCAG's Traffic Solutions division has been working for over a year in developing its Traffic Demand Management program for this project, which is a critical component of the overall Traffic Management Plan to reduce the number of trips on the corridor during construction and thereafter. The *Curb Your Commute* program was officially kicked-off on February 28, 2008 with a symposium at the Biltmore Hotel at which over 120 employers and community leaders attended and nearly 100 made pledges to participate in the program. The *Curb Your Commute* program includes a number of elements that will be introduced and phased in during the first year of construction including van pool incentives, flexible work incentives, employer incentives and transit incentives. Traffic Solutions will aggressively market these programs to maximize participation.

At the board meeting, SBCAG staff along with its consultant, Ayars & Associates, will provide an update as to the recent community outreach activities and those planned during the initial year

### Member Agencies

Buellton ■ Carpinteria ■ Goleta ■ Guadalupe ■ Lompoc ■ Santa Barbara ■ Santa Maria ■ Solvang ■ Santa Barbara County

of construction. Kent Epperson will also provide a present to the board some of the key features and programs of *Curb Your Commute*.

#### **DISCUSSION:**

The Route 101/Milpas to Cabrillo-Hot Springs project has been the SBCAG board's highest priority regional project over the last several years and has faced numerous challenges during that time. However, despite the challenges in project development process and funding that have arisen, SBCAG and its partners, Caltrans and the City of Santa Barbara, have delivered the project to construction in the programmed year FY 07-08 on schedule. Accomplishing this milestone is a huge achievement for the project team and the Measure D program as the project is a flagship project for the program and is one of two Measure D regional projects remaining to be delivered.

On April 2, 2008 the construction contract was awarded by Caltrans to Security Paving Company, Inc. from Sun Valley, CA. Security Paving submitted a bid \$46.2 million which is 1.7% below the engineer's estimate prepared by Caltrans. This is the largest state highway construction contract ever in Santa Barbara County. Construction is anticipated to begin in June 2008.

#### **Construction Begins in June 2008**

Now that the construction contract has been awarded, the contractor will begin preparing several key submittals that are required prior to the contractor beginning any field work. Examples of those submittals include the development of a plan for handling storm water; preparing a comprehensive schedule for completing construction; and mobilizing subcontractors and equipment. Once these submittals are approved Caltrans will authorize field work to begin.

The first year of construction is the most intense in the entire project as construction on a number of components is initiated and in some cases entirely completed. Those components include the Milpas Street Interchange and ramp improvements, Highway 101 widening southbound beginning at Milpas Street, and the Montecito area improvements including the roundabout

#### **Groundbreaking Event**

A groundbreaking event has been tentatively scheduled for June 11, 2008. The Caltrans Director Will Kempton has committed to attending the event. SBCAG and Caltrans have also invited Governor Schwarzenegger to attend to champion the use of Proposition 1B (passed in November 2006) dollars and the importance of SBCAG's partnership with the State using Measure D funds. Staff has already begun planning for this event and will be developing more details regarding this in the near future. The date of the event may need to be changed to accommodate the Governor's schedule if he is able to attend.

#### **Public Information Program Scope**

In September 2007, the SBCAG board approved entering into a cooperative agreement with Caltrans and the City of Santa Barbara for the construction phase of this project. Pursuant to that agreement, SBCAG is responsible for conducting community outreach and public information activities during pre-construction and construction. The SBCAG board authorized a contract with Ayars and Associates for work through the first year of construction (summer 2009). The work program developed by SBCAG and Caltrans staff, along with Kirsten Ayars, the principal of Ayars & Associates, provided for a wide ranging outreach program that included the following:

- Public Meetings: Community Organizations, Schools, Residents
- Project Website
- Fact Sheets
- Mailed pieces
- Hotline
- Business Outreach
- Media Relations

**Public Information Program Performance**

The public outreach program is a critical component of the project. Making sure that information about the project is provided on a timely basis will minimize the disruption, helping businesses, residents and travelers to plan ahead and preventing surprises.

SBCAG and the outreach team have worked hard to get the most “bang for our buck” by effectively combining presentations to various community groups in similar areas or with similar interests. Also a number of the planned collateral materials have been developed and are in place such as the website, hotline, and detour maps. The community outreach is ongoing and requests for additional meetings, and expanding outreach are being balanced with the available budget.

Below is a summary of how SBCAG and Ayars have performed against the measurement areas that SBCAG outlined in the contract.

**Table 1  
Performance on Public Information Program**

<b>Task and Activity</b>		<b>Status</b>
<b>Collateral Material</b>		
	Project Website (www.SBRoads.com)	Completed. New content being added Will be updated at significant milestones during construction
	Project Hotline (1-888-SBRoads)	On-going. Monitored 3 times per week
	Email Updates	On-going. Expanding recipient list which currently is around 500
	Surveys	Capability In-place First survey date (TBD)
	Construction Project Overview	Being finalized Mail May 2008
	Fact Sheets	Last updated in March 2008
	Maps (Route and Detour)	Updated and included in all materials
<b>Community Outreach</b>		
	Meetings with Community Organizations	Continuing: Have met with nearly 30 groups since September 2007
	Business Outreach	Continuing
	Resident and Schools	Meeting held on April 9, 2008
<b>Media Relations and Milestone Events</b>		
	Media	On-going: Successful coverage of project & contract award milestone
	Milestone Event	Groundbreaking Set for June 11

### **Curb Your Commute**

A required component of any large highway construction project is the Traffic Management Plan (TMP). The TMP includes the public information program, incident management, construction strategies, and Traffic Demand Management element. Early on in the preparation for the TMP, SBCAG's Traffic Solutions division took the lead in developing the Demand Management component for the plan. Demand Management has evolved from its initial inception, and in 2007 was labeled *Curb Your Commute*. The program is intended to reduce traffic congestion during construction by working with employers and commuters to expand the use of commute alternatives such as transit, carpools/vanpools, flexible work schedules and telecommuting.

*Curb Your Commute* was officially kicked off on February 28, 2008 at a symposium to which over 120 CEO's, general managers, and human resource executives attended. Of those in attendance, 78 pledged to participate in the *Curb Your Commute* program, by registering on Traffic Solution Online [www.trafficsolutions.info](http://www.trafficsolutions.info). A similar event was held in Carpinteria on March 11, 2008 with approximately 50 community and business leaders attending. Traffic Solutions will be following up with all those that pledged to provide the assistance needed to develop the commuter benefits that best suit that individual business or company.

The Curb Your Commute program components and events will be funded entirely from Measure D contribution to the project. Below is a list of the events and programs that will be rolled-out over the next several months.

**Table 2  
Curb Your Commute Program Timeline**

<b>Program or Event</b>	<b>Timeline</b>
<b>Events</b>	
Commute Challenge	August 2008 to October 2008
Shift Your Trip	October 2008
<b>Ongoing Programs</b>	
Employer Trip Rewards Incentive	Continuing March 2008
FlexWork Consulting	Continuing March 2008
Coastal Express Service Enhancements	Begin April 2008
Vanpool Startup Program	Begins August 2008

### **RECOMMENDATION:**

This is an information item to receive an update on the Public Information Program for the Highway 101 Milpas/Hot Springs Project and the Curb Your Commute traffic mitigation program

**COMMITTEE REVIEW:** None