



OVERVIEW - 101 In-Motion

The Santa Barbara County Association of Governments (SBCAG) created the 101 In Motion project to address long-term congestion on the Highway 101 corridor between the Ventura County Line and Winchester Canyon. SBCAG entered into a Memorandum of Understanding (MOU) with the Cities of Carpinteria, Santa Barbara and Goleta, the County of Santa Barbara, Caltrans and the Air Pollution Control District in an effort to move this analysis forward. All the agencies who are signatories to the MOU contributed funds toward the 101 In Motion project. SBCAG hired the firm of Parsons Brinckerhoff to conduct the technical analysis and assist in the public outreach effort. 101 in Motion began in January 2004. Each phase has integrated technical analysis and community outreach with the objectives to identify a package of solutions that will meet the technical goals (i.e. reducing delays, expanding options, improving safety, etc.) and to secure the support of the community. The Project Team has conducted 57 community meetings to receive input from the public in the evaluation of the possible solutions, including multiple presentations to the local governments and their advisory committees.

Phase I, Community Ideas: This phase in 2004 focused on gathering public feedback about the community's "transportation values," educating the community on the existing problems, and identifying those transportation solutions the community is interested in having evaluated during the process. Feedback was obtained at workshops, meetings, outdoor booths at community events and this resulted in the identification of almost 70 solution ideas for relieving congestion and reducing travel delays in the 101 Corridor. At the conclusion of Phase I, an initial list of possible solutions was developed for further evaluation, and the new information on community values was integrated into the screening criteria. The ideas were categorized into 36 "primary" solution concepts and 33 complementary or supporting concepts that could be part of any final solution package.

Phase II, The Feasible Concepts/Initial Set Of Alternative Packages: During this phase, during the Winter 2004-2005 the initial list of possible solutions were then evaluated using the screening criteria. The Project Team worked with the community, primarily a technical and stakeholders advisory group, to identify which of the solutions in the initial list of possible solutions are both technically feasible and acceptable to the community. Through a consensus building process, the remaining possible solutions

Member Agencies

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were combined into eight alternative packages of solutions for further in-depth evaluation in Phase III. (See attached fact sheet on the eight alternatives.)

Phase III, The Screened Set Of Alternative Packages: During this phase, the project team conducted a technical evaluation of the eight solution packages that resulted from Phase II, for use by the community in further reducing down to four solution packages called "the screened set". (See attached fact sheet on four Alternatives). Technical information about the packages was made available such as cost, ability to relieve congestion, and community and environmental impacts, in order to help the community evaluate the costs and benefits of each.

In Phase IV, The Screened Set Of Alternative Packages Were Put Through An Even More Detailed Evaluation: This phase provides the detailed information for the public to evaluate the costs and benefits of each of the final four packages. An extensive public outreach campaign is ongoing to help reach consensus on which package (or elements of packages) should be the final, preferred package for implementation.

Emerging 101 In Motion Consensus

With each process phase, the Technical Advisory Group (TAG) comprised of local agency transportation staff and SBCAG, VCTC and Caltrans staff members (TAG) has met jointly with the Stakeholder Advisor Committee (SAC), which is the group of public members selected by SBCAG to provide input into the process and build consensus on the most promising alternatives. The TAG and SAC have met twice on the final four packages, which is the final phase of the 101 In Motion process. The following consensus has evolved into a final recommended solution package to address traffic congestion on the Highway 101 corridor. (See attached fact sheet on joint SAC/TAG recommendation) This consensus package, summarized below, was unanimously approved by the policy Steering Committee of South Coast and North County elected officials (a Subregional Planning Committee of the SBCAG Board) on October 12 and is subject to SBCAG board consideration on October 20:

- **Add a Lane and a Train** by adding one High Occupancy Vehicle (HOV) lane (carpool lane) in each direction for the section of Highway 101, south of Milpas Street to the County line, and adding a commuter rail service between Oxnard/ Camarillo and Goleta.
- **Facilitate Transit and Carpool Use** by designating the new lanes on Highway 101 as carpool lanes, and increasing commuter express bus service to the North County.
- **Manage Demand** by providing financial and other forms of incentives for vanpooling, carpooling, and trip reductions, and by encouraging telecommuting and flexible work schedules.
- **Improve Operations and Communications** by installing freeway on-ramp meters, using Intelligent Transportation System (ITS) technology to provide motorists with real-time traffic information through 511 call-in, internet traffic

reports, and variable message signs along the highway, and by removing stranded vehicles from the corridor with a freeway service patrol.

Addressing congestion on the South Coast will require a wide variety of projects that provide additional travel capacity, curb future travel demand, and manage existing facilities. With the consensus package of projects in place, the region will benefit from reduced travel times. Progress on the projects identified to achieve these objectives will be examined annually.

For more information and updates: www.101inMotion.com

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