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STAFF REPORT

SUBJECT: US 101/Milpas to Cabrillo-Hot Springs Operational Improvements Project

MEETING DATE: May 20, 2004

AGENDA ITEM: 7D

RECOMMENDATION:

Receive a report on the public outreach task order for the Highway 101/Milpas to Cabrillo-Hot Springs operational improvements project.

DISCUSSION:

At the April 15, 2004 SBCAG board meeting, the board approved the execution of a contract with Moffatt & Nichol to assist Caltrans in expediting the design and right of way phases of the U.S. 101/Milpas to Cabrillo-Hot Springs project. One of the task orders included in the scope of services consists of collecting community input for the design of the Milpas to Cabrillo/Hot Springs project and conducting outreach for Measure D funded projects in the South Coast corridor that are, or will be, under construction in 2004 including the North Jameson Lane widening, the downtown Summerland project, and the Highway 101\Evans-Sheffield (Ortega Hill) auxiliary lane project. Moffatt & Nichol has subcontracted this work to two local firms, COM3 Consulting and the Tynan Group, both of whom have extensive experience with local transportation projects and know the particular audiences that need to be reached for each distinct and during each phase.

In approving staff's recommendation to contract with Moffatt & Nichol, board members discussed the challenges of combining the more "macro" level community outreach underway with *101 In Motion* and the project-specific outreach to be conducted by Moffatt & Nichol. Board members and SBCAG staff expressed concern that the focus of the two efforts were too different to be done as part of a single outreach process. In general, the public outreach work for the *101 in Motion* project is intended to help reach a decision on a package of congestion relief projects for the entire South Coast 101 corridor, whereas, the public outreach work to be completed under the Moffatt & Nichol contract is intended to facilitate public input on specific design features of the Milpas to Hot Springs project and to assist Caltrans and the County of Santa Barbara in informing the community about the construction activities associated with the Ortega Hill, Jameson Lane and Summerland projects that will be going on concurrently. The board directed staff to report back on the specifics of the community outreach task order with Moffatt & Nichol when negotiations were completed so that the board could confirm that project-specific activities were outside the scope of 101 in Motion.

Member Agencies

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

Some of the specific tasks that will be completed by Moffatt & Nichol as part of the community outreach effort during construction contracted are shown in Table 1 below. This part of the work comprises around 2/3 of the total work program to be performed. The entire work program or “Scope of Services”, which also includes the community outreach during the design and right of way phases of Milpas to Cabrillo-Hot Springs project, has been included as Attachment A. The budget for the entire work program has been established at \$31,570.

COMMITTEE REVIEW: None

STAFF CONTACT: Steve VanDenburgh or Fred Luna

**Table 1
Moffat & Nichol Outreach for Construction Projects**

Outreach Activity	Ortega Hill	North Jameson	Summerland
Update contact list of property owners/businesses	X	X	X
Conduct Joint Ground Breaking Event	X	X	X
Develop project exhibits and handouts (press kit) for media	X	X	X
Assist Caltrans with outreach on closures, detours, night work and facilitate outreach coordination with County projects ¹	X		
Assist County with outreach on lane closures, detours, night work; facilitate outreach coordination with Caltrans project ²		X	X
Conduct mailings and “neighborhood walks” of flyers alerting businesses/residents of upcoming construction activities	X	X	X

¹ Caltrans will retain responsibility for media alerts and press releases during construction

² county of Santa Barbara will retain responsibility for media alerts and press releases during construction

**ATTACHMENT A -- SCOPE OF SERVICES
for
MOFFATT & NICHOL**

TASK 4 – COMMUNITY OUTREACH

4.1 101/Milpas to Cabrillo Boulevard/Hot Springs Road

4.1.1 Brochure/Fact Sheet

Prepare color brochures showing project layouts. Prepare project fact sheet(s) reflecting project scope, milestones, participants, significant features and benefits.

4.1.2 Contact List

Update existing contact list for property owners and businesses within sphere of influence of project.

4.1.3 Community Outreach

Contact and meet with specific property owners/merchants directly affected by project.

4.1.4 Community Meetings

Prepare project-specific graphic exhibits for community presentations. Intent of presentations is to update community on project and respond to questions.

Attend and present project status reports and respond to questions at up to four community meetings. These meetings will include entities such as:

The Montecito Association,
The Santa Barbara Bicycle Coalition
Coast Village Road business community

It is assumed that the meetings will be hosted and noticed by the entity involved.

4.1.5 Project Coordination

Meet with Caltrans, City, County and SBCAG staff to strategize on how to maintain that consensus with the community that was built during development of environmental document. Attend coordination meetings with agencies. Coordinate SBCAG outreach elements with Caltrans outreach on mainline improvements.

4.2 Ortega Hill , North Jameson Lane and Summerland projects

4.2.1 Mailing Lists

Update existing mailing lists for property owners and businesses adjacent to Jameson Lane, Ortega Hill and Summerland projects.

4.2.2 Ground Breaking Meeting

Coordinate one “ground breaking” event for the projects.

Work with County and Caltrans staff to prepare color brochures showing project layouts.

Work with County and Caltrans staff to prepare project fact sheet(s) reflecting project scope, milestones, participants, significant features, and benefits.

Prepare press releases notifying media of events.

Develop invitations to event.

Prepare project exhibits for events.

Attend event.

4.2.3 Progress Flyers

Prepare flyers reflecting project scope, progress to date, upcoming milestones and detour plans. Assist in the mailing and hand distribution of flyers, meeting with specific property owners/merchants directly as appropriate.

4.2.4 Project Coordination

Meet with SBCAG, County of Santa Barbara, and Caltrans staff to coordinate outreach efforts for Jameson Lane, Ortega Hill and Summerland projects.