

Stakeholder Engagement Plan

for the

U.S. Route 101 Corridor System Management Plan:
Rice Avenue (Ventura County) to
Winchester Canyon (Santa Barbara County)

Prepared for:



Caltrans

Caltrans District 7
Caltrans District 5

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PURPOSE

The purpose of this Stakeholder Engagement Plan is to outline a detailed approach and methodology for involving stakeholders in development of the Corridor System Management Plan (CSMP) for U.S. Route 101 between Rice Avenue in Ventura County and Winchester Canyon in Santa Barbara County. A CSMP is a comprehensive, integrated management plan for all travel modes in a congested corridor, including state highways, freeways, major local streets and roads, public transit, and bicycle facilities.

The planning area encompasses a corridor across two Caltrans districts, two counties, and multiple communities. Therefore, a tailored and targeted approach to stakeholder engagement is critical to ensuring that the technical process is informed and supported by the regulatory agencies, local agencies, policymakers and community members.

BACKGROUND AND METHODOLOGY

Caltrans is bringing an intense focus to California's most heavily congested travel corridors – aimed at increasing transportation options and improving travel times. Californians recognized the critical need to reduce congestion on our vital travel corridors when they approved new transportation funding through the Highway Safety, Traffic Reduction, Air Quality and Port Security Bond Act, known as Proposition 1B, in November 2006.

Along with new funding came the responsibility to ensure that money is used efficiently and produces measurable results. Caltrans – working together with cities, counties, regional transportation planning agencies, transit operators, bicycle groups, and others – is developing CSMPs that integrate capital improvements, traffic and transit management strategies and planning toward one common goal: keep people and goods safely and efficiently moving through the corridor.

CSMPs include analyses of traffic conditions and propose how to maximize the existing infrastructure by coordinating proven methods and technologies such as:

- Ramp metering
- Coordinated traffic signals
- Changeable message signs for traveler information
- Incident management
- Bus/carpool lanes (and carpool/vanpool promotions)
- Transit strategies

Along with optimizing the use of all existing transportation facilities and strategies, CSMPs also include recommended strategies for needed capital improvement projects and funding strategies so that corridors can effectively compete statewide for available funding resources. Importantly, CSMPs also

include extensive performance measures, to ensure that taxpayer money is effectively used.

In Santa Barbara and Ventura counties, Caltrans Districts 5 and 7 and their partners will analyze the cause of and develop solutions for traffic congestion on the U.S. Route 101 corridor between Rice Avenue in Ventura County (District 7) and Winchester Canyon in Santa Barbara County (District 5). Much of the groundwork for the corridor in the South Coast region has been developed through the efforts of the 101 In Motion planning effort. To build on the previous efforts in this corridor, the CSMP will entail six steps:

1. Define the corridor limits and transportation network to be managed and identify and ensure the involvement of stakeholders in the project development team
2. Identify performance measures and summarize existing travel conditions along the corridor
3. Inventory existing system management practices along the corridor
4. Identify the key corridor mobility challenges
5. Prepare a corridor management strategy, including proposed detection and monitoring strategies, needed capital improvement projects, and the roles and responsibilities of each jurisdiction and agency in the daily and long-term corridor management process
6. Prepare the final CSMP for approval by the Regional Transportation Planning Agencies (RTPAs): Ventura County Transportation Commission (VCTC) and Santa Barbara County Association of Governments (SBCAG)

Once the CSMP is approved, it is the responsibility of Caltrans and its partners to implement the plan, monitor it, and keep it updated. The CSMP will be consistent with statewide plans, such as the Governor's Strategic Plans, and local and regional plans, including regional transportation plans and the general plans of cities and counties.

STAKEHOLDER ENGAGEMENT GOALS

Overall, the goal of stakeholder engagement for the CSMP is to establish a firm foundation of support and sustained stakeholder acceptance and understanding through an inclusive and transparent approach. To do so, this approach will strive to achieve these goals:

- Involve the full range of transportation modes and associated stakeholders along the corridor including state highways, freeways, major local streets and roads, public transit, and bicycle facilities
- Explain the purpose and need for CSMPs – including benefits – and process for CSMP development in this corridor

- Explain how the CSMP is linked to and supports current plans and policies at the state, regional and local levels, particularly 101 In Motion and related efforts along the corridor
 - Include information about how the CSMP relates to the distinct planning context in each county
- Describe the planning process, steps and data in jargon-free, simple language
- Educate stakeholders about project opportunities and trade-offs with meaningful and illustrative data and imagery whenever possible, building stakeholders' confidence in the project's outcome
- Employ cohesive outreach tools and messages across the corridor, but allow for refinements tailored to each county's context
- Link engagement efforts to related planning efforts throughout the corridor, where appropriate

PROJECT STAKEHOLDERS AND ROLES

The CSMP is focused on optimizing use and functionality of the existing transportation system and programmed improvements, not on planning for new capital projects or environmental analysis that require significant involvement of the broader public. The technical planning process is oriented toward analysis of complex and data-intensive outputs that inform decisions for more efficient management of existing and programmed improvements. Furthermore, working with such data requires consistent, ongoing involvement of stakeholders to ensure that the planning process is conducted in an efficient manner.

There are three primary stakeholder groups with the ability to provide meaningful contributions to development of the CSMP: the General Public, the Charter Agencies, and the Partner Agencies. General Public involvement is vital because their feedback provides the context of what investments and changes would be desirable at the local level. Charter and Partner Agency involvement is critical because they hold the means to implement the CSMP in the future; in particular, those agencies that are part of the management of the modes and infrastructure in the corridor.

Charter Agencies

The roles of the charter agencies are: (1) to provide joint management of the planning process; (2) to engage other stakeholders in the process; and (3) to adopt the CSMP. The charter agencies are:

- Caltrans District 7
- Caltrans District 5
- VCTC
- SBCAG
- California Transportation Commission (adoption)

Partner Agencies

The roles of the partner agencies are: (1) to provide technical input and data (if available) to the planning process; (2) to advise the project team on parallel planning efforts occurring throughout the corridor; and (3) to advise on localized stakeholder engagement opportunities that may be of value to the planning process. The partner agencies include (in alphabetical order):

- Breakers Way Property Owners Association
- Camarillo Transit
- City of Camarillo
- City of Carpinteria
- City of Goleta
- City of Oxnard
- City of Santa Barbara
- City of Ventura
- Community of La Conchita
- County of Santa Barbara
- County of Ventura
- Gold Coast Transit
- Metrolink (Southern California Regional Rail Authority)
- Oxnard Harbors and Beaches Dial-A-Ride
- Santa Barbara Metropolitan Transit District
- Southern California Association of Governments
- Ventura Council of Governments
- Ventura County Air Pollution Control District

General Public

The CSMP process links together a number of projects that have pre-existing or ongoing public engagement efforts (such as 101 In Motion implementation and transit improvement plans). The public outreach process for the 101 CSMP is designed to piggyback on other project meetings throughout the corridor. Additional public communication will be conducted in the context of presentations to regularly-scheduled, publicly-noticed Board meetings of both RTPAs, SBCAG and VCTC. Through involvement of the key charter and partner agencies, other venues for public comment can be identified as the process evolves. These can include City Council meetings, Planning Group Meetings, Neighborhood Association meetings and meetings of Mobility advocate groups.

STAKEHOLDER ENGAGEMENT PLAN

The approach to stakeholder engagement for the CSMP primarily emphasizes a unified, corridor-wide approach, but also allows for flexibility and differences between the two counties. This supports a consistent understanding of the

purpose, need and outcomes of the CSMP despite unique planning contexts across the corridor. As such, the Stakeholder Engagement Plan includes corridor-wide and county-specific stakeholder engagement opportunities. A “process graphic” displays the project timeline and engagement opportunities (see Appendix).

Corridor-Wide

Joint Project Management Meetings

Stakeholders: Charter agencies, including staff, technical consultants, and stakeholder engagement consultants.

Activities: Oversee the technical planning process and project consultants. Review and advise on technical data. Plan for stakeholder engagement activities. Review and refine outreach materials. Identify process refinements.

Frequency: Monthly

Stakeholder Committee Meetings

Stakeholders: Staff from charter agencies and partner agencies.

Activities: Advise project staff in developing technical data at key points in the planning process including existing conditions, scenario options, future conditions, final scenarios, and draft CSMP. Advise on additional stakeholder engagement opportunities, as needed.

Frequency: Approximately quarterly.

Public Information Materials

Stakeholders: General public, interest groups, public agencies, and policymakers.

Activities: *CSMP Website*: Serve as portal to available project documentation and public information materials. Facilitate submission of questions or comments to project team. Provide email notification of updated information to registered stakeholders.

Frequently Asked Questions (FAQ) Documents: Provide detailed information to frequently asked questions about the project (tailored to each county’s planning context).

Frequency: Website and FAQ documents updated as needed.

Community/Organization Presentations and Briefings (as-needed)

Stakeholders: General public, interest groups, public agencies, and policymakers.

Activities: If requested by stakeholders, or deemed necessary by the project team, provide project information at community and/or organizational meetings to interested parties. Provide opportunities for project staff to hear and respond to local questions and concerns about the project.

Frequency: As needed.

Ventura County (District 7)

VCTC Commissioners (adoption)

Stakeholders: Commissioners

Activities: Review and adopt final CSMP. Facilitate public comment through the review and adoption deliberations.

Frequency: End of planning process (Fall 2010).

Santa Barbara County (District 5)

Public Scoping Meetings—South Coast 101 HOV Project

Stakeholders: General public, interest groups, public agencies, and policymakers.

Activities: Provide CSMP project information at Scoping Meetings to assess stakeholders' level of interest and questions about CSMP.

Frequency: July 7 and 8, 2009.

SBCAG South Coast Regional Sub-Committee

Stakeholders: Board members.

Activities: Provide CSMP project information, possibly during scenario development. Review draft CSMP.

Frequency: Scenarios development (Spring 2010), draft CSMP (Summer 2010).

SBCAG Board (adoption)

Stakeholders: Board members

Activities: Review and adopt final CSMP. Facilitate public comment through the review and adoption deliberations.

Frequency: End of planning process (Fall 2010).

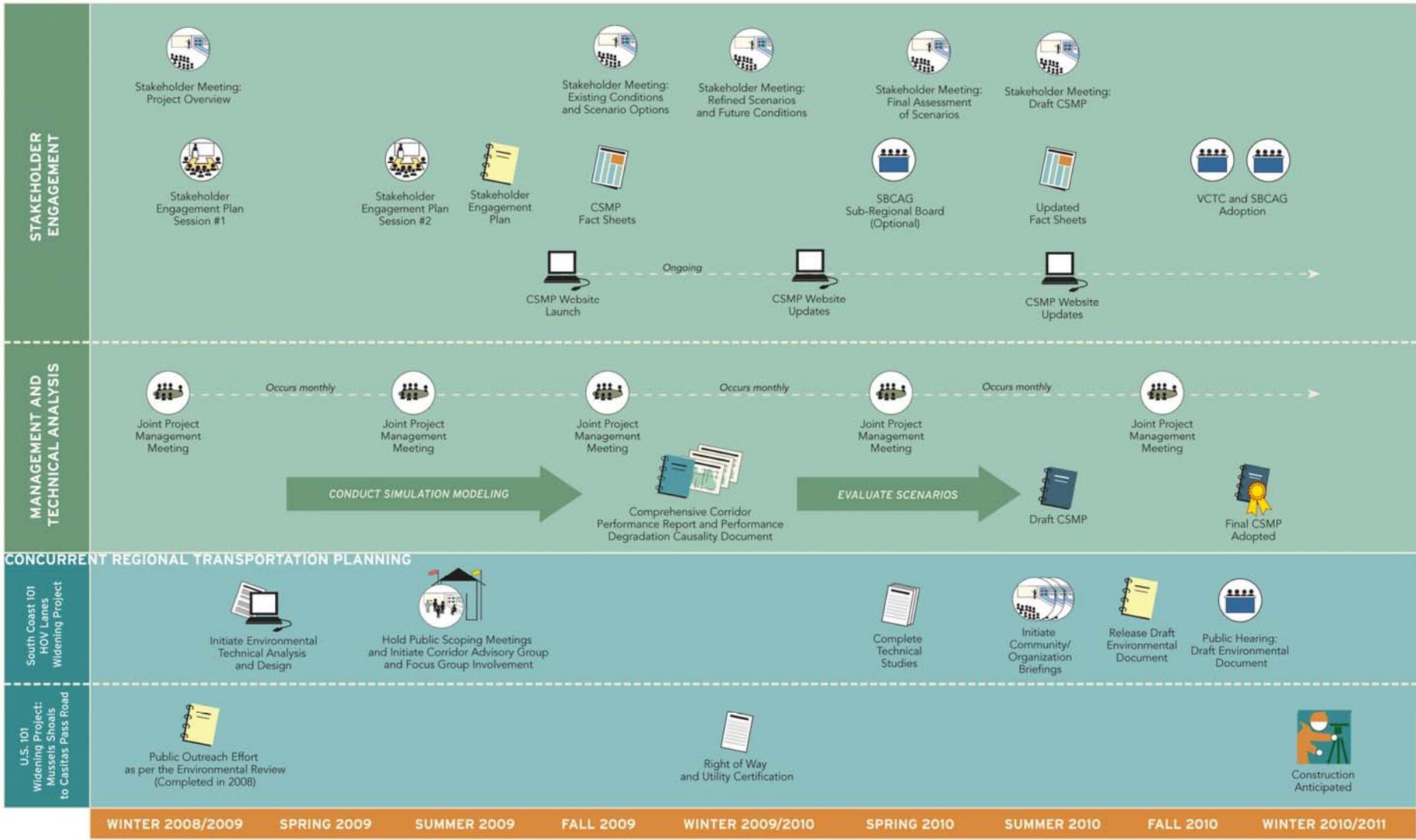
APPENDIX

The following page displays the “process graphic,” which visually depicts the flow of the project’s technical phases and concurrent regional transportation planning efforts integrated with stakeholder engagement activities.



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