

# Safety Roadside Rest Area Vision

California  
Transportation  
Commission

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**Jim Bourgart**

Business Transportation and Housing Agency

**Keith Robinson**

Caltrans Principal Landscape Architect

**Caroline Beteta**

California Travel and Tourism Commission





# California's current rest area system

- **87 built 1958 -1984 at a cost of \$70 m.**  
(Current value + \$200 million)
- **Operating beyond expected life**
- **Over 100 million users annually**
- **Minimal funding 1984 to 2000**
- **\$136 m programmed – ADA, Cal/OSHA**  
Rehabilitation projects began in 2000



# Current Functional Needs

- **Rehabilitate Deteriorated Facilities**
- **Improve Accessibility**
- **Increase Safety and Security**
- **Meet Building Capacity Demands**
- **Improve Traveler Services**
- **Resources for Maintenance and New Facilities**



# California's Vision for the Rest Area System

- **Essential highway safety feature**
- **A “welcome mat” for tourism**
- **Improved truck-stopping opportunities**
- **A showcase for sustainable design technology**
- **A demonstration of public/private entity partnerships**



# Partnerships

- **Stakeholder involvement as operational partners**
- **California Highway Patrol**
- **Dept. of Rehabilitation Blind Vendors**
- **Welcome/ Interpretive Centers through grants**
- **Seek commercial partnerships**

# Collier Interpretive Information Center

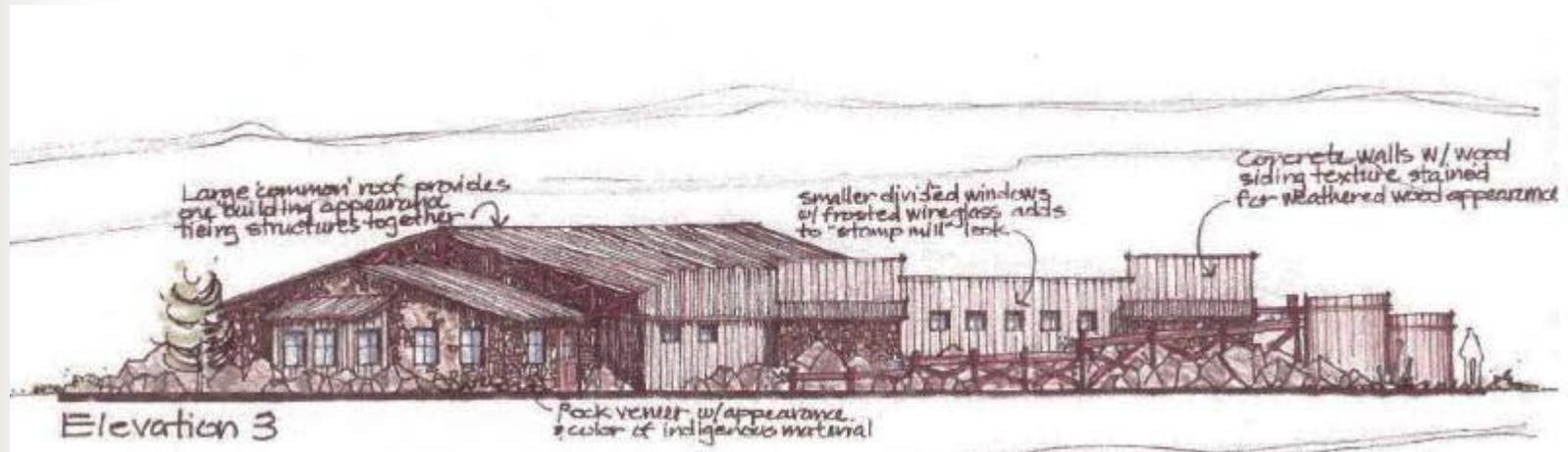


Collier Rest Area  
Siskiyou County



# Valley Wells

## Safety Roadside Rest Area



Interstate 15, San Bernardino County



# California Travel & Tourism Commission

- **California is the # 1 tourist destination in the USA**
- **In 2005 tourism in California:**
  - **Generated \$88.1 billion in direct travel spending**
  - **Increased 7.6 % from 2004**
  - **Employed nearly 912,000 Californians**
  - **Generated \$5.3 billion in state and local taxes**

# Invitation to California

- **Governor's vision**
- **Passage of SB 2592 in Sept. 2006**
- **National media buy 2007**
- **Bigger media and cooperative promotions**





"Lucky Day"

# What We Deliver

Philip S. Raine, Tipton



Hunter Hill, Vallejo



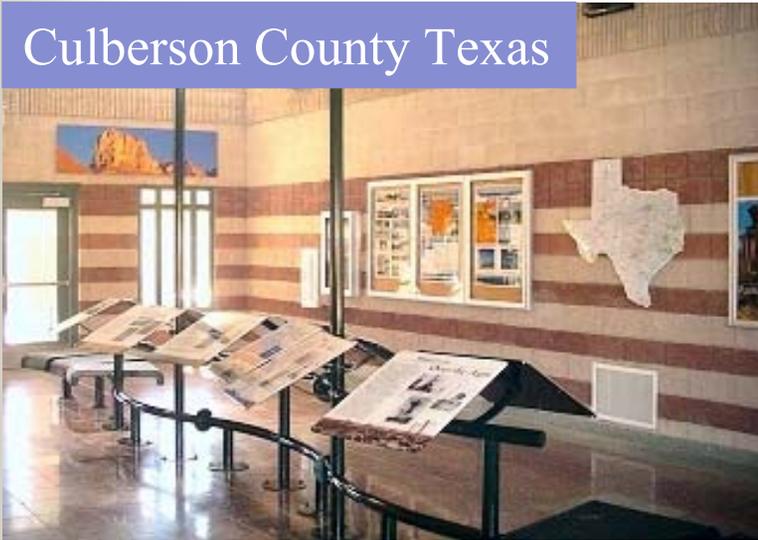
Willows



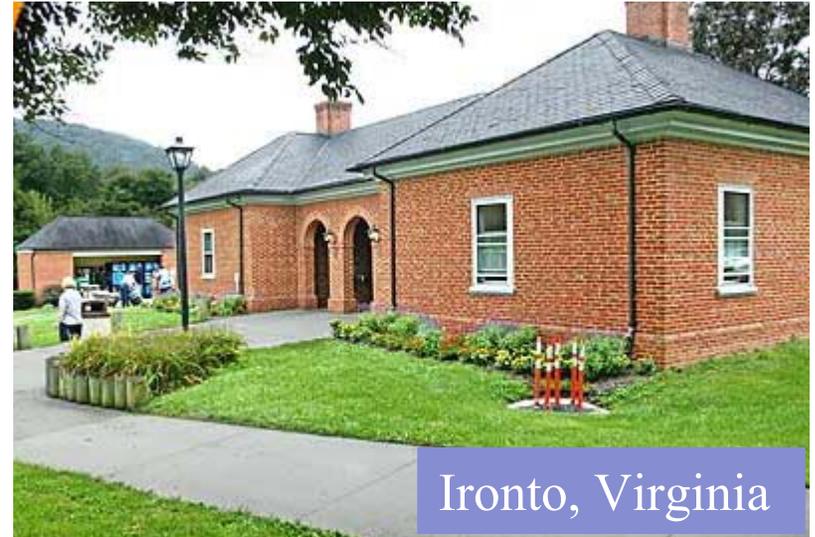
Gold Run, Colfax

# What the Competition Delivers

Culberson County Texas



Coke County Texas



Ironto, Virginia



Jerry's Run, Virginia



# What We Could Deliver

- **Environmentally friendly**
- **Technology driven**
- **Community reflective**
- **Educational and interpretive of local culture**
- **Economic vitality**



# Innovative Partnerships

- **State or Federal “seed” funding**
- **Encourage collaboration**
- **Define benefits**
- **Sustainable maintenance**



# California's Rest Area Vision

- **Meet current and future user demand**
- **Showcase innovative technologies**
- **Complete and fund SRRA capacity/enhancement projects in the draft 2007 Ten-Year SHOPP plan**
- **Improve public services through facilitated partnerships**