

Subject: High Desert Community Advisory Group (HD CAG) Meeting #9
I-10 and I-15 Corridor Projects, County of San Bernardino
Date: June 17, 2015 at 6 p.m.
Location: Victorville City Hall, Victorville, CA
Participants: 9 CAG members in attendance

HD CAG Meeting Attendees	Organization
Rick Danzey	Apple Valley Chamber of Commerce
Kevin Kane	Victor Valley Transit Authority
Raghada Khoury	Commercial Building
Holly Noel	Mojave Desert Air Quality Management District
Thomas O’Connell	Attorney, Best Best & Krieger
Michele Spears	Victor Valley Chamber of Commerce
Sophie Steeno	Citizens Advisory Group Member, City of Hesperia
Ann Vanino	Moving Forward Coaching and Consulting
Carol Whitton	Hesperia Unified School District – Retired
HD CAG Members Not in Attendance	Organization
Dr. Kenneth Alpern	Chair, The Transit Coalition
Muhammad A. Bari	US Army, Fort Irwin
Lionel Drew	Retired USAF
Dr. Dan Harris	Vice President, AARP
Thomas J. Kerman	Hesperia Unified School District
James Oravets	County of San Bernardino, Special Districts Department
Pelton Smalls	Self-employed
Bob R. Tinsley	BR Tinsley Inc. R.E. & Construction
Niru Vangala	Foremost Senior Campus
San Bernardino Associated Governments (SANBAG) and Consultants	
John Meier	Project Director – I-10 & I-15 Corridor Projects – SANBAG
Tim Watkins	Department of Legislative and Public Affairs – SANBAG
Andy Pendoley	Public Outreach – MIG
Carrie Gilbreth	Public Outreach – Westbound Communications
Robert Chevez	Public Outreach – Westbound Communications
Eileen Hards	Public Outreach – Westbound Communications

Ms. Carrie Gilbreth called the meeting to order at 6:13 p.m.

I. Welcome and Introductions

Ms. Gilbreth with Westbound Communications welcomed all to the meeting, addressed the later start time, and said the time could be moved to 5:30 p.m. if that's what the CAG agrees upon.

The agenda was then reviewed and everyone gave self-introductions.

Project Update – Mr. John Meier gave a project update and discussed the latest developments. Mr. Meier stated that the SANBAG Board approved the draft tolling policy on April 1, 2015, and also commented that draft environmental documents/studies were being shared with the I-10/I-15 Sub-Committee as they become available. The timing for the draft environmental document is expected to circulate to the public in the November timeframe.

Questions/Comments – The following questions/comments were made by attendees during this part of the agenda:

- A discussion began regarding current construction projects occurring in the Cajon Pass on the I-15 freeway (Caltrans' Cajon Pass Project and Devore Interchange Project).
 - Ms. Ann Vanino stated that a commute on the I-15 freeway took five hours and noted that neighbors were starting to notice the project affecting traffic.
 - Ms. Gilbreth then noted it is hard for people to get through construction because there are so many projects happening at once.
 - There was also confusion about who is associated with which project, especially in the Cajon Pass area.
 - Mr. Tim Watkins and Mr. Robert Chevez stated the feedback would be shared with the project teams working in the Cajon Pass/Devore area.
- Mr. Watkins updated the group stating that the legislation regarding toll authority for the I-10 and I-15 corridors in San Bernardino County passed the State Assembly and was now pending in the State Senate.

II. Recommitment of CAG Membership

Ms. Gilbreth reviewed the CAG roles and responsibilities. She stated a key activity is for CAG members to reach out to their network of organizations and communities and bring that feedback to future CAG meetings to help inform project development efforts. She gave an update on the briefings and asked CAG members to encourage friends and colleagues to join the CAGs. She explained there are three different CAGs that focus on geographic areas of the proposed projects and receive input from members of those communities.

Attendance of CAG Meeting – A recommitment of CAG membership and the importance of their attendance was discussed.

Media Inquiries – Ms. Gilbreth also discussed media inquiries. CAG members could absolutely state their personal opinions about the project but they must be clear that they are not a reflection of SANBAG. Media inquiries about SANBAG and specifics of the project should be directed to the SANBAG public information team.

Questions/Comments – The following questions/comments were made by attendees during this part of the agenda:

- Ms. Carol Whitton asked that they be given the CAG meeting schedule as early as possible in order to be able to put it in their calendars and attend meetings.
 - Ms. Gilbreth stated members could go to CAG meetings in other areas if they could not make it to their own area meeting.
- Mr. Watkins asked that the CAG be more active away from the meetings as well as during the meetings. He would like people to reach out to the team if there are strong opinions in between meetings.
- Ms. Holly Noel noted that the two-year commitment has been extended and that they can only face their community organizations so many times per year. This began a discussion regarding the purpose of the CAGs and the positives and negatives that have resulted from the CAGs.
- Mr. Rick Danzey stated that the public and local businesses were interested in how the construction would affect business. They were particularly concerned about the distribution centers being built and how truck traffic to and from those places would affect local business. People vacationing were also mentioned as high contributors to weekend traffic.
- CAG members wanted direct feedback regarding a number of people they should be reaching out to. A discussion ensued on whether their role as CAG members was just to “check a box” or whether there was another purpose.
 - Mr. Watkins reiterated the opportunity and need for CAG members/public to be able to comment on what has been analyzed and explained that SANBAG wants to make sure all issues are thoroughly considered.
 - It is important for community members to form an opinion and communicate their questions/concerns to SANBAG.

III. Educational Materials

Brochure – The new I-10/I-15 Corridor Projects brochure was presented and CAG members were asked for their feedback.

Questions/Comments – The following questions/comments were made by attendees during this part of the agenda:

- First impressions were that it seemed friendly and colors were appreciated.
- Ms. Noel noted that “lanes” should not be plural when referring to the HOV lane. Ms. Noel also suggested moving HOV up and express lanes down when it comes to the boxes.
- Mr. Danzey suggested making it clear that there will be additional lanes and no lanes are being eliminated.

- Members agree caution should be used with the word “tax.”
- Ms. Vanino suggested a call out as to why the public is receiving the brochure and suggested “help us choose the options.”
- Ms. Vanino pointed out the I-15 timelines might be misleading if the phases are not defined and suggested explaining the phases for I-15.
- Mr. Danzey felt the blue and orange on the back panel made it difficult to read and was concerned that if it was hard to read that people would not invest the time to read the brochure. A suggestion was made for titles to be blue and for copy in the body to be white.
- Ms. Noel said the use of “mobility” in the managed lanes section was not appropriate and sounded unusual. Mr. Watkins suggested rewording this section with the focus “Toll funds stay local.”
- Ms. Noel also stated the timeline was difficult to read as the font size seemed small and suggested making the font bigger or trying to show the timeline in a landscape format across the long part of the trifold.
- In the timeline, CAG members suggested rewording copy so that there was a better understanding of what the choices were and what would happen if “No Build” was the choice. Perhaps use an asterisk to address “No Build” scenario.

Fact Sheets – Ms. Gilbreth presented the fact sheets about the I-10 and I-15 Corridor Projects. She explained that the fact sheets were a more detailed version of the brochure.

Questions/Comments – The following questions/comments were made by attendees during this part of the agenda:

- The tone of these pieces was different from that of the brochure.
- The brochure acknowledges challenges and lets you know there are options. The fact sheet explains those options.
- CAG members asked to change “goods movement” in the fact sheets to “truck traffic.”

Project Summary Binder – The “I-10/I-15 Corridor Projects: Project Summary Binder dated June 3, 2015” was also handed out to each CAG member for background information. This binder was previously distributed to SANBAG Board members on June 11, 2015.

Overall, project management explained that the brochure, fact sheets and I-10/I-15 Corridor Projects Summary Binder all offered various levels of detail to meet the needs of different audiences. The brochure was for someone that wanted a high-level overview of the projects and the binder was a detailed tool where they could delve into the project analysis/studies that the board was given in early June 2015.

IV. Briefing Brainstorm

Questions/Comments – The following questions/comments were made by attendees during this part of the agenda:

- The CAG members discussed the best places and events to promote the project and disperse information. This included:
 - Neighborhood Associations were not necessarily effective in this region
 - Some of the senior centers
 - Parks districts
 - Movies in the Park Nights
 - Summer is a critical time when schools are out
 - Libraries
 - Day care centers
 - Kids summer camps and programs at drop-off and pick-up
 - Asked CAG to email and call with amounts they would need of collateral materials to distribute
 - Apple Valley Summer Concert Series - hand brochures out through Rotary with beer booth (7 weeks)
 - Rotary Club Chili Cook-Off on October 17 – staff and outreach booth - 4500 people
 - Sun City Cruiser Car Show

- Ms. Michele Spears suggested adding an online letter to the website where people can sign in support of the project.
- Ms. Spears also suggested “mobile office hours” to create a forum for people to ask questions.

V. Meeting Summary and Next Steps

Ms. Gilbreth thanked the CAG members for their input on the collateral materials as well as ideas for additional briefings. Information would be reviewed by the project team and incorporated where applicable. Updated materials will be made available on the project website. A notice will be sent to CAG members informing them of the available materials. This is expected to take place in July 2015.

Next CAG meetings are expected to take place in the fall ahead of the environmental document review and comment period that is anticipated in the November timeframe. There will be increased communication with CAG members prior to the next meeting to identify new opportunities for briefings and provide collateral materials for CAG member outreach efforts.

Ms. Gilbreth adjourned the meeting at 8:05 p.m.

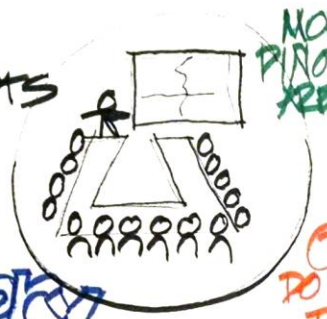
Additional Information:

Project Material Distributed

- Meeting Agenda
- I-10/I-15 Corridor Projects: Project Summary Binder dated June 3, 2015

- I-10/I-15 Corridor Projects Brochure (English)
- I-10 Corridor Project Fact Sheet (English)
- I-15 Corridor Project Fact Sheet (English)

10 15 I-10 & I-15 CORRIDOR PROJECTS
High Desert Community Advisory Group
 JUNE 17, 2015



PROGRESS

- ▷ APPROVED DRAFT TOLLING POLICY
- ▷ UPDATED SUBCOMMITTEE
- ▷ PLANNED I-10 ENVIRO. DOC. CIRCULATION: NOV 2015
- ▷ LA. COUNTY DEVELOPING EXP. LANES STRATEGIC PLAN
- ▷ I-15: INITIATING PHASE I EARLY DESIGN
- ▷ BRIEFING PARTNER AGENCIES & CITIES
- ▷ ADVANCED TOLLING AUTHORITY TO STATE (IF THERE ARE EXP. LANES)

QUESTIONS

- ◊ GROWING CONGESTION
 - ↳ EXPAND OUR OUTREACH: 138 & 2 CORRIDORS
 - ↳ WEEKLY ALERTS
- ◊ BYPASS LANES? BARRIER?
 - ↳ CHANGES AM/FM
 - ↳ PEOPLE DON'T GET IT!!!
- ◊ WEEKENDS SLIGHTLY DIFFERENT

SEND A SCHEDULE!

WHERE DO LOCAL POLICY-MAKERS STAND?

DIETERS OF SUPPORT (WEB-BASED TOO)

DIETRIA LONG-RANGE PRIORITIES PLAN

CAG ROLES & OUTREACH

- ▷ SETTING SCHEDULE
 - ↳ HELPS ATTENDANCE!
- ▷ HOW DO WE KEEP "REPEATING" OUTREACH?
 - ↳ ENVIRO. PROCESS IS CRITICAL INPUT POINT!
 - ↳ A "SECOND SURGE!"
- ▷ WHAT DO WE TELL THEM? "We Already Know!!!"
- ▷ MORE FROM PIRION HILLS AREA!

KEY QUESTIONS FOR COMMUNITY?

- ↳ WHAT'S IN IT FOR ME?
- ↳ BUSINESS IMPACT
- ↳ LEISURE TRAVEL
- ↳ LOGISTICS & DISTRIBUTION: TRUCK TRAFFIC PATTERNS
- ↳ PROJECT OF NATIONAL SIGNIFICANCE!
- ↳ EQUITY & ACCESS: JOBS IN THE VALLEY

Big Lots, Walmart, Amazon

HOW DOES THIS AFFECT LOCAL ECONOMY?



OUTREACH BRAINSORM

- ▷ RESIDENTS:
 - HOA'S
 - NEIGH. ASSOC.'S
 - PARKS DISTR.
 - COMMUNITY EVENTS
 - LIBRARIES
 - KIDS CAMPS
 - WEB-BASED TOWN HALLS
- ▷ REACH WRIGHTWOOD & PIRION HILLS
- ▷ MOBILE OFFICE HOURS!

CHALLENGE FOCUS EDUCATIONAL MATERIALS

- ▷ WELCOMING, FRIENDLY!
- ▷ HOV LANE: SINGULAR
- ▷ HOV BEFORE EXP. LANES
- ▷ STRONGER "ADD LANES"
- ▷ FOCUS ON "FUNDS" LIMITATIONS
- ▷ PUT CALL TO ACTION SOONER
 - ↳ WHY WE NEED HELP
- ▷ PHASE I UNCLEAR: BUILD "IF SELECTED"
- ▷ ORANGE/BLEU READABILITY APPROVED (TOP LEFT PANEL)
- ▷ "REVENUES" & "MOBILITY"
 - ↳ SIMPLER!!!
 - ↳ GO LANDSCAPE
- ▷ TIMELINE READABILITY FONT
- ▷ "YOUR INPUT MATTERS"
- ▷ CLARIFY I-15 PHASING
- ▷ STRENGTHEN FUTURE-FOCUS & DECISION-MAKING
- ▷ "GOODS MOVEMENT" → "TRUCKS" TRAFFIC

CHALLENGE SOLUTIONS

PROVIDING CHOICES

MAKE IT EASY!

BUSINESS:

- PLACE ARTICLES/CHAMBERS
- EBLASTS W/ LINES/AREA