

CAG Meeting Minutes

Subject: High Desert Community Advisory Group (HD CAG) Meeting #8
I-10 and I-15 Corridor Projects, County of San Bernardino

Date: March 17, 2014 at 6 p.m.

Location: Victorville City Hall, Victorville, CA

Participants: Three CAG members in attendance; Four Non-CAG Members in attendance

HD CAG Members in Attendance	Organization
Muhammad A. Bari	US Army, Fort Irwin
Holly Noel	Mojave Desert Air Quality Management District
Sophie Steeno	Citizens Advisory Group Member, City of Hesperia
Non-CAG Members in Attendance	Organization
Steve Hunt	Editor, Victor Valley Daily Press
Jose Huerta	Photographer, Victor Valley Daily Press
Brett Kahn	Member of the public
Ramon Grijalva	Kapsch TrafficCom North America
HD CAG Members Not in Attendance	Organization
Rick Danzey	Apple Valley Chamber of Commerce
Kevin Kane	Victor Valley Transit Authority
Thomas J. Kerman	Hesperia Unified School District
Raghada Khoury	Commercial Building
James Oravets	County of San Bernardino, Special Districts Department
Michele Spears	Victor Valley Chamber of Commerce
Bob R. Tinsley	BR Tinsley Inc. R.E. & Construction
Carol Whitton	Hesperia Unified School District – Retired
Ann Vanino	Moving Forward Coaching and Consulting
Niru Vangala	Foremost Senior Campus
San Bernardino Associated Governments (SANBAG) and Consultants	
John Meier	Program Manager for I-10 & I-15 Corridor Projects – SANBAG
Dennis Saylor	I-15 Corridor Project Manager – SANBAG
Carrie Gilbreth	Public Outreach – Westbound Communications
Paola Bassignana	Public Outreach – Westbound Communications
Angela Meluski	Public Outreach – Westbound Communications

TOPICS DISCUSSED

1. WELCOME AND INTRODUCTIONS

CAG members were greeted by Carrie Gilbreth, Public Outreach Consultant for the I-10 and I-15 Corridor Projects. Ms. Gilbreth shared that the purpose of the meeting was for CAG members to look at communication tools the project team will be providing them to better educate people they come in contact with about the project. Ms. Gilbreth led introductions of all members present:

- Ms. Gilbreth: With Westbound Communications for public outreach on the project. Ms. Gilbreth thanked the CAG members for their input during the last meeting and says the CAG members will see some of their comments from the last meeting built into the materials to be shown this evening. Ms. Gilbreth encouraged members to continue their constructive feedback. The biggest items the team learned from the last meeting were the impacts currently happening with the Devore Interchange Project and Cajon Pass Construction Projects and making sure the project team will be delivering information on all projects in addition to the I-10 and I-15 Corridor Projects.
- Paola Bassignana: With MIG to conduct wall art
- Steve Hunt: Editor of the Daily Press in Victorville and the Barstow Desert Dispatch
- Sophie Steeno: Steeno Design Studio
- Holly Noel: Mojave Desert Air Quality Management District
- John Meier: Project Director of the I-10/I-15 Corridor Projects for SANBAG
- Dennis Saylor: SANBAG Project Manager for the I-10/I-15 Express Lanes Project
- Mohammad Bari: Director of Public Works at Fort Irwin
- Angela Meluski: With Westbound Communications and serving as the meeting minutes notetaker

2. AGENDA OVERVIEW

Ms. Gilbreth provided an overview of the CAG meeting saying that members would be going over educational tools and talking about the next step of the project brand. As discussed at the last meeting, it's difficult for CAG members to explain to the public what is going to happen as part of the project so this meeting will address those concerns to discuss how we reach out to people. Ms. Gilbreth turned it over to Mr. Meier to share project updates.

3. PROJECT UPDATES

Mr. Meier provided details of recent action items for the I-10 and I-15 Corridor Projects since last November when the CAG members last met:

- SANBAG introduced tolling legislation - AB 914 – that would grant SANBAG tolling authority on both the I-10 and I-15 corridors. That is an important step running concurrently with the environmental process. It will go to legislative committee in April. It's worth noting that the state was also introducing state-wide tolling authority where the CTC would then have the authority to grant tolling authority on each corridor rather than each sponsor Agency having to get specific State legislation. So there are two routes that SANBAG may be able to obtain tolling authority for our corridors. Link to AB 914: http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_0901-0950/ab_914_bill_20150226_introduced.html
- A major task with the Board since November was the development and review of the tolling policy with the SANBAG Board. SANBAG reviewed draft tolling policy first with the Express Lanes Ad Hoc

Committee in December and January, and more recently took the recommended tolling policy and toll revenue policy to the Metro Valley Study Session in March. Mr. Meier confirmed that Agenda item would be sent out to the CAG groups with these meeting minutes. This information is also going to the Mountain/Desert Policy Committee this Friday, March 20, and then to the SANBAG Board meeting on April 1. Confirming the tolling policy enables the team to accurately develop the Investment Grade Traffic and Revenue Forecast, while establishing a toll revenue policy allows Staff to allocate toll revenue appropriately in the updated Financial Plan. Both the Investment Grade T&R and updated Financial Plan are expected in 2016.

- I-10: SANBAG just submitted a screen check draft environmental document to Caltrans for initial comment. The first full draft of the draft environmental document will be submitted to Caltrans in April, with public circulation of the DED targeted for November of this year. We hope to meet with CAGs two more times before the DED actually gets circulated to the public. Following circulation and public comment, the preferred alternative is targeted for April of 2016, which would lead to environmental approval by the end of 2017.
- I-15 (Project One – SR-60 to SR-210) SANBAG started the PA/ED process in October of last year and the team is well into the early project development activities. It's a simpler environmental process, as this initial I-15 project would be constructed entirely within existing Right of Way. The team expects to have the Environmental Document ready by the first part of 2017 and completed by the end of 2017. It still takes time to develop the technical studies and the geometric design but it's a shorter review cycle once we have the environmental document prepared. Mr. Meier then opened it up for questions.
 - Ms. Steeno commented on the progress on I-15 saying that the width of freeway south of the interchange seems to be an excess amount of concrete for future lanes.
 - Mr. Saylor responded saying they are adding the additional lane in each direction so there will be four lanes now through the Devore Interchange.
 - Ms. Steeno said that passengers riding with her are questioning whether the construction going on now is providing for that future toll lane. If so, tax dollars have already laid concrete down. Why, with the toll lane, would we be paying twice? Who benefits from the fact that the lanes are already there? You might not be using it for general purpose lanes but the concrete is there. If not, are you going to come around in 2017, 2018 and start adding more concrete?
 - Mr. Saylor responds saying that what is being built right now is what's needed for the Devore Interchange Project. We coordinated to make sure the geometrics for the Devore Project work with the design for the future facility but the intent is to address with what we are constructing now what's needed for the Devore Project. We have four general-purpose lanes in each direction. Adjacent to the interchange, they have auxiliary lanes allowing for merging. We have four through lanes but a couple of other lanes if you're going north to the interchange, we are adding additional lanes so traffic can peel off to the truck bypass lanes or to go onto the 215.
 - Ms. Steeno commented: So when the toll lane comes we can figure that intersection to allow for that extra toll lane?
 - Mr. Saylor stated: When the future happens, it's going to widen to the outside. What we're doing right now is utilizing the median. A lot of the area through there is through National Forest Land so we're trying to do all the widening in the inside to keep within the same footprint for environmental considerations. In the future where the express lane project would go through, that's when those lanes would get shifted to the outside and toll lanes will go in the middle. We are not building out now, we're using the median now for the project for Devore and for the future project would do the expansion.
 - Ms. Steeno said: We would be adding new concrete.

- Dennis: What we're doing is paving the center lanes and we're going to have traffic use those center lanes just as general purpose lanes and then we have the auxiliary lanes on the outside. In the future, when the express lanes come in, they will widen out to the outside and shift all the lanes to the outside to put the toll lanes in the middle.
- Mr. Bari: So they will build the lanes on the outside and shift the traffic over.
- Ms. Steeno: From the beginning I remember you weren't allowed to change general purpose into a toll lane so it's the auxiliary you're going to change into the toll lane.
- Mr. Saylor: All the lanes that are built for Devore will shift out, you'll still have those same lanes. The amount it is shifted out will allow for the express lanes to be in the middle.
- Ms. Steeno: Once the interchange is complete next year, will you have to touch that intersection again once you start building the toll lanes?
- Mr. Saylor: You will, because you'll have to build for the express lanes in each direction going through there.
- Ms. Steeno: So there will be new concrete?
- Mr. Saylor: There will be new concrete.
- Ms. Steeno: Is that true then south of the interchange?
- Mr. Meier: If you keep going south of Devore, there are sections of pavement not being used right now. Those have been put in place by the Caltrans pavement rehab project. But you'll notice at each structure that they are not connected. Those were needed for the lane shifts when they did that reconstruction project. We're going to be able to use them again for the express lane project.
- Ms. Steeno: Is the calculation of that cost not going to be factored into the 10/15 project? That's already tax dollars spent.
- Mr. Meier: Pavement had to be put down so you could keep those lanes in operation during the reconstruction. That's what the tax dollars went toward. Now, it is still existing pavement out there and we are able to reuse it as part of the express lane project so it does lower the cost of the express lane project.
- Ms. Steeno: We don't want the public to perceive that we are double dipping. So we used these tax dollars to put these lanes in certain sections of the I-15 corridor and now you're going to make us pay to use them?
- Ms. Noel: There are only segments of those concrete areas. The tolling project will stitch them together. If you didn't have it, the final project would be more expensive.
- Ms. Steeno said it's too bad the same methodology wasn't used with the interchange. We're building this beautiful interchange and then when this toll lane comes you'll do more construction.
- Mr. Saylor: The idea was to minimize any possible throw away cost. We would construct what we needed to build for the Devore Interchange Project but we coordinated the design to make sure we could come in later and not have to rebuild bridges. We can come in and add more lanes with minimal disruption.
- Mr. Meier: There's a gap there. Devore will finish in 2016, that segment of I-15 doesn't go into construction until 2026. There's a 10-year gap of no construction. The key on our end was minimizing throw away costs. They had to widen to accommodate lanes from the lane shift during the rehab project. If they could go two-feet wider with that and be ready for the express lane project, we probably would take advantage of that to minimize construction.
- Mr. Hunt: Are express lanes a done deal?
- Mr. Meier: It's a build or no build. It's not a done deal by any means.
- Steve: I went down to the Caltrans folks about the Devore project some months ago and asked why they didn't add more lanes. Why not five lanes across? Their answer was that

Federal governments only look at it in 20-year increments and they won't fund you past 20 years. Now I wonder if they knew there was a toll lane possibly and that's the real reason.

- Mr. Saylor: Right now the biggest chokepoint along the whole corridor is through the interchange. They scoped out a de-bottlenecking project through the Devore Interchange and that's effectively what we're building right now. We're not addressing for a 100-year horizon because even if we did widen out you're going to have a bottleneck on either side of the interchange. What we're doing now is just trying to de-bottleneck that area and also try to anticipate what future construction would potentially be there so we can design our structures and minimize or eliminate any future throw away.
- Mr. Hunt: As a motorist, I'm always perplexed by Caltrans because they never seem to build enough lanes. As soon as they open them, they are full.
- Mr. Saylor: In this case, we are spending \$324 million to de-bottleneck. To say we are going to build five or six lanes, the additional time, environmental studies and cost, there's trade offs. We have to determine through the environmental process the need and purpose of the project. In our case, it's a de-bottlenecking process to eliminate this chokepoint.
- Mr. Hunt says it's frustrating as a taxpayer. In 20 years they are going to come back and say they need to do more and the cost. At that point, the cost is going to be way higher than it is now. Wouldn't you be better off spending the money now? Getting it cheaper and getting it better?
- Mr. Meier: Funding is a big challenge right now. One of the things we emphasize with express lanes is that we are not just continually adding lanes. We're adding a lane and then managing that lane, so we're going to keep that lane flowing and make better use of it. The toll lane will also help supplement the funding so we can do more now and not have to come back on a piecemeal basis. It's a longer-term solution. It's a good point and it's one of the main reasons we are looking at that express lanes option.
- Mr. Bari: I applaud SANBAG on their initiative on these things. You are building right now what you started planning 20 years ago. Now they are planning again. That tells you someone is thinking through the process. Limitations are funding, we don't have the open checkbook. We have to create the finances to spend it. From that point of view, I think it's a good process and they are thinking ahead of lots of other communities in the area. They don't take more than 5-10 years. So this is a good thing.
- Ms. Steeno: Your typical traffic study takes how many years?
- Mr. Saylor: It should be a minimum 20 years beyond opening.
- Ms. Steeno: That's another thing that was brought up by the public. The funding is still confusing to them. Going back to the extra concrete, tax dollars go to pay for Measure I, gasoline tax, several different ways and I don't think the public understands clearly.
- Mr. Meier: I've talked to Carrie about that. Transportation agencies, ours included, need to do a better job explaining where the money comes from for transportation projects.
- Ms. Steeno: The general public doesn't understand that people have to fight for the money. They don't understand a bond, grant, or proposal or AB or SB. It's who puts on the biggest show and the public doesn't recognize that. Maybe clarification on where we get monies from, who we're sharing it with. Not all the tax dollars are going to SANBAG, some go to Caltrans, how some of the projects are together, that we all cooperate together.
- Ms. Gilbreth: It's something we need to discuss moving forward. What you're asking is a common question.
- Mr. Bari: I have a concern. From Devore to I-10 there are 8 bridges and there are gaps, all the area in between those is not being properly used. That was one thing I think someone should get more funding, I think it was ARRA money, to build the extension of those things.

- Mr. Meier confirmed the location Mr. Bari was referring to was the bridge gaps.
- Ms. Gilbreth introduced Mr. Grijalva.

3. EDUCATIONAL MATERIALS REVIEW AND INPUT

Ms. Gilbreth opened the material review item by addressing previous meetings, saying the team took their feedback as to what tools were and were not working for them. Team charge was to determine how best to define the project and what are the best tools to communicate the project to the public, including a one sheet and fully integrated website. Attendees were asked to give immediate reactions to draft project logos and summarize what resonates for them and what doesn't so when the group meets again in June the public outreach team can share finalized materials that can be taken to the public.

- Branding Concepts - Ms. Gilbreth opened the review with project logos, sharing that the project management team had held sessions to determine the theme and concepts they want to emphasize for the project. With this project potentially being the first of its kind in the region, the logo selection should consider how to best demonstrate how progressive San Bernardino County is, the region as a whole and select a brand that we can grow over time. The project team identified words, emotions and what this project means for people. The biggest issue is it's not about the statistics, it's about the emotional appeal. It's about saving time, getting us from Point A to Point B with the path of least resistance. Participants would review three different logos, names and color schemes, one at a time.
 - Logo review of option: FAST, black and white
 - Ms. Steeno: Busy overall. Shared concerns about the tagline, not sure we should be telling people to go FAST. Suggested putting the highway between the 'A' and the 'S.'
 - Ms. Noel: Prefers middle option. The left option, the A runs off because it's not closed at the top. One on the right is ominous; one in the middle is the friendliest. Agreed with Ms. Steeno regarding the tagline message to drivers. Has a hard time reading some of them because the A and S don't have tops. Shared that she likes how the tagline focuses on cooperation and collaboration but re-emphasized not liking the word fast.
 - Mr. Bari: Prefers the left one because it's the simplest. The others have signs like traffic controls.
 - Mr. Hunt: Does not have a preference for any options, dislikes all of them.
 - Mr. Grijalva: Says he asks himself what would be most appealing to him if he were half his age.
 - Logo review of option: FAST, color combinations
 - Ms. Noel and Ms. Steeno: Prefer blue and green
 - Ms. Steeno: Says she prefers the double-wide graphic instead of it peaking to a point.
 - Mr. Bari: Preferred top right option. Prefers black and gold, stating it's mostly men who are color blind and they like 'fast and clear.'
 - Ms. Gilbreth: States that blue and green are typical colors associated with government and transportation projects like air quality. The goal is to have contrasting colors so we have a product that can carry through if express lanes are the selected option.
 - Logo review of option: Inland Express, black and white
 - Ms. Steeno: Prefers center option with more contrasting.
 - Ms. Noel: Not warming up to any of them. Mentioned having a discussion that day regarding graffiti and fears someone will change the 'X' symbol in the

- middle to an anti-Semitic symbol.
- Mr. Hunt: Option on the right is cleaner.
- Mr. Bari: Prefers middle option.
- Ms. Noel: Asked what Inland Express is supposed to mean.
- Ms. Gilbreth: Shared Inland Express would give the team flexibility because this is going to be regional. It could represent the Inland Empire as a whole. It's a challenge putting San Bernardino County in the name because of the number of letters. This project represents a large inland region. The word Express ties to speed. Asked what people thought about the name Inland Express.
- Ms. Noel: I think it excludes the High Desert component. As a resident of the High Desert since 1965, I don't think of myself as a resident of the Inland Empire. I sort of realize I am. But I'm more of a resident of the Victor Valley or High Desert. Inland would not make me feel like I was being included or considered as a resident of this area.
- Mr. Bari: Aren't we proud of the High Desert or Mojave. We tell them "down the hill."
- Mr. Hunt: It's true. When I lived in Ontario, we always thought of ourselves as the Inland Empire down there. Up here, it's a little bit different.
- Ms. Noel suggested considering Desert Inland Express, Inland Desert Express or some other variation but that might be too wordy and Ms. Steeno suggested SB or SBC Express.
- Ms. Gilbreth addressed Inland vs. San Bernardino County in regards to name perception. San Bernardino is considered a stepchild to Los Angeles and Orange County, what's the best way to not overcome that but showcase the projects that distinguish ourselves above that. The solution to that is to find a redefinition of who you are. Press-Enterprise coins it Inland Southern California.
- Ms. Noel: If you use SBC or San Bernardino County, that reference goes all the way to the state line. It's not reflective of this particular project or the project area.
- Ms. Steeno says that now you're including everybody, which isn't a bad idea. She suggested looking at how other projects are advertised or branded. The only things that come to mind for her are FasTrack and tolls. As a motorist, I like signage to be accurate and reflective. If she's on a toll, hopefully it will all be connected, so we can manage lanes all the way through, it helps the motorist know where they are.
- Ms. Noel states that SB could also mean Santa Barbara County.
- Mr. Grijalva asked a question 'based on ignorance.' Is San Berdo considered a pejorative?
- Ms. Noel says yes and reiterates that some use San Berdo. as an abbreviation.
- Logo review option: Inland Express, color combinations
 - Mr. Bari: Prefers bottom right. Says he agrees with Ms. Noel and doesn't like any of them for the same reason. Cautions that too many graphics is not good for signage, making it hard to read.
 - Ms. Steeno: Prefers orange and black, suggested incorporating some of the freeway graphics from the FAST logo option.
 - Ms. Noel: Prefers lower left, blue. Regarding the diagonal IE, said it reminds

- her of the Enron scandal or a goalpost on its side.
 - Mr. Hunt: Prefers green, darker shade
- Logo review option: Inland Express, color combination, diagonal IE
 - Ms. Noel: Regarding the diagonal IE, said it reminds her of the Enron scandal, a goalpost on its side or a fork. Emphasizes that she doesn't prefer any of them. Suggested turning the 'X' into a highway somehow.
 - Mr. Bari: Says he agrees with Ms. Noel and doesn't like any of them due to the anti-Semitic potential they could have. Inland Express as itself is okay. Cautions that too many graphics is not good for signage, making it hard to read while you're driving.
 - Ms. Steeno: Says regarding the 'X', it should incorporate some of the freeway graphics from the FAST logo option. Says she's okay with Inland Express but says the graphic needs some help. Suggested moving the corner box off and use a highway symbol. Does not feel we need the letters and the logo together because it's too busy.
- Logo review option: OnTime, black and white
 - Mr. Hunt, Ms. Steeno and Ms. Noel like this option.
 - Ms. Steeno: I like the highway sign, very pretty.
 - Ms. Noel: Prefers the middle option as it leaves you less options for misinterpretation, than the fast logo did. If you're on time, the implication would be that the construction of the highway allows you to remain on time and the system and the cooperation of all the other travelers allows you to be on time without having to be unsafe. Sometimes you need to go slow, if it's raining or snowing or there's an accident. FAST sends a mixed message telling you to go slow and the sign is telling you to go fast. Compares it to what yellow means in a red, yellow, green light – it means go faster.
 - Mr. Hunt: Says every commuter can relate to this concept. Shares this option is not just a brand but an advertisement. People sitting in bumper to bumper traffic will see OnTime.
 - Ms. Gilbreth: Asks what people think about the TIME acronym.
 - Ms. Noel: Suggests a period to make it clear that it's a concept or precise statement.
- Logo review option: OnTime color combinations
 - Ms. Noel, Mr. Hunt and Ms. Steeno: Prefer blue and orange
 - Ms. Noel: Suggests staying away from the green, seems to be the green of the road signs so it will stand out more.
 - Mr. Bari: Prefers green and blue. Share concerns with how the word ON is a good verb but it doesn't match the tagline acronym below.
 - Ms. Noel and Mr. Hunt suggest placing 'ON' above the line with color.
 - Ms. Gilbreth collects papers.
- Brochure Concept
 - Ms. Gilbreth provided an overview saying the team heard at the last meeting that CAG members wanted simplified information. She handed out the brochure and emphasized that the team is at a point where they want everyone's opinion to count right now. What was passed out are draft mockups so she encouraged people not to look at the paper quality or the fold lines. The team reviewed the document before providing feedback.

- Ms. Gilbreth began the discussion regarding the theme: Be in the driver's seat, your minutes matter. Emphasized the concept of time being valuable and tangible. The idea behind the concept is to engage everyone by asking people what they would do with an extra 5, 10, 30 minutes a day. People can share photos and ideas of what they would do with their time. The goal is to engage the public on a broader spectrum on what time means to them and how we, as an organization and especially as we're here to serve the taxpayers, determine how can we best get people where they want to go.
- Mr. Bari: Liked the front cover, would like to add one word to say "Let's Go Express."
- Ms. Noel: Suggested adding logo to the front.
- Mr. Meier: The logo is not there because we have not selected the final alternative for any of these corridors yet. This is still an educational tool, there are still choices on I-10 in particular. Once we move forward with a preferred alternative, we could have the flexibility to add express to a tool like this.
- Ms. Gilbreth re-emphasized that although we have a locally preferred alternative, this piece is still an educational tool as we'll be soliciting public input as to what their thoughts are.
- Ms. Noel: Suggested we add a license plate to be accurate because it is legally required to have one.
- Ms. Meluski brought up the idea of a custom vanity plate and use of a vehicle emblem as the project logo.
- Ms. Noel agrees with something like 'I Heart Express' on the license plate. She likes Mr. Bari's idea of "Let's Go Express" and likes that the child was saying the quote, it sends a message to the younger demographic.
- Mr. Grijalva: I've been in the business 25 years and this is the nicest brochure I've ever seen. There's two reasons. One is that it doesn't say the word 'toll.' Toll is a negative word and I'm in the business. I wish we could get rid of that. The other thing is, travel time is important to everybody. I like this because you are in control. If you take this, your directing your own destiny as opposed to a toll where you're a victim. Your minutes matter is a homerun.
- Mr. Bari: When you are briefing people, you are already gone for toll lanes, AB 914 by the tolling authority. What gives you the authority to go for that even though it's not the preferred alternative?
- Ms. Noel responded: You just get the authority. As an agency, they are asking the legislature to give authority to do the tolling but then the tolling would have to be voted on by the board of directors to say the limits. The authority would lie with the agency and their board of directors.
- Mr. Bari: You are already predetermined. If you have the authority, you're going to put a toll on this lane.
- Ms. Noel and Mr. Meier disagreed.
- Mr. Meier: The board selected express lanes as Locally Preferred Alternative back in July. It is their preference; Caltrans still needs to bless it.
- Mr. Bari: In the back of your mind, you're going to put a toll on us.
- Ms. Noel: If you look at emergency authorities that are allocated to different officials, it would freak you out. If you realize those are only used under certain circumstances, that's the same thing here. If you give them tolling authority, there is still a mechanism that is going to be required to go through

to enact that tolling authority. As a public works director, I'm sure you have certain authorities in the case of an emergency.

- Mr. Bari: This is not an emergency we are talking about, we're talking about public sentiment. They are going to put the toll anyway, they have the authority.
- Mr. Hunt agreed with Mr. Bari and says that the average taxpayer will think that way.
- Ms. Steeno: Remember, we only have that option on I-15. It's that or nothing.
- Holly: Asking for the tolling authority in advance of the actual decision is appropriate. The other way around would not make a lot of sense logistically.
- Ms. Gilbreth moves the review to Why Express Lanes portion of handout.
- Ms. Noel: Does a lot but try to add something without getting too wordy, is something about safety.
- Mr. Meier: That is one of the reasons people choose express lanes even in off-peak hours, saying there is less weaving.
- Ms. Noel: Add the word reliable, safer travel times.
- Mr. Bari: Lower emissions, use the more common words like "less smog" since that resonates with people. Technical words are emissions but smog is the common word.
- Ms. Noel: Or use better air.
- Sophie: We are all so familiar with this project because we've been on the committee for a while. If the purpose of this is to get input, you should put that somewhere in the timeline or stay connected. We'd like to hear from you, stay connected.
- Ms. Gilbreth: Suggested changing timeline title sense that's where the public input is located.
- Ms. Noel: On the Orange panel, the local control of revenues, say money stays local. Revenue is a big word is you are trying for third grade. Change the word revenue. Under shorter travel times, flip the sentence. Your travel time on the same freeway will be shorter even if you don't use Express Lanes.
- Mr. Bari: I think you have two symbols for time. Shorter travel time and reliable travel time. Too much "times". Instead of shorter travel time, use some wording in the sense that it's better for everybody.
- Mr. Meier: Shorter trips.
- Ms. Steeno: Smart alternative. You don't mention manage traffic and that's really the purpose of the lanes.
- Mr. Bari: Relieve traffic congestion.
- Ms. Noel: Trying to say two things. Once the lanes are there, everyone's travel time will be shorter. Second, we all know that one day it will take you an hour and the next day it will take you two hours to travel. More often, you will know you will be there within a set time.
- Ms. Steeno: Do you really want to say you can do that though? That's risky. Sometimes you'll see the toll lane is backed up just as bad as the general purpose.
- Mr. Meier: Not in dynamically priced express lanes like this. You might see that in LA because they get over their capacity and they have to shut it down to single occupancy there and they are still over capacity with the 2+. With this being a 3+ facility and dynamically priced, unless there is an accident, it should

- be moving reliably.
- Ms. Steeno: Has there been discussion about dedicated toll lane up through Devore without exits?
 - Mr. Meier responded: Right now, the plan is to extend Express Lanes through the Cajon Past to US-395 by 2030. There will be ingress/egress points to serve local communities, similar to the I-10 Corridor Project.
 - Mr. Bari: Remember, we are still High Desert, we are not part of the Inland Empire. We will be considered after 2030.
 - Mr. Meier: We've talked about that, that I-15 traffic volumes are driven by the expected growth in the High Desert region in the coming decades. Presently, the demand isn't there every day on I-15 in the Cajon Pass, although it may feel like it during the current construction and certainly on the weekends. However, the High Desert region is anticipated to be one of the fastest growing areas in the state. The western and southern portions of I-10 and I-15 are congested every day. We are planning to construct where the demand is greatest now and working out from there.
 - Ms. Gilbreth moves review process to the inside of the brochure and asks if the words resonate. Today, the average person will spend an extra 100 hours a year in traffic congestion in San Bernardino County. Saving time improves our lives.
 - Ms. Noel: Get rid of the word congestion. Use traffic. The icon for family is stressing me out and isn't sure how it says family.
 - Ms. Gilbreth explains the graphics support the burden of those things and Ms. Noel responds saying that it's not effective if you have to explain it. As a result, Ms. Gilbreth suggests switching it to a positive for each of those.
 - Ms. Steeno suggested jogging for health. Ms. Noel suggested parents with a kid holding a baseball mitt, or a young ballerina for family. Shopping for economy. Somewhere in here you need to include the desert on the map. Add Hesperia, and other areas to maps. Says the house image is hard to understand.
 - Ms. Steeno: Suggested YouTube 360 aerial videos.
 - Ms. Noel: Where you have the word alternatives, I'm not sure if you are telling me or asking me if they are the alternatives.
 - Ms. Gilbreth suggested we use 'your options.'
 - Mr. Meier suggested 'project options.'
 - Mr. Grijalva says this brochure is about express lanes, alternatives are a different topic. Why not just get rid of it?
 - The group disagreed saying the options are what they are going to choose. Ms. Gilbreth says the brochure shows all options. The reason the brochure educates on express lanes is because it's a brand new concept to people in the county. They are already familiar with carpool lanes.
 - Ms. Noel: Use project options or your options.
 - Mr. Bari: Suggested we leave 'alternatives' because it's a technical term.
 - Ms. Gilbreth: Meet in the middle - Your options, Project alternatives. Starts conditioning people to understand what that means. Like 'no build.' People don't understand no build. People are more familiar with toll than express.
 - Ms. Noel: On the map, change alternatives to options. Also thinking there should be a date for the no build because improvements have been made

- since this project started.
- Ms. Steeno: Change no build to no major freeway improvements.
- Ms. Gilbreth: No project improvements.
- Ms. Noel: You have to finish the current projects, you can't just stop them.
- Ms. Gilbreth: We'll play with the wording – no project improvements for OnTime project, for example.
- Ms. Noel suggested we say in alternatives for High occupancy vehicles lanes for I-10 only.
- Mr. Grijalva asks what is the answer for that – the money coming from the toll lanes would pay for the project?
- Mr. Meier: There is only enough traditional funding available to construct the HOV alternative on I-10. It's just one lane in each direction and its only 25 miles so it's significantly smaller than express lanes alternative. There is no funding to carry an HOV on I-15.
- Ms. Noel brings up whether or not there are physical constraints to do express lanes on I-15, she thought there was some land locking situation.
- Mr. Meier says that's not the case.
- Mr. Bari: Is the 100 hours San Bernardino County-wide? Calculated for the county?
- Ms. Gilbreth: Yes, that is an average, calculated for the county.
- Mr. Bari: If we are talking about today, everybody spends an extra, to make it grammatically right.
- Ms. Gilbreth: How do we feel about the color scheme? Would you feel good about handing this out?
- Ms. Noel and Ms. Steeno: Yes, with our input.
- Ms. Noel said something has to be done on the timeline regarding the big words - alternatives, analyze environmental impacts. She was confused initially by the speech bubbles on the timeline graphic.
- Mr. Hunt suggests staying consistent with all lower case titles.
- Ms. Steeno suggests adding High Desert cities and put the San Bernardino and Riverside county lines on the map.
- Ms. Noel confirmed stay connected information is tentative.
- Mr. Bari: Add – We want your feedback – to the stay connected section
- Ms. Gilbreth collected the brochure from attendees.
- Website Draft
 - Ms. Gilbreth introduced the website saying that the theme will carry over. She emphasizes it's not a full website but the discussion will address the form, communication and structure of the site. She highlights that this site is not a simple click-through site. About 70 percent of people access websites on a mobile device. The homepage is a simple welcome page where users can do one of three things – Click on one of the two project pages or scroll down to the video. The 30 and 60-second videos will take 3-6 months to create. Further scrolls take visitors to the project overview. Ms. Gilbreth highlighted the map is a placeholder that shows layers of project information – projects under construction with details, our project area and CAG member overlay. Ms. Gilbreth shows a sample project page and discusses the CAG member portal that they can access.
 - Ms. Noel confirms CAG members cannot change the design of the site.

- Ms. Steeno liked the site with the car logo.
- Ms. Noel said she liked it if we make the changes discussed.
- Mr. Bari said that for a PowerPoint, it's a good flow but the homepage needs a project title. Also says the first page is where if someone wants to see something quickly. I'm a member and understand that, as someone else, it's hard to understand.
- Ms. Noel suggest adding 'welcome to the [project].'
- Ms. Steeno: Add a 'feedback' button on the first page when and where we want to solicit it.
- Ms. Noel confirmed social media sharing tools at the top of the page and asks if a chat feature will be available. Mr. Bari responds suggesting we do not add a chat feature. We aren't selling anything.
- Ms. Gilbreth said we can consider adding the chat option when we are soliciting public feedback.
- Mr. Grijalva suggested striking the first two lines on the homepage, start with We know your time, etc. because screens are small, shorten it up.
- Mr. Hunt says he thinks it's smart to do the scroll down, that's where everyone is.
- Ms. Noel supported his thought saying we only have eight seconds to hold attention.

4. Recommendations of New CAG Members

Ms. Gilbreth shared the online Google Map with members and stated we are looking for new members who will have an orientation prior to the next meeting. Ms. Noel asked if people can contact them from the map and the project team responded saying names and contact information would not be made public. The timeframe for new members is identify and reach out in April with bootcamp in May and June to get them caught up to speed on past meetings. Ms. Steeno suggested Tom Thornton could be a candidate. Ms. Gilbreth said she'll send members a link to the map and send any recommendations by the first week of April. The next round of CAG meetings will be in June where members will go over the final documents. We'll also have meetings in September as we get closer to the DED public comment. The meeting ended with Ms. Noel saying the team has done great work in a short amount of time.

Collateral Materials Distributed

- Meeting Agenda
- Logo Options (collected after discussion)
- Brochure Handout (collected after discussion)

Contact Your New Public Outreach Team

Lead Contact: Carrie Gilbreth

Company Name: Westbound Communications

Phone: (909) 384-8188

Email: cgilbreth@westboundcommunications.com

Team Email: info@1015projects.com

BRANDING

- #1 • BUSY
- MIDDLE BEST FRIENDLIEST
- ✓ LEFT RUNS OFF
- RIGHT DOMINANT
- TAGLINE & ACRONYM HAS NEGATIVE SAFETY CONNOTATIONS
- COULD HAVE GOOD COLLABORATION CONNOTATION

- *** BLUE & GREEN COMBO
- ★ BLACK & YELLOW

- #2 • CENTER OPTION BEST OF 3
- SYMBOL IN THE MIDDLE ENDS ITSELF TO BE GRAFFITI INTO SWASTIKA

- "INLAND" EXCLUDES HIGH DESERT COMMUNITY
- INLAND/DESERT
- SB
- *** ORANGE/GREEN
- ★ BLUE/YELLOW

- LOGO IN SQUARE LOOKS LIKE ENRON
- LOGO IN SQUARE PROBLEMATIC
- LETTERS + LOGO TOO BUSY

BROCHURE

- ① EXPRESS
- LET'S GO!
- ALTERNATIVES TOO COMPLICATED VS "OPTIONS"
- NO BUILD DESK "TODAY" ... ? WHAT DOES THAT MEAN
- CONSISTENCY W/ CAPITALS / LOWERCASE
- JUST ABOUT EXPRESS IN
- COLOR SCHEME GOOD
- LOGO NOT INCLUDED BECAUSE NO PA. HAS BEEN SELECTED
- NOT INCLUDING TOLL = GOOD
- VANITY PLATE FOR FRONT
- ADD SOMETHING ABOUT SAFETY - "RELIABLE" "SAFER"
- "SMOG" MORE COMMON THAN "EMISSIONS" - "BETTER AIR"
- "LOCAL CONTROL OF REVENUE" = USE "MONEY" INSTEAD
- ADD INFO FOR PUBLIC INPUT "WE WANNA HEAR FROM YOU"
- "YOUR TRAVEL TIME" TO START SENTENCE ON ORANGE PANEL (WHIT FONT)
- "SHORTER TRAVEL" & "RELIABLE TIME" REPETITIVE - DIFF. PURPOSE, SO MAYBE CLARIFY
- REMOVE WORD "CONGESTION"
- FAMILY ICON TROUBLESOME - FAMILY PLS - HEALTH BOGGING - ECONOMY CAN BE SHOPPING
- ADD COMMUNITY LOGOS
- HOUSE PHOTOS TOO HARD TO SEE

WEBSITE

- LIKE CAR LOGO
- SCROLL = GOOD FLOW FOR BRIEFING
- ADD PROJECT TITLE OR WELCOME TO PROJECT
- ADD SEARCH FUNCTION
- ADD FEEDBACK AREA / FUNCTION
- ADD SOCIAL SHARE TO TOP
- STRIKE LINE 1, MAKE IT SAY "YOUR" INSTEAD OF "OUR"
- CAN AN EMAIL GO OUT WHEN CHANGES ARE MADE TO WEBSITE?

MEMBERSHIP

- (+) SCHOOL & COMMUNITY REPRESENTATION
- LOGISTICS CENTER
- ADELANTO REPRESENTATION
- CHP / PUBLIC SAFETY

FOLLOW UP

- EMAIL MAP TO BRAINSTORM REPS. SUBMIT IDEAS BY APRIL

QUESTIONS:

▶ IS CURRENT CONCRETE BEING INSTALLED FOR THE TOLLS ALREADY?

■ DEVORE PROJECT IS WHATS BEING CONSTRUCTED NOW BUT COORDINATED W/ FUTURE PROJECTS

■ PAVEMENT S. OF THE INTERCHANGE PART OF PREVIOUS PAVEMENT REHAB. THOSE WILL BE USED / INCORPORATED

■ GOAL TO LIMIT THROW AWAY COSTS

■ SANBAG THINKING AHEAD

■ PUBLIC NEEDS EXPLANATION OF HOW FUNDING WORKS

▶ WHY NOT ADD MORE GP LANES?

■ DEVORE PROJECT INTENDED TO DE-BOTTLENECK

■ FUNDING CHALLENGES, TIME/ ENVIRO TRADEOFFS