

CAG Meeting Minutes

Subject: East Valley Community Advisory Group (EV CAG) Meeting #8
I-10 and I-15 Corridor Projects, County of San Bernardino

Date: March 18, 2015 at 6 p.m.

Location: Gonzales Center, Colton, CA

Participants: 8 CAG members were in attendance

EV CAG Members in Attendance	Organization
Mark Adelson	CA Environmental Protection Agency, State Water Resources Control Board
Hamid A. Azhand	California State University San Bernardino
Gary Grossich	Nickelodeon Pizza
Richard Haller	Santa Ana Watershed Project Authority
Valerie Henry	Devore Rural Protection Association
Richard Prieto	City of Colton, Planning Commission
Eloise Gomez Reyes	Law Offices of Eloise Gomez Reyes
Frank Reyes	Arrowhead Regional Medical Center (ARMC) Foundation
Christine Roque	Redlands Good Neighbor Coalition
EV CAG Members Not in Attendance	Organization
Carl Dameron	Dameron Communications
Robert Baker	Hill International Contracts
Carole Beswick	Inland Action Inc.
Nick DePasquale	Fairview Ford
Pamela Emenger	Yucaipa Valley Chamber of Commerce
Dr. Dan Harris	AARP
Gloria Macias Harrison	San Bernardino Community College District (SBCCD)
Valerie Henry	Devore Rural Protection Association
Edward Martinez	Martinez Marketing & Management
Judi Penman	San Bernardino Area Chamber of Commerce
Cynthia L. Ramirez	City of Colton - Planning Commission
William Siegl	California Highway Patrol/ Inland Division
Rich Stewart	California Highway Patrol Inland Division
Maureen Snelgrove	San Bernardino County, Parks Department
Mark Stanson	Redlands Public Commission
Colin Strange	San Bernardino Area Chamber of Commerce - Economic Development and Business Resources
Jeffrey Veik	CAL FIRE, Mountain Division
San Bernardino Associated Governments (SANBAG) and Consultants	
Garry Cohoe	Director of Project Delivery – SANBAG

Carrie Gilbreth	Public Outreach – Westbound Communications
Eileen Hards	Public Outreach – Westbound Communications
Andy Pendoley	Public Outreach – MIG
Chad Costello	I-10 Corridor Project Manager - SANBAG
Members of the Public	
Bobbi Johnson	
Tressy Capps	Fontana

TOPICS DISCUSSED

1. WELCOME AND SANBAG INTRODUCTIONS

Carrie Gilbreth, Public Outreach Team Member from Westbound Communications, greeted and thanked the CAG members for their time, participation and attendance. The SANBAG team introduced themselves including:

- Garry Cohoe, SANBAG Director of Project Delivery
- Chad Costello, I-10 Corridor Project Manager

Ms. Gilbreth stated the meeting would be audio recorded with wall notes and minutes being distributed post meeting. A member of the public, Tressy Capps, announced she would be videotaping the presentation as it was a public meeting. With objections from two CAG members and questions regarding whether or not the CAG meeting adhered to the Brown Act, SANBAG stated they would solicit consultation from their legal department and would reach out to Ms. Capps the following day with clarification for future meeting videography.* Ms. Gilbreth continued with the welcome, gave an overview of the current project status and how the last meeting ended. She then explained that this meeting would be similar to a focus group in that the CAG members would be giving feedback on communication tools that would be used to educate the public about the I-10/I-15 project.

2. CAG MEMBER INTRODUCTIONS

CAG members provided a brief introduction on who they are and their experience.

- **Richard Haller** – Represented the planning commission with the City of Colton for the past 30 years. He donates his time to the city.
- **Gary Grossich** – Business owner in Colton. Appointed by the mayor of Colton and also represents the community of Bloomington on the municipal advisory council.
- **Hamid Azhand** – Director of capital planning, design and construction at California State University, San Bernardino. He has been with the campus for 25 years.
- **Mark Adelson** - CA Environmental Protection Agency, State Water Resources Control Board
- **Richard Prieto** - City of Colton, Planning Commission
- **Eloise Gomez Reyes** - Law Offices of Eloise Gomez Reyes
- **Frank Reyes** - Arrowhead Regional Medical Center (ARMC)
- **Christine Roque** – Good Neighbor Coalition

**Members of the public do have an opportunity to video tape the meetings as desired. In this case, Ms. Capps was invited back to the next day's West Valley CAG meeting to participate fully in the meeting.*

3. PROJECT UPDATE

Mr. Cohoe provided details of recent action items for the I-10 and I-15 Corridor Projects.

- SANBAG introduced AB 914 in February, which would grant SANBAG tolling authority on the I-10 and I-15 corridors.
- Since the November CAG meeting, SANBAG has 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.
- The screen check Draft Environmental Document was submitted to Caltrans in February, and the full draft will be submitted to Caltrans in April.
- The DED is expected to be circulated to the public in November 2015, with selection of the preferred alternative for the project in April 2016.

4. EDUCATIONAL MATERIALS REVIEW AND INPUT

Ms. Gilbreth summarized what messaging the collateral materials should achieve. Encouraged the CAG to give honest feedback and “gut reactions” about what they see and feel regarding the materials. Ms. Gilbreth explained they are looking for simple and effective means of communication. What are the best tools to give someone? A simple one sheet, brochure or website – like an elevator speech. Based on the evening’s feedback, another draft of the materials will be presented at the June meeting so materials can be finalized and taken to the public.

5. BRANDING AND LOGOS

Sheets of paper with logo drafts were given to each person in the meeting and placed upside down on the table. Ms. Gilbreth transitioned into the first section of the meeting that focused on the branding and logos for the project. She explained this branding is the first of its kind in the region and this project should best demonstrate how progressive SB County is and that the brand should be able to grow over time. After doing research the team found the biggest message is not about the stats, but about the emotional appeal. It’s about saving time and getting motorists from Point A to Point B. Ms. Gilbreth explained she would show three different logos, three different names and different color schemes for each. She asked that they review them together one at a time and reiterated that their first impressions were most important.

- LOGO 1: FAST (NO COLOR)
 - Ms. Roque: The name does not appeal.
 - Mr. Adelson: The word portrays speed. The tagline sounds like jargon, like a software company. There is nothing in the tagline that speaks to transportation and there is nothing in the logo that speaks to transportation either. If you didn’t know what it was, it would not resonate.
 - Mr. Reyes: The word makes me think it will cost money. Sounds like it is corporate related.
 - Mr. Azhand: To me Fast means teamwork. The roadway image is more obvious in the middle one. The last one has more contrast but the tagline is too small.
 - Mr. Prieto: Initially I think of moving you forward. It seems to relate more to fast train and rapid transit projects instead of freeways. The tagline might be something like “helping you move.”
 - Mr. Grossich: First asked Ms. Gilbreth about what it is trying to say and Ms. Gilbreth explained that it was to meld the two freeway projects into one message and serve as a logo to be used on website and front of collateral materials. Mr. Grossich suggested maybe the logo contain a shield instead of a road that looks like a freeway.
 - Initial Votes: 4 votes for the second one, 2 votes for none.

- LOGO 2: FAST (COLOR)
 - Mr. Prieto: Liked the blue sky with green grass because it represented growth. Concerned the black one might be something gangs would adapt or associate with.
 - Ms. Capps: Asked if the logo was specifically for the toll lane. Explained the green one looks like we would be take your money. Also expressed the logo looks like it says east instead of fast. The color orange in one of the logos reminded her of ISIS.
 - Mr. Adelson: Liked the blue version.
 - Mr. Reyes: Liked the green version.
 - Ms. Reyes: Liked the logos containing blue and greens and agreed with Ms. Capps that the logo looks like it says east.
 - Ms. Roque: Liked the blue and green version.
 - Mr. Azhand: Liked the blue version because he feels it matches all other highway signs that are commonly seen.
 - Mr. Haller: Liked the blue and green version.
 - Mr. Grossich: Expressed the blue would be better if the colors black or green were reflected on the road that is pictured in the logo.
 - Ms. Gilbreth: Explained contrast is often better and that the blue and orange are good contrasts.
 - Mr. Grossich: Agreed with Ms. Gilbreth that a royal blue might be better.

- LOGO 3: IE EXPRESS (NO COLOR)
 - Mr. Adelson: Initial reaction is that it sounds like a trucking company.
 - Ms. Roque: Liked that the logo references the Inland Empire.
 - Mr. Prieto: Names sounds like it is a Fastrak train or express lane. I also agree that it sounds like a trucking company.
 - Mr. Azhand: Since freeways are used by everyone the name should not be IE specific because not all drivers will know what IE means.
 - Mr. Prieto: The problem of knowing what IE means might be solved in if there was a sign that said “welcome to the inland empire.”
 - Ms. Gilbreth: Explained that California does not label signs associated with regions. The name was changed because San Bernardino County is a hard name to condense. Sometimes our region is looked down on compared to LA but projects like these allow us to move forward as a region. The word “Inland” pushed progression and the word “Express” comes from fast. Research shows the most important factor in transportation is time and how to get from Point A to Point B in the least amount of time.
 - Mr. Prieto: IE has a gang and it could be associated with them. Where does the IE start and what part of the region does it encompass?
 - Ms. Gilbreth: Typically San Bernardino and Riverside counties.
 - Mr. Prieto: Doesn’t want a group to start pushing themselves with the name of the freeway.
 - Mr. Azhand: Suggested including all three words “inland empire expressway”
 - Ms. Gilbreth: The name should surround investing to move the region forward.
 - Mr. Azhand: Suggested again to complete the entire name so everyone knows what the area represents.
 - Mr. Adelson: Agreed with Hamid. Expressed his frustration that all lanes are named differently. He understands there is a reason, but it confuses the public. He would like

- to see all lanes have the same name at some point.
 - Mr. Cohoe: The purpose of this logo and name is more focused on the project of changing the current freeways and construction surrounding the change. Not necessarily the final name of the lanes.
 - Mr. Adelson: Explained it is important to know that this is different from the other projects going on in the region and the final product of this process needs to be represented seamlessly.
 - Mr. Cohoe: We do work with other organizations to coordinate between projects.
 - Mr. Azhand: Both projects are in SB and Riverside counties and both in the Inland Empire.
 - Mr. Cohoe: Explained branding will be consistent as far as signage and the information given to motorists will be all the same.
 - Ms. Reyes: Suggested IE express because it gives the idea that IE stand for “Inland Express” as opposed to “Inland Empire.”
 - Mr. Haller: Agreed with Eloise and likes the name it better because it is simpler and easy to remember. Feels the graphic is not exciting and looks too generic.
 - Ms. Roque: “Express” gives the idea that it is an expressway. We don’t want to influence people with no build, HOV and Express.
 - Mr. Cohoe: Issue was discussed and on the I-15 there is only one alternative. There is no money to build more lanes that are not going to generate revenue. I-10 is a locally preferred alternative. HOV lane can be looked at as an express lane as pushing people through and getting faster travel time.
 - Ms. Roque: Sounded too definitive.
 - Ms. Capps: Questioned if the cross in the middle of IE represents something.
- LOGO 3: IE EXPRESS (NO COLOR)
 - Mr. Grossich: Blue and Gray version.
 - Ms. Capps: Expressed she does not like the cross. Likes the green version.
 - Mr. Adelson: Blue and Gray version.
 - Mr. Reyes: Likes the green version.
 - Ms. Reyes: Likes the goldenrod and black version.
 - Ms. Roque: Blue and Gray version.
 - Mr. Azhand: Blue and Gray version.
 - Mr. Haller: Blue and Gray version.
 - Ms. Reyes: Agrees with Tracy about the cross being distracting.
- LOGO 5: IE EXPRESS (DIAGONOL)
 - Everyone agreed it could resemble a swastika and was very distracting.
- LOGO 6: OnTime (NO COLOR):
 - Ms. Roque: Liked better than fast.
 - Mr. Adelson: Liked the second version because the words are clearer and easier to read. Suggested larger font overall.
 - Ms. Reyes: Would like to just look at on time.
 - Mr. Haller: Liked the left one because of its symmetry. He expressed OnTime has more meaning relative to the project.
 - Mr. Prieto: OnTime means no delays but believe motorists will be upset if they are not there on time. Need to make additional traffic flow changes if they are going to use

this messaging.

- Ms. Gilbreth: Interjected that at last night's meeting, OnTime resonated more than fast because fast had a bigger connotation to speed. This is another example of how different words mean different things to different people.
 - Ms. Roque: Expressed tagline is long and wordy.
 - Mr. Adelson: 'OnTime' is more meaningful than fining advanced solutions and is more informative.
 - Ms. Reyes: Agreed with Mark Adelson
 - Votes: 3 votes for "A" and 6 votes for "B"
 - Mr. Grossich: Asked if there was anything meaningful about bold and not bold words?
 - Ms. Gilbreth: Replied no. It was just used for balance
- LOGO 7: OnTime (COLOR):
 - Mr. Haller: Liked blue and green version.
 - Mr. Adelson: Liked blue and green version.
 - Mr. Azhand: Liked black and teal version.
 - Ms. Roque: Liked black and teal version.
 - Ms. Reyes: Likesdblack and teal version.
 - Mr. Reyes: Liked green version.
 - Ms. Capps: Likesdgreen logo with all black words.
 - Mr. Haller: Liked blue version.
 - Mr. Grossich: Liked blue version.

6. BROCHURE

Ms. Gilbreth passed out brochures to each member of the meeting. She noted that the projects have two sets of materials and they need to combine them for better understanding. She reminded the meeting members of the research showing that saving time is the most important part of commuting so the campaign circled around putting members of the community in the driver's seat and asking them their opinions and perspectives concerning the project. It is meant to be an educational campaign to weigh in and take an active role in decision making and bettering freeways. Part of the campaign would also include asking the public what would they do with those minutes they would save commuting.

- Discussion concerning the wording and graphics of the brochure:
 - Mr. Grossich: Overall liked it. Feels that there are too many commas that are not needed but liked how the important parts are highlighted.
 - Mr. Haller: Asked if the brand would be added to brochure?
 - Ms. Gilbreth: Said there were some suggestions to put the logo on the car or on the license plate as a vanity plate.
 - Ms. Reyes: Asked if using no capital letters was part of the brand. Some phrases were capitalized and some were not.
 - Ms. Capps: Questioned the symbols of IV bags and why there were two.
 - Ms. Gilbreth: Noted that graphics were selected in terms of weight and quality of life. Would like to encourage people to switch to what better traffic can give you. Create a positive vs. negative.
 - Mr. Prieto: Expressed concerns with guy pushing shopping cart.
 - Ms. Roque: Felt pushing shopping carts is associated with homeless people.
 - Mr. Reyes: Suggested someone running might be a better graphic.
 - Ms. Capps: Expressed concerned over man holding money and that it seemed like he had too much money to hold onto. Also thought the economy one was weird and the

- shapes of the bubbles were weird.
 - Ms. Reyes: Noticed that alternative has questions marks and feels all the commas are not necessary.
 - Mr. Haller: Expressed the size seemed odd.
 - Ms. Gilbreth: Explained that the size was because it is a draft and it was trimmed.
 - Mr. Haller: Felt website address is important and needs to be bigger.
 - Ms. Roque: Would like to see more diverse images for age, ethnicity, and socioeconomic status.
 - Mr. Adelson: Agreed with Christine regarding diversity.
 - Mr. Grossich: Expressed confusion by the picture of a bunch of houses, suggested possibly a crowd at a stadium instead.
 - Mr. Adelson: Suggested a picture of people standing in line to replace photo of houses.
- Discussion concerning wording of the project and how simplified the text should be to still convey the message to the public:
 - Mr. Azhand: The second point under Alternatives does not indicate whether it is free or toll.
 - Ms. Capps: Asked about why it is discounted.
 - Mr. Cohoe: Explained the team is looking at the possibility of charging HOV 3+ vehicles at a reduced rate (instead of free) during heavy peak times, e.g. weekend Las Vegas traffic or during Holidays.
 - Mr. Haller: Said it needs to be noted that two express lanes and one HOV lane is a key point and difference.
 - Mr. Cohoe: Said some more detailed points will be made in the fact sheet that will be handed out along with the brochure.
 - Ricard Haller: Said the brochure copy implies that the express and HOV lanes are equivalent and that is not true.
 - Mr. Grossich: Copy infers that there will be multiple lanes in each direction.
 - Mr. Cohoe: Suggested the change “Two lanes, HOV one lane.”
 - Mr. Pedoley: Suggested considered using a graphic solution.
 - Mr. Prieto: Asked if lanes are being taken away? Alternatives section is not clear on the options for change and the options if it stays the same.
 - Ms. Gilbreth: Asked how everyone thought the public would respond to verbiage like “no build.”
 - Ms. Reyes: Suggested “no action” instead of “no build.”
 - Ms. Roque: Explained the EIR and DEIR always use no build verbiage.
 - Majority agreed that “no build” has to be there.
 - Mr. Adelson: Expressed that no build symbolizes that there is a choice.
 - Mr. Prieto: Noted that once you finish a project it is already obsolete.
 - Mr. Reyes: Questioned who decides how fast projects move when it comes to the off ramp. Pepper is starting construction at end of year and will take a year to 18 mos.
 - Mr. Grossich: Explained Rialto came to the table with money.
 - Ms. Reyes: Asked who was going to see the materials.
 - Ms. Gilbreth: Explained the materials are an education tool for members of the community. The brochure will be the first piece that gives them an overview, role they can play in the decision and next steps.
- Discussion regarding “Alternatives” section of brochure:
 - Mr. Azhand: Expressed that the alternatives section is very important and needs to be creative and concise.

- Mr. Prieto: Said people will see numbers and think we need to get it done. Believes we need to use impactful numbers and include what we predict the population to be. We are growing so we have to grow and make changes.
- Ms. Reyes: Explained the brochure should be clearer. Suggested moving what the project is up further so they know exactly what it is for.
- Mr. Prieto: Suggested a title like “We need your input on improving I-10 to I-15.”
- Ms. Capps: Noted that the words corridor and freeway should be kept consistent.
- Ms. Gilbreth: Reiterated that we need to look at words that resonate with people.
- Mr. Azhand: Suggested the use of a few words to understand what we are talking about.
- Ms. Gilbreth: Reminded the group a lot of people still don’t understand what HOV means.
- Mr. Cohoe: Suggested simplifying language and removing some of the words.
- Discussion about how factual the statistics are regarding money and time:
 - Ms. Capps: Asked if the lanes were dependent on payment?
 - Mr. Cohoe: Explained yes, the new lanes could not be constructed without the funding source provided by toll revenue.
 - Mr. Azhand: Explained that there would be two express lanes, two or more passengers are free but people can use it and pay which would free up other lanes. This would dump traffic to express lanes and regular lanes become faster.
 - Mr. Cohoe: Reminded the group that this is not a theory, it has been proven through studies.
 - Ms. Reyes: Asked if we could use reliable travel times if we cannot guarantee that. False advertising?
 - Mr. Cohoe: Explained that as demand increases, the toll goes up and a reliable trip time is maintained, even during peak hour flows.
 - Ms. Reyes: Explained she doesn’t like the promises.
 - Mr. Cohoe: Explained that the rates will be on signs and once you are in the system your rates are guaranteed while you are traveling in the corridor.
- Discussion regarding what the word “economy” means or says to people of the public:
 - Mr. Cohoe: What does economy mean?
 - Mr. Reyes: Money.
 - Ms. Reyes: Not a good word.
 - Ms. Roque: Felt it expresses less use of the freeways so they will last longer. Money would be better than economy.
 - Mr. Cohoe: what about jobs?
 - Mr. Adelson: Suggested inserting another graphic.
 - Ms. Roque: Suggested “saving times jobs economy.”
 - Mr. Azhand: “Saving”
 - Ms. Roque: Explained saving time is an improvement.
 - Ms. Gilbreth: Jobs is key.
 - Mr. Azhand: Saving time = saving money.

7. WEBSITE

Ms. Gilbreth previewed the mock website on the projected screen and gave an overview of how the website would look and function. Explained that it is mobile friendly and featured a one scroll usage so users could simply scroll down the site for information. The website included a welcome page and a portal for CAG members where material can be downloaded and shared directly from site. The verbiage from brochure will

compliment the website but the website will include all necessary information for both projects. The website will also include a video of what the project is, creating a visual brochure to help understand the project better.

- Mr. Azhand: Indicated most people ask about the timeline and processes and why it takes so long.
- Ms. Gilbreth: Explained the video will highlight processes and timeline. Video can be more than a story, introduce renderings, drawings and communicate what stage the project is in. It can create momentum and energy around the project.
- Mr. Azhand: Explained when talking to University, tries to explain the process and how the start time affects the timing of the project.
- Ms. Gilbreth: Showed the group the project map and how it will be an overlay to show the project area as well as other projects that are currently under construction. Users can immediately find out what the project is, who to call for a helpline, and any other pertinent project information. The goal is to share info of different projects and become a portal for all projects. There will also be real life traffic conditions and will not be a stagnant map.
- Mr. Pendoley: Indicated users can click on layers they want to see and it will look like or be a google map.
- Mr. Haller: Thought this would generate excitement and get people to the website.
- Ms. Gilbreth: Explained the website will have analytics to see where people are going and what is important to them. This will help identify what needs to be done regarding getting people to the website.
- Discussion regarding social media and the website:
 - Ms. Capps: Indicated that Facebook has no hits.
 - Mrs. Gilbreth: Noted SANBAG is re-launching the social media page as part of the project. We are creating a foundation first and identifying a specific target area of people we are working with.
 - Ms. Capps: Said only about 34 people have gone to the Facebook page to look at project. Thinks it is important.
 - Mrs. Gilbreth: Stated Facebook will be a key place for public comment.
 - Mr. Grossich: Asked if we can share information amongst pages?
 - Mrs. Gilbreth: Explained Twitter will be used and we can share from page to page.
 - Ms. Capps: Indicated that Metro express has a good page.
 - Mrs. Gilbreth: Indicated social media will be more active once we get to a heavier conversation stage. There are a lot of groups we can involve in social media including a branded Facebook page that allows us to share. We can advertise through Facebook, which allows us to target audiences. CAG members will be asked to post within groups. We will also be using Next Door, which is like an online version of a neighborhood association. It is neighbors writing to each other and politics are removed. It will be used as another tool especially to target specific neighborhoods.

8. RECOMMENDATION OF NEW CAG MEMBERS

- Highland, Bloomington members needed.
- Acknowledged Larry Sharp and Bill Easley.

9. MEETING SUMMARY AND NEXT STEPS

- Summary of Discussions
- Planning of next CAG meeting dates
- Closing Remarks
- Next meeting in June
- Meeting adjourns at 8:09 pm

SAN BERNARDINO ASSOCIATED GOV.'S
I-10 & I-15 CORRIDOR PROJECTS

East Valley
COMMUNITY ADVISORY GROUP
MARCH 18, 2015

Branding

- PROJECT UPDATES**
- I-10: ENVIR. DOC CIRCULATION: ~~2015~~ 2015
 - I-15: ENVIR. DOC: SPRING 2016
 - DAB14: DRAFT LEGISLATION: TOLL AUTHORITY
 - TOLLING POLICIES TO BOARD

FAST
SHORT NAME
• SPEED
• FAST
• TRAIN/TRANSIT

FULL NAME
• MOVING YOU FORWARD
• CORPORATE/TECHNICAL
• NOT TRANSP

LOGO
A
C

WV (B) STRONGEST ROAD
V NONE

COLOR
ORANGE V
BL/GREEN WVWV
SIGNALS: ROYAL BLUE WV BLACK

"HELPING YOU MOVE!"

INLAND EXPRESS
NAME
• TRUCKING
• INLAND EMPIRE

FULL NAME
• TRAINS
• TRUCKING
• MEANINGFUL TO NON-I.E.?

"INLAND EMPIRE EXPRESS/WAY"
"I.E. EXPRESS"

LOGO
A V
B WVWV
C NONE W
COLOR: BL/GREY WVWV, GREEN WV, GOLD V

ON TIME
NAME
• POSITIVE
• NO DELAYS

FULL NAME
• LONG/WOPDY
• MEANINGFUL
• INFORMATIVE
COLOR: BL/OR WVWV, BL/GREY WVWV

"EXPRESS"
! FUTURE: NEED LOCAL NAMING/COORDINATION!
PRESUPPOSES EXP. LANES

CONCERN: GANG REFERENCES?
GOOD: SUCCINCT

? CROSS/'X' IS DISTRACTING

ECONOMY → MONEY? JOBS? TIME! <
"SAVING TIME IMPROVES..."

Website

OVERALL:
+ MAP: INFO
+ SOCIAL MEDIA: TARGETED OUTREACH
• FACEBOOK
• TWITTER
• GROUPS
• NEXTDOOR

Brochure

OVERALL: → NOT % REFINEMENTS
+ DATA POINTS/NUMBERS
+ MESSAGES
+ POSITIVE OUTCOMES/OPPORTUNITY
+ FEW WORDS, MORE VISUAL
- EXPLAIN "NO BUILD"
- COVER CLEARER RE: PROJECT/INPUT
- HOV = FREE
- EXPLAIN 1 VS. 2 HOV/EXP. LANES
- AVOID OVER-PROMISING: "KNOW WHEN YOU ARRIVE!"
- COMMAS
- CONSISTENT CAPS
- HEADLINES/OVERLAPPING
- FONT SIZE; esp. Website
- PUBLIC INPUT OPS.
- DIVERSITY/PEOPLE/DEMOGRAPHICS
- "MORE PEOPLE" PIC

INFORMATION
- EDUCATION: PROCESS & SCHEDULE