

CAG Meeting Minutes

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

Date: March 19, 2015 at 6 p.m.

Location: Goldy S. Lewis Community Center at Central Park

Participants: 7 CAG members were in attendance

WV CAG Members in Attendance	Organization
Lina Chu	Asian Real Estate Association
Mike James	Ceramic Tile Contractor
Johnnie Long	Retired
Amanda Glover	Victoria Gardens
Valerie Henry	Devore Rural Protection Association
Linda Sargent	CEO consulting business
Marie Shahani	Fontana Community Senior Center
WV CAG Members Not in Attendance	Organization
Dr. Kenneth Alpern	Transit Coalition
Phillip Cothran	State Farm Insurance Agent
Lynda Gonzalez	M.A.S. Auto and Truck
Dennis Gutierrez	Inland Empire Hispanic Leadership Council
John Husing	Economist
Beth Kranda	Valley Transportation Services
Michael Krouse	Ontario Visitors and Convention Bureau
Roy Mabry	Association of Black Correctional Workers
Danny Marquez	San Bernardino Veterans Advisory Board
Penny Newman	Center for Community Action and Environmental Justice (CCA EJ)
Christine Pham	Victoria Gardens
Matthew Slowik	Retired
Luis Vaquera	Fontana Unified School District
William Waddingham	Rotolo Chevrolet
Faiz Shah	Islamic Center
Monique Reza	City of Fontana, Department of Engineering
San Bernardino Associated Governments (SANBAG) and Consultants	
John Meier	Program Manager for I-10 & I-15 Corridor Projects – SANBAG
Carrie Gilbreth	Public Outreach – Westbound Communications
Eileen Hards	Public Outreach – Westbound Communications
Andy Pendoley	Public Outreach – MIG

Members of the Public	
Tressy Capps	Fontana
Jake	Rancho Cucamonga
Sheila Williams	Invited by Linda Sargent
John	Public
Perry	Fontana

TOPICS DISCUSSED

1. WELCOME AND SANBAG INTRODUCTIONS

Mrs. 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:

- John Meier, SANBAG Program Manager for I-10 and I-15 Corridor Projects

A member of the public, Tressy Capps, announced she would be videotaping the presentation as it was a public meeting. Ms. Gilbreth shared videotaping by the public was welcomed and allowable; CAG member Mike James objected to being videotaped. (He did not end up leaving the meeting, but did not participate.) 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 Corridor project.

2. CAG MEMBER INTRODUCTIONS

CAG members provided brief introductions:

- Lina Chu
- Mike James
- Johnnie Long
- Amanda Glover
- Valerie Henry
- Linda Sargent (arrived approx. halfway through the meeting)
- Marie Shahani

3. PROJECT UPDATE

Mr. Meier 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 screencheck 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. Encourages the CAG to give honest feedback and “gut reactions” about what they see and feel regarding the materials. Ms. Gilbreth explains 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. Gilbreth asked initially which one each member preferred.
 - Ms. Henry: Preferred middle selection.
 - Mr. Perry: Preferred middle selection.
 - Ms. Glover: Preferred middle selection.
 - Mrs. Gilbreth asked what the group thinks about the word “fast”
 - Ms. Henry: Defined the freeway.
 - Jake: Fast says unsafe, like going 200 mph. Reminds me of life in the fast lane.
 - Ms. Henry: Fast says I don’t have to wait.
 - Mr. Perry: It says “I can’t drive 55.”
 - Ms. Shahani: Efficiency.
 - Ms. Williams: Speedy.
 - Mrs. Gilbreth asked the group their thoughts on the tagline.
 - Ms. Chu: Why would you need a solution as you are driving?
 - Ms. Henry: Collaborative effort to make things work.
 - Ms. Shahani: Working together.
 - Ms. Glover: Explained “advanced” implies something beyond something we currently have like new technology. Almost bigger than what is happening.
 - Mr. Perry: Open to other possibilities. Part of something bigger?
- LOGO 2: FAST (COLOR)
 - Mrs. Gilbreth asked the group which logo color combination was most appealing.
 - Ms. Shahani: Preferred the green logo on the bottom right.
 - Mr. Perry: Preferred the blue logo on the top left.
 - Ms. Glover: Preferred the green logo. Suggested it should have been yellow or add yellow because it is the color of hash marks along a freeway. Would like to see the road be yellow instead of orange.
 - Ms. Williams: Preferred the green logo on the bottom right.
 - Ms. Shahani: Noted that people look for green and blue signs along the freeway because they are often directional.
 - Jake: Preferred the blue logo on the top left.
 - Ms. Glover: Asked if because the green is eye catching, could you add yellow hash marks on the black?

- LOGO 3: IE EXPRESS (NO COLOR)
 - Ms. Henry: Preferred the middle selection.
 - Ms. Shahani: Preferred the middle selection.
 - Ms. Williams: Preferred the first selection.
 - Mr. Perry: Preferred the middle selection.
 - Ms. Glover: Preferred the middle selection. Looks like a speed limit sign.
 - Ms. Gilbreth asked the group their response to the name.
 - Ms. Henry: It works.
 - Mr. Perry: Sounded like a trucking company.
 - Mrs. Gilbreth said that they used “Inland” because “San Bernardino County” is a lot to say and read.
 - Ms. Glover: Asked what is the context? We are comparing?
 - Ms. Gilbreth noted that all the logo and name selected will be what the project is referred to and will be used consistently throughout the website, brochure and hand out items. She explained “express” was used because it conveys speed and getting from Point A to Point B quickly. She asked if Fast meant safe and that she wanted to weigh the options because it is important to get to your destination quickly but also safely. She explained the team also talked about San Bernardino County being a heavily commuted county where people travel here in terms of tourism and through here for tourism and goods movement meaning trucking.
- LOGO 3: IE EXPRESS (COLOR)
 - Ms. Henry: Preferred blue and black selection.
 - Ms. Shahani: Preferred blue and black selection.
 - Mr. Perry: Preferred the gold and gray in the upper right.
 - Ms. Glover: Preferred the black in the upper left.
 - Ms. Williams: Preferred the upper right selection.
 - John (Public): Preferred the top left.
 - Jake: Preferred second to the top left – the one with the black background with yellow.
- LOGO 5: IE EXPRESS (DIAGONAL)
 - Ms. Henry: Explained that the image reminds her of a railroad.
 - Mr. Perry: Looked like a swastika.
 - Jake: Looked like a swastika.
 - Ms. Glover: Stated that she didn’t see a swastika and thought the logo was more catching than the other one.
 - Ms. Gilbreth thanked everyone for their opinion and reminded these opinions are what makes a focus group so great.
- LOGO 6: OnTime (NO COLOR):
 - Ms. Henry: Preferred the logo on the right.
 - Ms. Shahani: Preferred the middle logo.
 - Mr. Perry: Preferred the middle logo.
 - Ms. Williams: Preferred the logo on the right.
 - Ms. Glover: Preferred the left logo but felt all of them look too wordy.
 - John (Public): Preferred the logo on the right.
 - Jake: Prefers the middle logo.
 - Ms. Gilbreth: Asked the group about the words “on time.” This idea came because the most important things to people in terms of travel is their time. Do those words speak to you?

- Ms. Henry: Yes, but not as a central logo.
- Ms. Williams: Yes, I am always running so I can relate to the message.
- Ms. Gilbreth: Asked about the tagline words.
- Mr. Perry: Sounded like jargon.
- Ms. Henry: It looked like too much. Suggested shortening it to just mobility enhancements.
- Mr. Gilbreth: Noticed everyone agreed the acronym is a lot. Asked what word speaks to you more? Transportation or mobility?
- Most say mobility. Amanda Glover said transportation.
- Ms. Gilbreth: What about in terms of the word freeway?
- Most agree on the word mobility.
- Ms. Gilbreth: Rail?
- Most agree on the word transportation.
- Ms. Gilbreth: Bus?
- Most agree on the word mobility.
- Ms. Gilbreth: This is about creating what will most resonate with people when educating about the project. It is about the language used and the jargon that is associated with transportation and it is about what resonates most with the public.
- LOGO 7: OnTime (COLOR):
 - Ms. Henry: Preferred the top left and bottom right logos.
 - Ms. Shahani: Preferred the top left selection.
 - Mr. Perry: Prefers the bottom left because the transportation improvement also leads to cleaner air especially with low emission vehicles. The faster objects move, the less pollution would be created.
 - Ms. Glover: Expressed she doesn't like any of them, but the top left catches her eye but doesn't think it is appropriate for what the project is.
 - Ms. Williams: Preferred the bottom left because what stands out is the "improvement enhancements" which make me think about what is new and being developed. Like those two words together.
 - Mrs. Gilbreth: Do you like improvement or enhancement better?
 - Ms. Shahani: Together is better.
 - Amanda: Feels the tagline represents moving forward and looking ahead to the future. Feels the IE symbol throws you off. Likes On time but with a different tagline.
 - Ms. Shahani: Found the phrase confusing.
 - Ms. Henry: States that the cross-hatch is going in all directions like a freeway. Prefers the middle of inland express best and thinks the fast logos are second best.

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.

- Ms. Sargent: Asked a general question about the current company doing the outreach and creating the materials for the project. Asked if it was a new company SANBAG is working with.

- Mr. Meier: The initial public outreach effort, which was from 2012 through mid-2014 was performed by a different outreach firm. With Express Lanes selected as the SANBAG Locally Preferred Alternative for I-10 and as the sole build Alternative for I-15, it was determined that it would be most effective to continue the effort under a new contract covering both the I-10 and I-15 projects. SANBAG released an RFP in May 2014, and Westbound was selected to perform public outreach through Environmental Approval for the two projects. One of the goals for the new outreach team is to identify what has worked with our outreach and what we can do better.
- Ms. Gilbreth added that Westbound is building on materials that have been developed and nothing from the past has been lost. In the last meetings the team asked about what is best for communication and simplicity was obvious choice. Websites designed two years ago are much different due to attention spans. Technology is a big part of outreach but with that is how we respond to it. More than 70% of people accessing websites via mobile. We are catering to that. We are also catering to those who may not have a computer. What do you think of this brochure and how it looks and feels? Does it convey the message?
- Mr. Perry: It does.
- Ms. Gilbreth noted the specifics of “HOV” being hard for people to get because not everyone knows what it means. “No build” has also been mentioned as being confusing sometimes.
- Ms. Shahani: Liked the brochure.
- Ms. Henry: Explained she thought the brochure was simple and to the point.
- Ms. Shahani: Said image on front reminds her of the Flintstones.
- Ms. Williams: Said the brochure makes sense.
- John (Public): Expressed that he came to a previous meeting but no one ever got back to him with answers to his questions. He expressed he was a diabetic and handicapped and wondered if he could use the carpool lane as a single person in an emergency without getting a ticket.
- Ms. Gilbreth did not know; turned to Mr. Meier.
- Mr. Meier: Expressed he did not know about that scenario specifically. He noted that with Express Lanes, everyone has the choice to use that lane at any time. Any vehicle type can use that lane and it is a reliable choice.
- Jon (Public): Noted that motorcycles are one person and can use the HOV lane.
- Mr. Meier: Explained motorcycles and qualifying clean air vehicles can use HOV lanes in California.that Disabled veterans can use the Express Lanes on some toll facilities, although the policy varies by facility.
- John (Public): Noted he is a disabled veteran.
- Mr. Meier: For the facilities that allow free use for disabled veterans, you typically have to register to get that privilege. One of the advantages of express is that that lane is free flowing all the time. Emergency vehicles can use it.
- Ms. Henry: Explained motorcycles are allowed to use HOV and express lanes because of their cooling systems. She said the law was antiquated and asked if they going to revamp.
- Mr. Meier: Stated he hadn’t heard a lot of discussion surrounding motorcycles, but there has been significant discussion about clean air vehicle use of managed lanes, as the current statute expires in 2019.
- Ms. Glover: Getting back to the brochure, she said what’s missing is that there is no website to go to look up more info.

- Ms. Gilbreth: Explained there will be when we have new vanity names for the website link. On the back of this, one thing shared was that the timeline was wordy. We have listed different times for public input but we believe we can call that out even more.
- Ms. Glover: Expressed she doesn't travel lanes very often and would want to go to somewhere to see fees and how they work. Where the entrances and exits are seem to deter people depending on where you get off. Those details would be important to look up when deciding. Website would be more pronounced. She stated she prefers a website over social media.
- Ms. Gilbreth: Asked the group if they use websites more than social media.
- Ms. Henry: Yes, but I also use NextDoor.
- Ms. Shahani: Stated there will be more input from social media.
- Ms. Henry: Expressed that maybe for fee info, see website.
- Ms. Shahani: Expressed that cost is the first things people want to know, how much is this going to cost?
- Ms. Glover: Said the public would want to know "how much do I pay" or "how will it be funded."
- Mr. Meier: Said funding of transportation projects is an area that needs to be better explained to the public. It does not just come from a gas tax.
- Ms. Henry: Explained that big signs on 215 that says Measure I might help.
- Ms. Shahani: Agreed that signs are affective.
- Mr. Perry: Asked how much of the project is government funded.
- Mr. Meier: Explained that of the approximately \$1.8 billion dollar total project cost (escalated to year of expenditure cost) for I-10, approximately \$250 million is state and federal funding which comes from state tax, federal tax and gas tax. \$730 million is Measure I. The remainder is based on toll revenue bonds or TIFIA loans for major projects backed by toll revenue bonds.
- Ms. Glover: Asked if there was a map that shows where the cut off is for the project.
- Mr. Meier: Explained that the brochure will accompany a fact sheet that has more detailed information about each individual project.

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 includes 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. She 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.

- Initially the response from the group was very positive.
- Ms. Henry: Expressed the website will get a lot of use.
- Ms. Gilbreth: Noted that the website will have analytics built in to see what is being used and what is not and that we will be able to build out page based on growth of engagement and the project.
- Ms. Henry: Asked about tracking and if you could tell what areas people were coming

from.

- Ms. Gilbreth: Explained we can track it from a U.S. perspective but not by individual cities. Other tracking items include if they are new users, returning users and how much time they spent on the website. Better data comes from social media where we can target certain audiences directly especially the people impacted. It also helps if the CAG members are talking about the project on social media.
- Ms. Sargent: Asked if there will be an input section for the public?
- Ms. Gilbreth: Explained that there will be on the back end. The website becomes an online think tank so people can give thoughts at any given time. Taking time out to go to public meetings is not most effective so we need to make sure we can reach people where they are.
- Ms. Glover: What exactly are we asking people?
- Ms. Gilbreth: Agreed that the call to action could be clearer on the website.
- Mr. Perry: Agrees it is important for people to know then can give an input before the shovel is in the ground.
- Ms. Gilbreth: Suggested adding call to action before the video on the website.
- Ms. Glover: Asked if the colors of the website had been finalized.
- Ms. Gilbreth: Noted that the colors are for the mock up and they wanted to be consistent but the brand will be what the final decision of everyone is.
- Ms. Glover: Suggested adding a timeline or deadline for when people can submit their opinions and recommendations.
- Ms. Gilbreth: Noted that the project will be promoted through database with email, Facebook, targeted advertising and the social media platform NextDoor.
- Ms. Glover: Asked if the ways to advertise and promote been determined?
- Ms. Gilbreth: Stated the team is still working on that and will present promotional plan in June.

8. RECOMMENDATION OF NEW CAG MEMBERS

Ms. Gilbreth projected a map noting where the current CAG members are located geographically. She noted it was important for all locations in the West Valley to be represented. According to the map, the biggest gaps are Ontario and up the 15 Freeway to different parts of Fontana, Lytle Creek and North Rialto. She noted that Lytle Creek is important because they have one way in and one way out and the 15 is their only access.

- Ms. Henry: Explained Rosena Ranch would be great. There are a couple of community members that participate.
- Ms. Gilbreth: Explained that the team would host a bootcamp for new CAG members so they can get caught up on the issues and time would now be taken away from the current CAG meetings.
- Ms. Sargent: Asked if there will still be individual members sitting in from the public?
- Mrs. Gilbreth: Explained there are a few different forms of public meetings. The CAG meeting doesn't follow typical rules but is considered public and public is invited to sit in on any meeting.
- Ms. Henry: Asked if CAG members from Verdemont would be beneficial.
- Mrs. Gilbreth: Agreed that it would be beneficial. Verdemont is a huge commuter area and their number one destination is Victoria Gardens and Fontana.
- Ms. Henry: Expressed she would notify about six people she knew in the area.

9. MEETING SUMMARY AND NEXT STEPS

- Mr. Meier: Following up on a question raised earlier in the meeting, Mr. Meier added

that the name of the proposed tolling authority bill is AB914, authored by Cheryl Brown and is titled Toll Facilities: County of San Bernardino.

- Planning of next CAG meeting dates: the next CAG Meetings are targeted for June 2015.

SAN BERNARDINO ASSOCIATED GOVERNMENTS
 I-10 & I-15 CORRIDOR PROJECTS
West Valley
 COMMUNITY ADVISORY GROUP
 MARCH 19, 2015

Branding

FAST • CATCHY
 ○ CLEAR ○ WVV

NAME
 ○ UNSAFE ○ EFFICIENT
 ○ 200 MPH ○ SPEED
 ○ NO WAITING

WHY A SOLUTION?
 ○ COLLABORATIVE
 ○ NEW TECH
 ○ SOMETHING BIGGER?
 ○ DRAFT

GREEN VVV
BLUE V
 TRY YELLOW!
 ADD BLACK

#1
 ○ TRUCKING
 ○ I.E. REFERENCE
 ○ LOGO UNCLE
 ○ CROSS

#2
 ○ RAILROAD
 ○ NACL

OVERLAP TIME
 ○ TOO WORDY
 ○ HEAVY

NAME
 ○ JARGON
 ○ TOO MANY WORDS

COLOR
 BLUE VVV
 GOLD V
 GREEN VVV
 NAVY V

IMPROVEMENT
 ENHANCEMENTS

Brochure

○ SIMPLE
 ○ FUNTIONS!
 ○ MAKES SENSE

▷ EXPLAIN HOW EXP. LINES WORK.
 ▷ DIRECT TO WEBSITE

▷ USE SOCIAL MEDIA TO GENERATE INPUT
 ▷ EXPLAIN FUNDING SOURCES & PROCESS

- STATE - FEDERAL
 - LOCAL - TOLL

▷ SHOW PROJECT LIMITS ON MAP

FUNDING?
 DRIVING?
 COST?

Website

▷ USEFUL!
 ▷ TRACK OVERALL USAGE
 ▷ PUBLIC INPUT SECTION

▷ TIMELINE

○ WHAT ARE WE ASKING?

○ WHEN DO WE PRECIPITATE?

PUT IT UP FRONT!

CAG'S

- AREAS**
- ▷ LITTLE CREEK
 - ▷ ROSENA RANCH
 - ▷ ONTARIO
 - ▷ VERDEMONT

PROJECT UPDATES

▷ I-10 CORRIDOR: ENVIRONMENTAL
 - CALTRANS REVIEW
 - NOV. 2015: PUBLIC REVIEW

▷ I-15 CORRIDOR: ENVIRONMENTAL
 - EARLY 2017: PUBLIC REVIEW

▷ TOLLING POLICY: BOARD - APRIL

(BROWN: TOLLING FACILITIES IN SBC)
 ▷ AB 914: TOLLING AUTHORITY
 - UNDER REVIEW (2/27/15)

EMERGENCY ACCESS:
 HOV?
 → SAME EXP. LINES

MOTORCYCLE & HOV?
 → FUTURE UNKNOWN

MOBILITY
 ○ BUS

TRANSPORTATION
 ○ RAIL