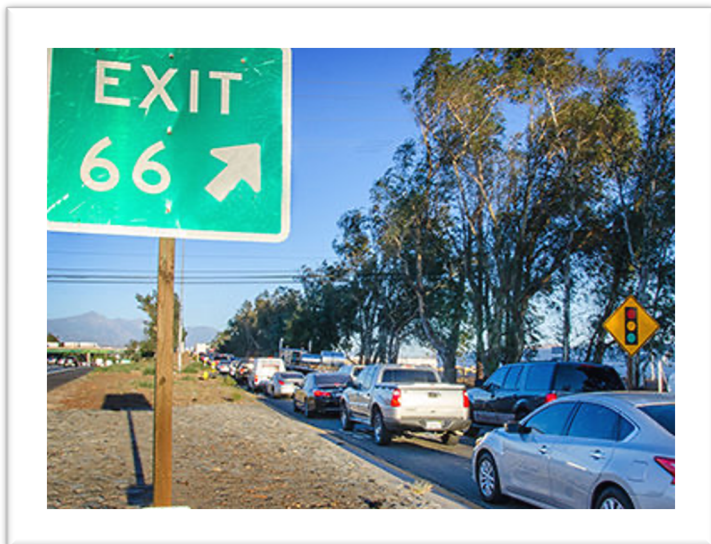


I-10/Cedar Avenue Interchange Project Initial Project Activities and Construction Public Outreach Plan

UPDATED AUGUST 23, 2022



I-10/Cedar Avenue Interchange Project

SBCTA, the County of San Bernardino, City of Fontana, and City of Rialto will improve Cedar Avenue between Bloomington Avenue and Orange Street in the unincorporated community of Bloomington. As a major north-south arterial that experiences high levels of traffic congestion resulting in low levels of service, the project is designed to reduce congestion, improve safety, and improve traffic operations.

The project will:

- Widen the Cedar Avenue over the I-10
- Replace Cedar Avenue over the railroad.
- Provide for roadway improvements along Cedar Avenue.
- Add capacity to the on- and off-ramps from Cedar Avenue to the I-10.

The goal of this plan is to develop and implement a comprehensive communications plan to inform and educate the public regarding construction for the I-10/Cedar Avenue Interchange Project (project) and seek to minimize potential impacts to stakeholders.

Objectives

- Generate local/regional awareness of the project.
- Take a proactive approach to construction outreach.
- Implement an outreach plan that is equitable, inclusive of, and accessible to the needs of diverse project stakeholders.
- Build and maintain trust with project stakeholders.

Timeline

- Groundbreaking: Early December 2022
- Construction Start: December 2022
- Anticipated Project Completion: 28 months

Initial Project Start Activities (beginning in Fall 2022)

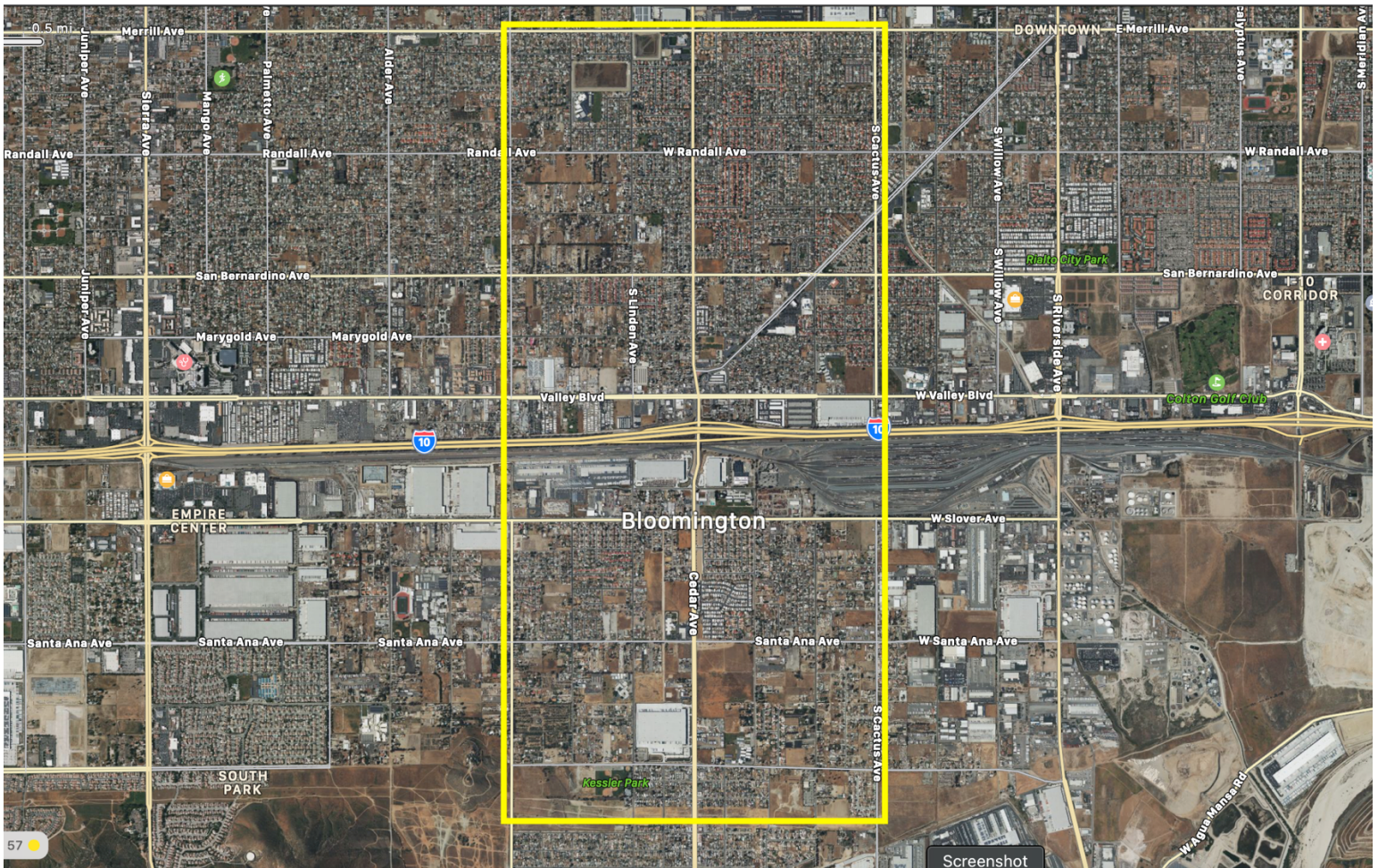
1. Meet with local government partners, provide project update and contact information/collaterals:
 - a. County of San Bernardino (May 13, 2022)
 - b. Bloomington MAC (June 1, 2022)
 - c. City of Rialto
 - d. City of Fontana
2. Meet with Colton Joint Unified School District to introduce project, provide contact information, and identify contacts for coordination.
3. Coordinate with trucking association and UPRR.
4. Conduct business canvass to introduce project, provide contact information, and obtain point of contact at business.
5. Send postcard with construction information and contact information to residential radius (as below).

- Host First Responders briefing/webinar with police, fire, ambulatory, school, public transportation, and UPRR to provide overview of project and timeline and identify contacts for emergency situations.

Groundbreaking (tentative December 2022)

As a coordinated effort with the County of San Bernardino, we will identify the timing to host both groundbreaking and ribbon cutting events to mark the start and end of construction. We will work collaboratively to identify the venues, invite regional and local decision makers and the community via online and in-person flyers, coordinate all logistics (stage, podium, A/V, refreshments, shovels, canopy, tables/chairs, name badges, sign-in sheets), identify and manage all vendors (photographer), create the press kit, work with the media consultant to invite the press, and develop and facilitate the programs.

Ascertainment/Notification Radius:



CONSTRUCTION PUBLIC OUTREACH PLAN

OBJECTIVES	STRATEGIES	TOOLS/TACTICS
<p>1. Generate awareness of the project among stakeholders, including residents, businesses, schools, and trucking companies.</p>	<ol style="list-style-type: none"> 1. Develop collateral for distribution to residents and businesses near project area. 2. Leverage established channels of communication to tap into existing networks to share project information. 3. Coordinate with local government partners to share information. 4. Utilize existing SBCTA platforms to reach the public and key stakeholders with important project updates. 	<p><i>In addition to Initial Project Start Activities above:</i></p> <ul style="list-style-type: none"> ○ Continue to coordinate with and share information with County of San Bernardino, Bloomington MAC, City of Rialto, City of Fontana, Colton Joint Unified School District, and First Responders (police, fire, ambulatory, school, public transportation, UPRR) ○ Update collaterals including project Fact Sheet, FAQs ○ Utilize SBCTA project email (info@goSBCTA.com) and hotline (877-55-SBCTA) to manage public outreach communications and field stakeholder inquiries ○ Build out/update project database/stakeholder log ○ Work with partner agencies and businesses to share project communications ○ Coordinate key project messaging/information with schools and businesses to mitigate traffic impacts ○ Develop and update project collateral, graphics, social media content, videos, and other assets, as needed ○ Work with media consultant to garner coverage of closures, detours, and project updates.

OBJECTIVES	STRATEGIES	TOOLS/TACTICS
<p>2. Take a proactive approach to construction outreach, characterized by timely construction information and regular updates to mitigate potential impacts, and promote safety throughout the corridor by elevating awareness of the project and related construction activities.</p>	<ol style="list-style-type: none"> 1. Establish communications protocols between the outreach team and local government partners, school districts, and First Responders. 2. Identify and develop construction-related messaging and collaterals to inform stakeholders about closures, detours, and updates. 3. Coordinate with neighboring stakeholders 	<ul style="list-style-type: none"> o Develop crisis communications plan with alert protocols and obtain key contacts list including how to contact, when to contact and where to contact (cell, email, etc.) for local government partners, school districts, and First Responders o Disseminate construction alert eblasts (Fridays/Mondays) o Targeted canvassing o Social media content o Business and neighborhood specific webinars/in-person meet-ups o Business posters o Content for network newsletters o Interactive Google map (closures, detours, project improvements) updated in real-time o Project information and construction alerts on the project website – linked from local government partner websites)
<p>3. Implement an outreach plan that is equitable, inclusive of, and accessible to the needs of diverse project stakeholders.</p>	<ol style="list-style-type: none"> 1. Employ a holistic approach to diverse community outreach, taking into consideration the reach for all project messaging and communication methods. 2. Develop collaterals to meet the needs of in-language communications. 3. Identify community organizations, leaders, faith-based communities to help us reach traditionally underrepresented groups. 	<ul style="list-style-type: none"> o Provide/offer options to request project information and collateral materials in-language o Partner with service organizations, civic groups, faith-based organizations to reach traditionally underrepresented stakeholders

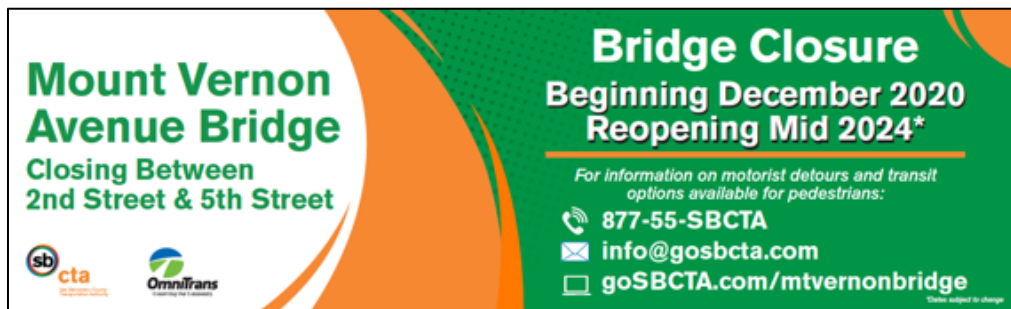
OBJECTIVES	STRATEGIES	TOOLS/TACTICS
<p>4. Build and maintain trust with project stakeholders.</p>	<ol style="list-style-type: none"> 1. Build relationships with key project stakeholders and partner with trusted voices to convey project messaging/information. 2. Identify response protocols and timelines for responding to all stakeholder inquiries (emails, phone calls, social media comments/questions). 3. Establish a project helpline to field inquiries, comments, concerns during construction. 4. Develop and maintain a Stakeholder Log to track all stakeholder inquiries, outreach type (call, email, in-person), contact information, preferred method of communication, date of inquiry, date of response, resolution, tone, and other relevant notes. 5. “Listen to understand, not to respond.” Demonstrate our commitment to listening to the needs, concerns, questions of project stakeholders and demonstrate empathy, care, and consideration in response. 6. Provide proactive, timely construction information/updates so stakeholders understand work being performed, know what to expect, can plan around closures/detours. 	<ul style="list-style-type: none"> o Interactive project Google map with real-time updates for closures, detours, and updates o Project hotline and SBCTA email o Social media o Targeted canvassing o Weekly Construction Alerts o Identify opportunities to connect with traditionally underserved/underrepresented stakeholders

SAMPLE COLLATERALS

Project Door Hanger



Street Banners (English and Spanish)



Construction Alert



CONSTRUCTION ALERT



CONSTRUCTION ACTIVITIES

As construction progresses on the SR 60/Central Avenue project, crews are excavating roadway, performing drainage work, and constructing the support systems for the Central Avenue bridge. Please plan ahead, leave early, and allow extra time to reach your destination.

- The two outside lanes of NB Central Avenue will be closed at the SR 60 bridge just north of the off-ramp weekdays from 9:00 p.m. to 5:00 a.m. One lane will remain open at all times.
- The two inside lanes of the WB and EB SR 60 are closed at Central Avenue between the on- and off-ramps weekdays from 10:00 p.m. to 4:00 a.m.



Crews performing drainage work on Central Avenue.

ADJACENT WORK

Caltrans District 8 - SR 60 SWARM Projects
 In the summer of 2019, Caltrans began multiple projects to improve safety and traffic flow on SR 60. Some of these projects include three bridge replacement projects at Pipeline Avenue, Monte Vista Avenue, and Benson Avenue. For more information about 60 SWARM Projects including the bridge replacement projects, [click here](#).

ABOUT THE PROJECT

In an effort to improve traffic flow along Central Avenue and access to SR 60, the San Bernardino County Transportation Authority (SBCTA) and the City of Chino, in cooperation with the Caltrans District 8, will widen the Central Avenue interchange at the SR 60 bridge to accommodate three through-lanes and double left-turn lanes in both directions and will widen the existing eastbound and westbound on-ramps to SR 60 from one lane to two through lanes and a carpool lane. The project is designed to relieve congestion and improve traffic flow as well as address the increased travel associated with existing and planned development in the City of Chino. The project also will modify the bridge to meet seismic requirements and provide Americans with Disabilities Act (ADA) compliant curb ramps and tactile sensors at intersections where crosswalks are included.

Construction is dynamic and the schedule is subject to change. Be in the know before you go, visit

Project Webpage Updates/Interactive Google Map



Social Media Posts

San Bernardino County Transportation Authority - SBCTA
September 14 at 3:24 PM

Crews working on the I-10/University Street project to reduce congestion and improve safety along University Street between Citrus Avenue and Central Avenue. Be in the know before you go, visit goSBCTA.com/i10university to sign up for construction alerts and to access the project's Google Map for real-time closures, detours, and updates.
[City of Redlands - City Hall](#)

sb I-10/University Street

1 Share

San Bernardino County Transportation Authority - SBCTA
September 10 at 1:01 PM

REMINDER: The EB SR 210 on-ramp at Base Line is scheduled to close for 55 hours tonight (Sep. 10) at 10PM through 5AM Monday (Sep. 13). Be in the know before you go, visit goSBCTA.com/SR210Baseline to view the project Google Map for real-time closures, detours, and updates. [City of Highland - City Hall](#) [City of San Bernardino Municipal Government Caltrans District 8](#)

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