

SR-74 Safety Improvement Project

Public Outreach Summary February 2007 to May 2008



A Team Effort in Communication from:



Westbound
COMMUNICATIONS

Project Overview

In February 2007, Caltrans embarked on a three-year, 3.3-mile Safety Improvement Project on State Route 74. With Safety as Caltrans' number one priority, the goal of the project is to reduce accidents and to save lives.

As of May 28, 2008, the project that begins just east of the San Juan Canyon bridge and ends at the Orange/Riverside County line is on schedule and about 75 percent complete. The road closes nightly from 8:30 p.m. to 4:30 a.m. Occasionally, the road is open at night during long holiday weekends and when serving as an alternate route due to construction work on SR-91 at Green River Road.

The Facts

- 2.4 miles paved of 3.3-stretch (asphalt overlay over entire project remaining)
- Of 63 drainage systems, 2 culvert crossings remain to be installed
- 14 retaining walls completed, 4 remaining
- One lane open through work area; flagging operation during day
- Priority for westbound commute traffic and east-bound evening commute traffic

Public Outreach



Traffic advisories and collateral materials have been created to inform & educate the public.



Supervisor Bill Campbell tours construction zone with Caltrans engineers.



Numerous feature articles have been secured in Riverside and Orange County media outlets.

The public information team has been very proactive in educating and updating target audiences about the construction project. From Riverside to Orange counties, it has developed positive, two-way lines of communication with the public and encouraged them to be eyes and ears on the project - immediately alerting the team to issues so they can be addressed quickly. This approach has garnered positive feedback from the public and significantly diminished complaint calls to the project hotline. In the past three months, there have been no complaint calls. Outreach highlights:

Community

- Developed and maintained comprehensive project database to distribute traffic advisories, e-newsletter, safety emails, updates
- Presentations to groups like the Kiwanis Club, REALTORS, motorcycle clubs; participated at events like the San Juan Capistrano Farmers Market, Lake Elsinore Grand Prix, Lake Elsinore Storm Baseball, and Canyon Lake Fright Night

Schools

- Attended nine open houses in the Lake Elsinore Unified School District, reaching more than 4,000 parents and students; distributed information to Capistrano Unified School District
- Distributed more than 3,000 Slow for the Cone Zone items and literature to students and parents

Government

- Six-month update to government leaders in Riverside and Orange counties
- One-on-one meeting updates with elected officials; tours of the project work zone

Business

- More than 90 visits with businesses along Ortega Highway, San Juan Capistrano and Lake Elsinore
- Regular communication with Lake Elsinore and San Juan Capistrano Chamber of Commerce as well as major employer Quest Diagnostics (Nichols Institute) and Rockwell

Media

- More than 16.5 million media impressions to date
- Numerous articles on the project in *The Orange County Register*, *The Los Angeles Times*, *The Press Enterprise*, *The Californian*, *Friday Flyer*, *Capistrano Dispatch*, and *Lake Elsinore Valley News*; TV segments on KOCE-TV, *CNN Headline News Local Edition*, KDOC-TV

National Work Zone Safety Awareness Week (April 7 - 11, 2008)

- Local efforts included distribution of 3,000 safety handouts in Riverside and Orange counties; safety email reached more than 2,000 people including government agencies, electeds, merchants, residents and motorists
- Highway safety message signs viewed by more than 10,000 motorists daily through the project work zone; signs to remain for the duration of the project