



# SR-91 Corridor Improvements Project

## Agency:

*Riverside County Transportation Commission/Caltrans*

## Role:

*Community Outreach*

## Situation:

- Daily, approximately 280,000 vehicles travel the 14-mile segment of SR-91 that extends from the City of Riverside to SR-241 in Orange County's Yorba Linda
- To increase traffic capacity and relieve congestion, the Riverside County Transportation Commission proposed 3 design alternatives, one of which includes a tolled express lane
- This project faced a number of challenges, including multiple impacted communities that were resistant to the idea of tolled express lanes—the first in Riverside County
- Sensitive right-of-way issues for both homeowners and businesses, had to be handled over the course of this 4-year project

## Approach:

- Developed a “living” communications plan that would serve as an outreach blueprint for this massive project
- Created brand identity to promote cohesion and community awareness
- Designed project website to post real-time project updates
- Produced 3-D flythrough video that showed design alternatives
- Administered door-to-door survey for 200 impacted residents



## Achievements:

- 4 years of scoping, public, and neighborhood meetings that included bilingual collateral and presentations
- Created and maintained extensive stakeholder database
- Assisted in toll survey
- 3-D video was breakthrough for project as it fostered enormous community interest. More than 300 people attended a meeting to watch it. Video was so successful RCTC took it to Washington, D. C. to secure further project funding

