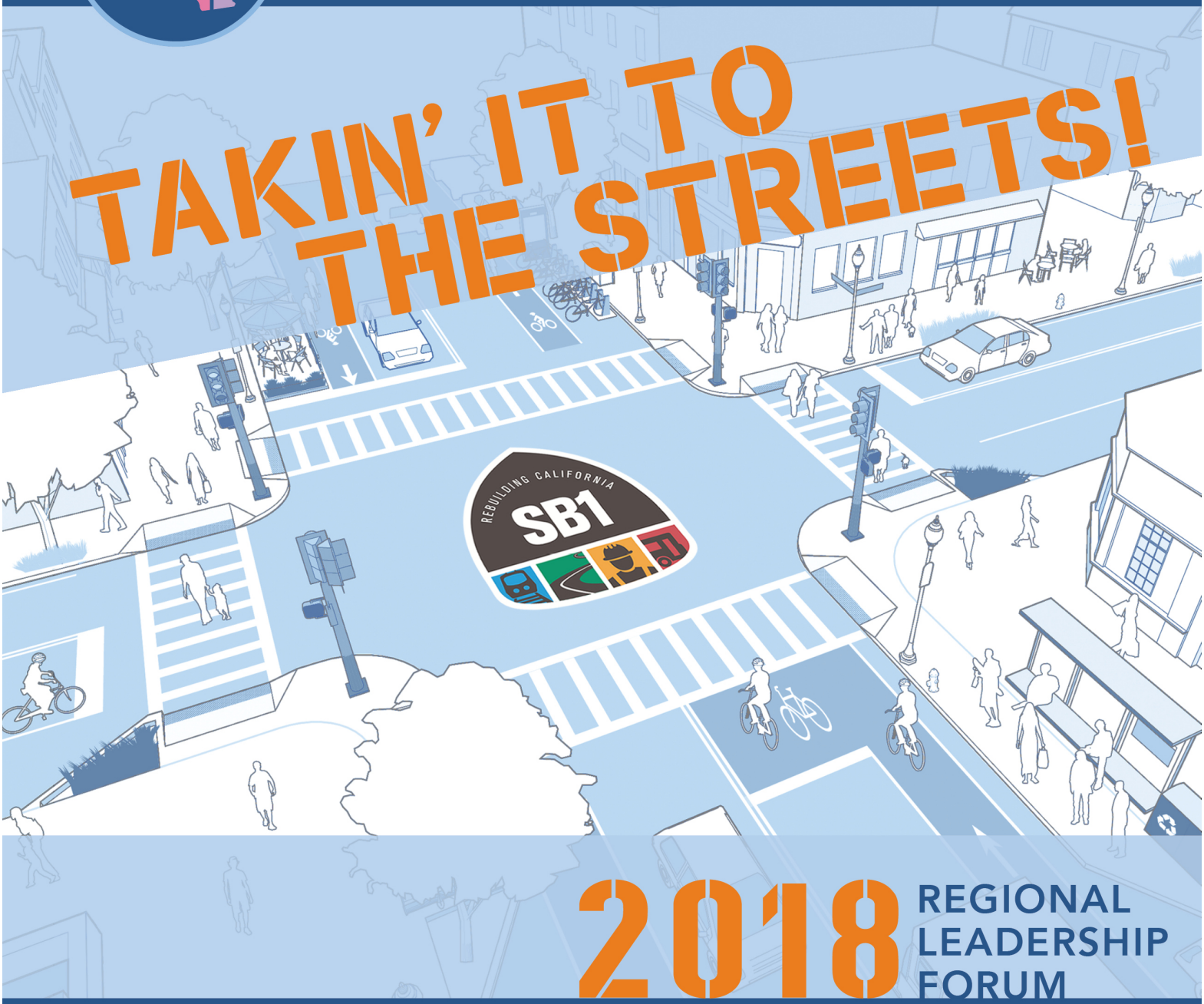
CALCOG presents:

TAKIN' IT TO THE STREETS!



2018 REGIONAL LEADERSHIP FORUM

STORY-TELLING WORKSHOP

with Bill Higgins

From Potholes to Goosebumps: Telling Great Stories About Transportation Infrastructure

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From Potholes to Goosebumps: Telling Great Stories about Transportation Infrastructure

Great leaders are good storytellers. As local officials and policy makers, we tell stories to paint a vision of a new policy or strategic direction, share a lesson, convey values, or illustrate desired behaviors.

A well-told story is an effective communication tool because it emotionally connects the audience to the issues and ideas you are presenting. We forget what we hear but we remember what we feel, and our emotions inspire us not only to remember, but to take action. Stories require the audience to go beyond the facts to actually visualizing he events as they are being recounted. People are up to 20 times more likely to remember a story than a set of facts. As a result, stories pull us in to the conversation and help us understand how we fit into the story and how complex issues can impact our lives.

It's not easy for local and regional officials to translate the stacks of studies and staff reports that support a particular policy choice into a good story. How does the action improve the lives and opportunities of the constituents we serve? How do you tell a story about tons of cement and miles of construction that will give your audience goosebumps?

Our stories, collectively and individually, can have a profound effect on what we believe is possible. The challenge for leaders is both to understand the stories that currently define the attitudes of our communities, and to know how to tell new stories that engage the community in deciding its future.

A Classic Infrastructure Maintenance Story:

The Beams at New Oxford University

New Oxford University was founded in 1379. It has, like many old colleges in Britain, a great dining hall with big oak beams that are two feet square and 45 feet long. A century ago a worker discovered that the beams were full of beetles. They had to be replaced. The College Council had no idea where they would get beams of that caliber.

One of the junior fellows suggested that perhaps some large oak trees could be found on one of the many parcels of land that had been previously endowed to the college. So, the Council called in the forester to ask whether there were any oaks sufficient to replace the beams in College Hall. The forester slowly replied, "W*e were wonderin' when you'd be askin.*'"

Upon further inquiry, the Council learned that when the College was founded, a grove of oaks was planted to replace the beams when they eventually became "beetly". This plan had been passed down from one forester to the next for 500 years: "*You don't cut the oaks; they are for the College Hall*."

The Unique Challenge of Structuring Infrastructure Stories

The remainder of this packet has two parts. Part I can be used to help identify stories that that the reader can use personally that related to transportation infrastructure. The second part outlines a couple of strategies to connect those stories to facts relating to SB 1 to provide greater understanding to your message.

Part 1: Focus on the Who
For some, the mundane, physical nature of infrastructure interferes with creative storytelling. How do you build tension in a story about filling potholes? Although the challenge of a big infrastructure project may make for a great story, the details of a slurry seal maintenance project will have your audience checking their phones.

The answer is to think less about describing the process and more about how the project serves your community.

- Who benefits and how?
- What part of everyday life is made better by well-functioning infrastructure?

These questions change the focus of the story from the "*what*" to the "*who*." Fortunately, everyone travels, so everyone has a story.

Part 2: Integrating the Facts
The next challenge is back your story with the right data points. Think about how most presentations are structured: We outline our argument and then follow up with examples that rationally support the point. But this approach challenges the listener to abandon their starting point without giving them the context to make such a change. The listener resists and often comes away doubly convinced of their own opinions.

Instead, try using a mix of stories and facts. One way is to start with a "negative" story that grabs the audience's attention. People are hardwired to focus on negative stories. An example might be a story about dodging potholes or the difficulties encountered by a transit user making multiple connections to get to work. Then follow with a positive fact that is informative to the story.

This combination does not always have to be negative-positive. You can use a positive-positive combination (*e.g., A neighboring city implements a new safe street program; SB 1 allows our city do the same thing*). Or even negative-negative combinations (e*.g., A resident caught in congestion can't help with the kid's homework; The attempt to repeal resources that would eliminate the current plan we have to fix the problem*). Of these examples, a negative-positive combination is often easiest. The combination gives the listener the opportunity to gain a new perspective and shift their position.

STORY "TRUTHING" & "SLEUTHING"

An effective story is surprising and emotional; But most importantly, it must be *credible*. These are some

- ***Be Truthful***. ***Always***. Truth is essential to good story telling. Some equate it to the "spinning" they see on cable news. But a great story, grounded in truth and integrity, is one of our most powerful learning tools. Truth is essential for government story tellers because of their imperative to serve the entire public.

- ***Do Not Embellish a Single Fact.*** In the context of discussions around SB 1, it is particularly important to take care with the truth. Opponents will be looking for one fact to discredit you. Even the embellishment of a non-essential fact in the name of better story-telling is not worth the risk. When in doubt, leave it out.

- ***Make it Personal: Be True to Yourself.*** Authenticity is a crucial quality. A good teller believes in the story. Sharing emotion isn't easy. It can require being vulnerable—a challenge for many leaders—particularly when political environments are not always forgiving. But by exposing relevant feelings, opinions, and perhaps even shortcomings, the audience can more easily identify with storyteller and understand the story being told.

- ***Don't Take A Fact for Granted; Investigate Before Telling.*** Journalists are storytellers. They research facts and tell stories to inform. Public officials are similar in that their stories must be grounded in the truth. Sometimes uncovering the truth will require research. For example, say you heard a story about a resident who can't make a transit connection to his job because there is no early bus from his neighborhood. Before repeating the story, take the time to review the bus schedule or contact the transit manager to confirm that fact. If you find out that there was another bus, or neighborhood shuttle, you will be glad you took the time before repeating the story in public. Even if the facts check out, the transit manager may give you new facts that will allow you to make a finer point or adapt the story to different circumstances. You may not want to include all the details in your story, but if there are questions, you want to have all the facts.

- ***Stay True to Your Purpose.*** Keep in mind why you're telling a specific story. In any interesting story the parties involved stand to gain or lose something. Without this element, the anecdote you're sharing maybe too unfocused resonate. When defining *why*, think of *a value* or *something to be valued,* such as time, safety, or security. Then connect that value (or the lack thereof) back to possible policy outcomes. When you connect outcomes with value, the framework of your story will start to emerge all on its own.

TAKING STOCK OF THE STORIES YOU ALREADY KNOW

The first step for a successful storytelling leader is to develop an awareness of the stories that swirl around. When you hear a story, start to think about them in the terms of the points you want to make. A good way to start is to organize your stories so you can think about how best to use them or when one story is preferred over another. Here is how:

- ***Use the Following Pages to Identify Your Stories.*** The following pages of worksheets allow you to brainstorm and take inventory of the stories you have. They can be anecdotes that relate to a specific time, problem, or project.

- ***Write On!*** Even for stories that you have told before, taking the time to outline the story in writing will help you gain a new level of clarity about the story, like where the tension points are and what facts are the most critical for the telling. It will also give you the chance to edit for cohesion and focus.

- ***Negative and Positive Stories.*** Most simple infrastructure can be defined as either "negative" (e.g., people struggling under poor performing infrastructure) or "positive" (e.g., lives are made better by this service, idea, or public work). Your inventory should include both.

- ***Use Your" Official" Advantage***. Storytellers should stick to what they know. But most listeners expect public officials to know about their constituent's experiences. This means that a public official is often given more credibility when they share stories in which they have heard but may not have experienced personally. Sharing information like this is part of your job. (Just make sure to fact check these stories as needed).

A group of local officials* in Napa County were trying to figure out how they could tell the story of the Silverado Trail to garner support for a county sales tax measure. The Trail is a local road that was famous for wine country tourists, but also serves as a farm road and well as a primary north-south connector from Napa to Yountville. Most of the public thought it was a state road and the group of local officials were trying to make the point they needed local dollars to fix this problem. Nobody seemed to care.

Then one official had an idea. He took a picture of a dip in the road that was so big that it was part sink hole and part pothole. Then he an enlarged poster printed and held it up at meetings. There was an immediate reaction! The audience shouted out their experiences with that particular sink-pothole. Almost accidentally, the official had stumbled on an ingenious way to allow the people to put themselves in the story. And now people who had come to the presentation had an emotional reason for supporting the sales tax measure.

* STORY EDITING. This story was related to us by CSAC Institute Director Bill Chiat. While his title lends credibility to our story, we edited his name out because our hero is really the official that made the poster. Mr. Chiat's name and title became story clutter in the original draft. (Sorry Bill). Moreover, by intentionally making a generic or undefined hero in the "local official," we believe that more people can imagine themselves taking an action like the hero did here.

Jogging Your Memory for Transportation Stories

This list of ideas and questions is help jog your memory about stories that you might have but do not immediately come to mind. Even if you have several anecdotes and stories in mind, this list may help you identify more.

- **Your own personal experience commuting, traveling, or pothole dodging.**
- **A choice that had to be made between competing projects due to limited funding**
- **Experience of person who represents a group of users (seniors, transit riders, pedestrians, children, commuters, Millennials)**
- **Improvements made through the Safe Routes to School Program**
- **Public testimony that has had an impact on you**
- **An unsafe condition in which you are aware**
- **Difficulties people have in making transit connections**
- **How transportation affects family, job security, or public involvement (Bill do you want to say something about access to community amenities like education, recreation, cultural resources?)**
- **A value that you have held throughout your career in public service**

TRANSPORTATION STORY INVENTORY:

STORY NAME	KEY ELEMENTS	THE POINT (WHAT IT MEANS TO YOU)
Example: Freeway Service Authority	Driving home, caught in traffic on hot day, car overheats. Stranded. No one stops. Feel vulnerable. Not sure who to call. Yellow service truck appears. Fixes car.	I feel safer on the road with that kind of help.
1.		
2.		
3.		
4.		
5.		
6.		
7.		

TRANSPORTATION PROJECTS & EVENTS:

If you are having trouble coming up with good story ideas, another way to approach the issue is to make a list of the transportation projects in which you are involved or are aware and list the issues and considerations that are involved in that project. Then go back to the previous worksheet to inventory stories identified here.

PROJECT OR EVENT	ISSUES RAISED
1.	
2.	
3.	
4.	

If you are still trying to identify stories, just ask your constituents. What frustrates them about their experiences? Why are certain issues important to them? You can share these stories. As a public official, your job in part is to share information between constituents.

But Follow These Rules:

Fact Check
If you are going to share personal details, ask permission

BREAKING A STORY DOWN

Most people know the basics of a good story. We have had stories told to us our whole lives, and most of us know what to do. It can be useful, however, to break a story down into its key components before you break it out in front of an audience. Understanding the components and the best sequence can help turn a reasonable good anecdote into a memorable story. Below, we take a sample story and then break it down in a way that can be used for any story:

A single dad came to the PTA meeting. He said it was his first time speaking, but he was concerned and asked about what could be done about the unsafe highway crossing near the school. He suggested that our City should do what Neighboring City did—they built a pedestrian bridge over the same highway so kids on the other side could get to the school safely. He felt like he had to drive his 6- and 8-year-old kids to school, which was often making him late for his construction job. His boss had warned him that he might lose his job if he can't make it on time. He said he was in a real pickle – but he just would not forgive himself if something happened to his kids. He asked why we can't do what Neighboring City did.

Breaking it Down:

- **What is the starting reference point?** *The unsafe highway condition near a school*
- ***Who is the hero***: *The father trying to protect his family.*
- ***Who is the villain***: *the unsafe conditions.*
- ***What is the journey?*** The father's presentation of the situation.
- ***What creates tension or ups the ante?*** *Father could lose his job; must choose*
- ***Who would relate to this hero?*** *People that balance family and work priorities, people with kids, people familiar with the highway, pedestrians*
- ***What are the key facts:*** father asks what can be done; unsafe highway; young age of kids; possibility of losing job; dilemma; Neighboring City action.
- ***Unnecessary Facts***: The detail that it was his first time speaking is not necessary.
- ***Fact Checking***. Confirm the facts in *Neighboring City*.
- ***Additional Sleuthing***. Are there accident statistics for the intersection or the highway to support the father's perception of the intersection.
- ***End Point***: Our City should decide whether and how to address the unsafe highway condition.

Admittedly, this is a pretty good story. Not all of the stories are going to involve this kind of emotional pull. But putting any story through this kind of analysis will help you identify the core sequence and logic to the story and improve the telling. And a speaker with a well told story has much more impact than one that does not.

STORY BREAKDOWN WORKSHEET

What is the starting reference point?	
Who is the hero?	
Who/what is the villain?	
What is the journey?	
What ups the ante?	
Who Relates to the Hero	
What are the key facts?	
Are there Unnecessary Facts?	
Fact Checking & Sluething?	
What is the End Point?	

THEN, Outline and sequence the main narrative.

1.
2.
3.
4.
5.
6.

TIPS FOR THE TELLING

Now that you have an inventory of stories, here are some keys to developing the story so that it connects as you want it to.

- ***Practice!*** Test the story by using it in a conversation. Tell the story to a trusted friend or co-worker. Read their reaction and listen to what they have to say. Did they get the point of your story? Trust your gut as well. Remember that the people you practice on may not be the target audience.) Practicing will help in the telling the story, working out the transitions and adapting it to new circumstances.

- ***Match Story to Audience.*** Think about what your audience cares about and share the right story. This often means providing a hero that people can empathize with or see as themselves. Typical narratives often involve what community member might do with better service. For example, a group of seniors are probably not going to be as interested in a story about the trouble with commute times as they are with access to transit services or road condition projects in their neighborhood. Tells stories that have meaning for you and meaning for your audience

- ***Avoid the Long Lead In.*** Start in the action. Avoid the temptation of giving time to unnecessary context and detail. What hooks your listeners is tension and anticipation of what comes next. Start with the core problem and flesh it out from there. This allows people to be immediately intrigued.

- ***Edit to Keep the Story Focused.*** Avoid unnecessary facts. For most stories, it doesn't matter if it happened on a Tuesday or Wednesday, or whether it was afternoon or evening, or who the bystander was. The main part of the story is the relationship, change, or conflict that is central to the plot.

- ***Just the Right Amount of Detail.*** Good stories include enough details that paint a picture that is rich enough for the listener to visualize; but are general enough so that people can fill the gaps with their own imaginations. Too many details can create distance with the audience because the situation is too different from the one they know. For stories that relate to policy discussions, less is often more.

- ***Outline the Spine, And Stick to It.*** Outline the key elements of your story and the order you prefer to share it, then stick to it in your telling. If your story has six key elements, all parts must be essential. Beware of tangents. If you stray too far, you will probably lose your audience's attention.

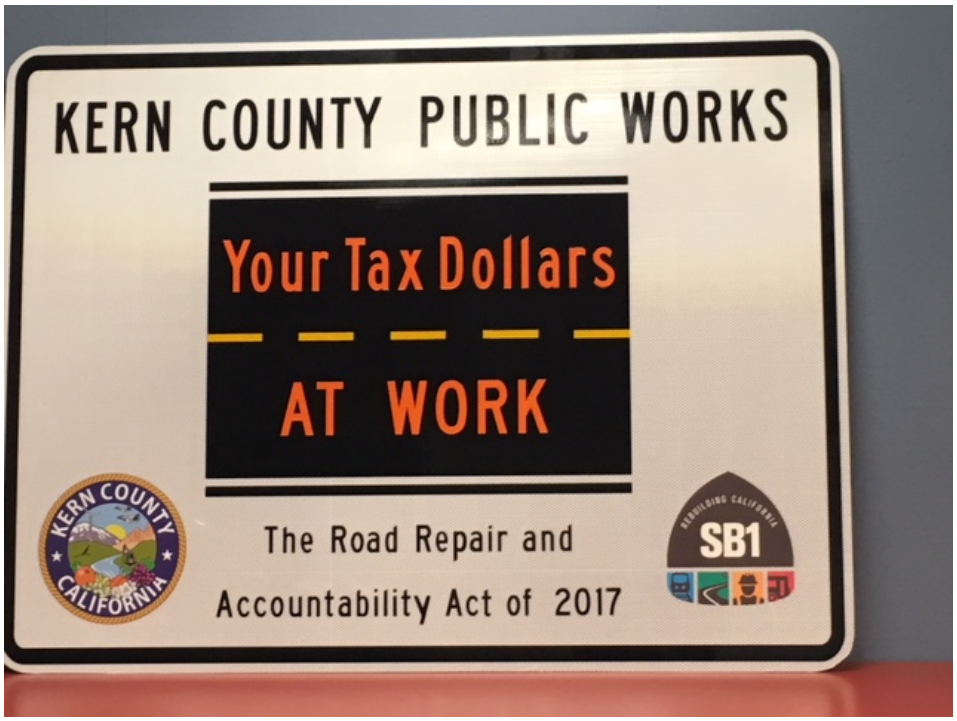
- ***Relatable Hero.*** Everyone wants to be a star, or at least to feel that the story is talking to or about him or her personally. Public officials can tap into this feeling by using storytelling to place their listeners at the center of the action. You can do this by making the "I" in your story a "we" so that the whole audience can come together in the telling. An even easier way to do this is to find a relatable hero that is experiencing the same difficulties as the audience. But remember, the more detail and description you

give the hero, the more difficult it is for people to relate. *See just right amount of detail above*.

- ***Find Your Style.*** In the end, it's your story and you should tell it in a way that makes you comfortable. Don't try to employ someone else's style it may make you seem inauthentic. Use humor lightly if you are comfortable with it. Show emotion if you feel passionate about it. In the end, be confident. Even if the story is about someone else, there is a reason you are sharing it.

- ***Remember Your Agency Voice.*** If you are speaking in your role as a local official, remember that your credibility with the audience derives in part from your relationship to the public agency. To retain your credibility, you must respect that expectation the audience has of you.

- ***Have a Clear Ending.*** A good, clear ending provides closure. Audiences are let down when loose ends remain or a story meanders to nowhere. This can be a problem for infrastructure stories if the point of the story is to highlight the need to fix infrastructure like roads or bridges. In those cases, the story may focus on being stuck in traffic or perpetually dodging potholes with no end in sight. At least in the context of SB 1 discussions, an easy way to address this is to employ the negative story-positive fact combination discussed in the next few pages.



PAIRING YOUR STORY WITH SB 1 FACTS

Your story should focus on local facts. If there is a project going in, that story should be included. But sometimes, the stories are about the need for infrastructure and how SB 1 can change those circumstances. In telling these stories, a good strategy is to pair your local story with key SB 1 Facts. As a general rule, local specifics are always better than a generalized state fact.

Where to Find More Localized Facts.

- Local project lists and regional state projects underway (see the lists at www.rebuildca.ca.gov).
- Regional Transportation Improvement Program (RTIP) project lists
- Local street and road conditions: www.savecaliforniastreets.com
- Bay Area residents: MTC's Vital Signs (www.vitalsigns.mtc.ca.gov)
- For Southern California residents: SCAG's local profiles (http://www.scag.ca.gov/DataAndTools/Pages/LocalProfiles.aspx)
- See also project and planning documents such as Environmental Impact Reports, Project Initiation Document and Project Study Reports. (Talk with staff – often there is a purpose and need statement supported by data).

Pairing Your Story with State Wide Facts Relating to SB 1.

State-wide facts can also be an effective education tool. The table beginning on the next page should help you "pair" your SB 1 stories with related SB 1 facts when you need it. The left column lists typical scenarios that you may have developed in a story inventory. The right column includes facts that will relate to that kind of scenario from the language of the law itself and an Economic Development Study completed by the American Road and Transportation Builders Association. We have also sprinkled in reminders to look for local facts as a reminder that those should always be used whenever possible.

EXAMPLE STORY SCENERIOS	SUPPORTING SB 1 FACTS
Better Roads Make Better Communities or Improved Quality of Life • Community Pride – a vision of a county with a smooth, safe and efficient transportation system • Examples of unsafe or bad roads, big potholes • Better roads, better sidewalks, makes it safer for kids to walk to school or families to stroll to shops. • Families that struggle to make ends meet have to pay for car repairs—that can affect their ability to get to work.	• <u>Make a local map!</u> Where are the local projects that are underway or will be nominated soon? • Many cities and counties will see their budget for fixing potholes and repairing roads **double** • Funding 4,000 transportation improvement projects all around the state in the first year alone • Almost $3 billion a year for maintenance, potholes, resealing roads, and fixing bridges! • State's budget for repairing the state's highways and bridges nearly doubles. • Estimates are that SB 1 improvements in road safety, fixing potholes, easing traffic congestion will save families $300 per year.
Driving to Work /Easing Congestion • Slow commutes and congestion interfere with family time, community or school involvement • Congestion interferes with people's lives or the extreme tactics people employ to manage being caught in congestion (in some urban areas, people spend 92 hours—the equivalent of nearly four full days—stuck in traffic • Traffic congestion is bad for our environment and air quality • In rural areas, the average road condition is at risk bordering poor	• Check for local projects first • The average driver spends $739 per year on car repairs, tires, and gas because of repairs and crashes that result from bad roads. • Almost $3 billion/yr for maintenance, potholes, resealing roads, and fixing bridges! • 4,000 transportation improvement projects all around the state in the first year alone • $250 M per year for congested corridors • Better transit that will take cars off the road relieving traffic congestion and vehicle emissions
Making Transit Better • Examples of people who don't have cars and what they have to do to get groceries, or visit the doctor • Long commutes on transit that involve multiple connections • Less time on transit allows more time to participate with family, community involvement	• Buses need good roads too. SB 1 provides nearly $3 billion a year for road maintenance, potholes, resealing roads, and fixing bridges. • $700 million to fund public transportation – includes rail and bus options. This includes funding to expand transit, operations and investments in intercity and commuter rail. Repealing SB 1 would also impact accessible and affordable public transit
More Jobs (for Low Employment Areas). • Examples of difficulty finding an entry level job that provides training and opportunity	• 68,000 new jobs a year that pay $3.3 billion • 4,000 transportation improvement projects all around the state in the first year alone

EXAMPLE STORY SCENERIOS	SUPPORTING SB 1 FACTS
Road Investment Good for Business • Local examples of businesses staying or benefiting from transportation infrastructure • Reliable transportation infrastructure is critical move goods and services to the market. • Examples of businesses that suffer from bad infrastructure (e.g., farm to market, small business)	• Local data? • A $182 billion boost to the California economy • $112 billion increase in sales for state businesses • Within 10 years, freight companies will save over a $100,000 per truck in efficiencies from less delay, less congestion, and less repairs.
Senior Citizens, ADA, & School Children • More transit for seniors who cannot rely on a car • Safer walking and bicycling routes and street crossings near schools	• More than 300 projects already underway to make sidewalks and crosswalks safer and comply with the Americans with Disabilities Act (ADA). • Local examples
• Better Roads Help Families Make Ends Meet • Instances where the cost of operating a vehicle are difficult for a family budget	• Drivers will save $8.2 billion in auto operating costs over 10 years. • The average driver spends $739 per year on car repairs, tires, and gas because of repairs and crashes that result from bad roads. • SB 1, our major asset classes (bridge, pavement, culverts, and signal, signs, sensors) are funded.
More Commuter Cycling • Describe a particularly unsafe bicycle route • More people will bike – meaning less cars on the road – if there are safe ways to bike	• For the first time, a small but significant amount- $100 M per year out of $5 billion--will fund bicycle improvement projects around the state
Making the Commute Safer, Faster	• Safer roads mean less crashes. Benefits from reduced crashes, injuries and fatalities valued at $584 million over 10 years. • Increased investments will ensure the replacement of an additional 556 bridges • Supports the repair, repaving, and reconstruction of 84,000 lane miles of roadway on 19,000 miles of roadway.

EVEN MORE SB 1 FACTS

From National Transportation Research Group (TRIP)
(All California Studies posted at: www.tripnet.org/California_State_Info.php)

- CA drivers are paying **$53.6 billion** annually in additional car repairs, congestion delays and traffic crashes due to poorly maintained roads. That's an **average cost of $2,826 per driver**. (National Transportation Research Group-TRIP, 8/16)

- Car repairs alone cost drivers in California an **average of $739 annually** due to pothole-filled roads. (TRIP, 7/15) Regionally, the annual cost is higher: San Francisco/Oakland-$978; Los Angeles/Orange Counties-$892; San Jose-$863; San Diego-$722 (TRIP, 11/16)

- **Ten** of California's urban centers have **pavement conditions that rank among the nation's most deteriorated** including the top three in the nation: San Francisco/Oakland; Los Angeles/Orange Counties; and San Jose. (TRIP, 11/16)

- A total of **25 percent of California bridges show significant deterioration** and need to be repaired or replaced. (TRIP, 8/16)

From Other Sources (cited)

- It **costs** eight **times more to fix a road than to maintain it.** Preventive care cost: $115,000/mile. Rehabilitative care cost: $894,000/mile. (CalTrans State of the Pavement Report :2015)

- **More than 1,300 of California bridges are structurally deficient.** According to the study, "out of the 25,431 bridges in California, 1,388, or 5%, are classified as structurally deficient. This means one or more of the key bridge elements, such as the deck, superstructure or substructure, is considered to be in "poor" or worse condition (American Road and Transportation Builders Association (ARBTA), February 2017)

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- There is a **backlog of $158 billion in needed repairs** ($85 billion state highways; $73 billion local streets and roads). (Source: Caltrans: 2017 State Highway System Management Plan.

- **Pedestrians: PROCEED WITH CAUTION:** Nationally**,** Pedestrian fatalities look to continue a troubling upward trend for 2017, with the Governors Highway Safety Association projecting nearly 6,000 pedestrian traffic deaths last year. The group says its annual Spotlight on Highway Safety shows "the second year in a row at numbers not seen in 25 years." GHSA Executive Director Jonathan Adkins called the numbers "a red flag" and that "we can't afford to let this be the new normal." GHSA speculates that increased cell phone and marijuana use could be the culprits.

- On a scale of zero (failed) to 100 (excellent), the state wide average Pavement Condition Index (PCI) for local streets and roads has deteriorated to 65 ("at risk" category) in 2016. (2016 California State wide Local Streets and Roads Needs Assessment.

- "The majority of California's cities and counties now have an average pavement condition rating that is considered "at risk." Projections indicate that by 2026, almost a quarter of local streets and roads will be in the "failed" category." According to the 2016 California Statewide Local Streets and Roads Needs Assessment, the number of **counties with pavement conditions in the "poor" or "at risk" category has grown from 42 in 2008 to 52 in 2016.** (Thus, 89% of counties in CA have pavement conditions that are "poor" or "at risk"). Put another way:

Total population	39,523,613
52 at-risk/poor counties	30,137,142

76% of Californians live in a community with poor or at-risk roads

The Federal Highway Administration estimates that **for every $1 spent** on road, highway and bridge improvements there is an **average benefit of $5.20** in the form of reduced vehicle maintenance costs, reduced delays, reduced fuel consumption, improved safety, and reduced maintenance costs.

- It has been **23 years since California has increased funding for transportation**. As a result, road repairs now receive only 50% of the funding they did back in1994. Inflation, more fuel efficient cars, and electric and hybrid vehicles have eroded transportation funding over the years. (California State Transportation Agency, CalSTA, Exploring Road User Charge as Alternative to the Gas Tax, 2015.

- ***StateTraffic Safety Stats***. There have been 3,000 deaths and tens of thousands of injuries from traffic accidents. http://www.ots.ca.gov/OTS_and_Traffic_Safety/Score_Card.asp

INRIX: 2017 Global Traffic Scorecard, http://inrix.com/scorecard/)		
Los Angeles • Peak hours spent in congestion: 102 (ranks 1st worldwide) • Cost to city: $19 billion/yr • Cost to driver: $2,828/yr	**San Francisco** • Peak hours spent in congestion: 79 (ranks 3rd worldwide) • cost to city: $10.6 billion/yr • Cost to driver: $2,250/yr	**San Diego** • Peak hours spent in congestion: 48 (ranks 13th worldwide) • Cost to city: $3.1 billion/yr • Cost to driver: $1,583/yr •
Santa Cruz • Peak hours spent in congestion: 37 (ranks 19th worldwide) • Cost to city: $1.9 billion/yr • Cost to driver: $1,700/yr	**Santa Barbara** • Peak hours spent in congestion: 35 (ranks 24th worldwide) • Cost to city: $1.4 billion/yr. • Cost to driver: $1,584/yr.	In the U.S. alone, congestion cost **$305 billion** in 2017.

SB 1: The Road Repair & Accountability Act of 2017
Frequently Asked Questions & Answers

Authored by the California State Association of Counties

The Road Repair and Accountability Act of 2017 (SB 1) is a long-term transportation solution that provides new revenues for road safety improvements such as filling potholes and repairing local streets, highways, and bridges. SB 1 provides transportation investments in ***every*** community. SB 1 includes strict accountability provisions to reduce waste and bureaucracy and dedicates all funds to transportation improvements.

1. How much of SB 1 funding will be used to fix our roads?

SB 1 invests more than $5 billion annually for maintenance, repair, and safety on state highways, local streets and roads, bridges, tunnels and overpasses. SB 1 also provides transit investments to help relieve congestion. In total, SB 1 will provide:

- $1.5 billion for the State Highway Operations and Protection Program
- $1.5 billion for local streets and roads
- $400 million for bridge maintenance and repairs
- $300 million for goods movement and freight projects
- $250 million for congested corridors and relief management
- $200 million for the Local Partnership Program to match locally generated funds
- $100 million for the Active Transportation Program to improve safety and expand access on streets, roads and highways for bicyclists and pedestrians
- $750 million for mass transit

2. How much will SB 1 cost California families each year?

The Department of Finance calculated that the average motorist will pay $10 per month**:**

- *Registration*: Nearly 50% of all registered vehicles in California are valued at less than $5,000. Forty percent are valued at less than $25,000. Thus, the average annual amount for vehicle registration is approximately $48.
- *Fuel*: California's 26 million licensed drivers consume 15.5 billion gallons per year. That is 577 gallons per driver, multiplied by 12 cents per gallon is $69.24 each.

The annual average cost per driver is:

Vehicle Registration	$47.85
Fuel	$69.24

⇨

Total: $117.09 per year

Or $9.76 per month

3. Will any of the SB 1 funding go into the State's General Fund?

No funding from SB 1 goes to the General Fund. Revenues go directly into transportation accounts and are constitutionally protected.

Article XIX of the California Constitution already protects the gasoline excise tax, vehicle registration fees, and a portion of the sales tax on diesel, and dedicates them to transportation purposes. This accounts for about 60% of the revenues generated by SB 1. Prop 69, a constitutional ballot measure which will go before the voters in June 2018, extends these same constitutional protections to the remaining 40% of new revenues generated by SB 1. It's also important to remember, all gas tax moneys that were loaned in prior decades to the General Fund will have been repaid under SB 1.

4. Will there be any oversight and accountability to ensure proper expenditures?

SB 1 strengthens the oversight and audit process by establishing an independent Inspector General appointed by the Governor. The Inspector reviews programs to ensure all SB 1 funds are spent as promised and to reduce bureaucracy, waste, and red tape. The Inspector General is also required to report annually to the Legislature.

Furthermore, SB 1 has significant accountability and transparency provisions designed to ensure the public has full access to information on how their tax dollars are being invested. **For instance, cities and counties must publicly adopt and submit to the state a planned list of projects and year-end reporting that accounts for every single dollar of SB 1 revenue they receive.**

5. How does SB 1 help alleviate congestion? Will SB 1 help build new road capacity?

SB 1 funds can be used to build new roads and increase capacity on our roads and highways. SB 1 also invests in technology and other infrastructure that is proven to reduce congestion.

- SB 1 funds will be used to restore the State Transportation Improvement Program (STIP). The CTC previously cut and delayed $1.5 billion in projects from STIP, including new capacity projects, which are now eligible to move forward.
- There is $200 million annually in SB 1 for self-help counties that can be used on new roads and capacity increasing projects.
- SB 1 includes $250 million annually for congested road and highway corridors and $300 million for the trade corridor programs, which can both fund increased capacity.
- Lastly, while cities and counties will primarily (initially) be using local funds on "fix it first" projects to repair roads in bad shape, local governments can use these funds for new roads and capacity enhancements, especially once their road conditions are brought up into a state of good repair.

6. Why did the Legislature increase taxes instead of using existing state revenues to fix our transportation system?

California has a $130 billion need over the next 10 years to bring the state highway and local street and road systems into a good and safe condition. SB 1 follows the user-pay model where everyone pays their fair share and all drivers pay a little more to fix the roads they drive on.

7. What sort of impacts will SB 1 have on the state's economy?

SB 1 is a job creator. The White House Council of Economic Advisors found that every $1 billion invested in transportation infrastructure supports 13,000 jobs a year. With the $5 billion annually planned from SB 1, this measure will put 650,000 people to work rebuilding California over the next decade.

8. How much SB 1 revenues funding CSU and UC research?

SB 1 directs $7 million (one-tenth of one percent of total SB 1 revenues) to CSU and UC transportation research institutions for *research directly related to improving transportation* technology, practices, materials, and impacts to the environment.

9. Are SB 1 funds used for non-transportation purposes (e.g, boating ways and off-road)?

A percentage of the existing gas tax revenue related to fuel sales from boats, agricultural equipment, and other off-highway vehicles (quads, dirt bikes) has always gone toward supporting infrastructure related to these economic and recreational activities. The percent of gas tax revenues collected from these sources is two percent (2%).

10. Will any of SB 1 revenues be used to pay back old transportation loans?

No. All outstanding transportation loans are being repaid by the General Fund. In fact, the FY 2016-17 state budget already started to repay those loans. SB 1 requires all previous loans to be repaid by 2020.

11. Will SB 1 fund High-Speed Rail?

No funds raised from SB 1 will be used to fund High-Speed Rail. California's state- maintained transportation infrastructure will receive roughly half of SB 1 revenue: $26 billion. The other half will go to local roads, transit agencies and an expansion of the state's growing network of pedestrian and cycle routes. There is no remaining balance that could be used for the high-speed rail project. A full overview of how the funds are allocated can be found here. (http://rebuildingca.ca.gov/overview.html)

STAYING POSITIVE

The previous section highlights the value of a negative story – positive fact combination. But there are times that call for more positive thinking. The following are examples of positive story -positive fact combinations. This combination allows you to share a well-edited positive example and then use it as a springboard to highlight how SB 1 funding enables other communities to take similar actions.

The first three examples are adapted from three 2016 City Solution Award nominees that were posted on the League of California Cities website. The remainders are adaptations of news stories paired to SB 1 facts.

SB 1 Projects Can Support Small Town Economic Development

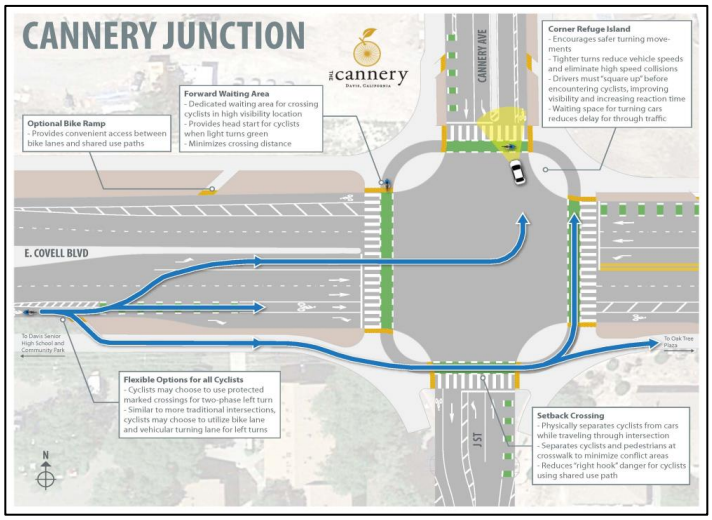
The City of Woodlake is a community of just over 7,000 residents nestled in the Sierra foothills near Sequoia and Kings Canyon Nation Parks in Tulare County. Like many rural communities, the city was looking for ways to revitalize its downtown and attract business. The intersection of two state highways (State Routes 216 and 245) created an alienating congestion point. Working with their regional transportation agency, the City identified a the need for downtown street improvements, a transit center, and a roundabout for the main intersection. In the process, they would improve the downtown area's connectivity for cars, transit, cyclists, and pedestrians.

The result is a downtown that supports the economic and physical health of the community. The streets are safer. The new transit center has increased connectivity to jobs and education resources for many of the City's disadvantaged residents highlighted by an increase in transit ridership of 26 percent. The new street improvements can take at least partial credit for eight new downtown businesses—and the resulting jobs-since the improvements were completed in 2016. Existing businesses have also noted the positive impact the improvements have had on their sales.

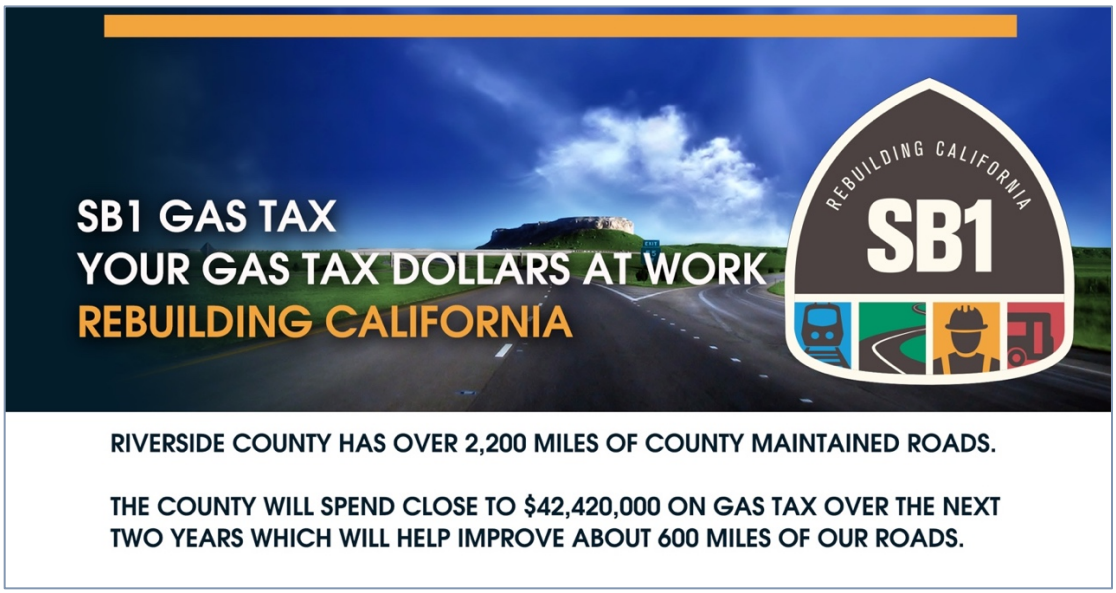
Although the City of Woodlake completed its projects prior to the adoption of SB 1, all of the improvements it implemented are specifically supported by SB 1 programs. SB 1 nearly doubles the amount cities and counties will see to fix potholes and make street improvements. Additional SB 1 funds are also available to improve transit and safety in downtown areas.

SB 1 Supports Safe Complete Street Projects

The City of Davis faced several issues from a large new housing development. One was how to improve the intersection that would serve as the new development's key traffic ingress point. The City, which prides itself on being one of the nation's most bicycle friendly cities, wanted to assure the safety of cyclists and pedestrians from the new project. The City incorporated an innovative design element called a "corner refuge island" to separate pathways for cyclists and pedestrians. The design reduced the speed of right-turning vehicles and increased the visibility of cycles and pedestrians. The design also allows cyclists to turn left without having to work their way into car traffic to make the turn.



SB 1 provides more opportunities for projects like this (the Davis project was built prior to SB 1's passage). Not only does SB 1 set aside $100 million per year for cycling and pedestrian friendly projects, but it also nearly doubles the funding that cities and counties can use to improve their local streets. In fact, SB 1 specifically encourage cities to incorporate "*complete street: elements with this funding that will improve safety for all users of transportation facilities.*"



SB 1 Funds Can Keep Local Traffic Moving Efficiently and Safely

The fast-growing city of Moreno Valley keeps traffic moving with a new, state of the art transportation management center. The center allows staff to monitor traffic and change signal light timing at 20 key intersections around the city based on real time traffic conditions. Eventually, the City expects the system to cover nearly half of its 190 signals. Timing adjustments continually accommodate daily commuting and school traffic. Staff is able to monitor school zones, bicycle facilities, and major transit stops to study the interactions of different modes and develop targeted counter measures. The results are significant: managed corridors have seen a 30 percent reduction in travel times and collisions have been reduced by 20 percent. Future implementation phases will include collaboration with neighboring cities to allow the smooth flow of traffic across city boundaries. The system will also support future transit improvements such as a planned bus rapid transit line traversing the City's two busiest corridors.

Although Moreno Valley completed the transportation management center prior to SB 1's adoption, the city may elect to use some these funds to expand the project. SB 1 approximately doubles the amount of funding for local streets and roads and specifically authorizes local communities to fund traffic control devices in addition to fixing potholes and improving road conditions. In addition, SB 1 offers another $700 million a year to support transit choices—including bus rapid transit.

Children Walking to School Will Be Safer After $1 Million Grant

Caltrans has awarded more than $1 million in planning grants to improve bicycling and walking for children in schools in Watsonville, Marina, Seaside, and unincorporated Santa Cruz County. This funding is made possible by SB1, the gas tax increase, which will provide about $100 million a year for bike and pedestrian improvements.

Santa Cruz County was ranked the worst in the state for bike crashes and fatalities by the California Office of Traffic Safety. "Kids are being hit by cars at a higher than average rate," said Debbie Hale of the Transportation Agency of Monterey County.

The City of Watsonville, which has initiated a Vision Zero program to eliminate traffic deaths, reports that at least once every three days, a pedestrian, bicyclist or motorist is severely injured every three days. The project is expected to impact students at more than 30 schools in Santa Cruz County

Increased Freeway Service Patrols Will Keep Traffic Moving

For the first time in its history, the San Bernardino County Transportation Authority (SBCTA) expanded its Freeway Service Patrol (FSP) to include weekends. The extension was made possible by the passing of Senate Bill 1, which contains a $25 million-dollar state wide increase for the FSP programs.

The FSP Program consists of a team of tow trucks that travel on freeways during peak commute hours to assist motorists with car trouble. A variety of services—from changing a flat tire to minor mechanical assistance—are available at no cost to the motorist. If the repair cannot be made within a short time period, the FSP driver will offer to tow the vehicle off the freeway to a safe location designated by the California Highway Patrol (CHP).

The benefit for everyone is less traffic congestion. According to the National Traffic Incident Management Coalition, traffic incidents account for about one-quarter of all congestion on U.S. roadways. For every minute that a freeway travel lane is blocked during a peak travel period, four minutes of travel delay results after the incident is cleared. Reduced incident-related travel delay is a key benefit of TIM programs.

Ventura County Improves Safety for Schools

Ventura County is slated to receive $5 million bicycle, pedestrian, and street improvements, including bike paths, sidewalk construction and school safety projects. A top-rated project lies near Conejo Elementary School in Thousand Oaks. There, a sidewalk will be built on a section road that has none. Obstructing shrubbery will also be removed. At present, some parents have to jay-walk in the middle of the road, holding youngsters' hands as they rush to the other side. The funding will give children a safe place to walk. The school's Crossing Guard that the school's playground doubles as a park and children walk there in the evening when no crossing guard is present.

The game changer is California Senate Bill 1, a $54 billion act authorizing tax and fee increases for road, bridges and other transportation projects. Included is $100 million annually bike paths, crosswalks and sidewalks. "We've never seen this amount of . . . bicycle and pedestrian projects in California," said Darren Kettle, the executive director of the Ventura County Transportation Commission. The legislation is taking effect at a

time when the state Department of Transportation is seeking to double walking and triple bicycling trips by 2020, plus cut bicycle and pedestrian fatalities by 10 percent each year.

SOCIAL MEDIA STORIES

Caltrans HQ @CaltransHQ · 6 Nov 2017
SB 1 accelerated this project on SR 36 in Trinity County. We'll have 17,000 miles of new pavement like this thanks to SB 1! #RebuildingCA

CalSTA

Caltrans HQ Retweeted
Caltrans District 3 @CaltransDist3 · Jan 29
#TrafficAlert Bell Road on-ramp to WB I-80 in Auburn now open. Caltrans crews have completed replacing damaged guardrail. Great job making the highway safer guys! Before and After photos below.....

4 11

Caltrans HQ Retweeted
Caltrans District 5 @CaltransD5 · 15 Nov 2017
Major repaving of #Hwy101 in Buellton is underway, thanks to SB-1 funding that accelerated the upgrade. Check out this and more than 200 projects statewide at rebuildingca.ca.gov #rebuildingca

1 6 11

Caltrans HQ @CaltransHQ · Jan 26
#CaltransNewsFlash 158: In this Caltrans News Flash, we take you behind the scenes as a Caltrans maintenance crew keeps a busy stretch of Delta highway (Hwy 12) safer for motorists.

youtu.be/0ucjCxICdPc

5 10

Caltrans HQ @CaltransHQ · Feb 20
SB 1 allowed @CaltransDist10 to resurface over 25 lane miles of State Route 59 near Merced. Find more projects in your area: rebuildingca.ca.gov/map.html #RebuildingCA #SB1RoadRepairs

CalSTA, California CTC, Fix Our Roads and 6 others

1 15 19

Caltrans HQ @CaltransHQ · Feb 13
SB 1 allowed @CaltransDist1 to resurface 8 lane miles of pavement on State Route 162 near Covelo in Mendocino County. Find more projects in your area: rebuildingca.ca.gov/map.html #RebuildingCA #SB1RoadRepairs

CalSTA, Caltrans District 1, Fix Our Roads and 7 others

25 36

Caltrans HQ Retweeted

Caltrans District10 @CaltransDist10 · 19 Dec 2017

SB 1 has allowed @CaltransHQ and local communities to expedite road improvement projects in your area and is creating thousands of new jobs. rebuildingca.ca.gov/map.html #RebuildingCA

The Modesto Bee. Caltrans HQ. Caltrans District 6 and 7 others

Caltrans HQ Retweeted

Caltrans District10 @CaltransDist10 · 3h

Fixing Pavement on SR-152 Thanks to SB 1!

@CaltransDist10 has completed an 18.4 mile pavement improvement project in @MercedCounty. This project was funded by SB 1.

WATCH THE VIDEO: youtu.be/hp87RnnQRiU

For more on SB 1, go to RebuildingCA.ca.gov. #RebuildingCA

FOR IMMEDIATE RELEASE

CALTRANS COMPLETES SENATE BILL 1 PAVEMENT IMPROVEMENT PROJECT ON STATE ROUTE 152 IN MERCED COUNTY

MERCED COUNTY – Caltrans recently completed a $2.8 million pavement improvement project on State Route 152 (SR-152) from Ward Road in Los Banos to the Merced/Madera County line thanks to the Road Repair and Accountability Act of 2017 (SB 1).

"Pavement projects like these will extend the service life of our roadways. Our fix-it-first approach will help preserve California's more than 50,000 lane miles of highways and roads," Caltrans Director Malcolm Dougherty said. "State Route 152 is a major 'farm-to-market' route and is vital for industrial, commercial, agricultural, and recreational purposes. Improving the pavement on this roadway is invaluable for the region and our state's transportation system."

Caltrans broke ground on this project on Monday, January 30, 2018, and completed construction on Friday, February 16, 2018. This is 10 months ahead of schedule, as the project was due to be completed by December 2018.

This project finished early thanks to the hard work of Caltrans' project team, prime contractor FBD Vanguard Construction Inc., and subcontractors, and a recent stretch of unseasonably warm weather in the Central Valley.

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