

SBCAG STAFF REPORT

SUBJECT: Measure A Sign Guidelines

MEETING DATE: August 18, 2011

AGENDA ITEM: 7D

STAFF CONTACT: Sarkes Khachek

RECOMMENDATION:

Adopt Measure A project sign guidelines.

SUMMARY:

SBCAG staff, in coordination with a subcommittee of TTAC members, developed sign guidelines and standards for the Measure A program. The guidelines are for local and regional roadway and transit projects to raise the profile of the Measure A program and ensure that the public is informed about projects that are being delivered using Measure A local tax revenues. The guidelines identify criteria for the minimum amount of Measure A contribution for signs to be displayed, the length of time signs would be displayed and the types of signage by project.

TTAC recommended approval of the guidelines by the SBCAG Board at their July meeting. SBCAG staff recommends the Board approve the Measure A sign guidelines.

DISCUSSION:

Project signage is regularly utilized by Caltrans and public agencies to provide members of the public with information about transportation projects. Information posted on signs typically includes the project's name, the project's cost, funding information and estimated completion date. SBCAG utilized project signage as part of the Measure D program to highlight the progress that was being made with Measure D funds. Project signs are utilized by other Local Transportation Authorities throughout the state including in Alameda County and San Joaquin County.



With the implementation of the Measure A program, SBCAG staff worked with a subcommittee of TTAC to develop draft Measure A project sign specifications for local and regional roadway and transit projects (Attachment A provides a summary of the sign types, thresholds and schedules). The guidelines (Attachment B) were developed for local and regional roadway and transit projects to raise the profile of the Measure A program and projects being delivered in the region.

The guidelines identify the following parameters by type of project:

- Contribution thresholds: Minimum amount of Measure A contribution for signs to be displayed.
- Schedules for posting of signs: When signs will be installed and for what period of time.
- Types of signage by type of project: What types of signs will be installed and what information will they display.

Consensus was reached by TTAC on the guidelines at the July meeting and that the signage should be mandatory and not optional.

COMMITTEE AND BOARD REVIEW

Measure A Citizens Oversight Committee – May 25th

The Measure A sign guidelines were presented to the Measure A Citizen's Oversight Committee as a component of the Measure A Public Information program discussion. The committee supported the adoption of sign guidelines for the Measure A Program.

SBCAG Board – June 20th

The sign guidelines were also presented to the SBCAG Board as a component of the Measure A Public Information Program as an information item. Some board members commented that erecting a sign as a condition for receiving funding would be a reasonable requirement.

TTAC – July 7th

Staff presented to the guidelines to TTAC and they were unanimously recommended to the board for adoption.

RECOMMENDATION:

Adopt Measure A project sign guidelines.

Attachments

A -- Guidelines Summary

B -- Guidelines

ATTACHMENT A: Measure A Project Sign Guidelines Summary

Project Type	Funding Threshold	Display Schedule	Type of Signage
Bicycle, Pedestrian & SRTS Capital Improvement Projects	Contribution greater than \$50,000	Prior to the construction, during construction and 1 months after the completion of construction.	2' by 3'
Local Street and Transportation Improvement (LSTI) Capital Improvement Projects	Contribution greater than \$25,000	Prior to the construction, during construction and 1 months after the completion of construction.	2' by 3' sign for \$25,000-\$999,999; 4' by 6' for greater than \$1 million
Circulation Improvements	Contribution greater than \$25,000	Prior to the construction, during construction and 1 months after the completion of construction.	2' by 3'
South Coast Transit Capital	Contribution greater than \$10,000	Vehicles: Life of vehicle Transit Facilities and Amenities: Prior to the construction, during construction and 1 month after the completion of construction.	Vehicles: 18" by 18" Amenities: 2' by 3'
South Coast Transit Operations	Contribution greater than \$10,000	Funding duration	18" by 18"
Highway and Roadway Capital Improvement Projects	All projects	Prior to the construction, during construction and 3 months after the completion of construction	4' by 6' sign
Interregional Transit Operations and Specialized Transit Operations	All projects	Funding duration	2' by 2'
Interregional Transit Capital	All projects	Vehicles: Life of vehicle Transit Facilities and Amenities: Prior to the construction, during construction and 1 month after the completion of construction.	Vehicles: 2' by 2' Amenities: 2' by 3'
Commuter and Passenger Rail Capital	All projects.	Capital: Prior to the construction, during construction and 2 months after the completion of construction.	2' by 3'



Measure A Project Signage Guidelines and Specifications

7-7-2011

I. MEASURE A OVERVIEW

Voter passage in November 2008 of the Road Repair, Traffic Relief and Transportation Safety Measure (referred to as Measure A), will provide approximately \$1.050 billion for transportation needs over 30 years within Santa Barbara County, from 2010 to 2040. Funds will be spent in accordance with the Investment Plan that was part of the measure.

Measure A will relieve traffic congestion and improve safety on Highway 101 by providing \$140 million in matching funds to widen the freeway from 4 to 6 lanes south of Santa Barbara. The Investment Plan also calls for the North County and South Coast to each receive 43.3 percent of revenues, estimated at \$455 million in funding over 30 years, for high priority transportation projects and programs that advisory committees in each region have selected to address the current and future needs of that region including highway, roadway, bus transit and bicycle and pedestrian projects.

Measure A is administered by the Santa Barbara County Association of Governments (SBCAG) as the Local Transportation Authority for Santa Barbara County.

II. PROJECT SIGNAGE BACKGROUND

The display of project signs is regularly utilized by public agencies to provide members of the public with information about the construction and operation of transportation projects. Project signs are posted near the location of the project, or on the vehicle in the case of bus transit projects, and typically display the project name, the project cost, funding source, project sponsor and estimated completion date. Project signs also are used to help raise the profile of programs that help fund projects, like the Measure A transportation sales tax program.

SBCAG, in coordination with local project sponsors, will utilize project signs to provide members of the public with information on projects and programs that the Measure A program is helping to deliver.

The project sign guidelines developed by SBCAG and members of the Transportation Technical Advisory Committee for the Measure A program are based upon criteria related to:

- A. Measure A contribution thresholds
- B. Display schedules
- C. Types of signage

III. PROJECT SIGNAGE PROVISION

The project sign guidelines will help provide uniformity for SBCAG and project sponsors in the implementation of the Measure A program. Projects that meet the thresholds identified in the guidelines will follow the appropriate display schedules and project signage type. While specifications for Measure A project signs have been developed by types of projects, if the prescribed sign type obstructs user accessibility or causes a

potential safety hazard, project sponsors have the discretion to install alternative signage that displays the Measure A logo at a minimum.

IV. MEASURE A CONTRIBUTION THRESHOLDS FOR POSTING SIGNS

Measure A project sign installation will follow the Measure A contribution thresholds identified in the following project categories.

A. South Coast Highway 101 Widening Project

All Measure A funded capital improvement projects associated with the widening of Highway 101 from the City of Santa Barbara to the Ventura County line.

B. Projects included in the Measure A North County and South Coast Regional Programs

Capital improvement, transit capital and operation, and commuter and passenger rail projects included in the Measure A North County and South Coast Regional programs.

1. Highway and Roadway Capital Improvement Projects

All “named” highway and roadway capital improvements projects funded by Measure A (contributing to any phase of project development).

2. Circulation Improvement Projects

All Circulation Improvement projects funded by Measure A with a contribution greater than \$25,000.

3. Transit Vehicles and Transit Operations

- i. All transit vehicles and operational services funded from the North County and South Coast Interregional Transit Programs.
- ii. All specialized transit services funded from the North County and South Coast Specialized Transit programs will display signs or placards on the exterior and interior of vehicles.
- iii. All transit vehicles that receive at least \$10,000 in funding from South Coast Transit Capital Program.
- iv. All transit services or identified transit routes that receive at least \$10,000 per year from the South Coast Transit Operations Program.

4. Transit Facility and Amenity Projects

Construction of transit facility and amenity projects with a Measure A contribution greater than \$10,000 during any phase of the project and all projects from the North County and South Coast Interregional Transit programs.

5. Commuter and Passenger Rail Capital Projects

All Projects funded from South Coast Commuter and Passenger Rail Program will display Measure A signs for the duration of the Measure A funding, placed along nearest parallel or intersecting road or highway.

6. Bicycle, Pedestrian and Safe Routes to School Projects

- i. Capital improvement projects with a Measure A contribution greater than \$50,000 or with any Measure A contribution and total project cost greater than \$100,000 from the North County and South Coast Safe Routes to School and Bicycle and Pedestrian programs.
- ii. All educational material produced shall include a Measure A graphic affixed on brochures and materials.

C. Projects funded with Local Street and Transportation Improvement (LSTI) funds

- i. Capital improvement projects with a Measure A Local Street and Transportation Improvement (LSTI) fund contribution that is greater than \$25,000, cumulatively, to any phase or phases. Local jurisdictions can utilize a non-descriptive sign for on-going projects, such as street repair or road maintenance projects.
- ii. All transit vehicles that receive at least \$10,000 in funding from LSTI program.
- iii. All transit services or identified transit routes that receive at least \$10,000 per year from the LSTI Program

V. SCHEDULES FOR POSTING MEASURE A SIGNS

Measure A project sign installation will follow the schedules below based on type of project.

A. South Coast Highway 101 Widening Project

Prior to the construction of the project, during the construction of the project and 3 months after the completion of construction.

B. Projects included in the Measure A North County and South Coast Regional Programs

1. “Named” Highway and Roadway Capital Improvement Projects

Prior to the construction of the project, during the construction of the project and 3 months after the completion of construction.

2. Circulation Improvement Projects

Prior to the construction of the project, during the construction of the project and 1 month after the completion of construction.

3. Transit Vehicles and Transit Operations

- i. Project signs, placards or adhesive vinyl on the interior (where available) and exterior of public transit vehicles that are funded from Measure A Local or Regional funds for the life of the vehicle.
- ii. Project signs or placards on the interior (where available) and exterior of public vehicles for which the operation of the service is funded by Measure A for the duration of the funding designated for the project.

4. Transit Facility and Amenity Projects

Prior to the construction of the project, during the construction or installation of the project and for 1 month after the completion or installation of the project.

5. Commuter and Passenger Rail Capital Projects

Prior to the construction of the project, during the construction or installation of the project and for 2 months after the completion or installation of the project.

6. Bicycle, Pedestrian and Safe Routes to School Projects

Prior to the construction of the project, during the construction of the project and 1 month after the completion of construction.

C. Projects funded with Local Street and Transportation Improvement (LSTI) funds

Capital Improvement projects: Prior to the construction of the project, during the construction of the project and within 1 month after the completion of construction.

Transit Projects: Transit vehicles, services or amenities funded from the LSTI program will follow the sign schedules identified in sections 3 and 4.

VI. SIGN SPECIFICATIONS

Measure A projects will follow the sign type below based on type of project.

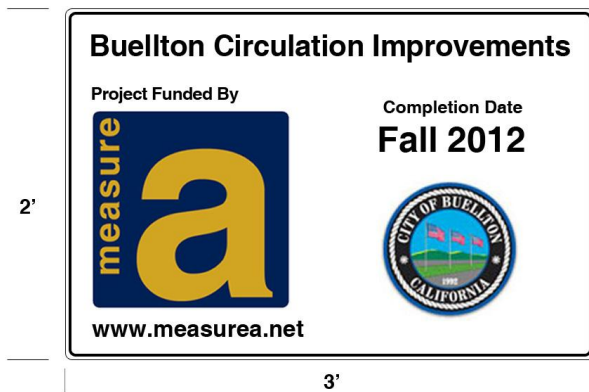
1. South Coast Highway 101 Widening and “Named Highway” Projects

All projects located on the California State Highway System: 4' by 6' sign that includes the project title, Measure A logo, project completion date, project sponsor, SBCAG logo, Measure A website address and 1-800-SB-Roads number.



2. Circulation Improvement Projects

Circulation improvement projects with a contribution greater than \$25,000 from any of the regional circulation improvement programs: 2' by 3' sign that includes the project title, Measure A logo, project completion date, project sponsor logo and Measure A website address.



3. Transit Vehicles and Transit Operations

i. Transit Vehicles

Any transit vehicles from the Interregional Transit Programs or vehicles that have a contribution of at least \$10,000 in Measure A funds from the South Coast Transit Capital Program: Placard that is 18" by 18" on the exterior of the vehicle that states "This vehicle paid for with" and includes the Measure A logo and Measure A website address.



ii. Transit Operations

Any transit services that have operations with a Measure A contribution from the Interregional Transit Program and Specialized Transit program or with a Measure A contribution of at least \$10,000 per year from the South Coast Transit Operations program: Either a Measure A placard that is 18” by 18” on the exterior and/or interior of the vehicle or include a message on the vehicle’s digital bus display (when available on interregional vehicles) that states “This Service Funded by Measure A” and Measure A website address.



4. Transit Facilities and Amenities

Any transit facilities or amenities from the Interregional Transit Programs or projects that have a contribution of at least \$10,000 in Measure A funds from the South Coast Transit Capital Program: an appropriately sized sign that includes the project title, Measure A logo, project completion date, project sponsor logo and Measure A website address.

Transit Schedules

Measure A logos and the Measure A website address must be included on printed materials for transit schedules for services that are funded with Measure A funds.

5. Commuter and Passenger Rail Capital Projects

Any capital improvement projects from the South Coast Commuter and Passenger Rail Program: 2’ by 3’ sign that includes the project title, Measure A logo, project completion date, project sponsor logo and Measure A website address.

6. Bicycle, Pedestrian and Safe Routes to School Projects

Capital improvement projects with a contribution greater than \$50,000 or with any Measure A contribution and total project cost greater than \$100,000 from the North County and South Coast Safe Routes to School and Bicycle and Pedestrian programs: 2’ by 3’ sign that includes the project title, Measure A logo, project completion date, project sponsor logo and Measure A website address.



7. Local Street and Transportation Improvement Projects

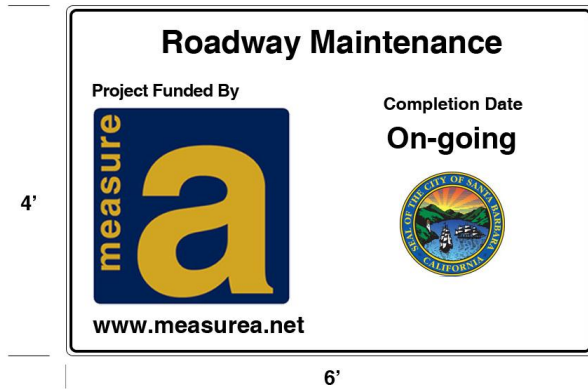
Contribution between \$25,000 and \$999,999

LSTI funded Capital Improvement projects with a Measure A contribution between \$25,000 and \$999,999: 2' by 3' sign that includes that includes the project title, Measure A logo, project completion date, project sponsor logo and Measure A website address.



Contribution greater than \$1 million

LSTI funded Capital Improvement projects with a Measure A contribution of \$1 million: 4' by 6' sign that includes the project title, Measure A logo, project completion date, project sponsor logo and Measure A website address.



Transit Projects: Transit vehicles, services or amenities funded from the LSTI program will follow the sign types identified in sections 3 and 4.

8. Education and Marketing Programs

Measure A logos must be included on printed materials for programs that are funded with Measure A funds and the Measure A website address.

VII. FUNDING SOURCE

Costs for Measure A project signs will be funded from the project budget.