



SR 166

COMPREHENSIVE CORRIDOR STUDY

Guadalupe to Santa Maria

Public Participation Plan

State Route 166 (SR 166) is an agricultural trade corridor and intercommunity rural connector in Santa Barbara County. The SR 166 Comprehensive Corridor Study (CCS) seeks to identify issues and recommend safety, mobility, and connectivity improvements between its intersection of SR 1 in the City of Guadalupe and Depot Street in the City of Santa Maria. The study area will also include side roads that provide access to SR 166 and multimodal opportunities that parallel SR 166.

There is great public interest in seeing improvements in this corridor and funding to implement improvements can be a challenge. Both federal and state transportation funding are driven by performance-based return-on-investment criteria. Funding for multimodal transportation improvements is also influenced by federal and state objectives related to air quality and climate change, environmental justice, and social equity. This makes a proactive, public participation plan that actively engages the communities affected in a meaningful way essential to successful grant applications and future planning efforts.

SBCAG will foster support of the SR 166 CCS through a strong, inclusive, multilingual stakeholder and public outreach effort. This will require a combination of onsite engagement with local stakeholders coupled with web-based interactive mapping tools to facilitate remote public input. All efforts will be coordinated with the SBCAG team and PIM.

Guiding Principles of Engagement

- Public participation is based on the belief that those who are affected by a planning study's recommendations have a right to be involved in the planning process.
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-

makers.

- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a study's recommendations.
- Public participation provides participants with the information that will enable them to participate in a meaningful way.
- Public participation communicates to participants how their input can influence the recommendations of the study.

Project Goals

- Identify key opportunities and challenges as seen through the eyes of the local community.
- Identify projects/strategies that will improve reliability, safety, and multimodal options within the SR 166 corridor between the Cities of Guadalupe and Santa Maria.
- Develop a performance-based study that results in strategies for implementation that positions SBCAG and its members agencies to successfully compete for State/Federal grant funding.

Key Messages

- The SR 166 Corridor Study will identify issues and recommend safety, mobility, and connectivity improvements on SR 166 between its intersection of SR 1 in the City of Guadalupe and Depot Road in the City of Santa Maria.
- The study area will also include side roads that provide access to SR 166 and multimodal opportunities that parallel SR 166.
- The study will build on existing planning products adding new analysis to identify current system deficiencies and establish an updated "blueprint" for phased improvement strategies to meet the near- and long-term needs within the seven-mile portion of the SR 166 corridor.
- These improvements will positively impact car, truck, transit, bike and pedestrian experiences along with corridor by increasing safety and accessibility.

Key Community Partners and Groups in Project Area

Community partners in this context are those people who are most likely to be affected positively or negatively by the implementation of the Study. These groups include, but are not limited to:

- Santa Maria-Bonita Elementary School District
- Santa Ynez Band of Chumash Indian Tribe

- Santa Barbara Grower/Shipper Association
- Santa Barbara County Farm Bureau
- Santa Barbara Bicycle Coalition
- MOVE Santa Barbara County

Overall Approach

Community engagement efforts will be broken down into two phases. The first phase will be used to introduce the community to the planning process and detail all opportunities for engagement planned for the duration of the plan’s development. As part of this first phase, community input will be gathered through both traditional (open houses, focused stakeholder meetings, etc.) and non-traditional (online) means to gather input from the public on perceived challenges and opportunities for investment in the corridor planning area.

The second phase of community outreach will focus on providing the public with a variety of improvement options that would address the needs they identified in the first phase. These recommended improvements can then be refined based on comments received.

Phase One



Inform: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Development of a Project Logo/Brand

SR 166 COMPREHENSIVE CORRIDOR STUDY LOGO
REVISED CONCEPT



Bilingual Collateral Materials

The DKS team will prepare appropriate collateral materials and outreach tools to engage news media throughout the project. This will include:

- Creation of three news releases to be distributed by the SBCAG PIM
 - Initial Project Kick-Off/Website Launch (September 2024)
 - Promotion of Proposed Alternative and Engagement Opportunities (May 2025)
 - Final Study Results (July 2025/August 2025)
- Creation of nine social media posts to be posted on Facebook, Instagram, X and Threads by the SBCAG PIM
 - Initial Project Kick-Off/Website Launch (September/October/November 2024)
 - Promotion of Proposed Alternative and Engagement Opportunities (April/May/June 2025)
 - Final Study Results (July 2025/August 2025)
- Development of Fact Sheets, FAQs and other materials (September 2024)
- Development of posters/flyers promoting upcoming meetings and workshops (July 2025)

Website Presence (SBCAG)

SBCAG will establish a project webpage on its existing site to post all relevant information about the Study. The site will be accessible via a “vanity” URL: SR166CorriorStudy.com. Materials, images and graphics for posting will be provided by the project team. This will include:

- Project Overview
- Interactive/Virtual Workshops
- Surveys
- Library with Background Documents
- Community Calendar for Meetings and Workshops
- Comment Capture
- Contact Information



Involve: Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Web-Based Engagement Tools

Interactive activities and tools provide easy ways for the public to share concerns, ideas as well as identify opportunities and challenges for each proposed location. Most people are reluctant to attend meetings so the use of interactive web-based tools and “pop-up” events that essentially bring meetings/engagement opportunities to the public are essential for a successful program.

Surveys

DKS will coordinate with SBCAG to develop short on-line community survey to gauge the public’s views on safety, mobility and connectivity issues the community experiences. The surveys will also help determine what types of improvements the community supports and does not favor. The public will be given the opportunity to fill out a hard copy version at workshops and community events as well as electronically via the project website. It is anticipated that at least two community surveys will be developed: 1) one focusing on issues and opportunities in the beginning of the study; and, 2) one seeking direct input on recommended improvement concepts roughly 10 months into the study. All surveys will be provided in both English and Spanish.

Online Mapping/Comment Capture Tool

Social Pinpoint is an interactive suite of tools that can be used to facilitate public engagement. This will be incorporated into the project website via a link. The application is multilingual allowing users to select the language of their choice. Ultimately, this input will be plotted to allow corridor cartograms to be developed that present where and what type of concerns the public identifies.



Collaborate: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

CCS Advisory Committee

The Project Team will coordinate with SBCAG to form the SR 166 CCS Advisory Committee. The Advisory Committee will be convened to provide the foundation for an outcome-based project analysis as well as a solid starting point for developing a unified vision for the study corridors. At a minimum, the Advisory Committee should consist of staff/representatives from:

- SBCAG
- County of Santa Barbara

- City of Guadalupe
- City of Santa Maria
- Caltrans District 5
- California Highway Patrol
- Santa Maria-Bonita Elementary School District
- Santa Ynez Band of Chumash Indian Tribe
- Transportation Providers
 - Santa Barbara Metropolitan Transit District
 - City of Santa Maria
 - City of Guadalupe
 - Easy Lift Transportation
- Santa Barbara Grower/Shipper Association
- Santa Barbara County Farm Bureau
- Santa Barbara Bicycle Coalition
- MOVE Santa Barbara County

These meetings will be held virtually to maximize participation. We anticipate holding four meetings over the course of the project.



Consult: To obtain public feedback on analysis, alternatives and/or decisions.

Phase One Community Events (September/October 2024)

A series of tabling events will be staffed at community events to provide information about the project and opportunities to share ideas. These will be conducted in a trilingual approach with English, Spanish and Mixteco via partnerships with the local Promotores.

Sunday, September 15th 2024 - Mexican Independence Day, Guadalupe

Noon – 4:00 PM

SR-1

<https://thegoodnewsroom.org/mexican-independence-day-and-our-lady-of-guadalupe-im-here-because-im-your-mother/>

Sunday, October 6th 2024 – Open Streets, Santa Maria

Noon – 5:00 PM

<https://sbopenstreets.org/>

Saturday December 7th – Parade of Lights, Santa Maria

3:00 PM - 7:00 PM

Broadway (Enos to Main Street)

<https://smparadeoflights.org/>

Sunday Saturday December 8th – Early Bird Flea Market, Santa Maria
Santa Maria Fairpark
7 AM - 3 PM

<https://www.santamariafairpark.com/p/about/swap-meet---flea-market>

Phase One Small Group Meetings (September/October 2024)

In addition to the Advisory Committee, additional virtual meetings will be conducted with other partner entities. These meetings will similarly provide an important and necessary opportunity for stakeholders to identify challenges and opportunities for specific sites so that the project team can develop appropriate improvements or strategies to address them. These meetings should last 60-90 minutes and can be scheduled as part of a regular meeting of the group OR a stand-alone meeting at a place and time that is convenient for the group. During phase one this will include:

- Santa Barbara County Farm Bureau
- Santa Maria/Guadalupe Chambers of Commerce



Inform: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Newsletters

The project team will provide images, copy and graphics for inclusion in local and regional newsletters, eNews and other communications channels in synch with news releases and the social media posting schedule. These will include:

- SBCAG Newsletter
- City of Santa Maria eNews (Mark van de Kamp, Public Information Manager)
- Grower-Shipper Association of Santa Barbara/San Luis Obispo Counties
- Santa Maria Valley Chamber of Commerce

Phase Two



Collaborate: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Community Event (May 2025)

May 29th-June 1st, 2025 – Elk’s Rodeo Santa Maria

<https://www.elksrec.com/>

Open House / Workshop (Location TBD: July 2025)

Whereas the first phase of community engagement will be used to introduce the community to the planning process and solicit input regarding existing condition issues and deficiencies, the second phase of community outreach will focus on providing the public with a variety of improvement concepts. The project team will plan, promote, and facilitate this Community Workshop to receive public input on potential improvement concepts for the corridor area. This workshop will include live and virtual options to ensure maximum participation. We will utilize SBCAG’s multi-lingual contract partner to conduct and facilitate the meeting in English, Spanish and Mixteco.

Components of the meeting will include:

- Live visioning presentation and click polling to gather community input.
- Small group discussions with table maps/renderings in which participants identify problems and possible solutions on large aerial maps.
- Survey questions.

Promotion methods will include:

- Pre-meeting promotion that clearly explains the intent, topics, and format of the event.
- Social media posts.
- Flyers.

An online open house will also occur around the same time as the in-person open house, with similar content and survey questions. Meeting summaries including meeting materials and presentations, and feedback received will be posted on the project website.

Engagement Summary Report

The project team will prepare a summary of outreach efforts and evaluate the success of the campaign by detailing:

- All materials prepared for the outreach program.
- All events/opportunities conducted/offered.
- Number of participants for each activity.
- Diversity of participants to ensure inclusion based on socio-economic indicators.
- Summary of comments and concerns.
- Overall outcomes of the engagement efforts and how feedback impacted project outcomes and Board direction, if applicable

Overall Project Schedule

