



# I-15 Corridor Improvement Project

## Agency:

*Riverside County Transportation Commission*

## Role:

*Community Outreach*

## Summary:

- Improve traffic capacity and operations on Interstate 15 (I-15), (Riverside County Transportation Commission RCTC) and California Department of Transportation (Caltrans) District 8 explored widening the highway from just north of the I-15/ I-215 separation near Murrieta, northward to State Route 60 near Ontario stretching approximately 44 miles in length
- Integrated the environmental and engineering process for this project

## Approach:

- Created a multifaceted Communications Plan addressing community outreach strategies and deadlines
- Worked with local and regional agencies
- Educated the community and included them in the decision making process
- Understood traffic flow by conducting traffic studies
- Worked closely with the RCTC, Caltrans District 8, and resource agencies as well as several cities to ensure consistent messaging
- Developed and implemented effective outreach strategies to gain project support from community members and stakeholder groups



## Achievements:

- Developed and maintained stakeholder database
- Held stakeholder advisory meetings and local agency meetings
- Facilitated three public information meetings along the 44-mile-long corridor in Corona and Murrieta
- Created all graphics, websites, animated maps, public access channel shows and televised interviews
- Achieved a larger than expected turnout and received thoughtful comments from the attendees'
- Our multimedia presentations and meeting logistics created a positive environment that facilitated conversation and discussion

