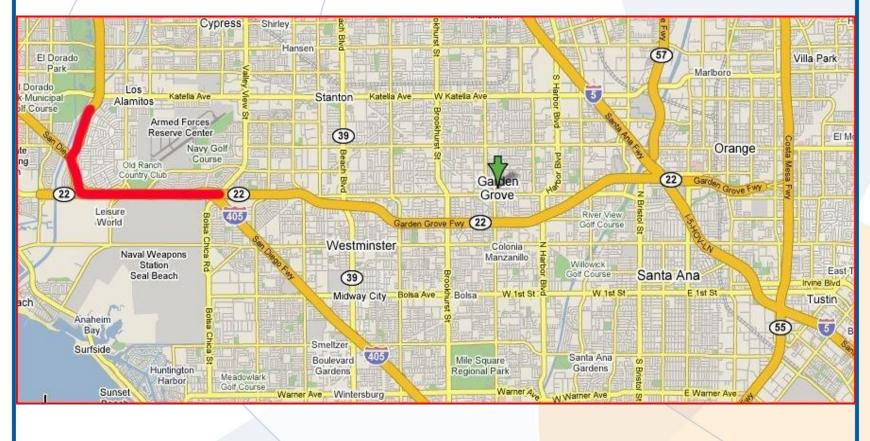


West County Connectors



I-405 and I-605 Corridor

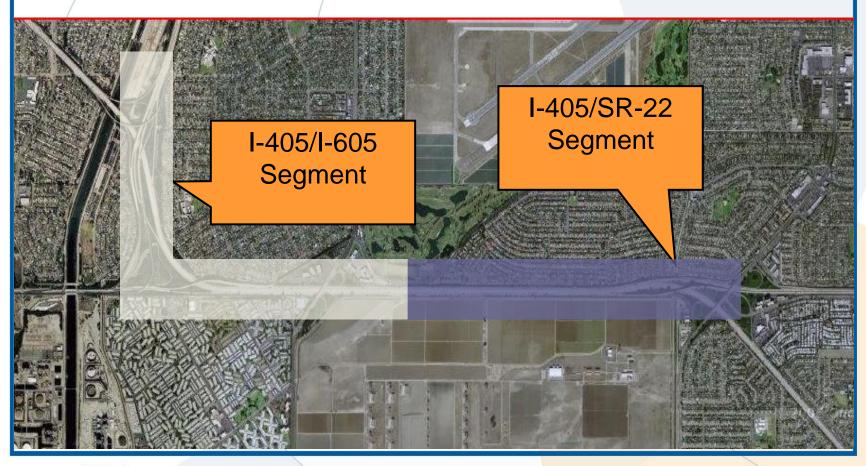






West County Connectors







Project Schedule



East Segment

Construction Contract Approval - June 25, 2010

Begin Construction - Sept. 7, 2010

West Segment

Construction Contract Approval - Nov. 2010

Begin Construction - Jan. 2011



Roles and Responsibilities



OCTA

- -Project Design (COMPLETE)
- -Construction Management Consultant
- -Community Outreach

Caltrans

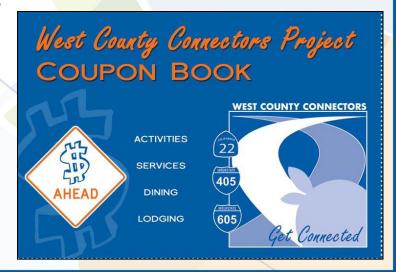
- -Design Independent Quality Assurance
- -Construction Administration



Community Relations

- 405

 Get Connected
- City Council & Traffic Commission Briefings
- Open Houses/Neighborhood Meetings
- Weekly Construction Email Alerts
- Stakeholder Working Group
- Door-to-Door Business Visits
- Quarterly E-Newsletters
- Coupon Book
- Media Relations
- Social Media
- Website

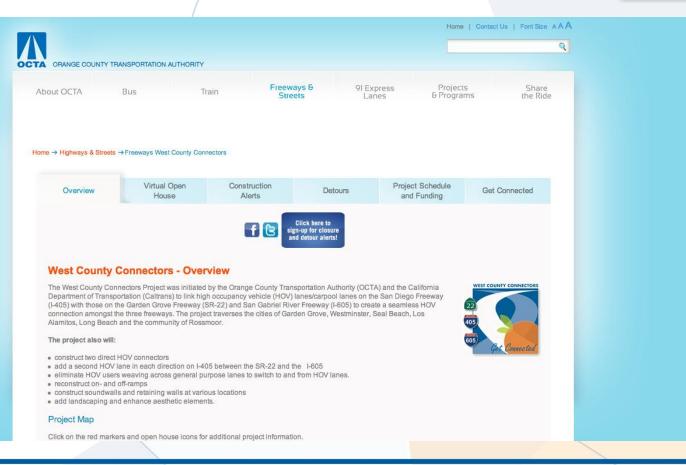






Web Demo









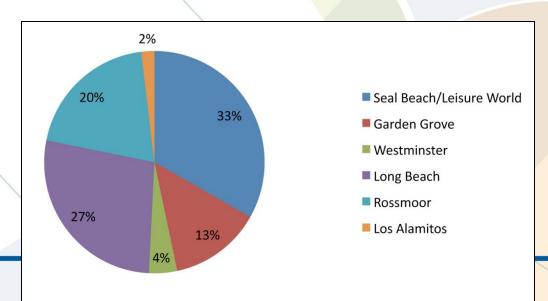
WCC Open Houses Feb. 2008 to Dec. 2010



Open Houses 30

Total Attendees 1,128

Attendees by City





7th Street Connector Closure



- Construction Alerts
- Print, Online, and Social Media
- Traffic Reporters
- CSULB Students, Faculty, and Staff



- Bus Operations Coordination
- Emergency Services Coordination





Outreach Highlights Feb. 2008 to Dec. 2010

Email Database

4,033

Door Hangers 140,000

Construction Alerts 26

Calls 200

Emails 400

Media Stories 159

Facebook Fans 374

Twitter Followers 293



