

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
<p><b>Part 1 - Central Coast ITS Existing Needs &amp; Challenges</b></p> <p>The Central Coast Intelligent Transportation Systems Implementation Plan → increasing the safety and efficiency of the entire regional transportation system through advanced computer, electronic and communication technologies.</p> <p>&lt;PAUSE&gt;</p> <p>The Central Coast region of California is situated along the Pacific Ocean between the San Francisco Bay area to the north and the Los Angeles basin to the south. It includes the counties of Santa Cruz, San Benito, Monterey, San Luis Obispo, and Santa Barbara.</p> <p>&lt;PAUSE&gt;</p> <p><del>The Central Coast is world renowned for its breathtaking coastal views and scenic countryside...</del></p> <p><del>...and is a premiere tourist destination...</del></p> <p>&lt;PAUSE&gt;</p> <p>At this time, the Central Coast's regional transportation system faces several challenges:</p>	<p>Section is 2:30 minutes <b>Edited section is approx. 1:30 minutes</b></p> <ul style="list-style-type: none"> <li>• Shot of the updated CCITS Brochure and CCITS Implementation Plan covers</li> <li>• View of a map of California</li> <li>• View of the 5-County Central Coast Region (with County names) "popping-out" from the map (or highlighted in different color)</li> <li>• <del>View of the rugged Central Coast coastline (basically PCH near Big Sur) (2000 CCITS VIDEO)</del></li> <li>• <del>View of rolling Central Coast countryside (US 101 around Paso Robles) (2000 CCITS VIDEO)</del></li> <li>• <del>View of tourists and/or shots of the City of Monterey (Aquarium &amp; Cannery Row) (2000 CCITS VIDEO)</del></li> <li>• <del>View of a motor home driving on US 101 (north of Santa Barbara) (2000 CCITS VIDEO)</del></li> <li>• Collage of newspaper coverage regarding traffic congestion on various Central Coast highways (i.e. 101 in SB, SR 1 in Monterey/Santa Cruz, etc.)</li> </ul>

*Central Coast ITS Implementation Plan*  
*ITS Presentation DVD - Script/Storyboard*  
 May 1, 2007

NARRATIVE	VIDEO/EFFECTS
<p><del>Sometimes, weather conditions such as dense fog, heavy rain, strong winds, or blowing dust, can present unexpected difficulties to drivers on rural roads like Highway 1 and State Route 154.</del></p> <p>&lt;PAUSE&gt;</p>	<p><del>View of windy, mountainous 2 lane road (SR 154 from Santa Barbara to Santa Ynez Valley) (2000 CCITS VIDEO)</del></p> <ul style="list-style-type: none"> <li>• <del>View of car driving along Hwy 1 near Morro Bay during foggy conditions (2000 CCITS VIDEO)</del></li> <li>• <del>View of car driving along Hwy 46 east of Paso Robles during windy and/or rainy conditions. (NEW)</del></li> </ul>
<p>Over the next 25 years, the Central Coast region expects a 22% increase in population...</p>	<ul style="list-style-type: none"> <li>• View of housing construction in Soledad</li> </ul>
<p>...with an even greater increase in daily vehicle trips.</p>	<ul style="list-style-type: none"> <li>▪ View of "packed" Hwy 1 near Santa Cruz</li> </ul>
<p>Accommodating growing traffic volumes along arterial roadways will also be a challenge. Problems only get worse during the region's many major events.</p>	<ul style="list-style-type: none"> <li>▪ View of an "AT&amp;T" or "US Open" sign near the Pebble Beach golf course</li> </ul>
<p>&lt;PAUSE&gt;</p>	
<p>Construction can also cause highway congestion.</p>	<ul style="list-style-type: none"> <li>▪ View of freeway adjacent construction underway in Santa Maria?</li> </ul>
<p>And there is also a need to address heightened emergency service activities.</p>	<ul style="list-style-type: none"> <li>• Shot of fire truck and/or ambulance</li> <li>Shot of Diablo nuclear power plant</li> </ul>
<p>&lt;PAUSE&gt;</p>	
<p>Agriculture is one of the Central Coast's leading economic bases. So, arterials carry a large percentage of commercial vehicles.</p>	<ul style="list-style-type: none"> <li>• View of a Central Coast farm near Hollister</li> </ul>
<p>Another important challenge in the region is to increase the efficiency of the public</p>	<ul style="list-style-type: none"> <li>• View of commercial vehicle/trucks driving along Hwy 25 and/or Hwy 156</li> </ul>

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
transit and passenger rail systems...	
<PAUSE>	<ul style="list-style-type: none"> <li>• View of a SLO Transit bus en-route/driving along roadway (San Luis Obispo)</li> <li>• View of passengers boarding the SLO Transit bus (San Luis Obispo)</li> <li>• Shot of a "Next Bus" CMS</li> </ul>
<del>With all of the attractions that the Central Coast has to offer, the lack of real time traveler information is of great concern.</del>	<ul style="list-style-type: none"> <li>• <del>View of Santa Cruz Boardwalk, Hearst Castle and/or downtown Santa Barbara</del> (NEW)</li> </ul>
A comprehensive approach to provide travelers with up-to-date information on roadway conditions, accident locations, and available attractions...	<ul style="list-style-type: none"> <li>• View of a "traffic map" from the Caltrans web-site</li> <li>• Add shot of person accessing travel information via the Web</li> </ul>
...can assist them when making decisions on how to travel...	<ul style="list-style-type: none"> <li>• View of a Caltrans CMS w/an accident message</li> </ul>
...when to travel...	<ul style="list-style-type: none"> <li>▪ View of person getting on an AMTRAK train (San Luis Obispo)</li> </ul>
...and what route to travel.	<ul style="list-style-type: none"> <li>• View of person leaving their house and getting into car</li> </ul>
<PAUSE>	

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE

VIDEO/EFFECTS

**Part 2 - What is the Central Coast ITS Implementation Plan?**

With all these challenges, the Central Coast is focusing on finding cost-effective ways to improve its existing transportation system.

<PAUSE>

Computers, electronics, and telecommunications are becoming more commonplace.

These technologies can also be applied to help solve our transportation challenges.

<PAUSE>

Wise use of ITS or Intelligent Transportation Systems can help the Central Coast to maximize its initial transportation investment and assist motorists in making more informed travel decisions.

"... Caltrans and its partner agencies are committed to using Intelligent Transportation Systems where it makes the most sense. ITS uses advanced computer and communications technologies in an integrated manner so that we can improve the safety and efficiency of the entire transportation system. ITS is a proven

Section is 2:30 minutes

Edited version reduces this section to 2:00 minutes

View of a roadway construction project in progress (US 101 in the Prunedale area) (2000 CCITS VIDEO)

- View of a person telecommuting
- View of person using a personal hand-held device

- View of Hertz "Neverlost" in-vehicle device

- Replace with a non-TMC picture from some of the cut footage.
- Superimpose "ITS" over the TMC picture with the 1<sup>st</sup> letters of each row bold (or in a different color))
  - Intelligent
  - Transportation
  - Systems

- (First testimonial: Jacques Van Zeventer shoot in the Caltrans D5 TMC)

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
<p>concept and strategic project implementation can lead to significant benefits for travelers in the Central Coast..."</p> <p>&lt;PAUSE&gt;</p>	
<p>To address the tremendous challenges facing the Central Coast → federal, state, and local transportation and transit agencies first joined together in 1998 to develop an initial plan of action → the Central Coast ITS Strategic Plan.</p>	<ul style="list-style-type: none"> <li>• Graphic of the Central Coast ITS Strategic Plan document COVER starting "small" in middle and expanding (spiraling or popping-out) to forefront</li> <li>• Include text on graphic: "Address our Transportation Needs"</li> </ul>
<p><del>This ITS Strategic Plan identifies ITS projects most suitable for the region's transportation challenges ...</del></p>	<ul style="list-style-type: none"> <li>• <del>View of COVER remains on screen (2000 CCITS VIDEO)</del></li> <li>• <del>Include text on graphic: "Identified ITS Project Recommendations" (2000 CCITS VIDEO)</del></li> </ul>
<p><del>...and provides a "roadmap" for agencies to follow so that ITS projects work together in the region.</del></p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• <del>View of COVER remains on screen (2000 CCITS VIDEO)</del></li> <li>• <del>Include text on graphic: "Provide Roadmap for ITS Projects to Work Together Regionally, Statewide, and &amp; Nationally" (2000 CCITS VIDEO)</del></li> </ul>
<p>Since creating the ITS Strategic Plan in 2000, the Central Coast agencies continued to coordinate the deployment of various ITS initiatives through the Central Coast ITS Implementation Plan.</p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• Display the Agency logos for each Central Coast ITS Coordinating Group Steering Committee member (NEW) <ul style="list-style-type: none"> <li>• Association of Monterey Bay Area Governments (AMBAG)</li> <li>• California Department of Transportation (Caltrans)</li> <li>• California Highway Patrol (CHP)</li> <li>• Council of San Benito County Governments (SBCOG)</li> <li>• Federal Highway</li> </ul> </li> </ul>

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
<p>The Central Coast ITS Implementation Plan updates the Strategic Plan and, most importantly, provides a unified and consistent approach to integrating local ITS projects into the state and regional transportation planning process.</p> <p><del>“...The systems and projects recommended in the Central Coast ITS Implementation Plan enable more efficient and safe travel for people and goods. ITS allows us to manage our transportation resources more effectively and provides us with the information we need to move around better. These initiatives save time, improve the environment and help keep our transportation system safe.</del></p>	<p>Administration (FHWA)</p> <ul style="list-style-type: none"> <li>• Monterey-Salinas Transit (MST)</li> <li>• San Luis Obispo Council of Governments (SLOCOG)</li> <li>• Santa Barbara County Association of Governments (SBCAG)</li> <li>• Santa Cruz County Regional Transportation Commission (SCCRTC)</li> <li>• Santa Cruz Metropolitan Transit District</li> <li>• Transportation Agency for Monterey County (TAMC)</li> </ul> <ul style="list-style-type: none"> <li>• Include graphic of the new document COVER</li> <li>• <del>2<sup>nd</sup> Testimonial: AMBAG Rep: (Recommend Nicolas Papadakis)</del> <b>(NEW)</b></li> </ul>

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE

VIDEO/EFFECTS

**Part 3: CCITS Strategic Plan Success Stories (Need to add MST AVL system)**

Section is 2:00 minutes

**Revised section is 1:45 minutes**

A major recommendation of the 2000 CCITS Strategic Plan was a Transportation Management Center (or TMC) that would coordinate the region's ITS activities and operations. This goal was realized with the opening of the Caltrans District 5 TMC in San Luis Obispo in October 2001.

- View of the Caltrans D5 TMC building façade.
- View of Caltrans D5 TMC operations center ("war" room)
- Panned view of the Caltrans D5 TMC operations room

The TMC monitors State highways in the region, serves as the central point for incident management activities and coordinates its ITS systems and operations.

- View of Caltrans D5's color-coded roadway conditions map display
- View of Caltrans D5 TMC video display wall View of ramp meter indication turning from "red" to "green" and a vehicle proceeding down ramp to "moving" freeway

~~The TMC is staffed cooperatively by Caltrans District 5 and the California Highway Patrol.~~

- ~~View of CHP officer talking over radio communications system (in Caltrans D5 TMC) (NEW)~~

<PAUSE>

The TMC serves as a focal point for traveler information in the region by providing up-to-date information on roadway traffic conditions using changeable electronic message signs...

- View of CMS sign displaying a message (preferably CMS on SR 46)

...highway advisory radio...

- View of sign saying "DIAL 1-800 ROADS FOR TRAFFIC INFO" (Caltrans call-in system) (2000 CCITS VIDEO)

...telephone call-in systems...

- View of person in their car using a cell-phone

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
<p>...Internet web-sites...</p> <p>...and media updates.</p> <p>&lt;PAUSE&gt;</p> <p>“...The Caltrans District 5 TMC provides the cornerstone for the Central Coast ITS Implementation Plan. The TMC has significantly enhanced our ability to detect problems, better coordinate a response between Caltrans, the CHP, and other emergency service providers, and provide travelers with more accurate and timely information. The TMC has already made a considerable difference in improving roadway operations.</p> <p>&lt;PAUSE&gt;</p> <p>Each County in the Central Coast has also identified a number of ITS Projects that benefit their local transportation system. Some highlights include...</p> <p>For Santa Cruz County, using ITS to improve on-time bus service. <del>installation of a parking management and information system for the Santa Cruz boardwalk area</del></p> <p>For San Benito County, a speed warning system has been installed along Highway 156 to help commercial vehicles drive more safely.</p>	<ul style="list-style-type: none"> <li>• View of Caltrans “road conditions” Internet</li> <li>• View of FAX machine that sends roadway condition updates to the media</li> <li>3<sup>rd</sup> Testimonial <ul style="list-style-type: none"> <li>• (Assistant Chief, Coastal Division, CHP Dwight Goggins ,)</li> <li>• <del>Perhaps intersperse w/ shots of CHP, ESP, or FSP on scene of an incident...</del></li> </ul> </li> <li>• View of EMS vehicle passing through series of signalized intersections</li> <li>• <del>View of a MST bus driving on an arterial roadway (downtown Monterey) (2000 CCITS VIDEO)</del> Add footage of Santa Cruz Bus.</li> <li>• TEXT: Transit ridership up 42% between 2005 and 2006</li> <li>• View of CMS displaying a “50 MPH CURVE AHEAD” message</li> <li>• TEXT: Improved safety</li> </ul>



*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
<p>For Monterey County, tracking the location of their transit vehicle fleet.</p> <p>!</p>	<ul style="list-style-type: none"> <li>• MST AVL Vehicle and Operations Room</li> <li>• View of trucks driving in convoy (SR 183)</li> <li>• TEXT: 25% more passenger per hours - and fewer empty buses</li> </ul>
<p>For Santa Barbara County, implementing a Freeway Service Patrol Program to assist motorists, remove debris, or assist the CHP in clearing accidents during peak hours.</p>	<ul style="list-style-type: none"> <li>• Add FSP footage for Santa Barbara</li> <li>• TEXT:</li> <li>• 941 Service stops per year</li> <li>• Less than 5-minute waits for service</li> <li>• 94% of assisted drivers rate program "EXCELLENT"</li> </ul>
<p>And for San Luis Obispo <del>and Santa Barbara Counties</del>, installing advanced crosswalks has improved pedestrian safety.</p> <p>.</p>	<ul style="list-style-type: none"> <li>• TEXT: Reduced number of incidents at crosswalks</li> <li>• Shot of cross walk in Atascadero View of person walking across the street within an advanced crosswalk</li> </ul>

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE

VIDEO/EFFECTS

**Part 4 - Next Steps**

The Caltrans District 5 TMC in San Luis Obispo and other regional ITS systems are just the first steps in a series of projects that the Central Coast ITS Implementation Plan has recommended for deployment. There are many other ITS projects in the pipeline that are prioritized for funding.

<PAUSE>

To ensure that the Central Coast ITS Implementation Plan continues to move forward, and that its project recommendations are implemented, the regional transportation agencies formed the "Central Coast ITS Coordinating Group". This group will further guide the deployment process by ensuring that priority ITS projects obtain agency and county funding support...

...address ITS design and implementation issues...

...and ensure that local and regional ITS projects are successful and work together.

~~The primary way to ensure that the Implementation Plan's ITS projects are deployed in the Central Coast is to incorporate or "mainstream" them into the agencies' existing planning processes.~~

Section is 2:50 minutes

**With edits this is reduced to 2:00 minutes**

- Interior shot of Caltrans D5 TMC in operation

- View of members of the ITS Coordinating Group working together in a meeting room/around a table

- View of person looking over "blueprints"
- View of person overseeing an ITS installation (e.g., traffic signal at an intersection or motorist-aid call box)

- Use EMS pre-emption segment similar to 2000 video

- ~~View of the Central Coast ITS Implementation Plan document cover (NEW)~~
- ~~View of the Central Coast ITS Implementation Plan "held up" during discussion at an Agency Board meeting (i.e., Technical Advisory~~

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
	<del>Committee at one of the RTPAs)</del> <del>(NEW)</del>
<p>The Implementation Plan further recommends “funding partnerships” to ensure that future ITS Projects build upon the foundation being developed today.</p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• View of SBMTD’s Kiosk System</li> <li>• View of a “Smart Card” System</li> </ul>
<p>Intelligent Transportation Systems offer the potential to really benefit the Central Coast.</p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• View of passengers getting on a SCMTD bus</li> <li>• View of commercial vehicle/truck driving along US 101</li> </ul>
<p>ITS can save lives by reducing emergency response time and alerting drivers to delays and lane closures.</p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• View of Caltrans D5 TMC operator/dispatcher talking on the phone/radio</li> <li>• View of ambulance driving through signalized intersection</li> </ul>
<p>ITS saves time and increases roadway capacity by reducing delays and incident-related congestion.</p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• View of CMS w/accident message</li> <li>• View of “smooth” flowing freeway (US 101 in Santa Barbara)</li> </ul>
<p>ITS improves the region’s air quality by reducing vehicle emissions and fuel consumption through more efficient transportation system operations.</p> <p>&lt;PAUSE&gt;</p>	<ul style="list-style-type: none"> <li>• View of roadway with cars and trucks and transit bus emitting pollutants as they drive</li> <li>• View of vehicles as they pass by a gas station</li> </ul>
<p>The Central Coast ITS Implementation Plan recommends intelligent</p>	<ul style="list-style-type: none"> <li>• View of an ITS Project under construction</li> </ul>

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE

transportation systems to provide safe, efficient, and convenient travel to residents, businesses, and visitors alike.

VIDEO/EFFECTS

View of CCITS Implementation Plan cover

**Video Credits**

To view a copy of the Central Coast ITS Implementation Plan, please visit us on the world wide web at:

<http://www.dot.ca.gov/dist05> or

<http://www.ambag.org>

The Central Coast ITS Implementation Plan and this Presentation Video were a joint effort between the following organizations:

Association of Monterey Bay Area  
Governments (AMBAG)  
(831) 883-3750

California Department of Transportation  
(Caltrans) District 5  
(805) 549-3130

California Highway Patrol (CHP)  
(916) 657-7222

Council of San Benito County  
Governments (SBCOG)  
(831) 637-7665

Federal Highway Administration (FHWA)  
(916) 498-5005

Monterey-Salinas Transit (MST)  
(831) 899-2558

San Luis Obispo Council of Governments  
(SLOCOG)  
(805) 781-4219

Santa Barbara County Association of  
Governments (SBCAG)  
(805) 961-8900

*Central Coast ITS Implementation Plan  
ITS Presentation DVD - Script/Storyboard  
May 1, 2007*

NARRATIVE	VIDEO/EFFECTS
	<p data-bbox="850 296 1357 394">Santa Cruz County Regional Transportation Commission (SCCRTC) (831) 460-3200</p> <p data-bbox="846 438 1365 537">Santa Cruz Metropolitan Transit District (SCMTD) 426-6080</p> <p data-bbox="865 581 1344 680">Transportation Agency for Monterey County (TAMC) (831) 755-0903</p>