LISTENING. PLANNING. CONNECTING.

The 360° for 960 Implementation Plan Partner Toolkit

The San Bernardino County Transportation Authority (SBCTA), in coordination with the California Department of Transportation (Caltrans), is developing the 360° for 960 Implementation Plan, a countywide study to identify Complete Streets improvements along the State Highway System (SHS) throughout San Bernardino County.

The study is a direct regional response to Senate Bill 960 which mandates the incorporation of complete streets and transit priority features into state highway projects. Working together with residents, local agencies, community organizations, transit providers, and Caltrans, the study will evaluate high-priority transportation barriers and develop Complete Streets recommendations that will improve safety, accessibility, and connectivity for people walking, biking, taking transit, and driving. These recommendations, and a transparent process for implementation, will guide future Complete Streets project opportunities along the SHS.

To help us make sure we get a comprehensive understanding of the needs of the community, community feedback will be combined with technical analysis to help identify priorities and guide future Complete Streets project opportunities.

What we need from you: Please share the project surveys with your community. Hearing from those who regularly use or travel near the State Highway System (SHS) is essential to understanding community needs and informing future Complete Streets improvements in San Bernardino County.

To help spread the word, we've created the toolkit below with materials you can easily share with your networks.

This E-Communications Toolkit includes graphics, copy-ready text, and shareable links to encourage your communities to get involved and participate in the project surveys.

SBCTA is asking for your help to share this information with your community by:

1. **Social Media (Facebook and Instagram)**: Copy and paste the graphic and content of choice to your Facebook and Instagram pages.

2. **Eblast/Newsletter Article**: Distribute the graphic and content to your e-mail contacts or via your organization's newsletter or bulletin.

3. **Website**: Update your webpage and/or program news to include the graphic and an informative blurb.

4. **Nextdoor**: Post the content and graphic as an announcement on your community's page.

Click the image to download the graphic below:

360° FOR 960

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Facebook/Instagram:

🚲 🚗 🚌 Do you walk, drive, bike, or take transit along a state highway in San Bernardino County? @goSBCTA wants to hear from YOU!

Take the 360° for 960 Surveys to share your experience traveling on and around the State Highway System.

By sharing what's working, what could be improved, and what you'd like to see in the future, your feedback will help inform future improvements.

Take a few minutes and share your voice today: goSBCTA.com/360for960

Surveys are available in English and Spanish.

#360for960

Nextdoor, Website Post, Email Blast and Newsletter

Title: Shape the Future of Our Roads: Take the 360° for 960 Surveys!

Body: What is your experience traveling along state highways in San Bernardino County – whether you are walking, driving, cycling, or taking transit?

The San Bernardino County Transportation Authority (SBCTA) and Caltrans need your input for the 360° for 960 Implementation Plan. This initiative focuses on developing "Complete Streets," which are roadways designed to make travel safer, more accessible, and seamless for everyone, regardless of how you choose to get around.

While SBCTA and Caltrans have the technical data, it only tells half the story – your everyday experience helps identify where improvements are needed most.

Make your voice heard! Take the Surveys | Responde a las encuestas