

PRODUCER	KAYLA WEBBER	PROJECT	ISB MAY 2013
TITLE	PAVEMENT MAINTENANCE PROGRAM	VERSION	APRIL 30, 2013
TARGET TRT		FINAL TRT	8:48
NOTES TO EDITOR	CREDIT: CHRISTINE ANDERSEN, JOHN EWASIUK, SHERRIE FISHER, EDWARD FRANCE, KATHLEEN KEFAUVER		

VIDEO	AUDIO
HOST: ON-CAMERA BECKY DAVIS	DID YOU KNOW THE CITY OF SANTA BARBARA MANAGES 235 MILES OF CITY ROADWAYS? IN OUR FIRST STORY, KAYLA WEBBER REVEALS THE EFFORTS BEHIND IMPROVING OUR STREETS.
<i>BUSY STREET (CARS, BIKES, PEDS)</i>	NATS
BROLL: PEOPLE DOING VARIOUS ACTIVITIES ON STREETS	VO1: IT'S HARD TO THINK OF A DAILY ACTIVITY THAT DOESN'T INVOLVE A CITY STREET, FROM DRIVING OUR CARS TO THE GROCERY STORE, RIDING OUR BIKES FOR PLEASURE, TO TAKING PUBLIC TRANSPORTATION TO WORK AND CROSSING OUR STREETS TO SCHOOL. SO MAINTAINING OUR ROADS WILL ALWAYS BE A TOP PRIORITY. IN SANTA BARBARA, THE PAVEMENT MAINTENANCE PROGRAM WORKS TO PRESERVE OUR LOCAL ROADWAYS.
CHRISTINE ANDERSEN DIRECTOR OF PUBLIC WORK <i>WHAT THE PAVEMENT MNGMNT SYS IS</i> 10:00:41:28 BROLL: MANAGEMENT OF ROADS, DIFFERENT MODES OF TRAVEL	SOT: "OUR STREET SYSTEM IS ONE OF THE LARGEST INFRASTRUCTURE SYSTEMS THAT THE CITY MANAGES AND OPERATES. AND THE STREET SYSTEM AS YOU PROBABLY KNOW HAS BEEN BUILT UP OVER YEARS AND YEARS. SO... THE PAVEMENT MANAGEMENT SYSTEM IS REALLY GEARED TO TRY TO ASSESS AND PROJECT WHAT THE CONDITION OF THE ROAD IS BOTH TODAY AND ITS RATE OF DETERIORATION SO THAT WE CAN PLAN

	FOR IMPROVEMENTS TO MAINTAIN THE QUALITY OF THE ROADS.”
<p>BROLL: STREETS, CLOSE UP ON DETERIORATED STREETS</p>	<p>VO 2: THE CITY OF SANTA BARBARA MAINTAINS 235 MILES OF ROADWAYS. THE MAJORITY OF OUR ROADS ARE MADE UP OF ASPHALT PAVEMENT, WHICH DETERIORATES OVER TIME DUE TO EXPOSURE TO UV RAYS, RAIN, AND GENERAL WEAR AND TEAR.</p>
<p>JOHN EWASIUK PRINCIPLE ENGINEER (INFASTRUCTURE INTERVIEW) <i>ASPHALT PAVEMENT DETERIORATES</i> 11:47:28:21</p>	<p>SOT: “WE HAVE A SMALL PERCENTAGE OF CONCRETE STREETS BUT PRIMARILY ITS ASPHALT CONCRETE PAVEMENT, WHICH IS CONSIDERED A FLEXIBLE PAVEMENT, HOWEVER ASPHALT PAVEMENT DETERIORATES OVER TIME AND GETS BRITTLE AND OXIDIZES AND GETS HARDER. IT’S SUSCEPTIBLE TO MORE CRACKING. SO THE LONGER THE PAVEMENT IS UNTREATED, THE MORE BRITTLE AND MORE MAINTENANCE IS REQUIRED.”</p>
<p>CHRISTINE ANDERSEN <i>DETAILS OF STREET STRUCTURE</i> 10:17:52:04</p> <p>BROLL: STREET STRUCTURE GRAPHIC</p>	<p>“THE STREET REALLY HAS THIS UNDERLYING BASE THAT CARRIES THE WEIGHT AND IS THE SUPPORT FOUNDATION FOR THE ROAD. AND THEN THE PAVED SURFACE THAT IS VISIBLE IS ACTUALLY PROTECTING THAT BASE. ONCE THAT BASE FAILS, THE WHOLE ROAD FAILS COMPLETELY.”</p>
<p>BROLL: DOWNTOWN ROAD CONSTRUCTION</p>	<p>VO 3: TO ADDRESS ROAD DETERIORATION IN A METHODOICAL AND COST-EFFECTIVE MANNER, THE CITY HAS DEVELOPED A ZONE SYSTEM TO SCHEDULE YEARLY CAPITAL ROAD TREATMENT PROJECTS.</p>
<p>JOHN EWASIUK <i>ZONE STRATEGY</i> 01:46:13:13</p> <p>BROLL:</p>	<p>SOT: “THERE ARE 6 ZONES IN THE CITY AND SO THE IDEA IS TO DO A PAVEMENT MAINTENANCE ZONE A YEAR AND COME BACK EVERY 6 YEARS.”</p>

<p>PAVEMENT ZONE MAP</p>	
<p>BROLL:</p>	<p>VO 4: NOT ONLY DOES THE ZONE SYSTEM OFFER AN ORGANIZED STRATEGY TO PERFORM ROAD IMPROVEMENTS, IT ALSO GIVES THE PUBLIC AN IDEA WHEN STREET PROJECTS NEAR THEM WILL BE TAKING PLACE.</p>
<p>CHRISTINE ANDERSEN <i>COMMUNITY CHALLENGES</i> 10:20:01:07</p> <p>BROLL:</p>	<p>SOT: “WE TRY TO COMMUNICATE EFFECTIVELY WITH THE PROPERTY OWNERS WHO ARE ALSO IMPACTED. THERE IS CONSTRUCTION GOING ON IN THEIR FRONT YARD... SO WE ASK FOR THEIR TOLERANCE WHILE THAT’S GOING ON BY EXPLAINING THIS IS WHAT OUR PURPOSE IS AND WHAT OUR EXPECTATIONS ARE IN TERMS OF CONTINUING THE USEFUL AND GOOD QUALITY ROADWAY YOU REALLY WANT TO BE ABLE TO HAVE.”</p>
<p>BROLL:</p>	<p>VO 5: EVERY TWO YEARS, THE CITY SURVEYS ONE THIRD OF ALL CITY STREETS AND RATES THEM ACCORDING TO THEIR CONDITION.</p>
<p>CHRISTINE ANDERSEN <i>HOW STREETS ARE ASSESSED</i> 10:02:35:03</p> <p>BROLL:</p>	<p>SOT: “WHAT WE DO IS GO OUT AND MAKE A VISUAL ASSESSMENT OF THE CONDITION OF THE ROAD AND WE LOOK FOR INDICATORS OF WHAT’S HAPPENING WITH THE PAVEMENT SURFACE, WHETHER WE CAN IDENTIFY SIGNS OF CRACKING AND POTHOLES AND OTHER VISIBLE SIGNS OF DETERIORATION. AND WE USE THAT INFORMATION ALONG WITH OUR KNOWLEDGE OF HOW THAT ROAD WAS CONSTRUCTED TO GIVE IT A RATING.”</p>
<p>BROLL:</p>	<p>VO 6: BASED ON THE PAVEMENT RATINGS,</p>

	<p>ALONG WITH TRAFFIC VOLUMES AND AVAILABLE FUNDS, PUBLIC WORKS STAFF SELECTS THE HIGHEST PRIORITY STREETS TO RECEIVE TREATMENT.</p>
<p>JOHN EWASIUK (INFASTRUCTURE INTERVIEW) <i>PRORITIZE ARTERIAL ROADS</i> 11:51:23:21</p>	<p>SOT: “THERE WAS A TIME NOT TOO LONG AGO, ABOUT A DECADE AGO, WHEN WE WERE ABLE TO TREAT EVERY ROAD IN A ZONE. WITH DECLINING REVENUES AND INCREASED NEEDS, WE’VE HAD TO PRIORITIZE WHERE MONEY IS BEING SPENT. AND SO THE BULK OF THE MONEY THAT IS BEING SPENT IS ON COLLECTOR AND ARTERIAL ROADS, WHICH ARE THE MAIN ROADS WITHIN OUR CITY. IT’S IMPORTANT TO KEEP THOSE UP AS THEY ARE THE MAJOR TRAFFIC ROUTES FOR ALL MODES TRANSPORTATION, INCLUDING BUSES AND CYCLISTS AS WELL AS VEHICULAR TRAVEL.”</p>
<p>CG: SHERRIE FISHER GENERAL MANAGER OF MTD <i>MISSION OF MTD</i> 20:25:28:17</p> <p><i>IMPORTANCE OF GOOD ROADS</i> 20:26:02:17</p>	<p>SOT: “WE KNOW THE MORE THAT THE COMMUNITY IS ABLE TO HAVE THOSE ROADWAYS REPAIRED IN AN ONGOING, APPROPRIATE TIMELINE THEN THE LESS DEGRADATION TO THE ROADS OVER TIME AND THE LESS COSTLY THAT REPAIR WILL BE. SO OUR PASSENGERS AND DRIVERS ARE RELYING ON A COMFORTABLE, SMOOTH RIDE WITH A SAFE LANDING.”</p>
<p>BROLL: CRACK SEAL, SLURRY SEAL TREATMENTS REHABILITATION</p>	<p>VO 7: THERE ARE A NUMBER OF TREATMENTS USED TO IMPROVE OUR STREETS. ONE OF THE EASIEST AND LEAST EXPENSIVE METHODS IS USING A CRACK SEAL TREATMENT, WHICH PREVENTS WATER FROM INTRUDING INTO THE BASE AND ACCELERATING DETERIORATION. SLURRY SEAL IS ONE OF THE MOST USED TREATMENTS BECAUSE IT IS A COST-EFFECTIVE WAY TO GIVE THE ROAD A FRESH</p>

	<p>SURFACE COATING. MORE EXPENSIVE TREATMENTS INVOLVE REPAIR AND REHABILITATION, INCLUDING GRIND AND OVERLAY, WHEN ASPHALT IS COMPLETELY REMOVED FROM THE STREET AND THEN REPLACED WITH NEW ASPHALT.</p>
<p>CHRISTINE ANDERSEN <i>NEW ROADS/SLURRY SEAL/REFRESHING SURFACE</i> 10:07:53:10</p>	<p>SOT: “ONCE YOU REACH THE POINT WHERE DETERIORATION IN THE ROADWAY HAS HIT A VERY POOR OR FAILED CONDITION, YOU HAVE TO REBUILD THE ROAD. AND THAT’S 10 TIMES MORE EXPENSIVE THAN THE EARLIER SLURRY SEAL COST.”</p>
<p>BROLL:</p>	<p>VO 8: THE COST OF PAVEMENT MAINTENANCE ADDS UP QUICKLY. TREATMENTS RANGE ANYWHERE FROM 50 CENTS TO 10 DOLLARS PER SQUARE FOOT AND IS FUNDED THROUGH SEVERAL DIFFERENT REVENUE STREAMS.</p>
<p>CHRISTINE ANDERSEN <i>HOW IT’S FUNDED</i> 10:01:51:29 BROLL:</p>	<p>SOT: “WE HAVE GAS TAX MONEYS THAT COME FROM THE STATE, WE HAVE WHAT’S CALLED ‘MEASURE A MONEYS’ THAT COME FROM THE SALES TAX APPROVED BY THE COUNTY WIDE VOTERS A COUPLE OF YEARS AGO AND WE ALSO HAVE SOME SPECIAL FUNDS THAT ARE RESTRICTED TO THE STREET SYSTEM AS WELL”</p>
<p>BROLL:</p>	<p>VO 9: RECENTLY, LIMITED FUNDING HAS MADE IT DIFFICULT TO KEEP UP WITH ALL THE NECESSARY ROAD REPAIRS, CAUSING OUR OVERALL PAVEMENT CONDITION INDEX, OR PCI, TO FALL TO AN ‘AT RISK’ LEVEL. THE CITY ESTIMATES 6.7 MILLION DOLLARS PER YEAR IS NECESSARY TO MAINTAIN ALL OF OUR LOCAL ROADS AT THE CURRENT PCI OF 63. FOR THE PAST FIVE YEARS, AN AVERAGE OF ONLY 2.3 MILLION HAS BEEN BUDGETED.</p>

<p>JOHN EWASIUK (INFASTRUCTURE INTERVIEW) <i>LOSING GROUND ON PAVEMENT CONDITION</i> 11:49:26:22</p>	<p>SOT: “PAVEMENT MATERIALS HAVE INCREASED SIGNIFICANTLY OVER THE LAST 5-7 YEARS WITH INCREASED OIL PRICES, SO IT HAS BEEN CHALLENGING TO KEEP UP WITH THE INCREASED COST. ALSO PAVEMENT HAS BEEN DETERIORATING AT A FASTER RATE THAN THE FUNDING SOURCES HAVE BEEN PROVIDED. THOSE TWO FACTORS MEANS WE ARE LOSING GROUND ON OUR PAVEMENT MAINTENANCE CONDITION.”</p>
<p>BROLL:</p>	<p>VO 10: SANTA BARBARA ISN'T THE ONLY AREA WHOSE STREETS ARE FEELING THE NEGATIVE EFFECTS OF BUDGET CONSTRAINTS. IN FACT, THE CONDITION OF CALIFORNIA STREETS AS A WHOLE HAS DECLINED STEADLY SINCE 2008.</p>
<p>EDWARD FRANCE EXECUTIVE DIRECTOR OF SANTA BARBARA BICYCLE COALITION <i>STATE FUNDING</i> 16:12:59:17</p>	<p>SOT: “UNFORTUNATELY THERE IS A STATE SHORTFALL THAT IS BECOMING MORE AND MORE SIGNIFICANT TO THE POINT NOW WHERE THE MONEYS THAT ARE COMING IN TO MAINTAIN ROADS IS ONLY A THIRD OF WHAT'S NECESSARY. SO OVER THE STATE, THERE IS AN 82 BILLION DOLLAR SHORTFALL OVER THE NEXT 10 YEARS.”</p>
<p>BROLL:</p>	<p>VO 11: IN CALIFORNIA, GAS TAX IS THE LARGEST FUNDING SOURCE FOR ROAD MAINTENANCE. BUT IT'S ALSO A DECLINING REVENUE SOURCE DUE TO MORE FUEL-EFFICIENT VEHICLES AND THE DECLINING ECONOMY. AND SINCE GAS TAXES ARE NOT INDEXED FOR INFLATION, THE BUYING POWER OF THE TAX REVENUES HAS BEEN ON THE DECLINE FOR DECADES.</p>
<p>EDWARD FRANCE <i>GAS TAX</i> 16:14:49:03</p>	<p>SOT: “PEOPLE ARE AWARE THAT WHEN YOU PAY AT THE PUMP, PART OF THAT IS ACTUALLY</p>

	<p>A FLAT FEE THAT'S A GAS TAX. UNLIKE SALES TAX, THAT DOESN'T INCREASE WHEN GAS PRICES INCREASE. THAT'S A LUMP SUM. BACK IN THE DAY, SAY 15 OR 20 YEARS AGO, THAT WAS A THIRD OF WHAT YOU WOULD PAY FOR A TANK, WHERE AS NOW IT IS MUCH MORE LIKE A TENTH."</p>
<p>JOHN EWASIUK (INFASTRUCTURE INTERVIEW) <i>OVERALL, PAY NOW OR PAY LATER</i> 11:56:56:00</p>	<p>SOT: "IT'S A PAY NOW OR PAY LATER SCENARIO, WHERE IF WE DON'T PUT AN APPROPRIATE INVESTMENT IN OUR ROAD STRUCTURE NOW, THEN THE ROADS WILL FURTHER DETERIORATE CAUSING MORE COSTLY METHODS OF REPAIR OR REHABILITATION."</p>
<p>BROLL:</p>	<p>VO 12: IN ADDITION TO THE LARGE CAPITAL TREATMENT PROJECTS, THE CITY ALSO RELIES ON STREET MAINTENANCE CREWS TO MANAGE MORE REGULAR ROAD REPAIRS.</p>
<p>CHRISTINE ANDERSEN <i>CITY CREWS/POTHOLE</i> 10:12:33:18</p> <p>BROLL:</p>	<p>SOT: "ONCE YOU GET A POTHOLE, YOU'LL ALWAYS HAVE A POTHOLE UNTIL YOU'RE ABLE TO REALLY GET IN AND ESSENTIALLY RECONSTRUCT THAT AREA OF ROADWAY. SO IT BECOMES AN ONGOING WORK RESPONSIBILITY FOR STREET MAINTENANCE CREWS TO COME IN AND DO POTHOLE REPAIR."</p>
<p>BROLL:</p>	<p>VO 13: KEEPING UP WITH REGULAR STREET MAINTENANCE, LIKE POTHOLE REPAIR, IS IMPORTANT FOR ALL MODES OF TRANSPORTATION.</p>
<p>EDWARD FRANCE <i>BAD ROADS AFFECT BICYCLISTS MORE</i> 16:17:03:27</p> <p>BROLL:</p>	<p>SOT: "IT'S FUNNY BECAUSE BICYCLES MAKE THE LEAST IMPACT POSSIBLE ON THE ROAD CONDITION, BUT CYCLISTS ARE ALSO THE MOST VULNERABLE TO ROADWAY</p>

	CONDITIONS.”
SHERRIE FISHER <i>HOW IT AFFECTS BUS REPAIRS</i> 20:26:49:19 BROLL:	SOT: “WITHOUT WELL MAINTAINED ROADS, OUR SHOCKS ON OUR BUSES ARE IN NEED OF CONSTANT REPAIR, THE COMFORT LEVEL OF THE PASSENGER, BUT IN PARTICULAR, THE REPAIR COST OF THE VEHICLES. SO WE THANK PUBLIC WORKS FOR TAKING GOOD CARE OF THE ROADS AND WE RELY ON THAT HAPPENING.”
HOST: ON-CAMERA BECKY DAVIS CG:WWW.SANTABARBARA.GOV/ENGINEERING	THIS YEAR, THE CITY IS FOCUSING ON ZONE SIX, WHICH INCLUDES THE DOWNTOWN AREA, FOR PAVEMENT MAINTANENCE. TO TRACK UPCOMING PAVEMENT PROJECTS VISIT WWW-DOT-SANTA-BARBARA-DOT-GOV-FORWARD-SLASH-ENGINEERING .