

**2003-2005
Orange County CA:**



Helping to Advance Transportation Projects

Situation

Despite a rare California consensus among landowners, local agencies and community groups in support of certain road and rail projects, other public agency officials—at different times at the regional, state and federal levels—put up roadblocks and denied the necessary approvals. Unwelcome state or federal denials were sometimes based on arcane, specious technical grounds, or for reasons of bureaucratic political payback, as opposed to analytics. Ultimately it became apparent that only a concerted, coordinated effort could possibly make a difference.

Approach

A campaign was organized and orchestrated to overcome the federal obstacles on one issue in particular, a small road project approved by local, county and ultimately statewide agencies -- and one for which the Segerstroms were paying the lion's share of the costs. The feds were withholding approval. An improbable coalition of major employers, developers and local residents—often otherwise unlikely political partners—demonstrated broad based support to the congress. Our case was strengthened when new and comprehensive technical studies produced legitimate, measurable evidence of public benefit. Also I had the means to retain and help manage experienced lobbyists in Sacramento and on Capitol Hill.

Results

Our approach worked. It literally took an act of congress at one critical juncture, to override decisions by the Federal Highway Administration, but freeway interchanges and other improvements in Orange County's South Coast Metro area, notably at the confluence of the Interstate 405 freeway and State Route 73, were ultimately funded and expedited. The congestion in this critical area is less than it would have been otherwise.

Below: Interchange/ramps, South Coast Plaza area





Shibumi Strategies LLC
Post Office Box 4377
Laguna Beach CA 92652
paul@shibumistrategies.com



www.ShibumiStrategies.com