



March 21, 2006

Rummel,
Klepper
& Kahl, LLP

**Reference: Route 250 Bypass Interchange at McIntire Road
Public Input and Outreach**

*William K. Hellmann
Emeritus*

Dear Steering Committee Member:

*David W. Wallace
Robert J. Halbert
Stephen G. Zentz
J. Michael Potter
Thomas E. Mohler
James A. Zito*

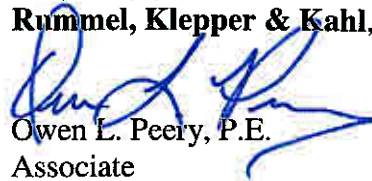
At the last Steering Committee meeting, we announced that additional comments regarding our draft displays and any other information would be received for one week with the cutoff being March 9, 2006. No additional comments were received from the public after the Steering Committee meeting.

*Charles M. Easter, Jr.
Joseph A. Romanowski, Jr.
Michael L. Krupsaw
Lars E. Hill
J. Tommy Peacock, Jr.
Michael W. Myers
Martin C. Rodgers
Kenneth A. Goon
Richard J. Adams, Jr.
John A. d'Epagnier
Barbara J. Hoage
Christopher F. Wright
Owen L. Peery
Nancy R. Bergeron
Stuart A. Montgomery
David G. Vanscoy
Henry J. Bankard, Jr.
Peter C. D'Adamo
James F. Ridenour, Jr.
Robert J. Andryszak
Raymond M. Harbeson, Jr.
B. Keith Skinner
Karen B. Kahl
Seyed A. Saadat
John C. Moore*

There have been several questions regarding the amount of public outreach the Team has been performing and some of you may have seen these emails and comments. Attached to this letter is a memorandum from Sarah Huddle, our team leader with regard to media outreach. It describes the media outreach efforts the Project Team has taken in the last several weeks. In addition, public notice has been made at City Hall and meeting announcements have been placed on the project web site.

Once again, we hope to see each of you at the Citizen Informational Meeting this Thursday.

Very truly yours,
Rummel, Klepper & Kahl, LLP


Owen L. Peery, P.E.
Associate

Commission No.: 805-140
OLP/lrs
Attachment
Cc: Steering Committee Members
Project Team Members

File Name: M:\projects\2005\05140_250INT\Admin\Steering Committee\lt032106(2).doc

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Memorandum

To: Angela Tucker, City of Charlottesville
Owen Peery, RK&K Engineers

Fr: Sarah Huddle, ProAct Public Relations LLC

Re: Media Outreach for 250 Bypass Interchange at McIntire Road
First Public Meeting

Dt: March 21, 2006

Cc: Ric Barrister, City of Charlottesville

In addition to the public notice ads, the following media outreach was undertaken to help promote attendance at the first public meeting and educate the media as well as the public about the project:

March 2, 2006—Visits to Charlottesville media outlets to brief them on the project. Each outlet received a Project Information Sheet that included details of the first public information meeting to be held on March 23, 2006.

Angela Tucker and Sarah Huddle held one-on-one project briefings with representatives from the following media outlets:

WINA-AM 1070

Jane Foy, Plugging Away Mondays
Briefing with Jane to education her about the project.
On-Air Interview

WVIR-NBC 29

Lynn Voght, Assignment Editor
Briefing with Lynn
Subsequent on-camera interview with reporter Shane Edinger after the Steering Committee Meeting that evening.

WCAV-CBS, WVAW-ABC

Sarah Batista-Reporter (both stations)
Briefing with Sarah. Subsequent on-camera interview at the station.
Sarah attended the Steering Committee meeting that night and obtained additional video footage.
Story ran at 11 p.m. and the next morning on both stations.

The Daily Progress

John Yellig, Reporter

Briefing with John.

John to prepare story prior to the first public meeting.

Public Notice ran in this publication.

The Tribune

Unable to contact in person.

Followed up by fax with Project Information Sheet.

Public Notice ran in this publication.

The Hook

Hawes Spencer, Editor

Met with Hawes and provided information.

Committed to running information about the meeting.

C-Ville

John Borgmeyer, Reporter

Met with John and provided information about the project.

Charlottesville Tomorrow

Brian Wheeler, Publisher

Attended and recorded Steering Committee Meeting on March 2 and posted on the Charlottesville Tomorrow web site. Posted information about the March 23 public information meeting on their site. Sent out an e-mail promoting the meeting, along with several other transportation meetings on March 20.

All media representatives indicated they will be covering the public information meeting.

March 20, 2006

Angela Tucker conducted an on-air interview on WINA with Jane Foy on Pluggin' Away Monday to promote the public information meeting.

March 21, 2006

All above referenced media outlets received a reminder e-mail (The Tribune was sent a fax), along with the same project information sheet given to them on March 2. Sarah Huddle also made reminder phone calls to each media outlet.