
From: Grotefendt, Amy (Consultant)
Sent: Wednesday, May 06, 2009 2:49 PM
To: Dye, Dave; Brown, Lloyd
Cc: Van Ness, Kristy (Consultant); White, John; Paananen, Ron
Subject: RE: Seattle Times
Attachments: Tunnel_Construction_FAQs.doc

Dave and Lloyd --

Proposed talking points are attached. We would suggest getting the word out a couple of different ways:

1. FAQs/talking points -- distribute to interested stakeholders
2. Elected official update -- send email to elected officials with general program update and include info about soils
3. Public email update -- include FAQ along with other current program information
4. Project Web site -- include FAQ
5. Op-ed -- when first round of soils investigation data is available

We'll start working these materials...please let us know if this is the right approach or should be doing something differently.

Also, Ron was just interviewed by KING 5 on this topic. Very quick interview -- asked questions about exiting from the tunnel during emergencies; what we're learning/hope to learn from soil samples; and what are we taking away from the Sound Transit experience.

Thanks
AJG

From: Dye, Dave
Sent: Wednesday, May 06, 2009 8:39 AM
To: White, John; Paananen, Ron; Grotefendt, Amy (Consultant)
Subject: Fw: Seattle Times

Here we go - let's craft a response - themes might be preparedness, monitoring and response...

From: Judd, Ron (GOV)
To: Ziegler, Jennifer; Dye, Dave; Hammond, Paula
Sent: Wed May 06 08:34:36 2009
Subject: Seattle Times

Have you read the article on the seven undergrounds holes that have opened up as a result of the deep bored tunnel under Beacon Hill. I can hear Sharon TSantos and Frank now.....told you so. We need a strategy on how to deal with this from a PR prospective. Ron j