
From: Grotefendt, Amy (Consultant)
Sent: Wednesday, May 06, 2009 10:02 AM
To: White, John; Paananen, Ron
Cc: Van Ness, Kristy (Consultant)
Subject: FW: Seattle Times

Kristy and I chatted and here is what we're thinking to get the word out about what we're doing to address soil conditions in the tunnel alignment:

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

First three items would happen as soon as we can (next day or two). Last item would be when the first data is available and we're comfortable we understand it.

If this sounds good or you have changes, let me know and I can forward to Dave and Lloyd.

From: Dye, Dave
Sent: Wed 5/6/2009 8:38 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