
From: White, John
Sent: Wednesday, April 29, 2009 11:26 AM
To: Paananen, Ron; Grotefendt, Amy (Consultant)
Subject: Project branding

With the legislation complete, and clarity in our goals, should we move on implementing a new and more appropriate program title? With the May 4th and 5th events, it seems like a great time to start moving away from AWW and Seawall Replacement, the question is, what do we call ourselves?

SR 99 Bored Tunnel Program?
SR 99 Deep Bore Tunnel Program?
Other?

Just wanted to test the waters and see if there is common feeling that the time is right.

John