

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
January 18, 2007

Contact: Rebecca Thornton Sloan
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“ROAD MAP TO THE FUTURE” PROGRAM WILL DISCUSS TRANSPORTATION ISSUES LIVE ON JANUARY 31

Who: KCRA 3 has joined with the Sacramento Area Council of Governments and its partners to hold an interactive program about the future of transportation in our communities.

What: “Road Map to the Future” will be a live televised discussion about improving transportation access in our region. Viewers can log on to [KCRA.com](http://www.KCRA.com) during the program and take a live poll about their priorities for roads, buses and light rail, and other investments to improve their quality of life.

When: **Wednesday, January 31**
6:30 to 7:30 p.m.
KCRA Channel 3
www.KCRA.com (webcast & interactive poll)

Why: Traffic congestion continues to top public opinion polls as a big problem in the minds of our region’s two million residents. Whether of environmental, economic, political or safety concern, common ground can be found in the need to improve our region’s transportation system and address how we grow.

The Sacramento Area Council of Governments is developing the Metropolitan Transportation Plan for 2035—a 28-year plan for investing \$36 billion in transportation for El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties.

Contact: www.sacog.org/mtp2035 or (916) 321-9000.

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