

FOR IMMEDIATE RELEASE
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KCRA 3 and SACOG Partner for The Metropolitan Transportation Plan for 2035

SACRAMENTO – The Sacramento Area Council of Governments (SACOG) and KCRA 3 are announcing a unique partnership to bring regional focus to the issue of transportation for all the 2.2 million people in the six-county region.

Working together for *TALL Order: Moving the Region Forward* on November 16, 2006 and a live one-hour televised town hall on January 31, 2007, KCRA 3 provides an opportunity to inform and engage an unprecedented number of residents in planning for the future quality of life of the greater Sacramento region.

SACOG and Valley Vision's citizen outreach activities over the last three years have been unprecedented; generating many state and national awards. However, adding KCRA 3 to the team takes this region to a whole new level of citizen engagement.

Over 1,500 citizens came together in 2002 for *TALL Order: Choices for Our Future* to develop a vision for how the Sacramento region should grow over the next 50 years in the Blueprint Preferred Growth Scenario. Today, SACOG continues its work with citizen planners in developing the Metropolitan Transportation Plan for 2035 (MTP2035), prioritizing \$36 billion in transportation investments for the future of the Sacramento region.

"Land use changes recommended by citizen planners and championed by elected officials across our region in the Blueprint project prove to be an essential element to reducing traffic congestion we expect from all of the MTP scenarios," said Mike McKeever, Executive Director of SACOG.

McKeever said, "We want to share what we learned from your community and others, and get input on which investments support the travel choices residents will want to make in the future. With the KCRA 3 partnership, we have the opportunity to bring even more citizens to the planning table to build the transportation system they

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will need and want for travel in our region for the next 28 years.”

The MTP2035 aims to ensure convenient access to jobs, schools, entertainment, recreation, and critical services such as banking, medical care and shopping, by bringing jobs, housing and services closer together.

Leading up to the interactive workshops on November 16, 2006, KCRA 3 will produce a series of stories that will be broadcast during KCRA 3 Reports at 6 p.m. KCRA 3 Reporter Tom DuHain will report on the regional transportation issues and opportunities facing the Sacramento area on Thursday and Friday, November 9-10 and Monday through Wednesday, 13-15, 2006 during KCRA 3 Reports at 6 p.m. Viewers can also go to KCRA.com for more in depth coverage on the Metropolitan Transportation Plan.

KCRA 3 Anchor Pamela Wu will moderate the interactive workshops on November 16, 2006 at eight locations linked by video conferencing with real-time polling of participants, who will provide broad public input on their transportation investment priorities. Citizen planners will be joined by representatives from local government, public agencies, business and community groups in selecting their preferred transportation scenario for nine key transportation corridors across the region.

The *TALL Order: Moving the Region Forward* forum will contribute to a draft regional transportation plan to be the subject of a televised town hall on KCRA 3 at 6:30 p.m. on Wednesday, January 31, 2007, where viewers will provide input on key transportation issues by phone and internet during the one-hour live program.

“All of us at KCRA 3 have a vested interest in how transportation issues are resolved in the Sacramento area,” said Elliott Troshinsky, President and General Manager of KCRA 3. “We feel that it is our responsibility to help inform our viewers and ask for their input on how SACOG should proceed in addressing the important transportation issues facing the Sacramento area over the next 30 years.

For more information including a complete list of workshop locations on November 16, please visit the SACOG website at www.sacog.org/mtp/2035, the KCRA 3 website at www.KCRA.com, or contact or SACOG Communications Manager Rebecca Thornton Sloan at (916) 340-6224.

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