
TAC Communications and Public Participation

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Agenda Item #6
TAC Meeting #2, February 26, 2015
Sacramento, CA



Communications Strategic Planning

Working jointly with the CTC Staff and Caltrans, Lucas Public Affairs and D'Artagnan are developing:

- ◆ Communications Materials
 - ✧ FAQs
 - ✧ Brochure
 - ✧ Messaging – Tier 1 and Tier 2
 - ✧ Communications elements for strategic plan
 - ✧ Presentations
 - ✧ Outreach plan
- ◆ Assistance to CTC and TAC for town meetings
- ◆ Assistance to CTC, TAC and Caltrans on web site content



Communications Baseline Planning for Pilot Test

- ◆ Public opinion research informs communications strategies:
 - ✧ Defines public's baseline understanding and feelings regarding transportation funding and road charging
 - ✧ Good information leads to good decision-making

- ◆ Examples of activities to achieve an understanding of baseline public opinion:
 - ✧ Statewide phone survey (May-June)
 - ✧ Focus groups (June-July)
 - ✧ Statewide listening tour
 - ✧ In-depth interviews and conversations with key stakeholders
 - ✧ Distinction between urban and rural residents, and regions

- ◆ Branding activities
 - ✧ Focus groups (Aug-September)
 - ✧ Creation of road charging brand
 - ✧ Development of dynamic web site (September-October)



Questions? Contact:

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