

Case Study

Alameda Corridor Transportation Authority (ACTA)

Strategic Planning, Industry Outreach, Community and Media Relations

From 1994 to 1997, CAI served as part of ACTA's original public affairs team as the Authority was in the process of finalizing the financial package for the nation's largest public works project. CAI was responsible for public affairs, media relations and building a national, state and local coalition of individuals, businesses and associations through various activities. In 2002, as construction of the Corridor was nearing completion, ACTA retained CAI again to develop and coordinate a VIP reception to celebrate the Corridor's grand opening.

CAI has now been re-engaged to work with ACTA on its Expanded Mission, continuing our coalition building, public affairs and community relations' projects.

OBJECTIVE: Implement assertive communications program for ACTA based on active engagement, education and mobilization of key audiences. Raise the profile of ACTA and produce predominantly positive media coverage. Engage stakeholders in Southern California and across the United States.

ACTIVITIES: Formed a coalition of local and state businesses into an 'ACTA Alliance.' Coordinated editorial board meetings and aggressive media outreach. Developed a comprehensive Alameda Corridor marketing and coalition-building brochure. Arranged Corridor tours for numerous federal, state and local elected officials.

RESULTS: CAI helped ACTA obtain a congressional loan for completion of its transportation corridor. CAI also built a national coalition, handled

media relations on both a regional and national level and assisted with community relations along the corridor. VIP attendance and media coverage of ACTA's Grand Opening was substantial. The ACTA Alliance was instrumental in bolstering ACTA's positive image and ability to coordinate at local, state and national levels.

