

KATZ KONNECTION

Communication Strategies | Public Involvement | Community Relations

A publication of Katz & Associates, Inc.



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Giving back in 2010 and wishing you the best in



Winston Churchill once said, "We make a living by what we get, but we make a life by what we give." Katz & Associates put this concept into practice in 2010 by donating time and money to very worthwhile organizations, including:

- Alzheimer's Association
- Boys to Men
- Environmental Health Coalition
- Fellowship for Christian Athletes
- Operation Clean Sweep
- Sacramento Food Bank & Family Services
- Sacramento Chinese Community Service Center
- San Diego Coastkeeper
- Water for People

We would like to share with you the experience our Sacramento staff had volunteering at the Sacramento Food Bank & Family Services.



The Katz & Associates team members in Sacramento were assigned to three different departments within the organization: food assistance, clothing and mother-baby.

The food assistance team members spent their day sorting and bagging hundreds of pounds of groceries for

clients, who would receive the free bags of canned and fresh food the following day. A five-day supply of groceries is provided, rather than hot meals, to empower recipients to become more self-sufficient.

Employees in the clothing area sorted clothes that had been donated by size, season and gender and hung them in the appropriate sections. Clients are welcome to "shop" once a month for free clothing that they may need – be it a suit for an interview, a school uniform or a warm winter coat.

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Two innovative events in two days

On Friday, Sept. 24, dozens of Bay Area officials joined the San Francisco Public Utilities Commission to commemorate the start of construction on the first-ever tunnel underneath the San Francisco Bay.



SFPUC General Manager Ed Harrington interviewed by a local news reporter.

This project is part of the SFPUC's Water System Improvement Program that will help ensure a reliable water supply for its 2.5 million customers. The 5-mile-long tunnel will cross the Bay at depths of up to 100 feet.

The on-site Katz & Associates team of Espe Greenwood and Daniel Jaimes led the planning and media relations efforts for the event. Media coverage included the Bay Tunnel project on the front page of the San Francisco Chronicle newspaper the morning of the event. As a result of this coverage, media vans and reporters lined up to interview the SFPUC management and project engineers at the event, leading to coverage from more

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Meanwhile, workers in the mother-baby program sorted donated baby clothing by size and gender, distributed them to the correct sections and helped clients find what they needed. The program requires parents to attend at least one parenting workshop each month in exchange for



free emergency supplies of clothing, formula, baby food and diapers.

In the weeks leading up to the volunteer day, the team also held a clothing drive within the office. Combining everyone's extra items produced an incredible donation of apparel that filled six 55-gallon barrels!

We hope the spirit of these contributions inspire you to give back to your community in 2011. From everyone at Katz & Associates, we wish you a happy and healthy New Year!

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than 60 national, local and trade newspapers stretching from California to Florida.

The next day the SFPUC hosted more than 300 community members and local organizations to celebrate the 100th anniversary of the construction of the Sunol Water Temple. The temple was built as a tribute to the convergence of three water sources, and it still holds a great significance for the community.



Three hundred community members and local organizations gathered to celebrate the 100th anniversary of the Sunol Water Temple.

Emily Powell, another on-site team member, worked closely with SFPUC staff to plan and prepare all the elements that made this unique event a success. The celebration featured locally-grown food, kids' activities, live music, informational booths and a plaque unveiling. The successful, well-attended event was a result of excellent collaboration and involvement with the local community, which included the participation of residents from the town of Sunol on the planning committee for the event.

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For more information about these events or the SFPUC, please contact Daniel Jaimes, djaimes@katzandassociates.com.

North County transit customers point to signs of change

NORTH COUNTY TRANSIT DISTRICT
WE MOVE PEOPLE
www.gonctd.com 

Katz & Associates has always proved efficient at taking directions from clients, but the North County Transit District team recently focused on giving them.

The district asked the team to mount some research to help design a way-finding plan – directional signage to aid customers navigate transit stations – for their Coaster and Sprinter heavy and medium rail commuter services and Breeze buses.

“Are we there yet?” could describe the current challenge of entering NCTD’s very busy Oceanside Transit Center and zeroing in on one particular service out of many. While the center is not exactly akin to the switchyard at Grand Central

Station, it is unique in San Diego as a connector for multiple transit modes:

- The Coaster commuter rail service heading south
- Metrolink commuter rail service heading north
- Amtrak
- The Sprinter commuter rail
- Breeze buses
- Greyhound...
...and even cabs circulating in and out of the venue.

Now, the consulting firm of IBI was designing directional signage for this and many other transit locations and wanted to know what the general public thought was most important and useful.

What could be more effective at transit stations – and aboard trains and buses themselves – than intercept surveys, designed to be administered by teams seeking input as travelers approached the trains or rode the rails? So the Katz & Associates plan used those as the foundation for gathering opinions.

The team designed a survey meant to be short enough to engage busy commuters but long enough to provide essential feedback. Produced in both English and Spanish, this instrument was also posted on the NCTD website and e-mailed to North County business, tourism, transit, bicycle, senior and Hispanic

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California DMV issuing new, secure driver licenses and ID cards

In October, the California Department of Motor Vehicles released a more secure, redesigned version of the California driver license and ID card in an effort to better protect individual security throughout the state. This major change affects a majority of Californians, and Katz & Associates, who has served as the DMV's public relations and marketing support contractor since 2006, was called upon to help the DMV implement an education and awareness campaign to inform the public of the new cards and their security enhancements.

The DMV unveiled the new cards in Sacramento at a press conference held in a Sacramento DMV field office on Oct. 6, 2010 – the same day the DMV began to issue the new cards. The event featured key presenters from the DMV and notable speakers from statewide law enforcement and consumer agencies. Katz & Associates conducted extensive media relations for the event, which garnered broad coverage statewide (more than 12 Northern California media outlets attended!).

New features of the California driver license and ID card distinguish the cards from the old version. The look and feel is significantly changed, and both cards include improved safety measures to protect individual identities. Specifically, new features include:

- A laser engraved signature with raised lettering that you can feel to the touch, letting you know immediately that the card is authentic.
- In addition to the primary photo on the driver license, a smaller, lighter photo of the cardholder is also present on the card and can only be seen under UV light.
- Names are now listed on two lines on both the ID and driver license. The last name is displayed on the first line and the first and middle name appear on the second line.



Matt Paulin, chief deputy director of the California Department of Motor Vehicles, addressing the media and public regarding the new secure cards and their new safety features.



The new California Secure Card



The new ID/provisional license card which is printed vertically to make it easier to identify those under the age of 21.

- Provisional driver licenses (issued to persons under 21) are now vertical as opposed to the horizontal format. This allows you to quickly detect whether or not an individual is underage.
- In addition to the magnetic stripe, a new 2D bar code is also on both the driver license and ID cards.
- An outline of the California Brown Bear appears on the back of the card and can be seen through the front by holding a flashlight directly to the back of the card.

The DMV's ongoing public awareness campaign will include traditional outreach efforts and grassroots tactics to facilitate the distribution of collateral materials, newsletter articles and the popular "Ask George" Q&A column. Katz & Associates will continue to support the DMV in these efforts to inform and educate California residents on the new changes, and further promote the DMV as the premier hub for all driver-related information. Development of collateral materials in both English and Spanish will take a creative approach to illustrate the new look, feel and advanced security features to California drivers. Look for these materials in your area in the coming months to learn the latest and greatest information from the DMV!

For more information, please contact Kari Miranda-Chapman, kmiranda@katzandassociates.com.



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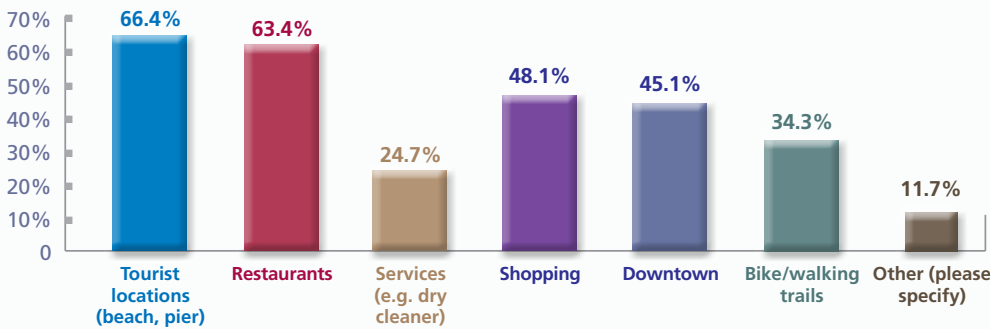
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organizations, whose constituents could fill out the printed version or go to the website to do so. Intercepts occurred at three different stations as well as on board for morning and evening rush hour commuters. The surveys were also promoted via Twitter and a good old-fashioned press release for local papers.

If there was signage at the stations directing you to nearby attractions, which would be the most helpful? (Select all that apply)



In all, the team collected and processed more than 500 surveys, 406 printed versions primarily collected on site and 101 submitted online.

The research exercise accomplished two objectives: gaining useful information for the design team and indicating to the community that its input was important. NCTD expects to have, as one respondent suggested, "big and bright" new directional markers in 2011.

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