

SURVEY OF EFFECTIVENESS OF PUBLIC RELATIONS;  
U.S. HWY 50/MO FLAT PROJECT:

Name of Business Surveyed: \_\_\_\_\_

# of Businesses surveyed= 39

1) Have you visited the www.MOFLAT.com website?  
# of Businesses who visited the www.MOFLAT.com website = 9  
# of Businesses who knew about the website but have not visited=2

2) If so, how often do you look to this website to keep you  
Informed on construction work, traffic alerts, etc.?  
(Is the website helpful)  
# of those 9 Businesses who found the website helpful =5  
**Comments: Information isn't updated enough to keep up to date,  
wants more detail, need more leadtime for traffic alerts**

3) Have you personally spoken to someone at the County  
Or the Public Relations firm of Hoyt Co. about your  
Construction concerns for this project?  
**County staff spoken to: Julie Duchscherer/R/W DOT=30  
John Khaling/Construction= 2  
Adam Bane/DOT= 1  
HOYT Company=5  
Don't Know=1  
Haven't Spoken to Anyone from County or Hoyt= 3**

4) If so, did you feel that your questions/concerns were answered  
to your satisfaction? In a timely manner? Yes= 17  
**Comments: Flyers self-explanatory, two yes answers were online only.  
Starbucks said it took too long to get an answer back.**

5) Has the additional:  
Signage ,CMS Boards ,August 2007 Newsletter, Press Releases  
helped you in keeping informed of construction work on this project?  
**Comments: Resounding yes to all information that has been handed out  
(except 2 said not helpful); Detour Signage & Email Blasts particularly  
helpful; One commit about Customers not informed enough – need to find  
better way to get information out to them.**

6) Understanding that construction is not a perfect science;  
On a scale of 1 to 5 – ( 5 ) being the highest score –  
Please rate your satisfaction with the effectiveness of the Public Relations  
efforts for this construction project.  
**Scale of 1 to 5: 5= 17; 4=11; 3=5; 2=2; 1=1; No Score Given=3**

7) What can we do to more efficiently address your concerns?

**Comments:**

- a) **Most positive one: Placerville Transmission has actually gotten more business from the detour onto Headington.**
- b) **Most comments had to do with the traffic lights and how ineffective they are**  
**19 Businesses suggested trying a live person directing traffic during the**  
**Peak hours (lunchtime and 5 – 6:30 p.m.). (Especially for the next few weeks**  
**during the holidays) One business stated that they thought a live person**  
**directing traffic would slow things down and could be dangerous.**
- c) **One business suggested that the lights worked better at moving traffic when**  
**they flashed “red” only and never changed.**
- d) **Left turns at intersections don’t work. Too many people try to squeeze**  
**through and cause worse backups.**
- e) **Email blasts seem to have tapered off or come too late to help businesses to**  
**react well to changes/closures.**
- f) **Need more notice on Closures.**
- g) **Advertise that the “Businesses Are Open” in more places. Business has**  
**slowed down due to the construction and folks avoiding the area. Advertise**  
**more that Businesses Are Open along alternate routes and the larger EDC**  
**area.**
- h) **Place detour/alternate route signage south of Walmart/Forni Rd. so that**  
**traffic has enough time to react to situations.**
- i) **Notify customers in outlying areas – not just the Placerville area, of**  
**construction information, delays, detours, etc.**
- j) **Chevron/Carla McCrearys’ customers can not make left turns in or out of**  
**her business now due to the construction. Adam Bane, Paul Sipple, John**  
**Kahling and Julie D. have all looked at the situation and have not been able**  
**to come up with a good solution.**
- k) **Moving up the construction closure of Main Entrance of Safeway Shopping**  
**Center with little notice to businesses really hurt their forecasting and**  
**planning. Businesses need much more time to plan how to react to these**  
**matters that effect their businesses so greatly! Poor planning over Holidays –**
- l) **Use other means of disseminating information – local TV, newspapers, etc.**  
**Don’t depend on the articles the newspaper writes to disseminate**  
**information to the public – sometimes critical and incorrect.**

**Suggestions we have acted on immediately:**

- 1) **New CMS Board inside Safeway Shopping Center directing traffic to**  
**alternate Headington Rd. exit. New signs to go up at El Dorado Rd./Missouri**  
**Flat Rd. to direct alternate traffic to Hwy. 50/at El Dorado Rd.**
- 2) **Alternate Route Maps are being handed out to all the businesses in the**  
**Propsector’s Plaza and Safeway Shopping Center to remind customers-**