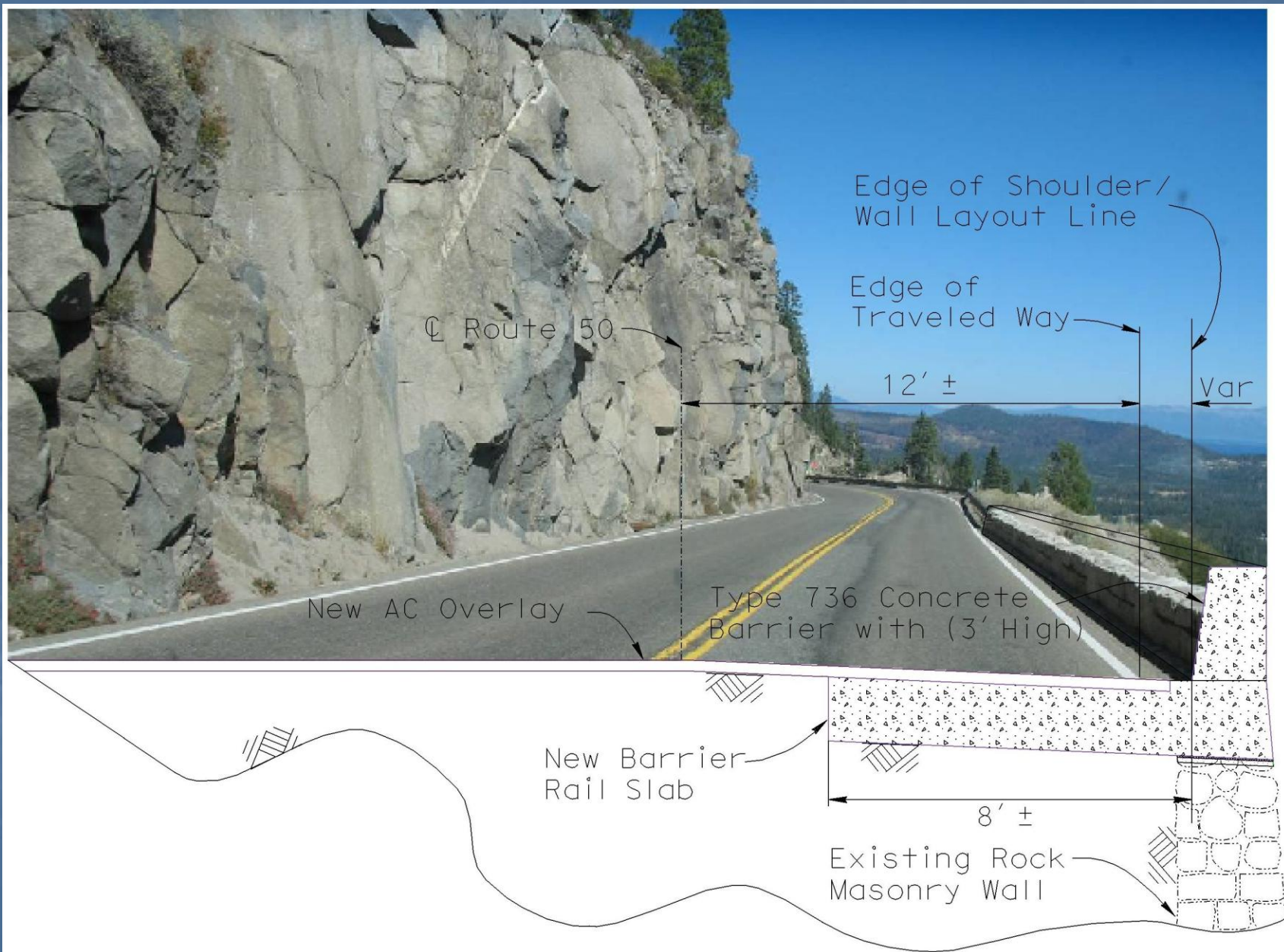


# Proposed Design



# ECHO SUMMIT CLOSURE MAY 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
	Day 1 <b>Full Closure Begins</b>	Day 2 Full Closure	Day 3 Full Closure	Day 4 Full Closure	Day 5 Full Closure	Day 6 Full Closure
8	9	10	11	12	13	14
Day 7 Full Closure	Day 8 Full Closure	Day 9 Full Closure	Day 10 Full Closure	Day 11 Full Closure	Day 12 Full Closure	Day 13 Full Closure
15	16	17	18	19	20	21
Day 14 Full Closure	Day 15 Full Closure	Day 16 Full Closure	Day 17 Full Closure	Day 18 <b>Caltrans Believes End of Full Closure</b>	Day 19 Possible Full Closure	Day 20 Possible Full Closure
22	23	24	25	26	27	28
Day 21 Possible Full Closure	Day 22 Possible Full Closure	Day 23 Possible Full Closure	Day 24 Possible Full Closure			
29	30	31				
	Memorial Day					



Full Closure days expected by Caltrans

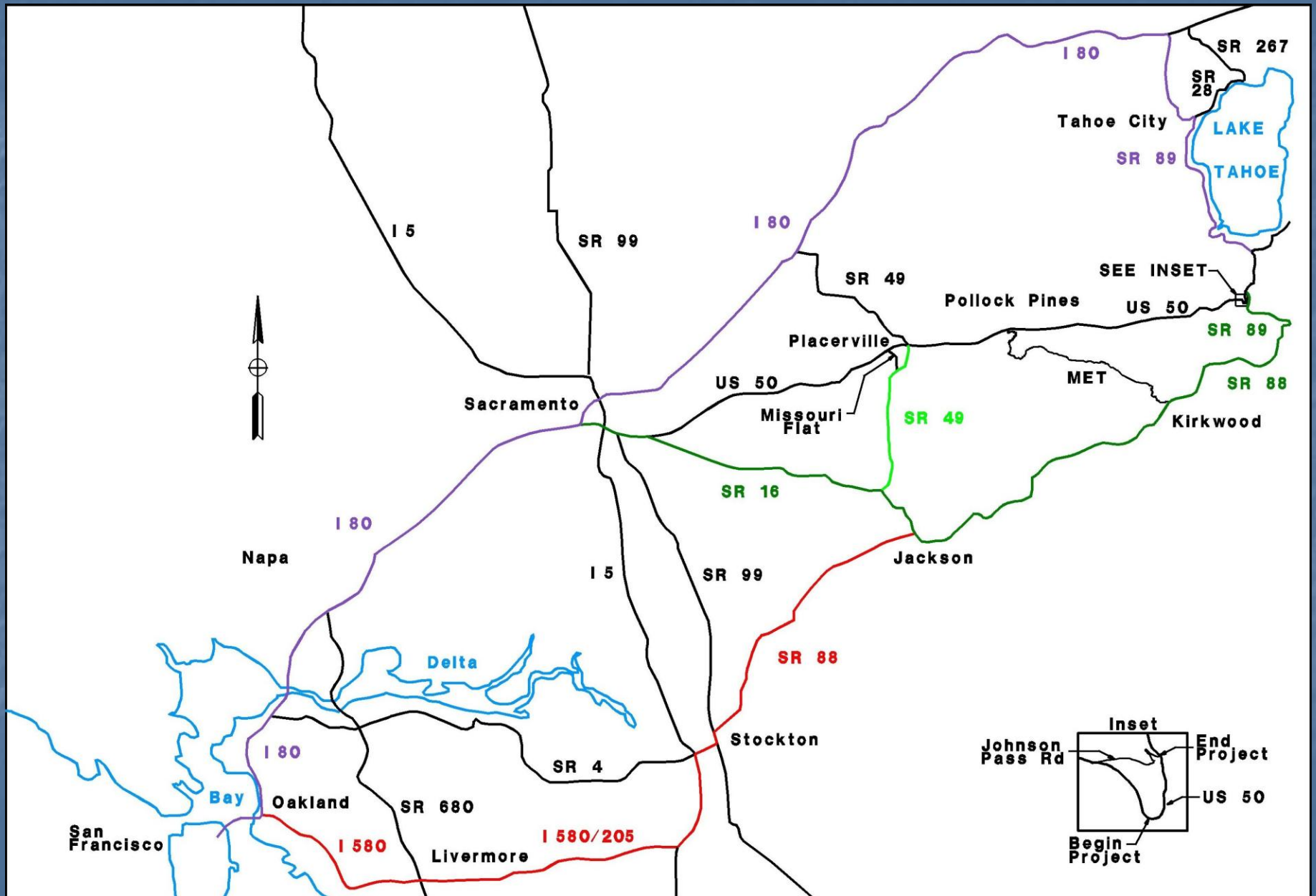


Possible Full Closure days by Minimum Qualified Contractor

\* There may be Reversible Traffic Control, Monday–Friday morning, before and after the full closure.

\* No closures will be allowed on Memorial Day Weekend.

# Alternate State Routes



# Tahoe Basin Public Outreach Effort

- Five year, \$750,000 campaign to increase awareness of all Caltrans projects in the basin.
- Requests for proposals are being accepted now from a number of experienced, public outreach firms. Work on this campaign will begin this summer.
- The plan includes an outreach effort associated with the closure of U.S. Highway 50 over the Echo Summit.
- The campaign features both local, regional and interstate outreach to affected stakeholders in both California and Nevada.

# Campaign Highlights

- Interactive website featuring project news, traffic alerts and e-mail updates. A special toll-free hotline to assist motorists will also be set up and advertised.
- Paid advertising in media markets that include South Lake Tahoe, Reno, Sacramento and the Bay area
- Community outreach to affected property owners, businesses and residents along the entire U.S. Hwy. 50 corridor.
- Specific focus for western slopes (Placerville, Apple Hill, etc) recreation opportunities during construction.
- Merchant Outreach includes a special emphasis on the local hotel and gaming industry.