

FOR IMMEDIATE RELEASE

Assessing and Marketing Sustainable Transportation Plans for Tribal Enterprises

San Diego, CA - March 27, 2009 - Expanding the recognition and reach of YugiiDesignGroup into the areas of transportation planning, environmental sustainability, and good governance, Jessica Cessieux and Danielle Reyes-Acosta received the honor of Special Mention Diamond Award on behalf of the Reservation Transportation Authority for their development of an alternative transportation program for seven native sovereign nations.



Pictured (L to R): Danielle Reyes-Acosta, Jessica Cessieux, Escondido Mayor Lori Holt Pfeiler

The seventh annual Diamond Awards were given by the San Diego Association of Governments and its RideLink program to honor local organizations promoting commuting alternatives. Sponsored by VPSI, Inc., Ms. Cessieux and Ms. Reyes-Acosta were honored to receive the Honorable Mention "in recognition of the Reservation Transportation Authority's [RTA] outstanding marketing and soliciting of survey responses from members of seven different tribes and tribal enterprises to determine the feasibility of a unique intertribal, collaborative transportation demand management program."

The Reservation Transportation Authority, a consortium of nineteen Southern California Indian tribes, sought to gauge public interest, and ultimately, develop a mobility management program for the staff of tribal enterprises. The sovereign nations participating in this process include the following governments: Campo Kumeyaay Nation, La Posta Band of Mission Indians, Pala Band of Mission Indians, Pauma and Yuima Band of Luiseño Mission Indians, Rincon Band of Luiseño Indians, Sycuan Band of the Kumeyaay Nation, and Viejas Band of Kumeyaay Indians. San Diego County tribal enterprises alone employ over 14,000 individuals, and through the funding and cooperation of Caltrans and SANDAG (respectively), the RTA and YDG consultants launched a full transportation survey assessment and outreach program in less than six months.

Application of the assessment results is scheduled to continue over the next two years as the RTA and its consultants continue to develop a road map for success and seek out the federal, state, and local funding to drive forward this program for the public good. In consideration of the positive reception the program met in just six months, anticipation for the next phase of program development is high.

The "Tribal Transportation Demand Management Project Report" is available for download on the American Planning Association's website. See <http://www.planning.org/awards/2010/pdf/DiversityReport.pdf> for more information on the project and its results.



About YugiiDesignGroup

YugiiDesignGroup (YDG) is an interactive marketing firm based in San Diego, California. With an emphasis on interactive development, social media, and open source technologies, our mission is to give clients a new perspective of their business. With the long-term goal of promoting sustainable (brand) development and healthy B2B relationships, we work with clients across many industries, including non-profit organizations, small businesses, and government agencies. For more information on how we are making a difference, please visit our website @ <http://www.yugiidesigngroup.com>.

Media Contact: Danielle Reyes-Acosta, Communications Director, YugiiDesignGroup, 949.212.6561 or Danielle@yugii.com.

###