



MEMORANDUM

TO: Celia McAdam

FROM: Randle Communications

DATE: September 21, 2010

RE: August 2010 Monthly Report

The following is a summary of public information work performed by Randle Communications (Randle) on behalf of the Placer County Transportation Planning Agency (PCTPA) in August 2010.

Randle continued to conduct public information outreach for PCTPA projects and worked closely with Caltrans, the Cities of Lincoln, Roseville and Rocklin, as well as Placer County media, to inform residents of construction activity for the I-80 expansion and Lincoln Bypass projects.

Randle also worked with the City of Roseville and Roseville Automall to facilitate the posting of a digital I-80 project sign on the electronic message boards throughout the city.

In addition, Randle continued to work with the Lincoln Bypass website designer on website design and the Lincoln Bypass project logo.

Finally, Randle worked with Executive Director Celia McAdam (McAdam) and Caltrans to facilitate an interview with Gold Country Media reporter Jonathan Brines.

Following is a capsule summary of activities:

Public Information Outreach

Lincoln Bypass Information Outreach

Randle continued to work with Caltrans, DeSilva Gates and PCTPA to develop construction activity advisories that inform the public of Lincoln Bypass construction work. Randle also attended the August 12, Lincoln Bypass project

meeting to hear the latest updates on construction progress and anticipated activity for the coming month.

Below is a summary of advisories distributed:

- Randle worked with Caltrans to prepare a construction activity advisory regarding work to be done on Ferrari Ranch Road starting August 20. The construction work required westbound lane closures and the closure and detour of pedestrian pathways. Randle worked with the City of Lincoln and staff at Lincoln Crossings to distribute the update. In addition, Randle worked with the **Lincoln News Messenger** to publish an information brief on August 19.

Lincoln Bypass Website

Randle continued to work on the Lincoln Bypass website layout and design. Randle also continued to work with the PCTPA team and designer on the Lincoln Bypass logo.

I-80 Expansion Information Outreach

- Randle worked with PCTPA and Caltrans to prepare a news release announcing the closure of the westbound I-80/Atlantic Street loop offramp, which was the first in a series of off ramp closures related to construction work for the third phase of the I-80 expansion project. Randle worked with the City of Roseville to distribute the update to residents. In addition, Randle worked with the **Roseville Press Tribune** to publish an information brief on August 13.
- Randle worked with PCTPA and Caltrans to prepare a news release on August 26, announcing the closure of the Eureka Road offramp, as part of the construction work for the third phase of the I-80 expansion project. Randle worked with the City of Roseville to distribute the update to residents. In addition, Randle distributed the release to **Lincoln News Messenger** and **Roseville Press Tribune**.

I-80 Expansion Project Digital Sign

Following the recommendation of the PCTPA Board, Randle worked with PCTPA to create a digital I-80 Expansion Project sign for posting on the electronic message boards in Placer County. Randle worked with the City of Roseville to add the digital sign to the message board's rotation. The signs are located throughout the City of Roseville, including on Galleria Boulevard and at the

Roseville Automall. The project sign placement was obtained at no cost due to the public service provision for the electronic message boards.

Loomis Transportation Open House

Randle worked with PCTPA boardmember and Loomis town councilmember Miguel Ucovich, to identify a date, time and location for a Transportation Open House for the Town of Loomis. The open house will be held on October 13, and will provide Loomis residents with an opportunity to meet with transportation planners and voice their questions, concerns and thoughts on regional needs.

Media Relations

Randle received an interview request regarding PCTPA project signage from Roseville Press Tribune reporter Jon Brines, and worked with PCTPA to schedule and facilitate the interview. The reporter was interested in receiving background on the agency's major projects for future coverage of transportation issues in Placer County.

Media Coverage

The following is a summary of media coverage for August:

- **Roseville Press-Tribune** – Published article on August 12, informing the public of the Atlantic/Eureka offramp weekend closure occurring as part of the Sacramento/Placer Interstate 80 Operational and Improvement Project.
Circulation: 27,700
- **Lincoln News Messenger** – Published article on August 18, informing the public of construction for the Lincoln Bypass that required westbound Ferrari Ranch Road lane closures as well as pedestrian pathway closures and detours.
Circulation: 7,000

Media Monitoring

- Randle continued to monitor industry and local news in an effort to identify outreach opportunities as well as support the Agency's efforts to address local transportation and transit issues.

E-Newsletter

- The newsletter has been placed on hold over the summer months, when project updates are slow and there is less news to report from a project funding developments perspective. The newsletter is going to resume starting next month (September), and Randle has begun drafting content for the next issue.

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