



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: January 18, 2011
RE: December 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 December 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 PCTPA Executive Director Celia McAdam (McAdam) on PCTPA Board member Kathy Lund's retirement tribute.

Following is a capsule summary of activities:

Public Information Outreach

Construction Activity Updates

Randle continued to work with Caltrans and PCTPA to develop construction activity advisories that inform the public of Lincoln Bypass and I-80 expansion construction activity.

Below is a summary of advisories distributed in December:

Lincoln Bypass Information Outreach

- Randle worked with Caltrans and City of Lincoln on December 3, to distribute and pitch a traffic alert regarding planned road closures on North Dowd Road. The closures were extended one day, ending

December 4, and were implemented because of weather challenges for project completion.

- Randle worked with Caltrans and City of Lincoln on December 6, to distribute and pitch a traffic alert regarding planned lane closures on Ferrari Ranch Road from December 13-17. The closures were needed for exterior concrete work to be completed.
- Finally, Randle worked with Caltrans and City of Lincoln to distribute an updated traffic alert regarding the work on Ferrari Ranch Road that began December 13. Due to weather, the lane closures were extended until Dec. 24.

I-80 Expansion Information Outreach

- There were no needed information outreach updates for the I-80 Expansion project. Construction activity slows during winter months due to constraints of seasonal weather.

Lincoln Bypass Website

Randle worked to maintain and update the Lincoln Bypass Website, and posted needed information updates on a regular basis.

Media Relations

Randle received an interview request from the Lincoln News Messenger, and worked with McAdam to facilitate an interview regarding progress to-date on the Lincoln Bypass. Randle also worked with Caltrans to schedule an in-person tour of the Bypass in early January for photo purposes.

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.

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