



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: November 18, 2010
RE: October 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 October 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.

In addition, Randle worked with Celia McAdam (McAdam) PCTPA Executive Director, to organize, promote and staff a Transportation Open House in Loomis co-hosted by Doug Lange (Lange), Caltrans District 3 Project Manager.

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 October:

Lincoln Bypass Information Outreach

- Randle prepared a press release announcing the launch of the new website www.lincolnbypass.com. Randle worked with the City of Lincoln

to post the announcement to their website on October 12, and distribute the announcement in their E-newsletter on October 13.

- Randle also prepared a construction activity advisory, "*New section of Dowd Road now opened to motorists*", and worked with the City of Lincoln and the **Lincoln News Messenger** to advise the public. The City of Lincoln posted the advisory on their website and in their E-bulletin on October 13.

I-80 Expansion Information Outreach

- Randle worked with Caltrans on October 14, to inform residents of night time closures on Taylor Road, by distributing and pitching the news release, "*Taylor Road Off-Ramp on Eastbound I-80 closed for 9 consecutive days*" to the city of Roseville and local media. Randle worked with City of Roseville on October 14, to distribute the update to residents on their website and through their weekly E-blast. Randle also successfully placed the release in the **Roseville Press Tribune** and **Placer Herald** on October 14.

Lincoln Bypass Website

Randle worked with PCTPA and the Lincoln Bypass website designer to complete updates and launch www.lincolnbypass.com on October 12, 2010. Randle continues to update, monitor and edit the website as needed.

Loomis Transportation Open House

Randle worked with McAdam to prepare and staff the fourth in a series of *Transportation Open Houses* aimed at connecting residents with local planners to discuss transportation and transit issues. The *Loomis Transportation Open House* was held on October 13, 2010, at Loomis Depot and was hosted by McAdam and Lange.

Below is a summary of action items:

- Randle worked with the Town of Loomis to promote the event and drive attendance.
- Randle prepared collateral materials to promote the event, including an event flyer.
- Randle also promoted the event within the community by uploading event information to local online calendars.

Media Relations

Randle worked with local Placer County media to garner coverage of ongoing construction activity for the Lincoln Bypass and I-80 expansion projects. In addition, Randle worked with local media to promote the Loomis Transportation Open House.

The following is a summary of media coverage for the month of October:

- **Loomis News** – Published the brief, *"Bridge closures topic of open house"*, on October 7, 2010, promoting the upcoming transportation open house.
Circulation: 5,100
- **Placer County Online** – Published the article, *"Lincoln Bypass info is just a click away"*, announcing the new Lincoln Bypass website on October 13, 2010.
Circulation: N/A
- **Loomis News** – Published the article *"Loomis-area roadwork motoring along"* on October 21, 2010, after attending the Loomis transportation open house, and interviewing McAdam.
Circulation: 5,100
- **Placer Herald** – Published the *Loomis News* article, *"Loomis-area roadwork motoring along"*, on October 21, 2010.
Circulation: 15,200

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

Randle prepared content for the next edition of "Planning Ahead", PCTPA's E-newsletter designed to keep constituents informed on issues impacting transportation in Placer County.

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