



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: April 24, 2012
RE: March 2012 Monthly Report

The following is a summary of public information work performed by Randle Communications (Randle) on behalf of Placer County Transportation Planning Agency (PCTPA) in March 2012.

Randle worked with PCTPA Boardmember Kirk Uhler (Uhler) and Executive Director Celia McAdam (McAdam) to develop a targeted media outreach plan regarding regulatory requirements for the proposed Interstate 80/State Route 65 (SR-65) interchange re-striping project.

Randle also worked with Caltrans and the City of Lincoln to draft and distribute construction activity advisories informing residents of work being performed on the SR-65 Lincoln Bypass (Bypass).

Additionally, Randle worked with McAdam and the City of Lincoln to begin planning the grand opening event for Phase 1 of the Bypass, the largest and most significant project phase.

Following is a capsule summary of activities:

Media Relations

Interstate 80/Northbound SR-65 Interchange Re-stripe Issues Outreach

At the request of the Board of Directors, McAdam and Randle developed messaging points outlining the hurdles involved in the state regulatory process for construction projects. Specifically, the current process prohibits a potential option for expanding the Interstate 80/ SR-65 interchange by re-striping a section of northbound SR-65.

Randle recommended McAdam reach out to *Sacramento Bee* reporter Tony Bizjak to discuss current regulatory challenges which not only publicizes why the lane restriping option will not be moving forward, but also continues to position McAdam as a leading expert in the transportation sector. Randle assisted McAdam with messaging points and a strategy to present the issue to local media and produce a positive story for PCTPA.

After discussing the issue with McAdam, Bizjak conducted an interview with Uhler to obtain further information and commentary for the article. The resulting column in the *Sacramento Bee* ran March 12, 2012. The piece informed residents of the potential solution for the Interstate 80/SR-65 interchange traffic backup, and detailed the arduous regulatory process required for implementing a solution.

To provide additional context for Placer County residents, Randle drafted an opinion editorial for placement in Gold Country Media publications. This further explained the proposed solution, elaborated on the unnecessary regulations and reaffirmed PCTPA as a proactive public agency that develops cost effective solutions to problems.

Randle worked collaboratively with McAdam and Uhler to produce a draft op-ed and then make final revisions needed to run under his authorship. Randle expects the opinion editorial to be placed in April 2012.

Lincoln Bypass Media Relations

In advance of the final construction season for Phase 1 of the Bypass, the *Lincoln News Messenger* ran a series of articles discussing up-coming traffic relief, benefits to downtown and public excitement for the project.

The first article of the series ran March 21, 2012, featuring extensive comments from McAdam regarding the completion of Phase 1, key stakeholders and project funding. The article also discussed Phases 2a and 2b relative to the opening of the Bypass. Randle coordinated with the reporter, Stephanie Dumm, to provide background information as needed.

Following the first article of the series, the *Lincoln News Messenger* published an editorial on March 21, 2012, promoting the Lincoln Bypass's importance to the community and downtown Lincoln. The editorial discussed the unfinished Bypass as a recreational attraction for residents, encouraging them to run, walk and ride bikes in the construction zone. Randle coordinated with Caltrans to submit a letter to the editor reminding residents the Bypass is an active construction zone and off limits, while acknowledging the public's excitement.

The letter to the editor was published in the following week's paper on, March 30, 2012.

Media Coverage

- ***PlacerCountyOnline.com*** – Published the article, "Lincoln Bypass update: Lane closures on Thurs and Fri," on March 6, 2012, detailing lane closures on SR-65 due to construction work.
Circulation: N/A
- ***Sacramento Bee*** – Published the article, "Back-seat Driver: Matsui wants planned railyard arena to be in sync with transit center," on March 9, 2012, discussing regulations interfering with the SR-65 re-striping project.
Circulation: 199,921
- ***Lincoln News Messenger*** – Published the article, "Highway 65 bypass to open by fall," on March 21, 2012, discussing the up-coming opening of the Lincoln Bypass Phase 1 and its importance to the community.
Circulation: 6,500
- ***Placer Herald*** – Published the article, "Overnight lane closures planned for Highway 65," on March 29, 2012, detailing lane closures on SR-65 due to construction work.
Circulation: 15,200

Lincoln Bypass Information Outreach

In March, Randle worked with Caltrans staff to draft and distribute the following construction advisories announcing work to be performed on the Lincoln Bypass:

- "Lincoln Bypass work to require lane closures on Ferrari Ranch Road on March 8-9," was drafted and distributed March 5, 2012, alerting residents of a two-day lane closure for electrical conduit work.
- "Overnight Lane Closures Planned for State Route 65," was drafted and distributed March 29, 2012, alerting residents of overnight lane closures in both directions.

Randle distributed the advisories to applicable Gold Country Media publications and the City of Lincoln to ensure residents received timely information on Bypass construction. Randle was also able to secure coverage of each advisory in the daily City of Lincoln e-newsletter and in email notifications sent to Lincoln Crossing Home Owners Association members.

Randle updated the Lincoln Bypass website with each construction advisory and applicable media items, including the *Lincoln News Messenger* letter to the editor reminding residents to stay off the Bypass.

In addition, Randle discussed potential grand opening events for the Lincoln Bypass Phase 1 with City of Lincoln Public Information Officer Jill Thompson (Thompson). Randle will continue to work with Thompson as the grand opening gets closer to coordinate efforts and events.

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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