



MEMORANDUM

TO: Celia McAdam

FROM: AIM Consulting

DATE: October 10, 2012

RE: September 2012 Monthly Report

The following is a summary of public information work performed by AIM Consulting (AIM) on behalf of Placer County Transportation Planning Agency (PCTPA) Between September 3, 2012 and October 5, 2012.

AIM continued to work with Executive Director Celia McAdam to plan the grand opening for the Lincoln Bypass.

AIM worked with McAdam to draft and distribute a multiple news releases announcing the date for the Grand Opening Celebration on October 5, the plans for opening the Bypass to traffic on October 8, and the Media Tour of the Bypass planned for September 28.

Additionally, AIM worked with McAdam to develop content for the September edition of PCTPA's e-newsletter for stakeholders and residents. The newsletter was distributed on September 18.

On September 28, AIM and PCTPA held a Media preview tour of the Lincoln Bypass for local media representatives.

The Lincoln Bypass Grand Opening Celebration was held on October 5, 2012. The event was well attended by the local community and the media.

Following is a capsule summary of activities:

Media Relations

Lincoln Bypass Information Outreach

During the month of September, AIM worked with PCTPA to draft and distribute the following news releases:

- Highway 65 Lincoln Bypass Media Tour set for September 28, 2012," was drafted and distributed on September 7, 2012, altering the media of the planned preview tour of key locations along the Bypass.
- "Highway 65 Lincoln Bypass Grand Opening Celebration set for October 5, 2012; Lincoln Bypass opens to regular traffic on Monday, October 8" was drafted and distributed September 12, 2012, alerting residents and the media of the Grand Opening date and the date the Bypass will open to traffic, it included the "countdown to connection" map which illustrates the activity that will take place to open the Bypass.
- "Lincoln Bypass Grand Opening Celebration set for October 5th," was drafted and distributed on October 2, 2012, alerting the media of the Grand Opening Celebration.
- AIM updated the Lincoln Bypass website with current information.



News Messenger.

AIM also planned and coordinated the media preview tour of the Bypass which was held on September 28, 2012. The purpose of the media tour was to allow local outlets to view the Bypass, receive important facts and information, and to film footage for future broadcasts. The tour was attended by representatives from: ABC News 10, FOX 40, Good Day Sacramento, CBS 13, the Sacramento Bee, and the Lincoln

Following the media tour, the project received media coverage on September 28th in the following outlets: CBS 13, News 10, Fox 40, and the Lincoln News Messenger.

Lincoln Bypass Phase 1 Grand Opening Planning

AIM attended the Lincoln Bypass team planning meeting and held multiple planning meetings with McAdam. AIM also toured the Grand Opening celebration location. During the month of September, final event details were coordinated and invitations were sent via mail and email. AIM also worked with local car clubs, NEV clubs, and cycling clubs to ensure attendance at the grand opening and to secure volunteers for the event.

Planning Ahead

AIM finalized content and formatted the September edition of PCTPA's e-newsletter. The September edition of the newsletter included information on the new federal transportation bill, a history of the Lincoln Bypass project and information about the Grand Opening Celebration, and a Board Highlight on Tom Cosgrove.

The newsletter was distributed on September 18, 2012 and received an open rate of 49 percent, with 36 percent of readers clicking to view the Lincoln Bypass Grand Opening invitation flyer.

Lincoln Bypass Grand Opening Celebration



The Lincoln Bypass Grand Opening Celebration was held on October 5, 2012. Over 500 people attended to celebrate the longest stretch of new highway built in California in the last 10 years. Tom Cosgrove served as master of ceremonies and key note speakers included: Malcolm Dougherty, Caltrans Director; Jim Holmes, Supervisor, Placer County; Celia McAdam, PCTPA Executive Director; Congressman John Doolittle; Jody Jones, District Director, Caltrans District 3; and Andre Boutros, Chief Deputy Director, California Transportation Commission. Following a ceremonial ribbon

cutting over 50 classic cars began an inaugural drive of the Bypass followed by local NEVs, scooters, cyclists, and pedestrians.

Media coverage of the event began at 4:30 a.m. and included live interviews with McAdam before the ceremony began. The event was continuously highlighted throughout the day by local news media including: KCRA Channel 3, ABC News 10, CBS Channel 13, FOX 40, Good Day Sacramento, the Sacramento Bee, the Lincoln News Messenger, Capital Public Radio, and KAHN Radio.



Media Monitoring

AIM 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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