



MEMORANDUM

TO: Celia McAdam

FROM: AIM Consulting

DATE: May 6, 2013

RE: March / April 2013 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) in the months of March and April.

AIM attended meetings and worked with McAdam on the Regional Transportation Funding initiative.

Additionally, AIM began planning and writing the next edition of PCTPA's e-newsletter for stakeholders and residents.

Following is a capsule summary of activities:

Strategy

AIM attended strategy meetings and worked with McAdam on the Regional Transportation Funding initiative.

Planning Ahead

AIM developed content for the March/April edition of the PCTPA e-newsletter. AIM worked with PCTPA staff to identify topics and draft newsletter articles. The final issue of the newsletter was distributed on April 16, 2013 and focused on the expansion of the My Rides Program, the Freeway Service Patrol celebrating 10 years of service, and the launch of the May is Bike Month program. The newsletter received an open rate of 48%,

with 20% of readers clicking through to read more about the articles or visit the PCTPA website.

PCTPA.net

AIM continued to monitor Google Analytics on the PCTPA.net website. Google Analytics will show how many people visit the PCTPA.net website, what region visitors are from, as well as what pages are looked at most frequently. This information will help measure the effectiveness of the website and modify content if necessary.

Media Relations

AIM worked with PCTPA staff to review and distribute press releases related to the My Rides program expansion and the May is Bike Month launch. AIM also worked with PCTPA staff to develop a strategy for celebrating and advertising the expansion of the My Rides Program into a larger geographic area.

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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