



MEMORANDUM

TO: Celia McAdam

FROM: AIM Consulting

DATE: July 8, 2014

RE: June 2014 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 month of June.

AIM assisted PCTPA with planning and hosting a ribbon cutting ceremony for the Lincoln Bypass Phase 2A or "Next Phase" on June 20, 2014.

AIM continued implementing a Social Media strategy for PCTPA and updating the PCTPA website.

AIM assisted with media relations and public information and also assisted with outreach for alternative transportation programs.

In addition, AIM began planning for the next addition of the PCTPA e-newsletter.

Following is a capsule summary of activities:

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.

AIM worked with PCTPA staff to continue updating and improving the PCTPA website including updating website software and working on the navigation structure.

AIM continued posting Social Media updates on the PCTPA Facebook and Twitter pages.

Informational Materials

AIM worked with PCTPA staff to update the Airport Land Use Commission fact sheet. The fact sheet is distributed to local agencies to explain the project referral and review process for projects located within the airport influence area of Auburn Municipal, Blue Canyon, and Lincoln Regional Airports, it may be subject to an Airport Land Use Commission review.

In addition, AIM worked with PCTPA staff to update the Health Express Riders Guide. Health Express is an advance reservation, shared-ride, non-emergency medical transportation service for residents of Placer County. The riders guide provides information about securing a reservation and locations the Health Express travels to.

Lincoln Bypass Ribbon Cutting

AIM worked with PCTPA staff to coordinate and host a ribbon cutting ceremony for the Lincoln Bypass Phase 2A or "Next Phase." The ceremony was held on June 20, 2014 and was attended by local dignitaries and community members. The ceremony was also well attended by local Chamber of Commerce representatives in recognition of the economic development opportunities now available along the corridor. The event and subsequent opening of the Bypass to traffic on June 28th was covered in the local media by the Lincoln News Messenger and Sacramento Bee.



Media Relations

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.