



## MEMORANDUM

**TO:** Celia McAdam  
**FROM:** Randle Communications  
**DATE:** April 13, 2010  
**RE:** March 2010 Monthly Report

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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 March 2010.

Randle worked with PCTPA Executive Director Celia McAdam, (McAdam) to prepare an opinion editorial highlighting the long term benefits derived from locally re-investing a portion of the Interstate-80 Bottleneck Expansion savings of \$30 million.

In addition, Randle assisted Caltrans District 3 Public Information Officer Rochelle Jenkins in publicizing three *Interstate 80 Vertical Clearance Project* Open House events in Placer County, aimed at informing residents about the project.

Randle also prepared content for the April edition of "Planning Ahead", PCTPA's E-newsletter.

Randle continued to monitor and update the "Fix Placer Traffic" Facebook page with timely transportation and event information.

Following is a capsule summary of activities:

### Media Relations

#### I-80 Bottleneck Savings Opinion Editorial

- Randle worked closely with McAdam to produce an opinion editorial for submission to Placer County publications. The piece details the process by which PCTPA is seeking to re-invest savings from the construction of the I-80 Bottleneck project in additional infrastructure projects in Placer

County, notably the pre-construction work to improve the I-80 SR 65 interchange.

### **Interstate 80 Overcrossings Open House Outreach**

- Caltrans hosted a series of Open House events throughout March to inform local residents about the potential impacts of construction for the *Interstate 80 Vertical Clearance Project*. The overall goal of the project is to increase the vertical clearance of eight overcrossings and one railroad underpass on Interstate 80 in Placer County.
- Randle prepared media materials to promote the I-80 Overcrossings Open House events.
- Randle submitted event information to the following online calendars:
  - Sacramento Bee
  - Loomis News
  - Colfax Record
  - Auburn Journal
  - Placer Herald
  - KCRA
  - KOVR
  - News10
  - Fox 40
- Randle also pitched news desks for pre-event briefs and day-of coverage to the following outlets:
  - Sacramento Bee
  - Loomis News
  - Colfax Record
  - Auburn Journal

### **KAHI-AM Monthly Radio Interviews**

- Randle conducted a briefing call prior to McAdam's monthly interview segment on KAHl-AM in Auburn.
- Interview aired live on March 1, 2010 and discussed current status of the I-80/65 interchange expansion as well as provided project updates.

## E-Newsletter

- Randle worked with PCTPA to produce content for the April 2010 edition of "Planning Ahead," the monthly E-newsletter created to keep stakeholders updated regarding state and local transportation issues. The April edition discussed the "Gas Tax Swap", 2010-11 Unmet Transit Needs Report, I-80 expansion updates, and provided a summary of progress made at the transit coordination ad hoc committee meeting.

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