



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: January 11, 2010
RE: November/December 2009 Monthly Report

The following is a summary of public information activities conducted by Randle Communications (Randle) on behalf of the Placer County Transportation Planning Agency (PCTPA) during November and December 2009.

Randle prepared content for the November and January editions of "Planning Ahead", PCTPA's E-newsletter. The November edition was focused on transit program developments and the January edition will recap project progress in 2009, react to the proposed 2010-11 California State Budget and look ahead to the work to be done in 2010. There was no December newsletter due to the holidays.

In December, Randle worked with PCTPA staff and Board Chair Keith Nesbitt on an opinion editorial detailing a 2009 "year in review" summary of the progress on prominent Placer projects. The piece was published in the *Lincoln News Messenger* and the *Auburn Journal*.

Randle continued to update the "Fix Placer Traffic" Facebook page with timely transportation and event information, while continuing to monitor daily news for potential outreach opportunities.

Finally, Randle worked with PCTPA Executive Director Celia McAdam to try and create a special train from Loomis and Rocklin to Davis for the High School football Section Championship game between Del Oro and Rocklin High Schools. Union Pacific attempted to accommodate but was ultimately unable to modify its schedule. This would have been a great opportunity to promote the Capitol Corridor rail service.

Following is a capsule summary of action items:

E-Newsletter

Randle worked with PCTPA to finalize content for the November 2009 edition of "Planning Ahead," the monthly E-newsletter created to keep stakeholders updated regarding state and local transportation issues. This edition was focused on recent transit program developments including the establishment of the Transit Efficiency Initiative. This newsletter also provided a brief on the retirement of Capitol Corridor Director, Gene Skoropowski.

In December, Randle worked with PCTPA to identify pertinent issues and begin content development for the January 2010 edition of "Planning Ahead" as previously mentioned.

Randle also compiled and tracked the E-newsletter open and bounce-back data. In November, the newsletter garnered a 38.5 percent open rate, which is well above the industry average of 27 percent.

Facebook

Randle worked with PCTPA to continually update the "Fix Placer Traffic" Facebook page with breaking news stories relating to Placer projects and local transportation issues.

Media Relations

Randle worked with PCTPA staff and Board Chair Keith Nesbitt, to produce an opinion editorial that provides a review of the Agency's 2009 accomplishments with respect to major infrastructure and transit projects including the Lincoln Bypass and I-80 "Bottleneck" expansion project.

The following is a detailed summary of PCTPA media hits for November and December:

Print:

- ***Sacramento Bee*** – published an article on December 4, 2009 discussing current negotiations with Union Pacific and the potential to expand existing commuter service. Executive Director Celia McAdam was interviewed and her quotes were included in the piece.
Circulation: 369,365

- ***Sacramento Bee*** – published an article on December 7, 2009 discussing the potential for Roseville to move their train depot location in conjunction with Union Pacific’s service negotiations. Executive Director Celia McAdam was interviewed and her quotes were included in the piece.
Circulation: 369,365
- ***Sacramento Bee*** – published an editorial, “Placer rail is ready to toot a new horn”, on December 8, 2009 that provides an overview of current negotiations to expand commuter service in Placer County and includes a quote from Executive Director Celia McAdam.
Circulation: 369,365
- ***Sacramento Business Journal*** – published an in-depth piece on December 18, 2009 discussing typical infrastructure project timelines and how the lack of a dedicated funding source impacts Placer County. Executive Director McAdam provided substantial background and content for this piece.
Circulation: 13,995
- ***Lincoln News Messenger*** – published the editorial on December 31, 2009, “Protecting taxpayers and delivering transportation improvements in Placer County”.
Circulation: 7,248

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