



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: December 20, 2010
RE: November 2010 Monthly Report

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 November 2010.

Randle continued to conduct public information outreach for PCTPA projects and worked closely with Caltrans, the Cities of Lincoln, Roseville and Rocklin, as well as Placer County media, to inform residents of construction activity for the I-80 expansion and Lincoln Bypass projects.

Following is a capsule summary of activities:

Public Information Outreach

Construction Activity Updates

Randle continued to work with Caltrans and PCTPA to develop construction activity advisories that inform the public of Lincoln Bypass and I-80 expansion construction activity.

Below is a summary of advisories distributed in November:

Lincoln Bypass Information Outreach

- Randle worked with Jill Thompson, Public Information Officer for the City of Lincoln, to respond to a resident complaint of traffic backup on Highway 65 on November 10. Randle contacted Caltrans and gathered information on the unexpected lane closures and prepared a construction activity advisory explaining the need for emergency construction work as a result of unexpected pavement deterioration.

- Randle worked with Caltrans and City of Lincoln to prepare and distribute a construction activity advisory regarding nighttime lane closures on Nov.17 - 18 from 7 p.m. - 6 a.m., due to required restriping work.
- Randle worked with Caltrans and City of Lincoln on November 24 to distribute and pitch a traffic alert regarding planned road closures from Tuesday, November 30th through Friday, December 3rd on N. Dowd Road. The closures were necessary for work crews to install a metal beam guardrail and complete the remaining work at the Dowd Road Bridge going over Big Yankee Slough.

I-80 Expansion Information Outreach

- Randle worked with Executive Director Celia McAdam and Caltrans to prepare a news release announcing nighttime closures on November 6, 8 and 9, between Auburn Blvd. /Riverside Avenue and Douglas Boulevard on Interstate-80. Due to the high commuter traffic on this portion of I-80, Randle aggressively pitched the news release to the Sacramento Bee and appropriate Gold Country Media outlets.

Lincoln Bypass Website

Randle worked to maintain and update the Lincoln Bypass Website, and posted needed information updates on a regular basis.

Media Relations

Randle worked with local Placer County media to garner coverage of ongoing construction activity for the Lincoln Bypass and I-80 expansion projects.

The following is a summary of media coverage for the month of November:

- **Placer Herald** – Published the brief, "*Night closures scheduled for eastbound section of I-80*", on November 5, 2010, informing residents of nighttime closures and detours on I-80.
Circulation: 15,200
- **Roseville Press-Tribune** – Published the brief, "*Night closures scheduled for eastbound section of I-80*", on November 5, 2010, informing residents of nighttime closures and detours on I-80.
Circulation: 27,700

- **Roseville Chamber of Commerce** – Published the brief, *“Three night-time freeway closures scheduled for section of I-80 in Roseville”*, on November 8, 2010, informing residents of nighttime closures and detours on I-80.
Circulation: N/A

Media Monitoring

- Randle 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.

###