



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: March 20, 2012
RE: February 2012 Monthly Report

The following is a summary of public information work performed by Randle Communications (Randle) on behalf of Placer County Transportation Planning Agency (PCTPA) in February 2012.

As proposed in Randle's Public Information Plan, Randle conducts timely audits of new board members to ensure each is aware of and invested in the agency's public outreach. In February, Randle conducted an audit of Mayor Sandra Calvert of Loomis to discuss her interests and goals while serving on the Board of Directors.

Randle also worked with Caltrans and the City of Lincoln to draft and distribute a construction activity advisory updating residents of work being performed on the State Route 65 Lincoln Bypass.

Additionally, Randle worked closely with PCTPA to draft and distribute the February edition of "Planning Ahead," the agency's email newsletter.

Following is a capsule summary of activities:

Media Relations

Northbound SR-65 Re-stripe Outreach

At the request of the Board of Directors, PCTPA Executive Director Celia McAdam (McAdam) and Randle strategized media opportunities around the proposed lane re-striping of northbound State Route 65. The proposed re-striping would add an auxiliary lane from the Interstate 80 interchange to the Galleria Blvd/Stanford Ranch Road exit to help alleviate traffic delays.

After becoming frustrated by regulatory requirements and slowdowns for the project, the Board of Directors hopes to inform residents of the misguided process through earned media coverage. Randle advised McAdam on a two-

part approach: pursuing coverage in the Sacramento Bee's Back Seat Driver column by reporter Tony Bizjak and the placement of an opinion-editorial in applicable Gold Country Media outlets.

Randle received approval from McAdam to develop an outreach strategy and draft the opinion-editorial immediately. Outreach to Tony Bizjak and applicable Gold Country Media publications will follow with expected coverage for mid-March.

Lincoln Bypass Information Outreach

In February, Randle worked with Caltrans staff to draft and distribute the following construction advisory announcing upcoming work on the Lincoln Bypass:

- "Off-ramp Closure Planned for Twelve Bridges Drive Exit on Northbound State Route 65," was drafted and distributed Feb. 13, alerting residents to the two-day exit closure.

Randle distributed the advisory to applicable Gold Country media outlets and the City of Lincoln to ensure Placer County residents received timely information on Bypass construction. Randle was able to secure coverage of the exit closure in the daily City of Lincoln e-newsletter and in an email notification sent to Lincoln Crossing Home Owners Association members.

In addition, Randle discussed potential grand opening events for the Lincoln Bypass Phase 1 completion with Caltrans engineer Carl Berexa. Berexa also provided Randle with a project update and current Phase 1 completion timeline.

Planning Ahead

Randle worked with PCTPA to finalize and distribute the February 2012 edition of "Planning Ahead," the e-newsletter used to keep stakeholders updated regarding state and local transportation issues.

The February edition focused on PCTPA's accomplishments during 2011 and transitioned into a discussion of important projects and events for 2012. Also included in the newsletter were sections on the potential impact of the 2012-13 budget proposal, an introduction of PCTPA's newest board member, Loomis Mayor Sandra Calvert, a project update on the Lincoln Bypass and an introduction of legislation AB441.

Distributed on February 22, the newsletter received an open rate of 36 percent, well above the industry standard.

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.

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