



MEMORANDUM

TO: Celia McAdam
FROM: Randle Communications
DATE: February 9, 2010
RE: January 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 January 2010.

Randle worked with PCTPA Board members Gina Garbolino and Kirk Uhler to organize a Transportation Open House in Roseville. The Open House included Jim Earp, Vice Chair of the California Transportation Commission and detailed for local residents the proposed state budget impacts on Placer transportation projects and transit funding. The well attended event addressed issues raised by community members.

Randle finalized and distributed the January edition of "Planning Ahead", PCTPA's E-newsletter. It focused on 2009 achievements, and provided initial information regarding the proposed FY_2010-11 California State Budget.

Randle also 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.

The following is a capsule summary of action items:

Public Information Activities

Roseville Transportation Open House

- Randle produced and staffed the event.
- Randle managed event promotions, including creating an event flyer and invitation E-blast.

- Randle distributed event flyers at various Starbucks locations in Roseville.
- Randle worked with local media, PCTPA Board members and local Chambers of Commerce to publicize the event.
- Randle collected and stored email addresses from event participants for future information outreach.

E-Newsletter

- Randle worked with PCTPA to finalize content for the January 2010 edition of "Planning Ahead," the monthly E-newsletter created to keep stakeholders updated regarding state and local transportation issues.
- Randle also compiled and tracked the E-newsletter open and bounce-back data. In January, the newsletter garnered a 40.5 percent open rate, which is well above the industry average of 27 percent.

Media Relations

- Randle continued to work with local media on placement of Board Chair Keith Nesbitt's opinion editorial detailing a 2009 "year in review" summary of the progress on prominent Placer projects.

The piece was submitted to the following print publications:

- *Sacramento Bee*
- *Lincoln News Messenger*
- *Auburn Journal*
- *Placer Herald*
- *Roseville Press Tribune*

As a result, the following publications printed the piece:

- ***Auburn Journal*** - January 4, 2010.
Circulation: 10,822
- ***Granite Bay Tribune*** - January 13, 2010.
Circulation: 6,700

- Randle drafted, distributed and pitched a calendar advisory to promote the Roseville Transportation Open House with local print and broadcast outlets.

The piece was submitted to the following print and broadcast publications:

- *KCRA (NBC)*
- *KTXL (News10, ABC)*
- *KXTV (FOX40)*
- *KOVR (CBS)*
- *KMAX (CW)*
- *Sacramento Bee*
- *Auburn Journal*
- *Lincoln News Messenger*
- *Colfax Record*
- *Placer Herald*
- *Sacramento Business Journal*
- *Roseville-Granite Bay Press Tribune*

From these efforts, Randle successfully secured multiple placements of the event advisory. The media hits are as follows:

- ***Auburn Journal*** - January 11, 2010.
Circulation: 10,822
- ***Colfax Record*** - January 11, 2010.
Circulation: 1,800
- ***Lincoln News Messenger*** - January 11, 2010.
Circulation: 7,000
- ***Placer Herald*** - January 11, 2010.
Circulation: 15,200
- ***Roseville Press Tribune*** - January 11, 2010.
Circulation: 27,700
- ***Sacramento Bee*** - January 11, 2010.
Circulation: 273,609
- ***Sacramento Business Journal*** - published a brief about the upcoming, "Forum Set for Placer Transportation Projects" on January 15, 2010.

Circulation: 15,700

- **Roseville Press Tribune** - published a brief about the upcoming Roseville Transportation Open House on January 18, 2010.

Circulation: 27,700

- Randle also drafted, distributed and pitched a media advisory in efforts to garner media coverage of the event.

The media advisory was submitted to the following print and broadcast publications:

- *KCRA (NBC)*
 - *KXTV (News 10, ABC)*
 - *KMAX (CW)*
 - *KTXL (Fox 40)*
 - *KFBK-AM*
- In addition, Randle facilitated an interview for Celia McAdam with **KAHI-AM**, an Auburn based news radio station on January 26, 2010. Topics included the upcoming Transportation Open House and local transportation issues. Randle also worked with **KAHI-AM** to set an on-going interview schedule.

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