



MEMORANDUM

TO: Celia McAdam

FROM: AIM Consulting

DATE: February 11, 2014

RE: January 2014 Monthly Report

The following is a summary of public information work performed by AIM Consulting (AIM) on behalf of Placer County Transportation Planning Agency (PCTPA) in the month of January.

AIM attended meetings and worked with McAdam on the Regional Transportation Funding initiative.

Additionally, AIM continued implementing a Social Media strategy for PCTPA and updating the PCTPA website.

AIM assisted with media relations and public information and also assisted with outreach for alternative transportation programs.

Following is a capsule summary of activities:

Strategy

AIM attended strategy meetings and worked with McAdam on the Regional Transportation Funding initiative.

PCTPA.net

AIM continued to monitor Google Analytics on the PCTPA.net website. Google Analytics will show how many people visit the PCTPA.net website, what region visitors are from, as well as what pages are looked at most frequently. This information will help measure the effectiveness of the website and modify content if necessary.

AIM continued working on a Social Media presence for PCTPA including a Facebook and Twitter page.

Alternative Transportation Programs

AIM worked with PCTPA staff to assist with outreach for the Bucks for Bikes program. AIM developed a news release and reached out to local businesses and organizations.

Media Relations

AIM 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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