



MEMORANDUM

TO: Celia McAdam
FROM: AIM Consulting
DATE: March 11, 2014
RE: February 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 February.

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. In addition, AIM provided current PCTPA media coverage to FSB Core Strategies.

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

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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 worked with PCTPA staff to continue updating and improving the PCTPA website including updating website software and working on the navigation structure.

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

Regional Transportation Plan Update

AIM worked with PCTPA staff to assist with developing a logo and brand for the upcoming RTP update.

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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