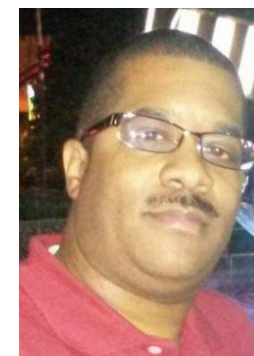
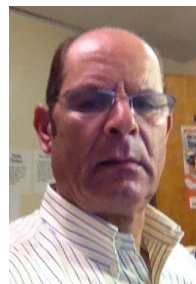


# Strategic Communications Update

**Presented to the State Transportation Board  
Committee of the Whole  
May 15, 2019**

**Scott Higley  
Director of Strategic Communications**

# Who we are



## What we do

*Advocate*

*Innovate*

*Collaborate*

*Anticipate*

*Celebrate*

*Educate*

*Evaluate*

## What we do

# Transparency & Openness

**Basics: What we must do**

+

**Everything else: What we do to build trust, enhance perception and create better understanding of GDOT and the work the department does for Georgia**



# The FOCUS icon

- F** LEXIBLE
- O** PEN
- C** OMMITTED
- U** NIFIED
- S** UCCESFUL



INSPIRED BY



# Standards & Guidelines

## PRIMARY PALETTE



Space Blue

Spot Color  
PANTONE® 286

Process Color  
87% Cyan  
73% Magenta  
14% Yellow  
2% Black

RGB Value  
R: 4 G: 85 B: 148



Pine Green

Spot Color  
PANTONE

Process  
87% Cyan  
29% Mag  
86% Yellow  
17% Black

RGB Value  
R: 19 G:



## Branding Standards & Guidelines

Version 1.0 | July 1, 2018

## Typography | Primary

Two typefaces are used in order to bring forth our corporate brand identity, ITC Avant Garde Gothic and Helvetica Neue.

A well loved classic, ITC Avant Garde is used for the full name line underneath our logo. Therefore, it is also our primary typeface. The oblique versions can be used in call-outs. The condensed versions can be used in smaller applications like captions and disclaimers. While we strongly encourage the use of this font, an acceptable alternative is Century Gothic when Avant Garde is not available.

### ITC Avant Garde Gothic Font Family

**Bold**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
0123456789

**Demi**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
0123456789

**Medium**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
0123456789

**Bold Oblique**  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*abcdefghijklm**nopqrstuvwxyz***  
*0123456789*

**Demi Oblique**  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*abcdefghijklm**nopqrstuvwxyz***  
*0123456789*

**Medium Oblique**  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*abcdefghijklm**nopqrstuvwxyz***  
*0123456789*

**Book Oblique**  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*abcdefghijklm**nopqrstuvwxyz***  
*123456789*

**Light Oblique**  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*abcdefghijklm**nopqrstuvwxyz***  
*123456789*

**Bold Condensed**  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**abcdefghijklm**nopqrstuvwxyz****  
**0123456789**

**Demi Condensed**  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**abcdefghijklm**nopqrstuvwxyz****  
**0123456789**

**Medium Condensed**  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**abcdefghijklm**nopqrstuvwxyz****  
**0123456789**

**Book Condensed**  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**abcdefghijklm**nopqrstuvwxyz****  
**0123456789**

### Construction



### Vehicles



# Implementation

Header In This Style

Fact Sheet

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

Subhead

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Locator

\*Studies to determine access points are underway

Section Header

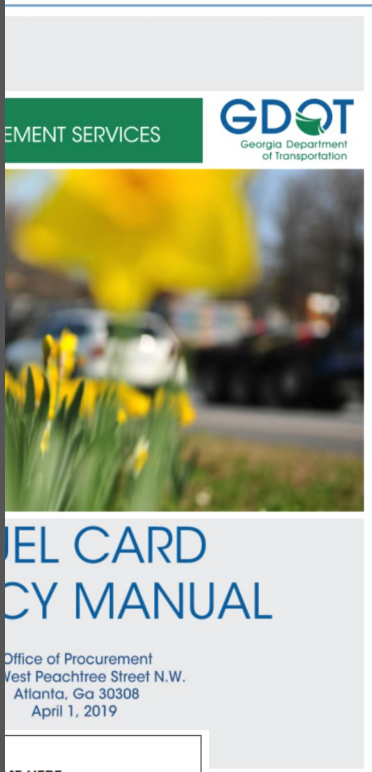
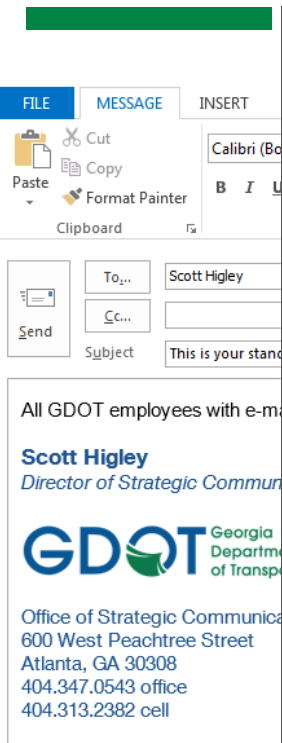
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.\*

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
2. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum





# Adherence to brand = consistency in communication



ME HERE

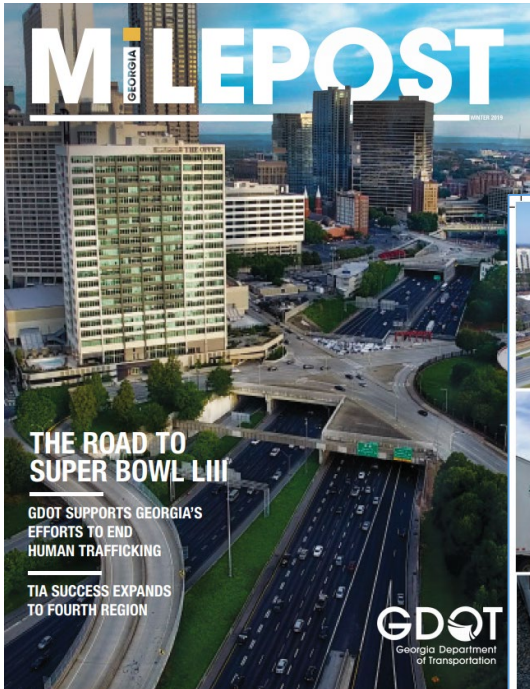
404.123.1000  
404.123.1000  
ne@dof.ga.gov  
W. Peachtree St. NW,  
n Floor, Atlanta, GA  
08  
w.dof.ga.gov

# Implementation





# Telling our Story: Publications



Quarterly Magazine



Annual Accountability & Investment Report

Reference Guide



Accountability and Investment Report  
Fiscal Year 2018

JULY 1, 2017 - JUNE 30, 2018



Brochures & Handouts



Board Newsletters

# Telling Our Story: Traditional & Digital Media



Georgia DOT - East

20 hrs · 🌐

In the last year, our GDOT backbone employees have worked...  
**17,405** hours of storm response

The Hurricane Michael team, comprising over 120 men and women, received a Statewide Emergency Response Award.

Though leaders Hugh Turnley, Everett Wadley, Michael Taylor and Corbett Reynolds are pictured with the award, the entire team should be commended for the selfless service offered when times are the worst.

During the Category 5 Hurricane...

Our east central crews were dispatched to the hardest hit areas of Georgia DOT - Southwest to cut paths through downed trees and debris from structures that were blown onto the state routes.

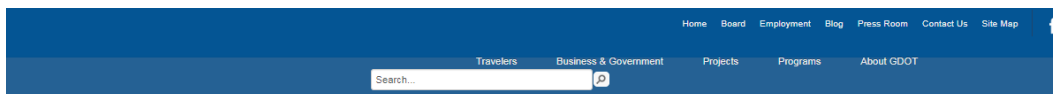
They also....

- ✅ hauled fuel to critical locations
- ✅ provided equipment & personnel to towns
- ✅ Sign Shop sent materials, equipment, and labor
- ✅ Signal Shop sent heads, cable, equipment, and personnel

👏👏 All crews worked 12 to 14 hour days with some spending as much as 18 days away from home!!! 🙏🙏

📍 [Statewide Emergency Response Award](#)

**MILEPOST**  
 GEORGIA  
 Spring 2019



## The Extra Mile Blog

Our dedicated team works to provide efficient, innovative solutions to our common challenges. Read the posts below to learn how Georgia DOT is keeping Georgia connected.

### Express Lanes: A Win-Win

Posted: March 26, 2019, 10:45 AM



Ann Hanlon, Executive Director of the Perimeter Community Improvement Districts  
[View Bio](#)

345 Shares [Share](#) [Tweet](#) [In Share](#) [Email](#)

As the executive director for the Perimeter Community Improvement Districts (PCIDs), I know that without a doubt State Route (SR) 400 is absolutely critical to the Perimeter market – one of the Southeast's leading live, work, and play our market on the west side of the district while I-285 bounds us on the south side of our district. SR 400 provides a vital connection to the rest of metro Atlanta, to the interstates throughout Georgia, to Buckhead to the south, and to north communities of Alpharetta, Roswell, and Milton. For these reasons, I'm excited and encouraged by the Georgia DOT's upcoming SR 400 Express Lanes Project.

#### An Unprecedented Opportunity

As a working mom who lives in the community, I know what it means to try to get home to my kids and shuttle them to and from sporting events, church, or after-school activities. When the local network of streets is blocked up by regional frustrating for everyone including me. We really have an unprecedented opportunity on the SR 400 corridor to produce something that metro Atlanta's never seen before.



# Growth in Facebook: Main page



[www.facebook.com/GeorgiaDOT](http://www.facebook.com/GeorgiaDOT)

### Followers:

2018 – 16,754  
2019 – 27,423

**64% Increase**

### Engagement:

2018 – 185,917  
2019 – 1,716,025

**532% Increase**

\*includes reactions, comments  
and shares to our content posted

### Followers on all Facebook Channels

(includes Districts):

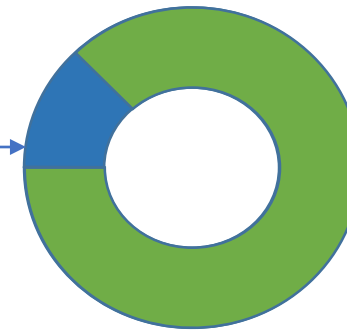
2018 – 32,846

2019 – 58,567

**78%** Increase

### Inbound Message Sentiment

Negative:  
20%



Neutral  
to Positive:  
80%

# Growth in Facebook: Districts



## District 1 Followers:

2018 – 3,326

2019 – 8,123

**144%** Increase

## District 5 Followers :

2018 – 2,471

2019 – 4,377

**77%** Increase

## District 2 Followers :

2018 – 5,764

2019 – 8,308

**44%** Increase

## District 6 Followers :

2018 – 1,130

2019 – 2,022

**79%** Increase

## District 3 Followers :

2018 – 296

2019 – 1,875

**533%** Increase

## District 7 Followers :

2018 – 1,188

2019 – 1,635

**37%** Increase

## District 4 Followers :

2018 – 1,917

2019 – 4,804

**150%** Increase



# Growth in Twitter



## Followers:

2018 – 21,382

2019 – 25,639

## Engagement:

2018 – 17,605

2019 – 34,279

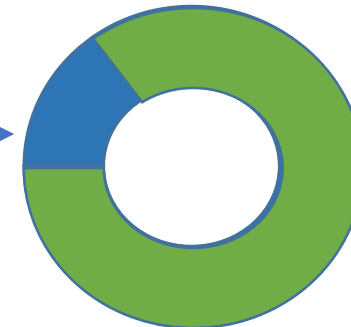
\*includes reactions, comments  
and shares to our content posted

**17% Increase**

**95% Increase**

## Inbound Message Sentiment

Negative:  
18%



Positive  
to Neutral:  
82%

# What happens in social...



**Danyale Taylor** GDOT. Y'all are hilarious!! Love it. Keep the good humor up. And know that you are appreciated even as much as we all complain. Y'all have a hard job and are doing good with the cards you have been given.

Like · Reply · Message · 17w



22

reply



**Janet Ayers Cofer** Thank You GDOT for ALL that you do! Stay safe out there!! My son is GDOT. I'm very aware of the job it takes to keep all of us on the road. 😊

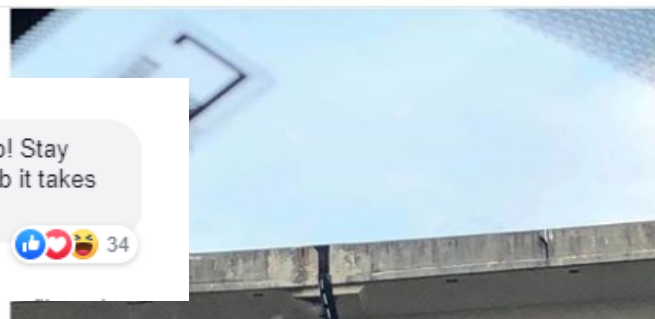
Love · Reply · Message · 17w · Edited



**Georgia Department of Transportation**

Published by Georgia Dot [?] · December 27, 2018 · 🌐

We're sure you've seen this photo of a portion of spaghetti junction that has caused a lot of concern. The photo depicts a post tensioned segmental box beam bridge. Each span (left and right side of joint) is cantilevered and the two spans sit on the small horizontal area between them. This is where the bridge expands and contracts. Expansion joints are a commonly used design element in all areas of construction worldwide. It allows for elements of a building or bridge, in this case, to safely expand and contract as needed during temperature changes. The bridge is fine and actually is designed as appears. Thanks to all who have contacted us. Have a happy & safe New Year!



**Sharon Manos** Georgia Department of Transportation , you're my new hero. 😄

Love · Reply · Message · 17w



5



**Ray Mullins** I must compliment GDOT on excellent use and choices of GIFs.

Like · Reply · Message · 1w



116



**Elizabeth Thomas** Idk if someone else mentioned this, but the replies are on the same level as Wendy's trolling twitter

Haha · Reply · Message · 5d



1

view more replies



**Scott Markle** This is seriously amazing. Nice job Georgia Department of Transportation social team!

Like · Reply · Message · 1w



5



**Janet Ayers Cofer** Georgia Department of Transportation You are hysterical, who ever you are. The posts and GIFs are great reading entertainment. Some folks MAD, and a little mean. Most folks appreciate GDOT. I'm in the appreciate group. 😄😄😄😄

Like · Reply · Message · 17w



2

164,367  
People Reached

93,796  
Engagements

Boost Post

553

739 Comments 768 Shares

# GDOT Blog: The Extra Mile

about  
**30%**  
 of all readers are  
 sharing our content on  
 their own social  
 networks


### The Extra Mile Blog

Our dedicated team works to provide efficient, innovative solutions to our common challenges. Read the posts below to learn how Georgia DOT is keeping Georgia connected.

---

#### Don't Wreck the Holidays

Posted: December 20, 2018, 8:58 AM



Colonel Mark McDonough, Commissioner of Georgia Department of Public Safety  
[View Bio](#)

60 Shares [Share](#) [Tweet](#) [Share](#) [Email](#) [Print](#)

Visits with family, a stop with close friends for dinner, the annual office holiday party, trips to the mall to finish shopping for gifts and numerous visits to see colorful light displays with the kids – these are just a few examples of places I am traveling this holiday season on Georgia's roads.

When you're behind the wheel, particularly around the holidays, you may be more susceptible to distractions. There is the temptation to use your mobile device to send a quick text or input directions for an impromptu stop, drive without a seatbelt due to wearing a heavy coat or itchy seasonal sweater or having a little "too much" fun out with friends and family.

Here's a little secret: the big man in red is not the only one watching you.




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Our dedicated team works to provide efficient, innovative solutions to our common challenges. Read the posts below to learn how Georgia DOT is keeping Georgia connected.

---

#### Express Lanes: A Win-Win

Posted: March 26, 2019, 10:45 AM




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[View Bio](#)

347 Shares [Share](#) [Tweet](#) [Share](#) [Email](#) [Print](#)

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# Super Bowl LIII



**2000**

**SUPERBowl COVERAGE: 14-PAGE SPECIAL INSIDE TODAY: SECTION F**

## The Atlanta Constitution

MONDAY, JAN. 24, 2000

Every Monday: **HORIZON NEWS FOR KIDS** **Play along with our presidential primary game** **Lady Bulldogs leave Auburn in dust 68-54**

WEATHER: Partly sunny: 41° / 20° C14

### Georgia plunged into ice age

**WEATHER UPDATE**

**Slick roads crimped practice and caused wrecks, but the big game looks set to go off without a hitch.**

By Will Anderson  
wanderson@ajc.com

The freezing rain Saturday that turned metro Atlanta into a virtual skating rink — and its roads into a bumper car track — should move out of the area before

Do you think the ice storm is bad? Ask someone to tell us about the storm of '73. **ALL**

Georgia Power and the area's Electric Membership cooperatives continue to work to restore heat and light to the hundreds of thousands of Georgians without power. **ALL**

Hotel rooms are extremely scarce in metro Atlanta as people seek electricity and warmth.

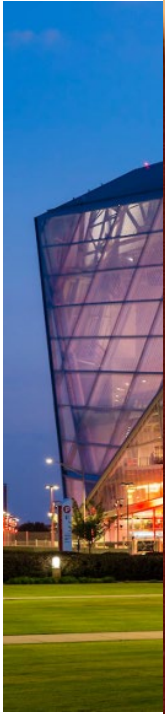
A county-by-county summary of school closings. **CS**

For updates on school closings and more photo coverage, see our Web site at **ajc.com**

Mark Rosenberg climbs atop the tree that fell on his Druid Hills home Sunday as Willie Catlin saws off limbs.

# Super Bowl LIII

# 2019



Support Local Journalism. Subscribe today and save 56%!

Snow forecast,  
but Atlanta  
says it's ready  
for Super  
Bowl visitors



Photo: Ben Gray

News | Jan 26, 2019

By Jeremy Redmon, Greg Bluestein and David Wickert, The Atlanta Journal-Constitution

## GDOT says it's ready for Super Bowl traffic

By: Dave Huddleston

Updated: Jan 10, 2019 - 6:46 PM



# Current Press Room: Transformation

[Home](#) -> [Business & Government](#) -> [Press Room](#)

Design Manuals	▼
Design Software	▼
Doing Business	▼
Environmental Procedures	▼
Innovative Delivery	▼
Local Government	▼
Materials	▼
Permits	▼
<b>Press Room</b>	▼
Meeting Calendar	
Public Outreach	
Publications	
Social Media Hub	
Real Estate	
Right of Way Services	
Training	▼
Utilities	



## Press Room


### Press Releases

Click on a regional district below to view press releases

REGIONAL DISTRICT
<a href="#">Statewide (General)</a>
<a href="#">Northeast Region (District 1)</a>
<a href="#">East Central Region (District 2)</a>
<a href="#">West Central Region (District 3)</a>
<a href="#">Southwest Region (District 4)</a>
<a href="#">Southeast Region (District 5)</a>
<a href="#">Northwest Region (District 6)</a>
<a href="#">Metro Atlanta Region (District 7)</a>

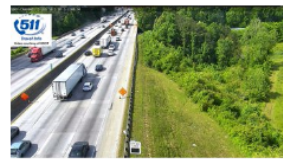
### Trending




**AJC WSB Traffic**  
@ajcwsbtraffic


Cobb Co.: Construction: I-285/sb (outer loop) at S. Cobb Dr. blocks the right lane, Back Ups. [wsbradio.com/traffic](#) #ATLTraffic



♥
↻
33m



**Georgia DOT**  
@GADeptofTrans




Attention! Check with @511Georgia to plan out your commute.

[View Social Hub](#)

# Introducing THE NETWORK

**NEWS**

**TOP NEWS**



**SOCIAL**

[Twitter](#)
[Facebook](#)
[Instagram](#)
[YouTube](#)

Georgia DOT Retweeted  
**GA Highway Safety**  
 @gahighwaysafety  
 Slow down and follow the speed limit when driving in school zones & stop when the law requires you to for buses that are dropping off or picking up students. #obeythelaw #slowdown #stopforchildrenincrosswalks



Georgia DOT Retweeted  
 Georgia DOT ATL  
 @GDOTATL

**A news service of the Georgia Department of Transportation**



**Top News Title 1**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



**Top News Title 2**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



**Top News Title 3**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



**Top News Title 4**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



BETTER CONNECTIONS  
**Transform**  
 285-400

Double Lane Closures Planned Overnight...  
 Georgia Department of Transportation const...  
 msalch.rtp

[View Social Hub](#)

**THE EXTRA MILE BLOG**



**QUICK RESPONSE PROGRAM**

- Northeast
- East Central
- West Central
- Southwest
- Southeast
- Northwest
- Metro Atlanta
- Statewide

District 1 employees serve 21 counties in the Northeast Georgia region.



### District Release Title 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Recent News

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Aenean commodo ligula eget dolor. Aenean massa.  
Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Search Releases



Spring 2019

View Publications

### MEDIA CONTACTS



View Contacts



# Introducing THE NETWORK



“lower third”

“mic flag”

# Drive Alert Arrive Alive



# DAAA & See and Be Seen Media Relationships

- Viewers 12+
- **23,004,000** impressions



GEORGIA ASSOCIATION  
OF BROADCASTERS

- Spreads our safety messages to more than 500 member TV and radio stations across Georgia



# HEADS UP.

## KEEP YOUR HEAD UP.

Insert statistic here. Insert statistic here.

**SEE & BE SEEN**  
For Pedestrian Safety

**GDOT** DRIVE ALERT ARRIVE ALIVE  
Georgia Department of Transportation



# MAKE SURE THEIR ROUTE IS THE SAFEST.

Insert statistic here. Insert statistic here.

**SEE & BE SEEN**  
For Pedestrian Safety

**GDOT** DRIVE ALERT ARRIVE ALIVE  
Georgia Department of Transportation



**HEADS UP.**  
SHARE THE  
RESPONSIBILITY.

**SEE & BE SEEN**  
For Pedestrian Safety

**GDOT** DRIVE  
Georgia Department of Transportation ALERT  
ARRIVE  
ALIVE



**SHARE THE  
ROAD.**  
SHARE THE  
RESPONSIBILITY.

Insert statistic here. Insert statistic here.

**SEE & BE SEEN**  
For Pedestrian Safety

**GDOT** DRIVE  
Georgia Department of Transportation ALERT  
ARRIVE  
ALIVE

# Scholastic Partnership



A Scholastic and Georgia Department of Transportation Partnership:

**DRIVE ALERT ARRIVE ALIVE  
& SEE AND BE SEEN**

# Scholastic/GDOT Partnership



With over 100 years of education expertise, Scholastic is devoted to ensuring that students are equipped with the knowledge and tools they need to live healthy and smart lives.

Scholastic and GDOT will partner to create and deliver **custom classroom content to Georgia middle schools themed on Drive Alert Arrive Alive and See & Be Seen** with a curriculum and materials that invite students to learn, discuss these vital issues with their teachers and each other, and offers students ways to express their ideas, solutions, and foster conversations around safe driving and pedestrian safety at home.



# Strategic Communications Update

**Presented to the State Transportation Board  
Committee of the Whole  
May 15, 2019**

**Scott Higley  
Director of Strategic Communications**