

HERO Sponsorship



**GDOT BOARD
UPDATE
12/9/08**

Action Items



- **Met with FHWA**
- **Initiated Legal Review**
- **Evaluated Potential Marketing Items**
- **Developed Recommendations on Items**
- **Discussed parameters for Development Concepts of Market Branding**

FHWA Requirements



- **HQ and Division Support General concept of Sponsorship**
- **All Funds to go back into HERO program**
- **FHWA Requested to receive an official request from Commissioner**

Legal Review



- **Reviewing previous AG Info regarding Advertising on State Property**
- **Working with AG on clarification of advertising on state property**
- **Various existing code sections address advertising**

Identification on web sites

The screenshot shows a web browser window displaying the GDOT website. The address bar shows the URL <http://www.dot.state.ga.us/travelinggeorgia/Pages/hero.aspx>. The browser's search bar contains the text "GDOT Search". The website's navigation menu includes links for Home, About GDOT, How's My Service, and Contact Us. The main content area features a heading "Highway Emergency Response Operators (HEROS)" and a paragraph describing the program. A yellow box highlights the GDOT logo and the text "HERO Patrol sponsored by State Farm, GEICO, ALLSTATE or Progressive".

HERO Units

Comcast.net Sign In Red Books craigslist: boston Boston.com Travelers Marketing Google Apple (119) Amazon eBay Yahoo! News (611)

GDOT Search Go Home About GDOT How's My Service Contact Us

GDOT
Georgia Department of Transportation

Traveling in Georgia Local Government Doing Business Maps Statistics Information Center

TRAVELING IN GEORGIA

- Bike & Pedestrian Programs
- Covered Bridges
- Exit Numbers
- HERO Units**
- HOV Lanes
- Hurricane Information
- Park & Ride
- Passenger Rail
- Ramp Meters
- Rest Areas
- Scenic Byways
- Transit
- Welcome Centers

LOGO

HERO Patrol sponsored by State Farm, GEICO, ALLSTATE or Progressive

Highway Emergency Response Operators (HEROS)

The Highway Emergency Response Operators (HEROs) are the key component of the Georgia Department of Transportation's Incident Management program. As the GDOT strives to reduce congestion on the highways, HEROs will respond quickly to incidents and clear the roads so that the normal traffic flow can be restored.

Funding for the HERO program has been provided by Congestion Mitigation/ Air Quality (CM / AQ) Fund under the guidance of the Atlanta Regional Commission's (ARC) Incident Management Taskforce. The Taskforce members include the Federal Highway Administration (FHWA), Georgia DOT, traffic reporters, emergency and first-response agencies and the private sector.

HERO Goals

- To minimize major disruption of freeway traffic flow at incident locations.
- To focus on the factors that cause disruption in the flow of traffic and remove those factors.
- To relieve congestion and maintain the consistent flow of traffic at incident locations
- To reduce response time to traffic-related incidents

HERO Duties

- Patrol the Atlanta-area freeways, Monday through Friday, from 5:30 a.m. to 9:30 p.m.
- Patrol same freeways on Saturday and Sunday from 9:30 am to 9:30 pm
- Be on call to respond to incidents outside of the above hours.

Quick Links

- Active Projects
- Cruise Card
- Drivers License
- Georgia Navigator
- Maps
- Permits
- Public Outreach
- Statistics
- Tag and Title
- Transportation Explorer (TRES)

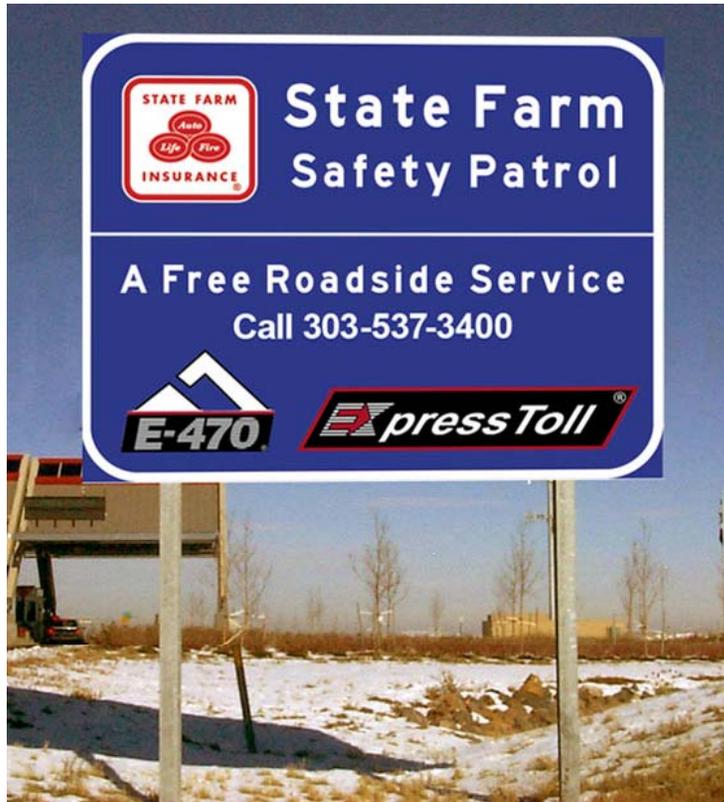
511
Georgia Travel Info
Free Real-Time

Possible Sponsor Recognition Patch



LOGO of Sponsor

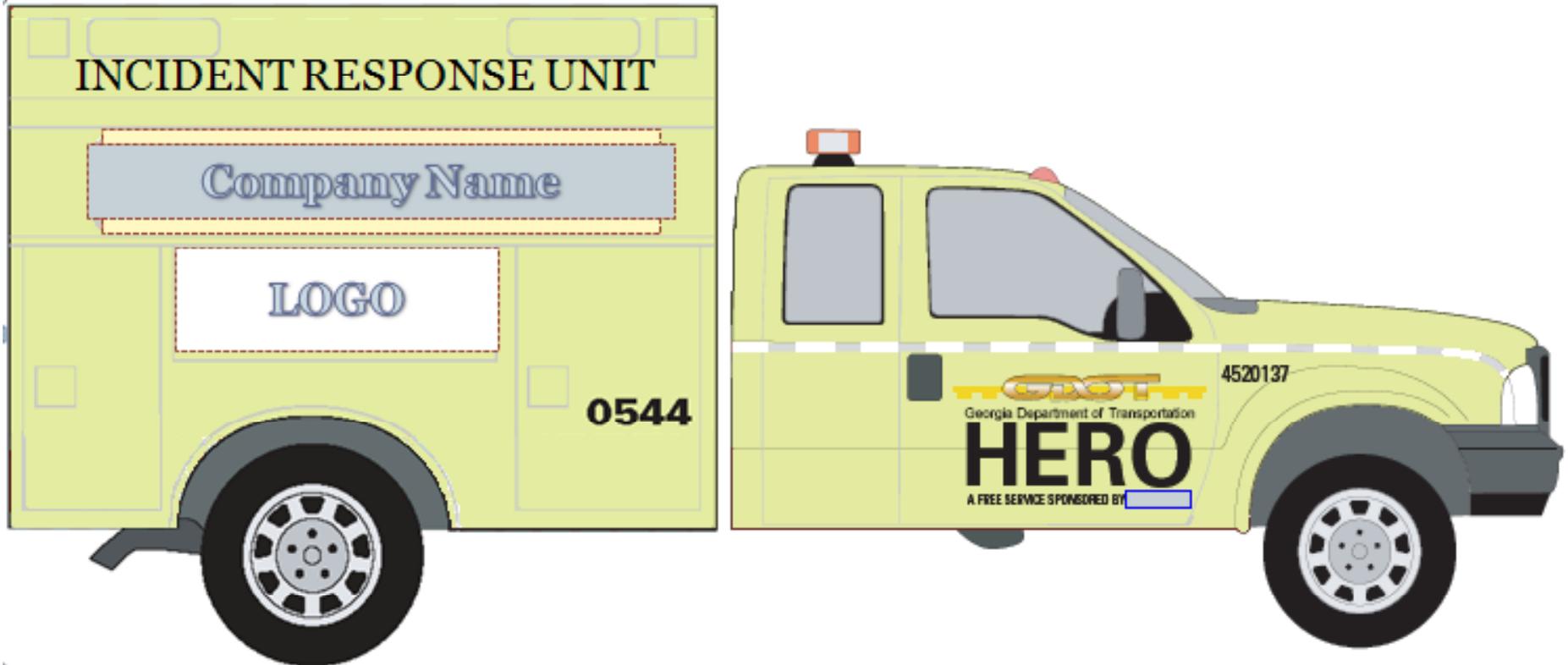
Sign Mock Up



State Farm Proposal



Specify Size and Location on Trucks









Procurement



- Procurement is finalizing the selection of a Firm to Evaluate Marketing Opportunities and determine possible values
- Procurement will Draft and Advertise – open to multiple bidders
- Bidders would know exactly what the content and advertising variables are included.
 - Traffic on routes for signs
 - Number of trucks, routes, traffic volumes