

# Educate, Communicate and Inform

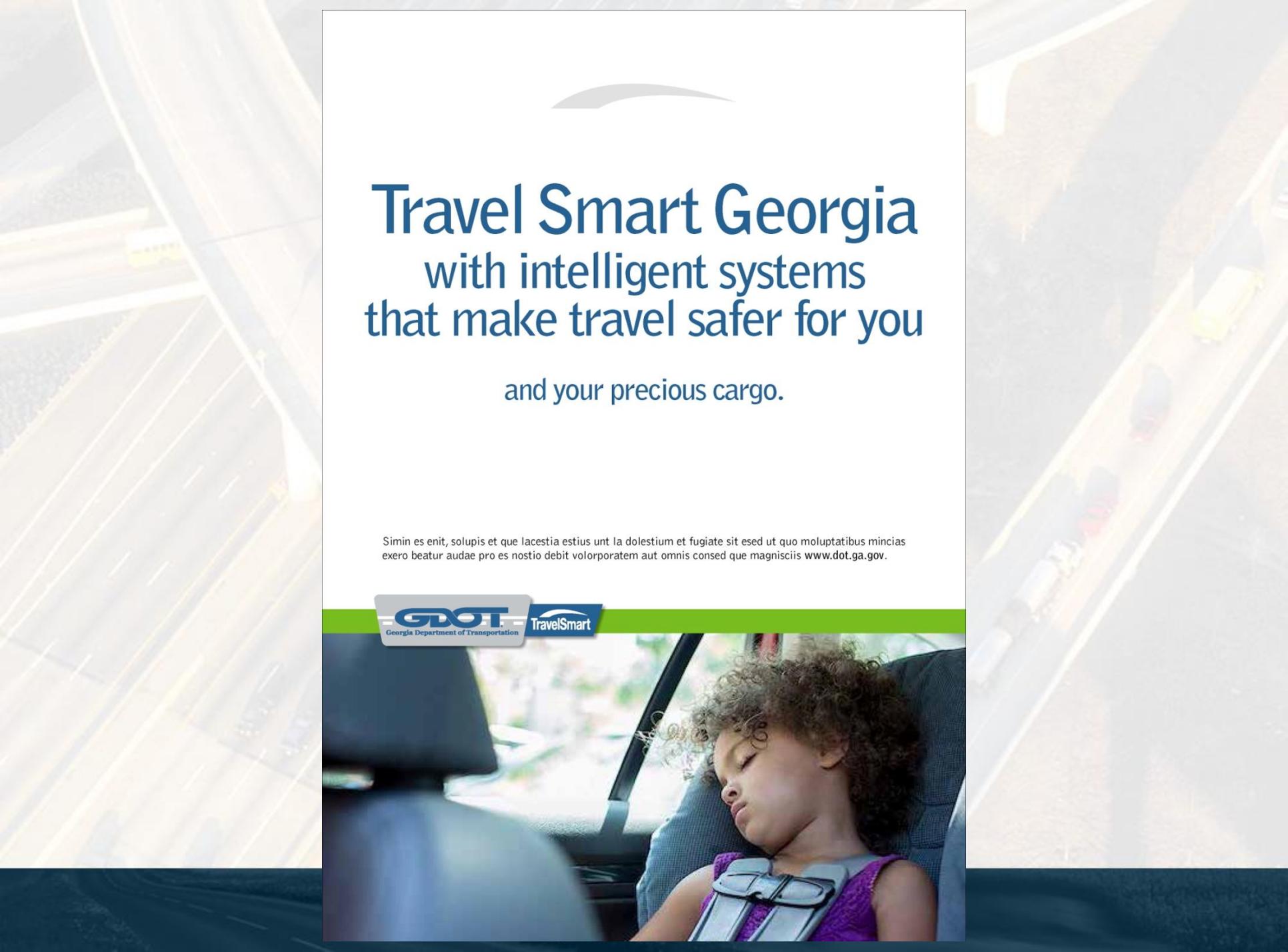
## Board Presentation

March 20, 2013



# Positioning Statement

The Georgia Department of  
Transportation is an  
*innovative service provider*  
that offers one of the nation's  
*best transportation systems*  
for *the traveling public.*



# Travel Smart Georgia

with intelligent systems  
that make travel safer for you

and your precious cargo.

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“Alert. Heavy delays  
I-75 South.  
Overtaken chicken truck.  
Rerouting.”



Free voice-activated traffic information app now  
available from Georgia 511.

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## Turning stop-and-go traffic into go-and-go traffic.

Intelligently synchronized traffic light signals saved drivers  
1.2 million hours last year.

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Keeping traffic moving from the  
open highway to the deep blue sea.

Partnering with the U.S. Army Corps of Engineers to  
maintain our waterways and ports for a better Georgia.

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Help us beautify  
Georgia by turning  
medians into  
meadows.

Purchase a wildflower auto tag so we can add to the  
1,885 beautiful acres already planted.

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## Your knight in shining yellow armor.

HEROs help keep our roads safe by responding to more than 120,000 incidents each year.

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# TravelSmart

It's more than simply getting from here to there. The Georgia Department of Transportation is dedicated to helping you travel smart through our careful planning, hard work, and innovative ideas.

DriveSmart

WorkSmart

InvestSmart

PartnerSmart

Spotlight

1 2 3 4 5

**Purchase a wildflower auto tag** [Click Here](#)



Performance Dashboard



Safety

Twitter Updates

A total of 17 infrastructure improvement projects were recently authorized by Georgia DOT, including a new \$8.7... 2 hours ago



@GADeptofTrans

Featured YouTube Video

0:00 / 1:50:24 YouTube

[LANE CLOSURES THIS WEEKEND](#)

[NEW TROOPERS READY FOR PATROL IN COBB COUNTY](#)

[STATE TRANSPORTATION BOARD MEETING AGENDA](#)



## Traveling in Georgia

Whether you're driving down the street or across the state, we are innovating in areas that affect the time you spend on the road away from your family.

## Business Partners

Find information regarding about contractor selection and public private with the Georgia Department of Transportation.

## Government

GDOT partners local governments and other state agencies throughout Georgia to enhance the driver experience...



Local Partnerships



Performance Dashboard



Safety



Working @ GDOT

## TravelSmart

511 ▶

Roundabouts ▶

Rest Areas ▶

Highways for Life ▶

Synchronized Traffic Lights ▶

Welcome Centers ▶

Complete Streets ▶

Gateway Program ▶



## Helping Georgia Travel Smart.

[Click Here](#)

It's more than simply getting from here to there. The Georgia Department of Transportation is dedicated to helping you travel smart through our careful planning, hard work, and innovative ideas.

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[NEW TROOPERS READY FOR PATROL IN COBB COUNTY](#)

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# Campaign Cost Estimates ...Option 1

- TV/Cable
  - 35 spots/week, 52 total weeks
- Spot Radio (:60)
  - 30 spots/week, 52 total weeks
- Out Of Home Advertising Program
  - Includes billboards, kiosks, vehicle wraps, etc.
  - Approximately 25 locations, 6 months
- Online Display Banners and Facebook Program
  - Includes ad placement, 6 months
- Advertising Subtotal.....\$1.5 Million
- Web Services
  - Rebuilding the GDOT web page...\$500,000
- **Total.....\$2 Million**

# Campaign Cost Estimates...Option 2

- Spot Radio (:60)
  - 30 spots/week, 40 weeks
- Out Of Home Advertising Rotary Program
  - Includes billboards, kiosks, vehicle wraps, etc
  - Approximately 12 locations, 4 months
- Online Display Banners and Facebook Program,
  - Includes ad placement, 3 months
- Advertising Subtotal.....\$500,000
- Web Services
  - Rebuilding the GDOT web page...\$500,000
- Total.....\$1 Million

# Campaign Cost Estimates...Option 3

- Spot Radio (:60)
  - 30 spots/week, 20 weeks
- Online Display Banners and Facebook Program,
  - Includes ad placement, 6 months
- Advertising Subtotal.....\$350,000
- Web Services
  - Rebuilding the GDOT web page...\$500,000
- Total.....\$850,000



**Thank you.  
Questions?**