

GEORGIA
Express Lanes
Get in. Get going.

State Transportation Board

June 18, 2014

Communications Program Goals

- Build public awareness and support for the Georgia Express Lanes program and the projects it will deliver
- Drive usage of Georgia Express Lanes and Peach Pass through education about the system and its benefits
- Provide customer-focused communications
- Leverage Georgia Express Lanes as an innovative and effective transportation solution
- Highlight the various programs such as Peach Pass and transit services that integrate with Georgia Express Lanes

Strategic Approach

- Establish the Georgia Express Lanes identity
- Formalize a messaging platform to support all communications
- Develop/refine materials to support all education and outreach activities, including those efforts led by project teams
- Institute a comprehensive communications program that includes:
 - Stakeholder engagement
 - Community relations
 - Government relations
 - Internal communications
 - Media relations
- Institute monitoring and tracking to gauge impact of program and guide strategy evolution

Identity Framework

Logo



Logo with tagline



Corridor-specific treatments



Program Alignment

The Georgia Express Lanes communications program incorporates messaging and promotion of tolling technology, transit services that use the system, and park & ride facilities. The program is designed to show integration of these systems, promote ease of use and highlight the variety of options available.



Program Materials

Messaging Platform:

- Benefit-driven messaging broken down by key themes, including:
 - Improved Mobility
 - Reliability
 - Choice/Option
 - Transit Benefit
 - Economic Viability
 - Economic Development
 - Proven Performance
 - Equal Access

Questions and Answers:

- Issues-driven Q&A that addresses common concerns
- Serves as a living document to be updated based on feedback from stakeholders and public outreach

Supporting Materials

Collateral:

- Program overview
- Corridor-specific fact sheets

Video:

- To be hosted on GDOT website, but available for posting to partner and stakeholder sites, as well as stakeholder activities

Presentations:

- Program overview presentation tailored to audiences in each corridor

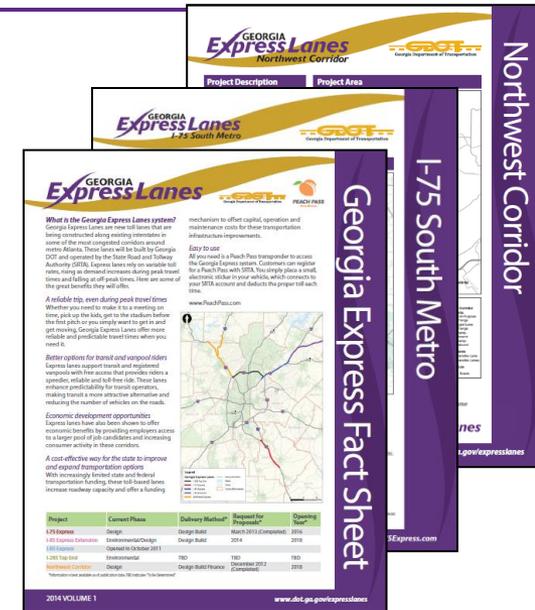
Georgia DOT Website

- Updated content based on new program identity and messaging
- Content and identity of project websites inline with overall program

Georgia DOT Social Media Channels

- Consumer-focused content supporting usability, Peach Pass, partner efforts, etc.
- Combination of program benefit posts and project updates
- Seeking cross-promotion of programs tied to Georgia Express Lanes

Partner sites



Stakeholder Engagement

- **Program Approach**
 - Established a prioritized list of stakeholder targets; tailor outreach
- **Program/Project Champions**
 - Cross section of influencers – civic leadership, major employers, transportation-related groups, elected officials
- **Tier 1 & Tier 2 Engagement Targets**
- **Ongoing Target Identification**
 - Outreach and feedback will yield additional targets
- **Rolling Engagement**
 - Major project milestones, changes in leadership and program advancement will require multiple touch points
 - Focus and content will shift in advance of lane openings to focus more on user education, Peach Pass requirements, lane policies, etc.

Stakeholder Engagement

- **Government Relations**
 - Legislators, State Transportation Board Members, Local Officials
- **Community Relations**
 - Speakers Bureau, community advisory, events, content resources
- **Media Relations**
 - Reporter briefings, Op-Eds, Events, Proactive and Reactive media management
- **Internal Communications**
 - Leverage existing communications channels, Internal champions, Special activities

Monitoring and Reporting

Ongoing tracking:

- Media coverage
- Social media engagement
- Public outreach activities
- Stakeholder touch points
- Surveys and questionnaires

GEORGIA
Express Lanes
Get in. Get going.