TIA Outreach Plan

State Transportation Board

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Karlene Barron
Director of Communications

Georgia Department of Transportation

Situation Overview

- Statewide vote on funding regional projects
- Political climate varies throughout the 12 regions
- Voters are largely unfamiliar with TIA *(survey conducted by MAVEN, July 2011)*
- Some organizations will mount public awareness campaigns – businesses, RCs, government—critical need to coordinate messages
- GDOT best-suited to provide information on TIA and designated projects in each region
- Education, not advocacy

EDUCATE

NOT

ADVOCATE

Audiences:

Tier 1

- Legislators, Regional Commissions
- State & local governments – GMA, ACCG
- Consultants and Contractors
- TMAs, CIDs, CAC (in metro Atlanta)
- Media

Audiences:

Tier 2

- General Public
- Commuters
- Civic/business associations
- Large employers in Georgia
  - State Agencies

Key Messages:

- The Need to Fund Transportation is crucial - TIA is critical for Economic Development
- TIA Provides Voters with consensus of Local Projects
- Plan "B" (a "no" vote) is neither a Viable nor Sustainable Option
- GDOT Can Successfully Deliver the Project List
  - Consistent Improvement in project delivery
  - Project Delivery process designed specifically for TIA

Tactics:

- Develop region-specific "tool kits" to distribute accurate TIA Information
- Proactive Media Relations
- "Grass Tops" -- local elected officials, civic and business leader outreach done by Board and DE
- "Grassroots" speakers Bureau done by TIA spokespersons, District Communications Officers, Communications office.
- General Public Outreach
  - Web
  - Social Media
  - Established communication tools

Tactics:

- Coordination with other key stakeholders
  - MAVEN
  - Georgia Transportation Alliance
- Internal Communications
  - Guidance memo
  - Information sessions
- Consultant & Contractor outreach
- Enhance documentation and reporting of Communications activities

The Board's Role:

- Toolkit prepared with key messages, presentation & fact sheets
- Schedule speaking engagements in Districts
- Accompanied by DEs
- Speak on GDOT delivery record in your District
- Let us know about opportunities in your District

QUESTIONS?

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