



Color Your Roads

GDOT Roadside Wildflower Program

The Georgia Department of Transportation's Wildflower Program creates a colorful roadside experience that gives Georgia citizens a sense of pride, and visitors another good reason to visit our beautiful state.

Two Wildflower Tags



- ❖ New tag design featuring Purple Coneflower unveiled in August 2008 (FY 2009)
- ❖ Increased sales of 37% over FY 2008

Tag Project History

- ❖ Almost \$4 million in tag sales since inception
- ❖ Over 164,000 tags have been sold
- ❖ 1,680 acres of wildflowers planted statewide since FY 2003 – 240 acres per District



Daffodils

- ❖ Daffodils added to tag project plantings FY 2007
- ❖ 721,000 Daffodil bulbs planted statewide – Average of 103,000 per District
- ❖ 6 different varieties utilized



Recent Budget Adaptations



- ❖ No District plantings for almost 2 years
- ❖ Spring mix changed due to a reduction of mowing
- ❖ Increased summer planting

Specialty Tag Audit



- ❖ All specialty license plates audited in FY 2009
- ❖ Final report – no findings for Wildflower tags

The Future



- ❖ Redesign of original Tag
- ❖ New slogan on Tags
- ❖ Continue Marketing Opportunities

