

Northwest Corridor Express Lanes Coordination of Planning for Outreach, Media, Marketing and Special Events

Communications Teams Involved

- State Road & Tollway Authority
- Georgia Department of Transportation
- 4 Different PR Firms (2 Representing each agency)

Objectives & Road Map for Success

Team Objectives

- Successfully launch Northwest Corridor, creating media attention and ongoing new user engagement
- Answer questions before they're asked
- Overcome barriers to usage
- Create a positive connection between the facility and the people and communities it serves

Our goal was to outline a comprehensive plan which incorporates:

- Outreach and Engagement
- Speaking Engagements
- Media Outreach
- Marketing
- Special Events
- Big Ideas
- Evaluation

Outreach: Events

March – July

Month	Day	County	Event	Event Type
March	23	Cobb	KSU Spring Football Game	Football Game
	24	Bartow	TipOff Classic	Basketball Tourney
	27	Cherokee	South Cherokee Baseball	League Play
	31	Cobb	NE Cobb Egg Drop	Community Event
April	7	Fulton	Atlanta United	Soccer Game
	14	Cherokee	CSA Impact	Soccer at CSA Park
	21-22	Cobb	Big Shanty Festival Saturday	Festival
	22		Sunday	
	28-29	Cobb	Spring Jonquil Festival	Festival
	29		Sunday	
May	5	Bartow	Summer Shootout	Basketball Tourney
	8	Cobb	KSU Vs GSU	Baseball Game
	15	Cobb	KSU Vs Clemson	Baseball Game
	19	Cherokee	Canton Festival Of the Arts	Festival
	20	Fulton	Atlanta United	Soccer Game
June	2	Cobb	Dicks Sporting Goods TBD	Baseball Tournament
	9	Cobb	Triple Crown Tourney	East Cobb Baseball Tournament
	15	Cobb	Juneteenth Celebration TBD	NAACP Festival
July	7	Bartow	Cartersville Cruise In TBD	Car Show
	14	Cherokee	Summer Concert Series	Concert "Departure"
	21	Bartow	Perfect Game Baseball	Baseball Tournament

Outreach: Events

August – December

Month	Day	County	Event	Event Type
August	1	Fulton	MLS All Star Game	Soccer Game
	4	Bartow	Cartersville Cruise In TBD	Car Show
	10	Bartow	Food Truck Fridays	Community Event at Frankie Harris
	11	Cherokee	Summer Concert Series	Concert "Everclear"
	20	Cobb	Dinner at the Depot	Food truck/concert
	30	Fulton	KSU @ GSU	Football Game
Sept	1	Fulton	Chick Fil A Kick Off - Aub vs. UW	Football Game
	8	Cherokee	Summer Concert Series	Concert "TBD"
	15-16	Cobb	Marietta Streetfest TBD	
	22	Cobb	KSU Vs Clark Atlanta	Football Game
	29	Cherokee	Riverfest Saturday	Festival
	30		Riverfest Sunday	
Oct.	6	Cobb	KSU Vs Presbyterian	Football Game
	13	Cobb	Taste of Acworth	Festival
	27-28	Cobb	Fall Jonquil Festival - Sat	Festival
	28		Sunday	
Dec	Qtr. 4	Fulton	Atlanta Falcons Game (5)	Football
		Fulton	SEC Championship	Football

Outreach: Speaking Engagements

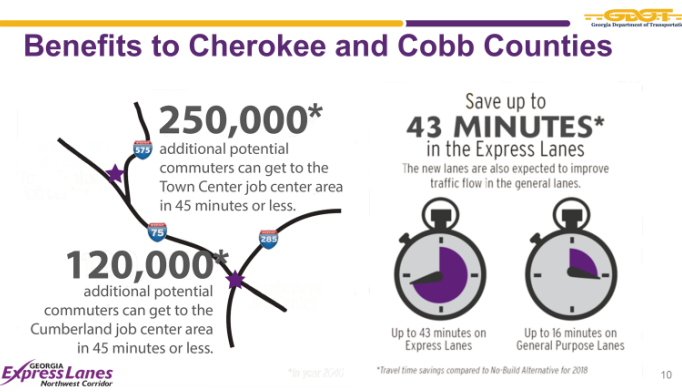
Target Groups:

- City councils and county commissions
- Chambers of commerce
- Community improvement districts
- Economic growth advocates
- Professional groups
- Local college and universities
- Community groups (Rotary, churches, HOAs)



Presentation Topics:

- Project overview and construction updates
- Access points and signage
- Express Lane benefits
- Incident management and emergency response
- Dynamic pricing and Peach Pass information



Media Outreach: Messaging

The Northwest Corridor (NWC) Express Lanes will improve travel by adding approximately 30 miles of new, reversible managed lanes.

System is designed to improve traffic flow during peak periods of travel by creating a commute option for motorists and transit that offers a more reliable trip time.

Key Messages:

- Improved mobility
- Reliability
- Choice/option
- Benefits (system supports: transit, sustainability, interoperability and economic and regional growth)

 The Atlanta Journal-Constitution

 ATLANTA BUSINESS CHRONICLE  WSB-TV 2 ATLANTA  FOX 5 ATLANTA

 MDJ  CHEROKEE TRIBUNE & LEDGER-NEWS  ENR
ONLINE.COM THE MARIETTA DAILY JOURNAL Engineering News-Record

Chattanooga Times Free Press

 The Telegraph  Engineering GEORGIA

 TRAFFIC & TRANSIT  IBTTA

 AASHTO JOURNAL

Media Outreach: Briefings and Special Events Support

Recommend **three** coordinated media briefings prior to the opening celebration of the NWC Express Lanes to build anticipation of system operation. Media briefings would support the education and understanding of the system and highlight the following:

- Operations and safety
- Technology and innovation
- Motorist and transit benefits

The Media Committee will also provide counsel and media relations support for all NWC Express Lanes events hosted by the Special Events Committee.



Marketing: Paid Media Strategy

- **Sports marketing:** Partner with 3 sports teams to expand traditional advertising and align Peach Pass with strong sports brands; create engaging activations with fans
- **Outdoor boards:** Geographically target along I-75/I-575 with digital boards; change copy daily or by daypart with different messages
- **Radio:** Reach drivers in car during traffic (targeting stations with strong listenership in Bartow, Cherokee and Cobb counties)
- **Digital:**
 - Pandora ads providing opportunity to click-thru to sign-up page; trackable
 - Clear Channel Outdoor mobile ads geo-fenced around billboards, malls and shopping centers, Park and Ride lots; provides content ads to mobile users anywhere they are already viewing
- **Local print:** ads and sticky notes in Cobb, Bartow and Cherokee Neighbor Newspapers
- **Cable TV:** Targeted :30 TV spots in Bartow, Cobb and Cherokee counties
- **Added value:** Provide *minimum* of 1:1 bonus weight

Special Events: Community Based Events

Turn events into a celebration to engage the public, generate interest and generate goodwill

- Involve broad range of community partners, general public and stakeholders:
 - Community Based Festival
 - Two-stage art program (partnership with local school art program and local artist for digital murals)
 - Mark the Mile Ribbon cutting (a series of staged events in one day)
 - Spotlight local business partners
 - Engage local community
- Live radio remote extends reach
- Activities for children & adults: Touch-a-truck, face painting, tethered hot air balloon ride, food trucks
- Onsite Peach Pass registration



Big Ideas: Sports Marketing

Sports marketing partnerships enable us to:

- Provide expanded reach both demographically and geographically
- Include outside-the-box strategies and added value
- Reach leisure motorists in addition to those who live/work along the route
- Achieve credibility by associating with strong brands



Evaluate: How to Measure Success

Northwest Corridor efforts will be evaluated in a number of ways:

- Events
- Contacts at events
- Speaking engagements
- Peach Passes
- Media impressions
- Social media engagement
- Website traffic

Recap of Efforts to Date

- Communications and marketing planning (January/February)
 - Messaging
 - Paid media planning
 - Outreach and speaking engagement planning
- Creative revisions (February/March)
- Collaborative meetings with GDOT and SRTA communications teams, contractors (March 8, March 21, April 13)
 - Subcommittees for deep dive into Outreach/Engagement, Media Outreach and Special Events
- Speaking engagements (ongoing)
- Sports marketing (February – present)
- Outreach events (March – present)
- Outdoor campaign (March – present)