



Presentation to the Joint Board

September 15, 2014

AGENDA

- Our Experience
- Our Approach





OUR EXPERIENCE

- Nationally recognized experts in branding and public involvement
- Nationally recognized in tolling initiatives
- A winning combination



OUR EXPERIENCE



OUR EXPERIENCE



OUR EXPERIENCE

TOLLING PROJECTS



OUR EXPERIENCE

CASE STUDY 1: TACOMA NARROWS BRIDGE

This collage features promotional materials for the Tacoma Narrows Bridge tolling project. It includes a 'Sign Up Today!' sign with 'Win FREE Tolls for a Year!', a 'Good To Go' sign, a brochure titled 'Good To Go! It's not just a toll, it's a smart choice!', another brochure titled 'Good To Go! Getting there faster is our chief goal!', and a sign that says 'If you're ready to get there faster, you're ready for Good To Go!'. There are also photos of people at a booth and a 3D rendering of the bridge tolling system.



OUR EXPERIENCE

CASE STUDY 2: KENTUCKY UNBRIDLED SPIRIT



PUBLIC EDUCATION AND OUTREACH

Intercept interview segment





OUR APPROACH

DISCOVER **EXPRESS** **CONNECT**

new!west
SINCE 1982 • EXPANSION • GROWTH

THE CHALLENGE: DISCOVER

- Understanding public opinion early is vital
- Identify all opportunities and obstacles
- Use research to guide planning



PLAN DEVELOPMENT: EXPRESS

- Establish audience targets and priorities
- Define comprehensive goals
- Develop communications plans



PLAN IMPLEMENTATION: CONNECT

- Create a distinctive brand
- Develop promotional materials
- Ongoing media relations
- Public outreach events
- Social media/web updates
- Advertising campaign



DEFINING SUCCESS

- Early engagement with all key audiences
- Coordinated communications effort between both states
- Communications in lockstep with project milestones
- Evaluation throughout entire process

