

Partnership for Progress
HOV TO HOT



FHWA Talking Operations Webinar
Marketing & Outreach Strategies for Pricing Projects
Paving the Way for HOT Lanes in Georgia



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Atlanta Congestion Reduction Demonstration

- USDOT Congestion Reduction Demonstration Program Grant awarded on November 21, 2008
- Phase 1 of HOV to HOT conversion of I-85 (@15 miles)
 - I-285 to Old Peachtree Road
 - Significant transit improvements in I-85 corridor and throughout region
- KEY MESSAGES:
 - Reliable Trip Times
 - Choice
 - Leveraging federal dollars to enhance transit in the region



Educating Stakeholders

Targets

1. Key stakeholders:
(Elected Officials, Opinion Leaders)
2. Carpoolers/Non-Carpoolers/Transit/general public
3. Partners (CIDs, Clean Air)
4. Media (Local, Regional, Beat)

Strategic Vehicles

- ➔ Project Facts, Highlight Video, Testimonials, Proven Data, Existing Project Case Studies
- ➔ Research, Website, Open Forums, Media
- ➔ Data, Direct Involvement, Current Information
- ➔ Op Eds, Editorials, One-On-Ones, Briefings



Message Strategy

➤ **Truth**

- What will happen
- When will it happen
- Who is responsible for each outcome

➤ **Relevance**

- What will be the impact on them?
- Told with candor, simply and completely
- Relevant detail and timely delivery

➤ **Connection**

- Why should they care?
- What they can/should do to engage?

Key Outcomes & Successes

1. Knowledge
2. Advocacy
3. Involvement
4. Champion
5. Influence

**Stakeholders
Partners**

1. Acceptance
2. Interest
3. Trust
4. Anticipation
5. Questions

Consumers

1. Education
2. Positioning
3. Leverage
4. Fairness
5. Balance

Media



Public Information Open Houses

- **GDOT hosted eight Public Information Open Houses (PIOH)**
 - Eight meetings held March 26-April 4 & June 23, 25 and 27
 - About 300 attendees at round 1, 195 at round 2
- **Solicited verbal and written comments from PIOHs and website**
- **Comment Trends:**
 - Enforcement
 - Equity
 - HOT3
 - Project provides options
 - Technology



HOT Lane Commuter Research

- Two series of Focus Groups and extensive quantitative survey of transit users, SOV drivers and carpoolers conducted through Clean Air Campaign (January through May 2009)
- Data provided insights into the functional and emotional attitudes and behaviors of potentially impacted groups.
- Perceived HOT Lane Benefits
 - HOT lanes provide drivers with a sense of control over traffic.
 - HOT lanes are easy/convenient to use.
 - HOT lanes get you where you need to be in a timely manner.
 - HOT lanes make for a more enjoyable commute by reducing travel times.
 - A HOT lanes is optional; you do not HAVE to use it! Managing congestion to improve their quality of life.

HOT Lane Commuter Research

- Perceived HOT Lane Issues and Concerns
 - How is the HOT lane monitored and enforced for drivers who break the rules?
 - What happens if there is an accident? Will I get a refund for having to get out of the lane?
 - If I move in and out of the lane am I charged twice?
 - How is the money from my toll going to be used?
 - What is the maximum toll that will be charged.
 - How do you enter/exit the HOT lanes? Where will these be located?



HOT Lane Commuter Research

➤ Key Carpooler Findings

- Carpoolers have adopted ridesharing as an integral part of their routine.
- Carpooling is a practical, economic decision.
- Demonstrating value of HOT lanes is critical.
- Position HOT as an innovative solution addressing congestion before it becomes intolerable.
- Carpoolers are a key audience for outreach and promotion—need to set up a program just for them.
- Unique opportunity for promotion of transit.

Additional Lessons Learned

- HOT3—Carpoolers are a key stakeholder group and require targeted communications
- Lead with research and make messages brief and easy to understand
- Market HOT lane as a “product” with emotional, personal benefits
- Develop comprehensive construction communications plan with dedicated resources and personnel
- Re-engage stakeholders closer to construction
- Transit can help tell the story and generate positive response