

Clean Corridor Marketing

Session 1C Overview Worksheet

Session Summary

This session will focus on the state DOT's role in marketing clean corridors to the general public. During the session, we will create a mock communications plan for one of the designated clean corridors. Susan McSherry (NYCDOT) and Tonia Buell (WSDOT) will serve as subject matter experts and help guide the hour-long discussion.

Goals of Breakout

The session will focus on the following:

- Maximizing visibility of the national clean corridor designation
- Concrete steps participants could take when returning to their offices

Creating an Effective Communications Plan

- **Goals:** *What is the purpose of your communications plan? What are measurable goals for the clean corridors designations?*
 - For example, if your goal is to increase alternative fuel use along the corridor, use a goal associated with total number of alternative fuel vehicles on the road or alternative fuel use over time.
- **Target Audience:** *Who are the primary stakeholders involved in the clean corridors? Who are the secondary stakeholders who may not be directly affected, but may have a high interest? Who are the key influencers?*
 - Users of corridor (public and private vehicle owners)
 - Government entities (MPOs, State DOTs, Air Quality agencies, etc.)
 - Alternative fuel providers (CNG vendors, EVSE vendors, etc.)
 - Vehicle manufacturers (OEMs)
 - Residences near corridor (communities impacted by traffic, noise, emissions)
 - Service station owners
- **Key Messages:** *What do you want your intended audience to think/know/understand/do?*
 - Answer the question, "If there is one thing I want my audience to know, what would that be?" Use plain language, keep your list short and determine your top priority.
 - The clean fuel infrastructure along the corridor supports sustainable movement of goods and people. We need additional facilities, equipment and partnerships to advance the clean corridor.
- **Communications Strategies:** *What overall approach will help you achieve your objectives?*
 - Multi-state collaboration with coordinated messaging: We will provide consistent information across regional boundaries and among our partners. Everyone on the team will use the same key messages.
 - We understand that stakeholders have different ways of receiving information and will tailor communications for different audiences.

- Make all communications products accessible on the web and social media channels.
- **Tactics/Tools:** *What channels of communication will you use? What does your intended audience read, listen to, watch, engage in? You have to reach them by placing your message where they'll see it.*
 - Governor announcement
 - Signage
 - Variable message signs
 - Partner with CNG vendors
 - Posters
 - Fliers and brochures
 - Newsletters
 - Promotional materials
 - Social media
 - Letters to the Editor
 - News stories, columns, and reports
 - Press releases and press conferences
 - Presentations or presence at local events and local and national conferences, fairs, and other gatherings
 - Community outreach
 - Community or national events
 - Exhibits and public art
 - Movies and TV
 - Theater and interactive theater
- **Anticipate Obstacles:** *What obstacles might you face in implementing the channels of communication?*
 - Translation to different languages
 - Environmental justice considerations
- **Evaluation:** *How will you evaluate the effectiveness of the communications plan and improve it for the future?*
 - Create evaluation plan prior to implementation
 - Use specific metrics to track progress (e.g., short survey of different stakeholders)

Useful Resources:

- https://www.fhwa.dot.gov/hfl/resources/hfl_research_guide.pdf
- https://www.fhwa.dot.gov/ipd/pdfs/project_delivery/marketingplan.pdf
- http://sustainablecommunitiesleadershipacademy.org/resource_files/documents/albermarle-county-virginia-creating-effective-communications-public-engagement-strategy.pdf

Key Discussion Questions

- What are the main goals behind designating the clean corridor?
- Who are the main stakeholders involved in the clean corridor?
- What marketing research is needed to identify targeted segments for outreach?
- What business concerns need to be addressed to reach the goal(s)?
- What Environmental Justice issues need to be considered before reaching the goal(s)?
- How to maximize visibility and effectiveness of clean corridor signs?

Notes
