Talking to Texans about Transportation
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2007 Winter TexITE Meeting
February 2, 2007

Marketing

- Program Marketing
- Conference and Special Events Planning
- Business Development
Marketing Goals

- Raise the awareness of TxDOT’s goals, strategies and tactics
- Broaden public understanding of TxDOT’s innovative program

Texas Has a Problem.

- The Problems:
  - Increased congestion
  - Deteriorating roads
  - Safety issues
  - Air pollution
- The Reasons:
  - Population increases
  - Growth in road usage
  - Limited state road capacity expansion
  - Insufficient investment in transportation infrastructure
- The situation will only get worse if we don’t act NOW.
TxDOT Has a Plan.

Our Goals:
- Reduce congestion
- Enhance safety
- Expand economic opportunity
- Improve air quality
- Increase the value of transportation assets

TxDOT Has a Plan

Our Strategies:
- Use all available financial tools
- Empower local and regional leaders
- Increase competitive pressure to drive down costs
- Demand consumer-driven decisions
Marketing TxDOT Programs

**Horizon – The Future of Transportation**

- Quarterly on-line journal
- Targets all modes of transportation
- Provides analysis and commentary from the experts
Tolling and Trans-Texas Corridor Awareness Campaign

- Grassroots effort
- KeepTexasMoving.com recast
- Media placement

Print Advertising
Television Advertising

VIDEO
Open on a tight shot of the rearview mirror from the outside of a car. We see heavy traffic in the mirror.
Cut to a medium shot to reveal that the man is not riding in your car but rearview mirror is floating in an area in front of him, then in the position it would be if the scene were driving.
Depending on time, other shots in sequence could include a reverse wide shot from floor of lobby looking up to the elevator.

Convo is from the man’s viewpoint as he walks from the door and hands to the TxDOT employee behind a counter with the TxDOT logo above and a wall of monitors and high tech looking equipment behind him.
Cut to a computer screen showing the KeepTexasMoving.com homepage.
Man reaches up and graps rearview mirror and hands it to the TxDOT employee at the information desk.
Conference and Special Events Planning

SECOND ANNUAL
TEXAS TRANSPORTATION FORUM
KEEP TEXAS MOVING
JULY 18-20, 2007

Business Development

- TxDOT: Open for Business
- Public-Private Partnerships
- Chambers of Commerce
- Economic Development Corporations
Questions?

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