

Public Education and Outreach Campaign State Department of Transportation Freeway Service Patrol Program

TLC PR was selected to create and implement a public information program to launch the Freeway Service Patrol program for the State Department of Transportation.



The Freeway Service Patrol was launched as a two-year pilot program of the state Department of Transportation (DOT), in collaboration with the Honolulu Police Department, the City Department of Transportation Services, the Honolulu Fire Department and Emergency Medical Services, to help alleviate situations that can cause congestion on the freeway.

Six custom-built tow trucks were purchased by DOT to patrol freeways and to assist motorists stranded due to mechanical breakdowns or accidents. The tow truck drivers render immediate aid and move the stranded vehicle from the freeway, preventing traffic from backing up, causing longer commute times, especially during peak rush hours.

The task of TLC PR was to ensure that all stakeholders and the general public were well-informed about the new program.

The campaign we designed included the following components:

- Developed informative materials, including a brochure explaining the program, a comprehensive fact sheet, FAQs and web site
- Identified key stakeholders to ensure they were briefed on the new program. This included the O'ahu Metropolitan Planning Organization (OMPO) Community Advisory Council, the Governor's Highway Safety Council, Neighborhood boards, Rotary Clubs and key legislators.
- Developed a media kit that included an announcement news release, raw footage shot on location of a tow truck in action, and still photography of the new trucks assisting a motorist.
- Planned and executed a blessing and press conference to launch the program. TLC PR secured the venue and negotiated all program elements including site selection at the Hawai'i Convention Center, media invitations, special guests, official speakers and event logistics such as registration, parking, refreshments, leis and kahu (priest for blessing). The seven FSP tow trucks were paraded through the porte cochere of the Convention Center, resulting in extensive media coverage including all television stations, front page of Honolulu Advertiser and an extensive story in Honolulu Star- Bulletin.
- Reached out to traffic reporters, who were personally called about the program and provided with the news release, fact sheet and photos. Arranged for morning television program appearances for DOT executives to announce the program.
- Issued news releases and letters to the editor regarding program results and noteworthy milestones.
- Wrote and managed a radio public service announcement running on top Honolulu stations to promote the program and communicate to drivers.

Results: In November 2009, Brennon Morioka, director of the state Department of Transportation, stated, "We have received overwhelmingly positive feedback about the program... The state Department of Transportation has deemed this service one of the most powerful, positive programs it has, with tremendous good-will benefits to the traveling public of Hawai'i."