

Southeast Pavement Preservation Partnership



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Partnership Accomplishment

Pavement Preservation Education Campaign



Planning the campaign

Phase I -- Preparation, planning, development of campaign materials

- Develop national media strategy
- Develop media campaign template for states
- Develop key messages, media newsroom and campaign materials
- Prepare national level spokespeople



Planning the campaign

Phase II – National campaign launch focusing on major national media

- Generate news coverage/supportive editorials in national print and broadcast media outlets (*Wall Street Journal, New York Times, National Public Radio, CNN, USA Today*)



Planning the campaign

Phase III – Public education at the regional level

- Prepare regional level spokespeople
- Generate news coverage/supportive editorials in major regional/state media across the US
- Recruit organization coalition allies in each region/state and activate their communication channels



Campaign Goals

- Turn media awareness into calls for action and change of policy at national, state and local levels.
- Create greater accountability among public officials for more advanced transportation infrastructure policy. Hold elected officials accountable for outdated and backward transportation policy at all levels.
- Make the need for more advanced transportation infrastructure policy a **national campaign issue for 2012.**



Campaign Goals

- **Change the reactive road repair mindset to a more proactive pavement preservation policy throughout the U.S., at all levels of transportation decision-making.**
- **Create greater understanding among all target audiences of the benefits of pavement preservation in terms of U.S. economic competitiveness, state and local cost savings, employment opportunities, improved public safety and environmental sustainability.**
- **Elevate pavement preservation to a top 10 issue for media coverage across the country**



Public Education Campaign Strategy

Public education is essential to advance pavement preservation

An issue of such magnitude and national importance can gain traction only through aggressive and persistent contact with reporters and editors who cover transportation infrastructure and business issues.



Changing Course to Preserve America's Roads



- NCPP will coordinate the distribution of information to regions through two websites, www.tsp2.org and www.pavementpreservation.org.



Future Direction

Certification for Pavement Preservation



Thanks

