

Center for Transportation Public-Private Partnership Policy

REQUEST

- Develop a brand and presence for a new academic center and convey its progress over a multi-year period.

RESPONSE

- In four weeks over a major holiday, develop messaging, materials and a website for the Center.
- Support subsequent updates of the early material, including refreshing the website design.
- Assist staff in creating and documenting initiatives to broaden the initial state-government funding base, including recurring events in which to engage private sector support and a series of dossiers on prospective private sector partners.
- Develop communications plans for the Center and for its signature annual event.
- Develop a branded suite of print, video and web-based outreach tools, including summaries of accomplishments, conference materials, a key concepts card, and a full complement of exhibit, briefing and presentation tools.

RESULTS

- Stakeholders report that the Center is solidly positioned among regional authorities and industry.
- Public and private sector funding has been secured.
- Center activities attract the participation of industry and government leaders nationwide.
- Center staff is asked on a regular basis to brief Congress and other national and international stakeholders.

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