

AdvaNCe Transportation Together

Barriers Addressed:

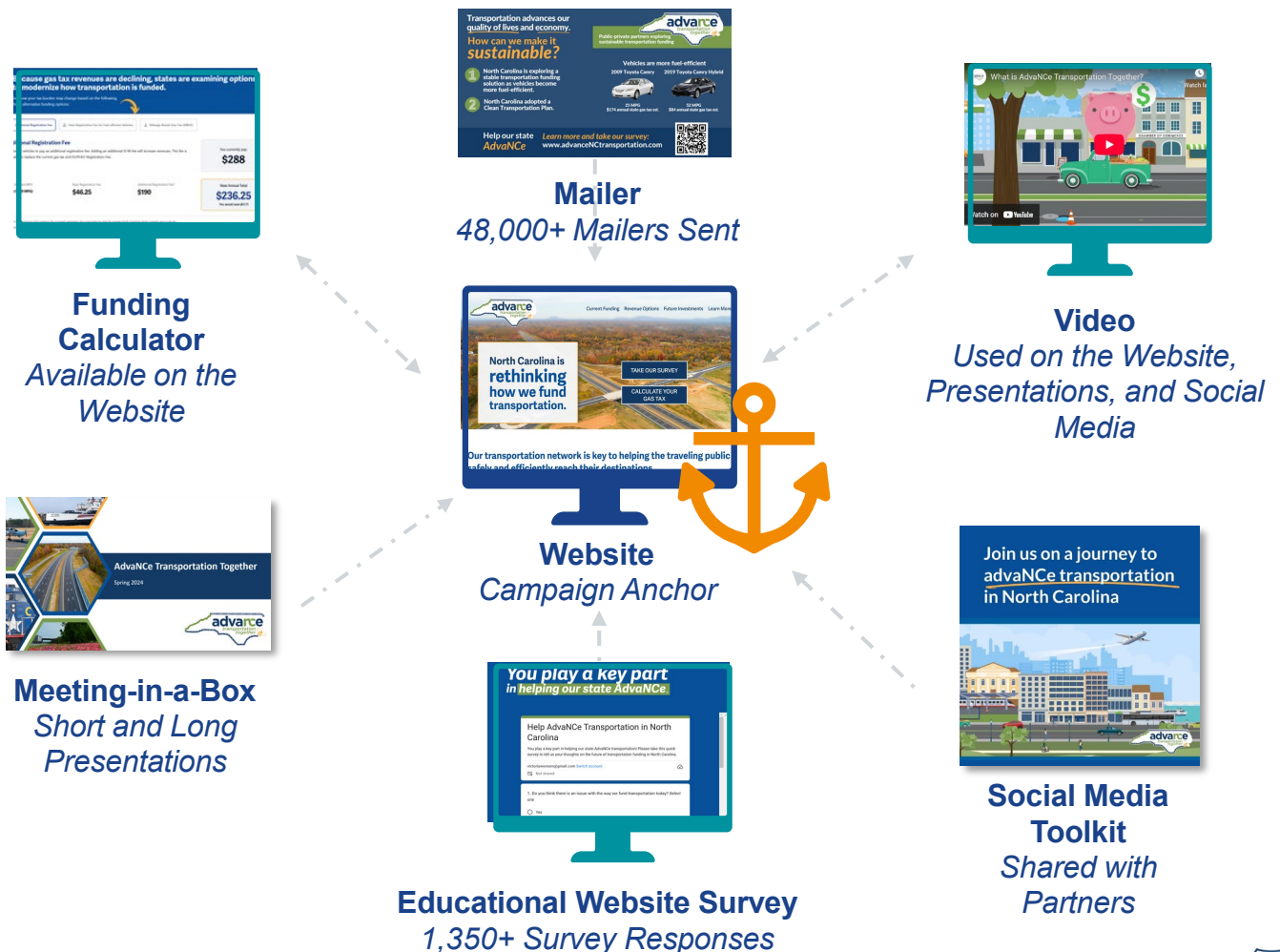


Communicating for Change – Exploring Transportation Funding Solutions



In North Carolina, AdvaNCe Transportation Together was launched through a collaboration between the North Carolina Department of Transportation (NCDOT) and the business community to educate the public about how transportation is funded today, the problem with the current funding model, and potential solutions. Initiated in August 2024, the website served as the anchor of the campaign and included information on possible transportation revenue funding mechanisms, a calculator showing the differences between those funding options, a short video, and survey. The Coalition and NCDOT then used outreach materials like mailers, social media, and presentations to encourage people to visit the website.

A Layered Approach to Amplify the Message



Assessing Communications to Maximize Effectiveness

Before launching AdvaNCE Transportation Together, the Coalition conducted two virtual focus groups to assess the effectiveness of the branding and messaging about transportation funding challenges and to provide opportunities to maximize the planned campaign. Overall, participants had a generally positive or neutral reaction to the campaign. After analyzing feedback from the focus groups, the team was able to refine the outreach materials to better convey the information. Lessons learned and refinements made included the following:

“

My thing: I'm big on wording. I like the fact that they put the NC in, 'AdvaNCE.' I like 'forward progression'... I like the fact of the togetherness. We're all coming together to do this. Even though I don't fully know what it is, I feel we're all in this together, and I like how they did the advancement and the NC.

*-- Rural North Carolina
Focus Group Participant*

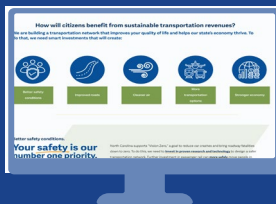
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Common terms in transportation may not mean the same to the public. The team shifted from using “mobility” in the logo to “transportation.”



People understand the revenue shortfall caused by EVs but not necessarily increased fuel economy. The team refined the messaging about vehicles becoming more fuel-efficient on the mailer and website.



People care about how funding is used. The team refined the messaging on the website to talk about the value of transportation and show where their money is being used.



Learn More: www.advancenctransportation.com