

Toolkit: I-285 Eastside Express Lanes Project

GEORGIA DEPARTMENT OF TRANSPORTATION (Georgia DOT) PARTNER TOOLKIT

Please use this toolkit to support communication efforts for the I-285 Eastside Express Lanes, part of Georgia DOT's Major Mobility Investment Program (MMIP). Georgia DOT wants to keep the community informed and is distributing a project update through its own channels and wants to share information that may be beneficial to followers of your organization.

Copy and paste these communication assets into your organization's email announcements, social media networks, and other communication channels so individuals can learn more about the I-285 Eastside Express Lanes project and how to view updated information and submit comments.

NEWSLETTER ARTICLE/EMAIL ANNOUNCEMENT

The I-285 Eastside Express Lanes project (PI 0013194) in DeKalb County is one of the Major Mobility Investment Program (MMIP) projects advancing across the state to create additional capacity, improve freight movement, provide operational improvements and efficiencies, enhance safety, and decrease travel times. The project proposes to add one, optional, buffer-separated express lane in each direction on I-285 between I-20 and Henderson Road in DeKalb County.

The project team is currently awaiting approval of the Environmental Assessment (EA) from the Federal Highway Administration (FHWA). The EA details the project purpose and needs, discusses the alternatives considered, reports on the environmental and community impacts of the proposed project, and documents the coordination efforts with the public and key stakeholders. Once approved, Georgia DOT will prepare for the Public Hearing Open House (PHOH), likely in quarter 2 (Q2) or early quarter 3 (Q3) of 2021.

Due to COVID-19 and safety concerns, the PHOH will include a socially distanced, in-person event as well as opportunities to virtually review the project documents, ask questions, and submit comments. To sign up to be on the project mailing list, email EastsideExpressLane@dot.ga.gov.

For more information, please visit our website at <https://majormobilityga.com/projects/eastside/>.



Toolkit: I-285 Eastside Express Lanes Project

PROPOSED SOCIAL MEDIA POSTS

For Facebook:

- The @GeorgiaDOT I-285 Eastside Express Lanes project is making progress. A Public Hearing Open House will be held later this year. Send an email to EastsideExpressLanes@dot.ga.gov to join our mailing list. #MajorMobility #285EastsideEL
- ICYMI, check out the new @GeorgiaDOT I-285 Eastside Express Lanes project visualization video. You can virtually drive through the project corridor and see the proposed improvements! <https://majormobilityga.com/projects/eastside/>. #MajorMobility #285EastsideEL
- The @GeorgiaDOT I-285 Eastside Express Lanes project requires various studies to assess potential impacts to the environment. Plan to join a Public Hearing Open House (to be held later this year) to review the results. Send an email to EastsideExpressLanes@dot.ga.gov so we can let you know when it is scheduled. #MajorMobility #285EastsideEL

For Twitter & Instagram:

- The @GADeptofTrans I-285 Eastside Express Lanes project is making progress. A Public Hearing Open House will be held later this year. Send an email to EastsideExpressLanes@dot.ga.gov to join our mailing list. #MajorMobility #285EastsideEL
- ICYMI, check out the new @GADeptofTrans I-285 Eastside Express Lanes project visualization video. You can virtually drive through the project corridor and see the proposed improvements! <https://majormobilityga.com/projects/eastside/>. #MajorMobility #285EastsideEL
- As part of the @GADeptofTrans I-285 Eastside Express Lanes project requires various studies to assess potential impacts to the environment. Plan to join a Public Hearing Open House (to be held later this year) to review the results. Send an email to EastsideExpressLanes@dot.ga.gov so we can let you know when it is scheduled. #MajorMobility #285EastsideEL

IMAGES AND VISUAL ASSETS

Please use the following images and graphics in your organization's communications. You can access and **download** the visuals by visiting: <https://bit.ly/34xHJm2>

Toolkit: I-285 Eastside Express Lanes Project



QUESTIONS OR COMMENTS?

Contact Georgia DOT by email at EastsideExpressLanes@dot.ga.gov, call the project hotline at 678-247-2685, or visit the project website at <https://majormobilityga.com/projects/eastside/>.