

## 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 in June 2009.



The Freeway Service Patrol is a pilot program that provides aid to drivers who are stalled or who are involved in an accident on the freeway. 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:

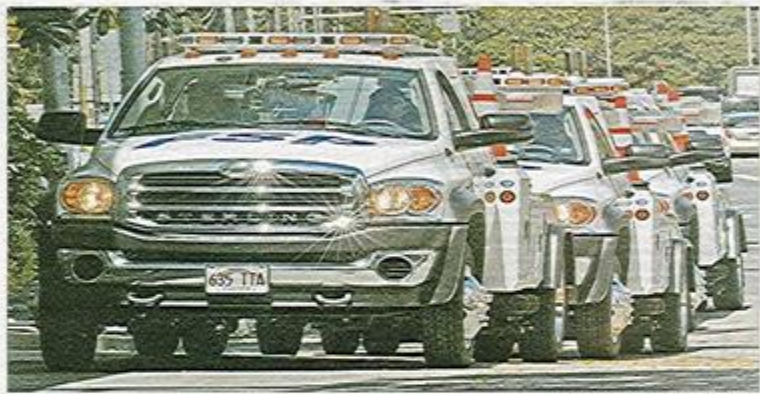
- Developed informative materials, including a brochure explaining the program, a comprehensive fact sheet, FAQs and web site
- Identified key stakeholders to ensure they were briefed on the new program. This included the O'ahu Metropolitan Planning Organization (OMPO) Community Advisory Council, the 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 large blessing and press conference to launch the program TLC PR secured the venue and negotiated all program elements, including media invitations, special guests, speakers—including the Governor---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 extensive story in Honolulu Star-Bulletin.
- Reached out to traffic reporters, who were personally called about the program and provided with 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 incidents.
- Wrote and managed a radio public service announcement running on top Honolulu stations to promote the program and communicate to drivers.

In November 2009, Brennon Morioka, director of the state Department of Transportation, stated, “We have received overwhelmingly positive feedback about the program. From the launch date in June through October 31 2009, the FSP has assisted over 4,000 motorists. The survey cards rating the service have indicated a 93% “Excellent” response. Accordingly, 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.”



# Help on way for drivers stalled on Isle freeways



**RICHARD AMBRO** | The Honolulu Advertiser

**ABOVE:** Six Freeway Service Patrol trucks will drive along H-1 and Moanalua freeways to assist stalled or disabled vehicles. **BELOW:** Freeway Service Patrol drivers were blessed by Kahu Kordell Kekoa of Kamehameha Schools.

## Tow truck drivers will patrol H-1, Moanalua as part of 2-year pilot effort

**BY KATIE URBASZEWSKI**  
Advertiser Staff Writer

Starting today, drivers experiencing car trouble on H-1 or Moanalua freeways will likely be greeted by a shiny white tow truck emblazoned with the words "Freeway Service Patrol," part of the state's roadside assistance program created to reduce traffic and accidents.

The two-year pilot program offers free services to stalled or disabled vehicles on the busiest parts of the two highways during the hours of heaviest traffic.

SEE PATROL, A2



See a video and more pictures at [HONOLULUADVERTISER.COM](http://HONOLULUADVERTISER.COM)

outperformed by peers in several places including China, Singapore, Japan and Russia.

Hawai'i's fourth- and eighth-graders scored a math grade of C+ and C, respectively.

**INSIDE**

How Hawai'i compares with other areas of the world | **A2**

"Asian nations consistently perform at the B+, B, and B- levels," said Gary Phillips, author of the report and vice president at the American Institutes for Research in Washington, D.C.

"Their students are learning mathematics not just at a higher level than students in the United States, but at a level that is a quantum leap higher," Phillips said.

SEE MATH, A2

**TOURNAMENT CUTS**

## High school athletes dealt blow

**BY WES NAKAMA**  
Advertiser Staff Writer

In a cost-cutting move that will affect hundreds of athletes this coming school year, the Hawaii High School Athletic Association's executive board voted unanimously yesterday to reduce state tournament participation in most individual sports by 20 percent.

**INSIDE**

See a list of sports that are likely to be affected | **A6**

Affected sports include boys and girls air rifle, boys and girls archery, boys and girls basketball, boys and girls baseball, boys and girls soccer, boys and girls tennis, boys and girls volleyball, boys and girls water polo, boys and girls wrestling, boys and girls judo, boys and girls gymnastics, boys and girls figure skating, boys and girls ice hockey, boys and girls swimming, boys and girls synchronized swimming, boys and girls rhythmic gymnastics, boys and girls artistic gymnastics, boys and girls rhythmic sports, boys and girls rhythmic sports, boys and girls rhythmic sports, boys and girls rhythmic sports.

The reduction in boys and girls tennis would be greater — from 44 singles and doubles each to 32 (27 percent), while the reduction in judo is less, from a maximum of 16 entries per weight class to 14 (14 percent).

Paddling also will be affected, with the tournament entries dropping from 24 teams to 16 for the champ-

SEE SPORTS, A6

## ON THE ROADS

**WHAT:** Six freeway service vehicles will patrol along H-1 and Moanalua freeways between Kamehameha and Likiep highways from 5 a.m. to 7 p.m. Monday through Friday, except on federal holidays.

**SERVICES OFFERED:** Changing flat tires, jump-starting vehicles, refilling radiators, towing and minor repairs.

**COST:** Free  
**TO GET THE SERVICE:** Call 911



#### SERVICES WE OFFER

Since the Freeway Service Patrol team may often be the first on the scene, the drivers receive extensive training. The certified Freeway Service Patrol drivers have been trained in basic first-aid and CPR. They have also received specialized training in fire extinguishing and recognizing hazardous materials.

Some of the services we offer include:

- Changing flat tires
- Jump starting your car (dead batteries)
- Radiator refills
- Making temporary repairs
- Providing a gallon of gasoline (we do not provide diesel)

The Freeway Service Patrol program works closely with the Honolulu Police Department. The HPD will respond to 911 distress calls when the Freeway Service Patrol is off-duty (see operating hours below) or in locations outside of the FSP service areas.

#### OPERATING HOURS

The Freeway Service Patrol is available Monday through Friday, from 5 a.m. to 7 p.m., except for the following holidays:

- New Year's Day (Jan. 1)
- Martin Luther King Day (third Monday in January)
- President's Day (third Monday in February)
- Memorial Day (last Monday in May)
- Independence Day (July 4)
- Labor Day (first Monday in September)
- Veterans Day (Nov. 11)
- Thanksgiving Day (fourth Thursday in November)
- Christmas (Dec. 25)

#### AVOID VEHICLE BREAKDOWNS

You can help prevent your vehicle from having a breakdown on the freeway by taking some precautions and through regular maintenance.

- Check your gas gauge; fill up when it reaches a quarter tank
- Check the coolant level
- Maintain proper air pressure in your tires
- Check the tread in your tires on a regular basis
- Keep your vehicle in sound mechanical condition

Despite your best efforts, if you have a breakdown, stay in your vehicle and do not cross the freeway lanes. Watch for the Freeway Service Patrol name on the tow trucks and the State of Hawai'i Department of Transportation seal.

NEED A RUSH-HOUR RESCUE?

# HELP IS HERE

A free emergency roadside service for Hawai'i motorists.

«« FREEWAY  
SERVICEPATROL »»  
KEEPING HAWAII MOVING



Department of Transportation, Public Affairs Office  
Phone: 587-2160 | Fax: 587-2313  
Email: dotpa@hawaii.gov  
Web site: www.hpt.hawaii.com

«« FREEWAY  
SERVICEPATROL »»  
KEEPING HAWAII MOVING

#### KEEPING HAWAII MOVING

The Freeway Service Patrol, a pilot program of the Hawai'i Department of Transportation (DOT)—in collaboration with the Honolulu Police Department, the City Department of Transportation Services, Emergency Medical Services and the Honolulu Fire Department—is designed to help motorists who are stranded on the H-1 and Moanalua (4-201 and Route 78) freeways. Providing free emergency roadside service to motorists keeps freeways clear to prevent traffic from backing up and causing longer travel times, especially during peak rush hours. Less time on the road also means savings on fuel costs and reduced emissions.

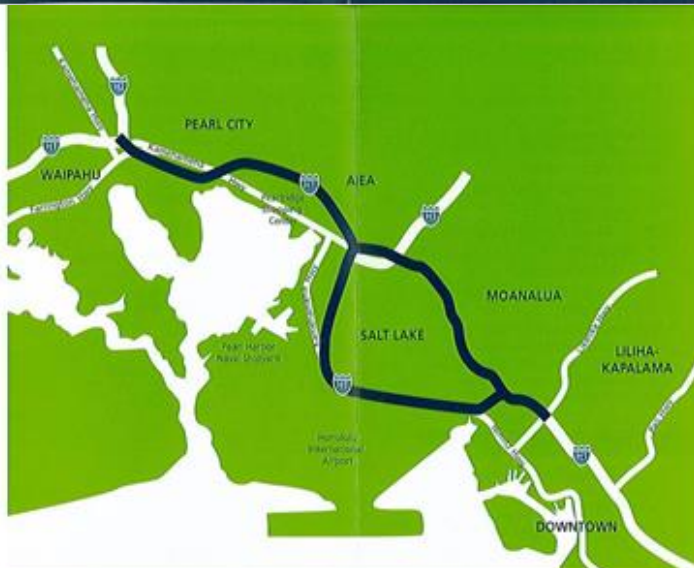
Studies show bottlenecks from stopped vehicles create a chain reaction, and can cause "secondary accidents" which create more traffic congestion and delays. Clearing the freeways keeps Hawai'i moving and everyone safe.

#### WHAT YOU CAN EXPECT FROM US

A Freeway Service Patrol driver will gladly help you get your vehicle started so that you can get back on the road. If your vehicle does not start, a Freeway Service Patrol driver will tow you and your vehicle to an off-freeway location. This ensures that you are no longer in harm's way and allows other motorists to keep moving along smoothly.

Once you are towed off the freeway, you may then call the tow service of your choice, insurance company or other services to help you tow your vehicle to a repair shop or home. The Freeway Service Patrol has identified designated areas as drop off sites.

The Freeway Service Patrol drivers will not take you directly to a repair shop or home because their foremost priority is to patrol the freeway for other stalled vehicles and they must return to the freeway as quickly as possible.



#### AREAS WE SERVE

The Freeway Service Patrol covers a total of approximately 15 miles of freeway, including a 10.4-mile stretch along the H-1 Freeway and 4.8 along the Moanalua Freeway (4-201 and Route 78).