

Communication Plan for the Voluntary Enhanced Driver License and ID Card (EDL/ID) pilot

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FOR INTERNAL USE

Overview

In response to the federal Western Hemisphere Travel Initiative (WHTI), Governor Gregoire initiated the development of a Washington State enhanced driver license and identification card. The enhanced cards, the first of their kind in the nation, would be a federally recognized alternative travel document that could be used to enter the country.

Purpose

The communication plan will describe the communications that take place with people and organizations that have an interest in the Washington State enhanced driver license and identification card (EDL/ID) pilot. The plan identifies interested parties, outlines their information needs and describes the processes and methods that will be used to meet those needs.

As the pilot progresses, the information needs may expand or change. This document will be updated as needed to meet any changing communication needs.

This plan is intended to ensure that communication needs are identified and planned for, and that the appropriate parties are informed at proper points in the process.

Communication Goal

To provide complete and timely information to individuals and organizations who have an interest in the pilot. The pilot will operate with open communications, where pilot information is readily available and information exchange is encouraged.

Make Washington residents aware of the voluntary processes and benefits of an enhanced driver license or identification card.

Target Audience

Washington residents, businesses, stakeholders, federal and state agencies, travel agents, libraries, ferries, buses, trains, Chambers, etc.

Key Messages

1. An EDL/ID card is a secure, inexpensive alternative travel document that can be used to enter the country via land or sea borders.
2. Applying for the EDL/ID is voluntary.
3. EDL/ID requires applicants to prove U.S. citizenship, identity, and residency.

Strategies and Tactics

Strategy 1 - Develop open and consistent lines of communication and coordination between all interested parties.

Tactic 1 – Identify key stakeholders and outreach team members.

Tactic 2 – Use regularly scheduled meetings to convey pilot objective status and key issues with proposed outreach team members.

Tactic 3 – Develop and implement stakeholder management processes. *DOL EDL Steering Committee, Gigi Zenk*

Tactic 4 – Develop internal lines of communication and organization.

Tactic 5 – Identify a DOL central point of contact for all external inquiries.

Strategy 2 - Implement statewide education campaign using multi media

Tactic 1 – Issue RFP. *Gigi Zenk, April 16*

Tactic 2 – Select public relations firm. *Liz Luce, Becky Loomis, Antonio Ginatta, Scott Heinz, Brad Benfield, May 17*

Tactic 3 - Work with PR firm to determine dates for publicity, etc. *Gigi Zenk & Outreach Team*

Tactic 4 – Appoint dedicated Communications and Education staff member to help manage program marketing and communications. *Gigi Zenk*

Tactic 5 – Utilize existing agency communications methods and tools in addition to paid marketing and advertising. *Communications and Education staff*

Strategy 3 – Create pilot outreach team ([Refer to team charter for details](#))

Tactic 1 - Work in partnership with interested parties. *Liz Luce, Sharon Whitehead*

Tactic 2 – Guide statewide multi media campaign. *Outreach team*

Tactic 3 – Pursue and participate in outreach opportunities throughout the state. *Outreach team.*

Tactic 4 – Work with interested parties in distributing information such as travel agents, libraries, ferries, buses, trains, Chambers, etc. *Communications Consultant*

Tactic 5 – Meet with community leaders in border communities and Canadian counterparts. *Liz Luce*

Tactic 6 – Identify opportunities with the Governor's Press Office for the Governor to promote the program. *Communications Consultant*

Proposed Outreach Team members:

- BESTT - Darrell Bryan, Victoria Clipper
- PNWER - Matt Morrison, Executive Director
- Governor's Office - Antonio Ginatta
- Military Department - Scott Heinze
- Customs and Border Patrol - Mike Milne or other appointed rep. By DHS
- State Department - Trip Atkins
- Association of Washington Cities - (Executive Director to appoint contact)
- CTED – (Director to appoint contact)
- DOL Project Steering Committee – Liz Luce

- Washington State Association of Counties - (Executive Director to appoint contact)
- Association of Washington Businesses - (Executive Director to appoint contact)

Budget

The budget total for the PR plan is \$130,000