



Marketing the Road Charge

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“What if we don’t change at all ...
and something magical just happens?”



I don't
think so!



PUBLIC



PRIVATE



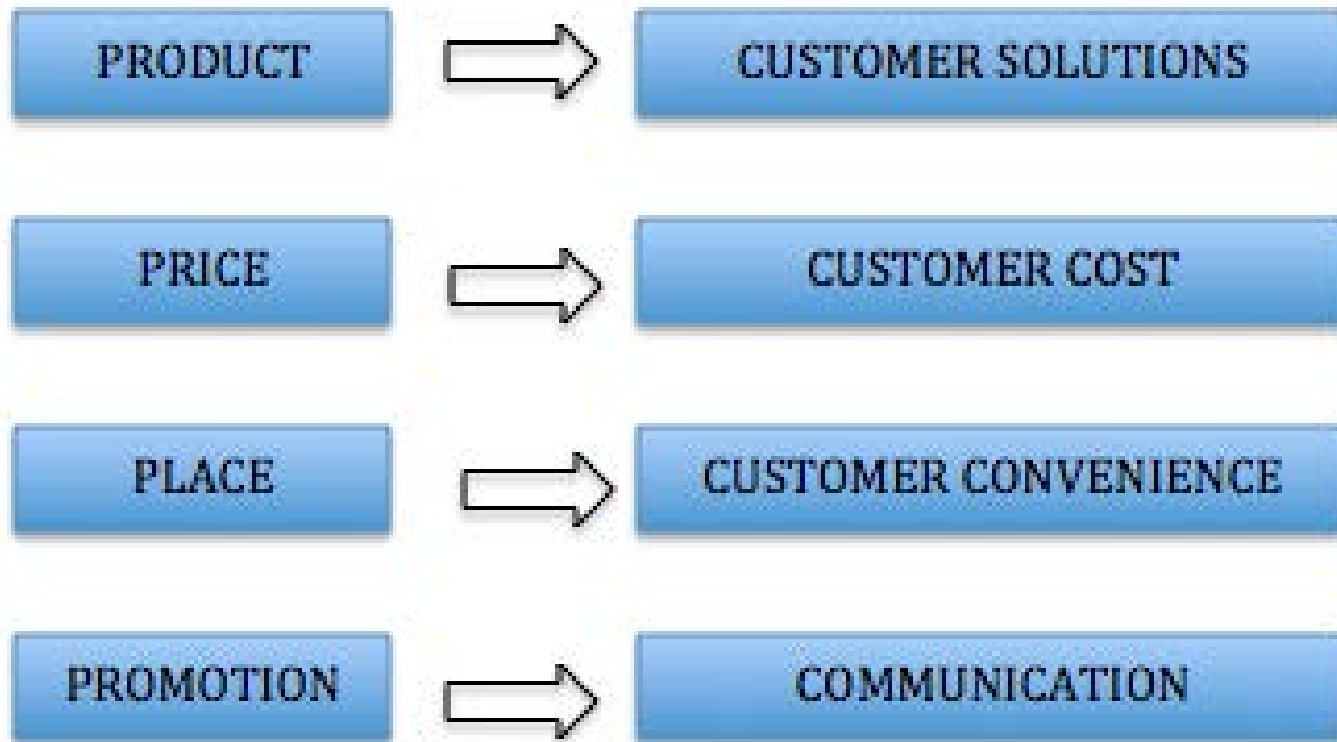
TRUST



Democratic governments exist to serve their citizens. Businesses exist to make profits. And yet it is business that searches obsessively for new ways to please the American people. Most American governments are customer-blind, while McDonald's and Frito-Lay are customer-driven. This may be the ultimate indictment of bureaucratic government.

–David E. Osborne and Ted Gaebler.
*Reinventing Government:
How the Entrepreneurial Spirit is Transforming the Public Sector*
(New York: Plume Books, 1993)







Invite marketing to the table.

<http://www.nbc.com/node/212106/video/1221231?auto=true#vc212086=1>



*Next to doing the right thing,
the most important thing is to
let people know you are
doing the right thing.*

—John D. Rockefeller

