



Color Your Roads!

State Transportation Board Presentation
August 21, 2008





Wildflower Program

The Georgia Department of Transportation's Wildflower Program creates a colorful roadside experience that gives Georgia citizens a sense of pride, and visitors another good reason to visit our beautiful state.



Blooming Beginnings...

- ❖ The Department sold its first Wildflower tag in **2000**.
- ❖ Almost **150,000** “*Blackeyed Susan*” tags have been sold overall.
- ❖ Wildflower tag proceeds have funded **1300** total acres over the last eight years.





Petal Pushing...

- ❖ Almost **9,000** “*Blackeyed Susan*” tags sold in 2008.
- ❖ More than **200** acres of wildflowers planted in 2008.
- ❖ Almost **400,000** daffodils planted since fall 2006.
- ❖ Sale of the current Wildflower tag has generated more than **\$200,000** this year.



Blossoming Opportunity...

- ❖ New tag designed to revitalize Wildflower Program
- ❖ Cooperative effort directed by Communications Office and Maintenance Office
- ❖ Internal and external design collaboration
- ❖ Focus group formed to get objective input



Budding Success...

- ❖ New tag now available for purchase.
- ❖ Poster mailed to all state County Tax Commissioners
- ❖ Statewide press release sent to announce new tag to media

Presenting...

