

Partner Toolkit: I-285 Top End Express Lanes

GEORGIA DOT PARTNER TOOLKIT

Please use this toolkit to support communication efforts for the I-285 Top End 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. Please copy and paste these communication assets into your organization's email announcements, social media networks, and other communication channels.

NEWSLETTER ARTICLE/EMAIL ANNOUNCEMENT

I-285 Top End Express Lanes Update and What's Ahead for 2021

After hosting several successful Public Information Open Houses (PIOH) early in 2020, the [I-285 Top End Express Lanes Project](#) continues to move toward its next milestones in 2021. The team has been working through the design and environmental documentation stages of project development throughout 2020 under "One Federal Decision" (OFD). A 2017 executive order set the policy requiring federal agencies to process environmental reviews and authorization decisions, prescribed by the National Environmental Policy Act (NEPA), for "major infrastructure projects" as one decision.



For the I-285 Top End Express Lanes Project, this means identifying and describing a preferred alternative in the draft Environmental Impact Statement (EIS). This will feature comparative information about the layout, features, and impacts of the alternatives considered, as well as analyses of a broad range of resources, including wetlands, waterways, threatened and endangered species, community resources, historic resources, socioeconomic impacts to adjoining properties/communities, transportation impacts, etc. Field surveys have been underway since earlier this year to capture these details. The draft EIS is expected to be published in the second quarter (Q2) of 2021 and will be made available for a 45-day public comment/review period.

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Public Hearing Open House (PHOH) meetings are also being planned and are currently anticipated for Q2 2021. Attendees can learn more about the project and provide their feedback. The draft EIS will also be available for review during the PHOHs.

For more information on the project, please visit <https://majormobilityga.com/projects/topend/>.

Contact Us

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404-978-7490 (voicemail)

PROPOSED SOCIAL MEDIA POSTS

SOCIAL MEDIA HANDLES

For Facebook, please use [@Georgia DOT](#)

For Twitter and Instagram, please use
[@GADeptofTrans](#)



Facebook:

Do you live, work, or play along the northern half of I-285? Mark your calendar Q2 2021 when [@GeorgiaDOT](#) is expected to hold Public Hearing Open House (PHOH) meetings for the I-285 Top End Express Lanes. It's one of your chances to offer comments on the proposed mobility solution. Check out <https://majormobilityga.com/projects/topend/> for updates. #285TopEnd #GAExpressLanes

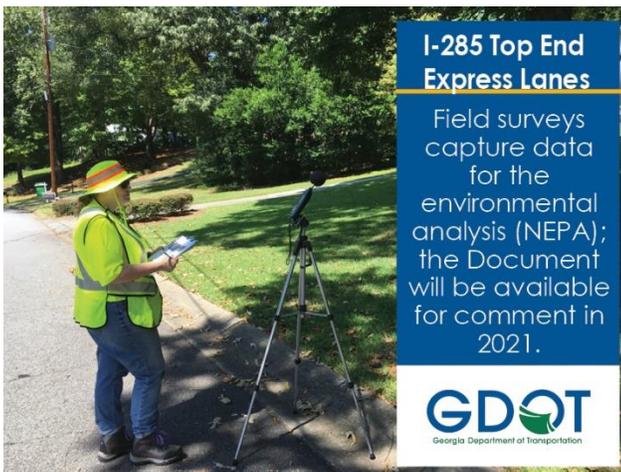
Twitter/Instagram:

Do you live, work, or play along the northern half of I-285? Mark your calendar Q2 2021 when [@GADeptofTrans](#) is expected to hold Public Hearing Open House (PHOH) meetings for the I-285 Top End Express Lanes. It's one of your chances to offer comments on the proposed mobility solution. Check out <https://majormobilityga.com/projects/topend/> for updates. #285TopEnd #GAExpressLanes

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The northern portion of I-285 in metro Atlanta is one of the most heavily traveled and congested interstate highways in America. The I-285 Top End Express Lanes will offer more reliable trip times and a connected transportation network as it links other express lane projects. #GAExpressLanes Visit <https://majormobilityga.com/projects/topend/> to learn about the benefits and upcoming opportunities for community feedback in 2021. #285TopEnd



#DYK part of the development process for the I-285 Top End Express Lanes involves collecting and analyzing field data on a broad range of resources? This includes waterways, community and historic resources, and impacts to local communities to name a few. Data from the ongoing field work will be incorporated into the draft Environmental Impact Statement (EIS) that identifies a preferred alternative for the project. The draft EIS also offers an opportunity for public comment. Check out <https://majormobilityga.com/projects/topend/> for updates. #285TopEnd #GAExpressLanes

IMAGES/VISUAL ASSETS

Access to the images and graphics above can be obtained using the following link: <https://bit.ly/3alxy7C>

QUESTIONS/COMMENTS

Contact Georgia DOT by email topendexpresslanes@dot.ga.gov, through the project voicemail 404-978-7490, or visit the project website <https://majormobilityga.com/projects/topend/>.