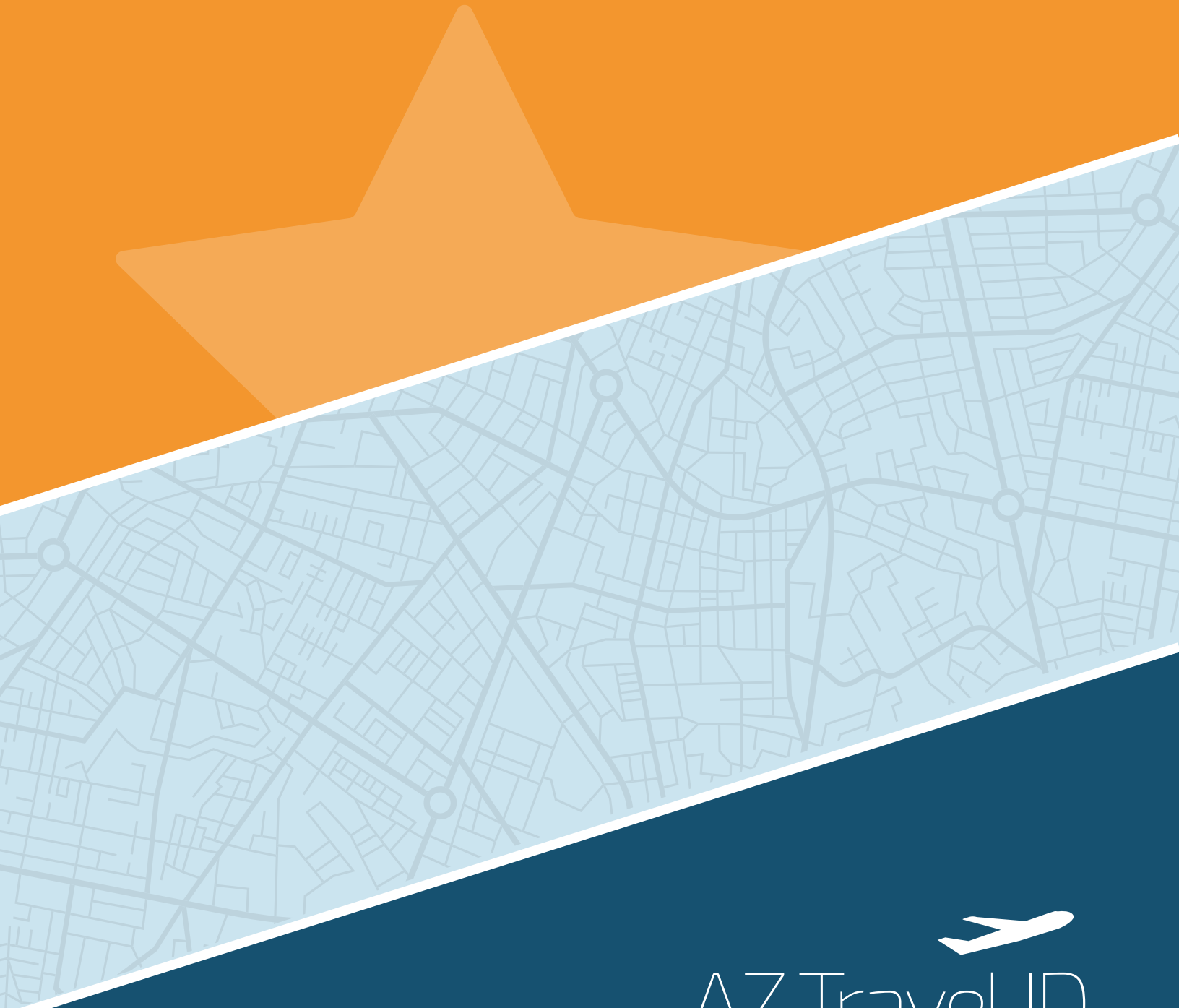


AZ Travel ID

2020 Communications Toolkit



AZ Travel ID



Will Your License Fly?

AZ Travel ID Toolkit

How to use this document

On October 1, 2020, the U.S. Department of Homeland Security will officially begin enforcing the REAL ID Act at airports. This will require all Americans to present REAL ID-compliant identification to go through security. For Arizona residents, that ID is called the AZ Travel ID.

We need your help educating Arizonans on the importance of getting the AZ Travel ID or other compliant ID, and how to get one. We have prepared several pieces of collateral and assets for various media channels to assist you in communicating this request both internally and externally.

If you need additional assistance, please reach out to the following contacts:

Josh Coddington

Director of Communications & PIO
Arizona Office of Tourism
602.364.3723 – office
480.438.4700 – mobile
jcoddington@tourism.az.gov

Doug Nick

Assistant Communications Director
for Customer Outreach
Arizona Department of Transportation
602.712.7259 - office
480.271.7681 - mobile
dnick@azdot.gov

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AZ Travel ID

Identity Elements

Download All Assets

Click the link above to download all toolkit assets.

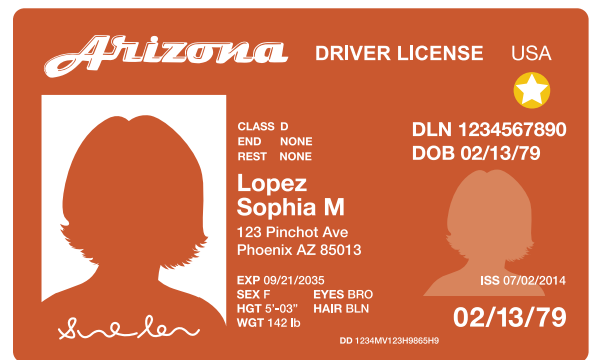
Logo

Use: This logo can be used as part of an email signature or serve as a stand alone button to link to AZTravelID.com.



License graphics

Use: These license images can be used as callouts or email graphics to illustrate what the new AZ Travel ID looks like. These should link to AZTravelID.com.



AZ Travel ID Comms

PR Outreach Strategy

[Download All Assets](#)

Click the link above to download all toolkit assets.

Targeted Stakeholders:

- State Agencies
- Local Government Agencies
- Elected Officials
- Business Groups
- Community Organizations
- Large Companies

Ask:

- For support for our statewide campaign to educate internal stakeholders and the overall public about the importance of getting an AZ Travel ID.
- Use internal communications channels to encourage members, employees or constituents to get their AZ Travel IDs.
- Use external communications channels to promote that organizations are making getting an AZ Travel ID a priority, and encourage others to do the same.

Timeline:

- Our target push timeframe is late February through November.
- Engagement will continue but will be considerate of simultaneous 2020 AZ Census push.
- We will make our final push in late August and September 2020 with maximum urgency ahead of the Oct. 1, 2020 deadline.

AZ Travel ID Comms

Talking Points

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: These talking points can be used to quickly highlight the key elements and facts of AZ Travel ID.

- Starting October 1, 2020, new federal rules will take effect requiring airport TSA officials to only accept AZ Travel ID driver's licenses to pass through airport security.
- AZ Travel IDs, which are valid Arizona driver's licenses, are distinguished by a gold star in the upper right corner.
- Passports or other federal IDs will also work at airport security, but old Arizona driver's licenses and state ID cards will not be accepted.
- We are urging all Arizonans to get their AZ Travel IDs now to avoid the rush as the deadline nears.
- Here's the easiest way to get an AZ Travel ID:
 1. Visit www.AZTravelID.com and fill out an online application.
 2. Schedule an appointment at your nearest MVD Office.
 3. Bring the necessary documents to your appointment
- Scheduled appointments take approximately 15 minutes. The new AZ Travel ID will arrive in the mail in about two weeks.
- Arizonans can also obtain an AZ Travel ID from one of the third-party MVD offices, many of which are open on Saturdays.
- Please share this message with friends and family.
- Remember, **don't get grounded by these new federal ID rules. Get your AZ Travel ID now.**

AZ Travel ID Comms

Stakeholder Outreach Email

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: This letter can be sent to executives, elected officials, organizations, businesses and groups as a quick reference on our AZ Travel ID campaign and how they can help.

Subject: AZ Travel ID 'Will Your License Fly?' Campaign

We're working to ensure all Arizonans are aware of the federal government's changes to ID requirements for U.S. domestic air travel and what they can do to be ready ahead of the deadline. The key to success for this campaign is a strong collaborative effort from organizations, companies, governments and leaders across the state. This is why we're asking for your help.

On October 1, 2020, if you're an American above the age of 18 and traveling by air within the U.S., whether it's for business or leisure, you will need an AZ Travel ID or another acceptable form of ID to get through air travel security checkpoints and board your flight.

The easiest way to be ready ahead of the deadline is to make an appointment with the MVD now to upgrade your Arizona Driver License to an AZ Travel ID.

How you can help:

We have 2 simple asks to help with this campaign.

1. Encourage your organization's leaders and employees to get their AZ Travel IDs as soon as possible. The easiest way is to make an appointment.
2. Show that your organization is making AZ Travel IDs a priority. Encourage your extended networks (colleagues, customers and constituents) via newsletters, social media or any other appropriate communications channels to get their AZ Travel IDs as soon as possible.

Resources:

We have prepared several pieces of collateral – available at the Campaign Toolkit link below – to assist you in communicating this request both internally and externally.

The Campaign Toolkit Provides:

- A brief description of the changing domestic flight requirements and the need to obtain an AZ Travel ID
- Example social media posts to show your organizational support for AZ Travel ID
- A campaign timeline highlighting when official marketing and communications pieces will be sent out
- Images to use in internal communications and on social media channels
- A sample outreach email

Again, thank you for your participation in making the AZ Travel ID public awareness campaign a success and please feel encouraged to reach out to me, Josh Coddington or Doug Nick with any questions or concerns.

AZ Travel ID Campaign Contacts:

Josh Coddington

Director of Communications & PIO
Arizona Office of Tourism
602.364.3723 – office
480.438.4700 – mobile
jcoddington@tourism.az.gov

Doug Nick

Assistant Communications Director for
Customer Outreach
Arizona Department of Transportation
602.712.7259 - office
480.271.7681 - mobile
dnick@azdot.gov

AZ Travel ID Comms

Organizational Newsletter
or Email

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: For participants to communicate the AZ Travel ID message to their stakeholders.

SUBJECT: Will your driver's license fly? 8 months away from new rules

Dear Team,

I'm writing with an important update that may impact whether you will be able to travel by plane. Starting October 1, 2020, new federal rules take effect and airport TSA officials will only accept AZ Travel ID driver's licenses when you pass through airport security. You know you have an AZ Travel ID if you see the gold star in the upper right corner. Passport or other federal ID will also work at airport security, but old Arizona driver's licenses and state ID cards will not be accepted!



We want to make sure you beat the rush and get your AZ Travel ID, ASAP.

Here's the easiest way to get an AZ Travel ID:

- 1 Visit www.AZTravelID.com and fill out an online application
- 2 Schedule an appointment at your nearest MVD Office
- 3 Bring the necessary documents to your appointment

Scheduled appointments take approximately 15 minutes, and the new AZ Travel ID will arrive in the mail in about two weeks. Arizonans can also obtain an AZ Travel ID from one of the third-party MVD offices, many of which are open on Saturdays.

Please share this message with friends and family. Remember, **don't get grounded by these new federal ID rules. Get your AZ Travel ID now.**

Thank you,

{Signature}

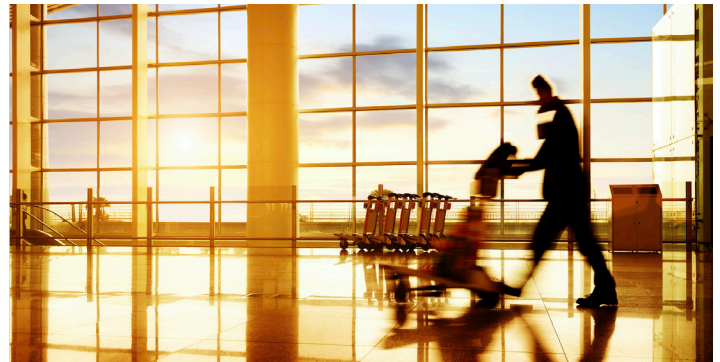
AZ Travel ID Social Media

Sample Posts

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: These suggested posts are provided to help you drive time-relevant messages about AZ Travel ID to your audiences.



ANYTIME

We're proud to join Arizonans across the state in making it a priority to get our AZ Travel IDs now, before the rush! #WillYourLicenseFly? [link to AZTravelID.com]

FEBRUARY 2020

Planning on flying to Miami for the Big Game this year? Include getting an AZ Travel ID as part of your preparations, especially so you're all ready to come to Arizona for the Superbowl in 2023! #WillYourLicenseFly? [link to AZTravelID.com]

Since you're already looking for the perfect Valentine's Day reservation at one of Arizona's many amazing restaurants anyway, take a quick side trip to AZTravelID.com to book a time to get your AZ Travel ID, because there's nothing sweeter than hassle-free flying!

AZ Travel ID Collateral

Posters

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: These poster files can be downloaded and printed for use in offices, at front desks and in waiting areas.

Posters

24" x 36"



AZ Travel ID Collateral

How-To One Sheet

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: Download this digital file to share with your audiences or to print and distribute.

8.5" x 11"

New federal airport ID rules start Oct. 1, 2020. Get the AZ Travel ID.



1

Application

Visit AZTravelID.com and complete the Travel ID application

2

Plan an Office Visit

Schedule appointment at an MVD office or go anytime to select Authorized Third Party Driver License offices (many are open on Saturdays)

3

Identification

Bring the following original identification documents

- 1) Birth Certificate or U.S. Passport (to establish legal presence)
- 2) Social Security Card or W-2 form (to confirm Social Security info)
- 3) Two documents with your current address, such as bank statements or utility bills (to confirm proof of residency)

4

Complete the Process

Check in at your local MVD, or Third Party Office.

Meet with a service representative to review your documents, take a photo and pay \$25 for your new ID. Watch your mail for your new AZ Travel ID.

AZ Travel ID
Will Your License Fly?

AZTravelID.com for more information.

AZ Travel ID Collateral

FAQ Card

[Download All Assets](#)

Click the link above to download all toolkit assets.

Use: Download this digital file to share with your audiences or to print and distribute.

4" x 9"



The FAQ card features a light blue background with a stylized airplane icon at the top. The title "AZ Travel ID" is in a large, light blue font, with a gold star icon below it. Below the title is the question "Will Your License Fly?". A sample Arizona Driver License is shown, featuring a gold star in the top right corner. The license details include: Lopez Sophia M, 123 Pinchot Ave, Phoenix AZ 85013, DLN 1234567890, DOB 02/13/79, ISS 07/02/2014, and EXP 09/21/2035. Below the license is the text "Don't Get Grounded!" and "Starting October 1, 2020, you will need a Driver's License or AZ Travel ID with the Gold Star at TSA security checkpoints." The card also includes the question "How do you know if your ID will fly?" and the answer "Look for the gold star!". At the bottom, it says "Don't wait! Get started today at AZTravelID.com".

AZ Travel ID

Will Your License Fly?

Arizona DRIVER LICENSE USA

CLASS D
END NONE
REST NONE

Lopez Sophia M
123 Pinchot Ave
Phoenix AZ 85013

DLN 1234567890
DOB 02/13/79

ISS 07/02/2014

EXP 09/21/2035
SEX F EYES BRO
HGT 5'-03" HAIR BLN
WGT 142 lb

02/13/79

DD 1234MY123H8865H9

Don't Get Grounded!

Starting October 1, 2020, you will need a Driver's License or AZ Travel ID with the Gold Star at TSA security checkpoints.

How do you know if your ID will fly?
Look for the gold star!

Don't wait!
Get started today at
AZTravelID.com

- Why:** The Travel ID is a nationwide TSA security change which requires an AZ Travel ID or another form of identification for domestic travel and entry into restricted federal buildings and military bases.
- Who:** Arizona residents
- When:** Starting October 1, 2020
- How:** Visit [AZTravelID.com](#) to apply online and schedule your appointment today.
- Where:** Any Arizona MVD office or select authorized third-party driver license location
Appointments are recommended, but not required.
- What:** You must bring documents from each of these three categories of identification when you come to your AZ Travel ID appointment. All documents must be originals or certified copies in English, certified by the issuing agency.



- **Proof of identity:**
Documents accepted (Bring 1)
 - Birth certificate
 - U.S. passport
 - Passport card



- **Proof of Social Security Number:**
Documents accepted (Bring 1)
 - Social security card
 - W-2 form



- **Proof of Arizona Residency:**
Documents accepted (Bring 2)
 - Utility bills
 - Credit card statements
 - Bank statements
 - Insurance policies

AZTravelID.com
for more information