CV Pilot Deployment Program

Phase 1

Deployment Outreach Plan – ICF/Wyoming DOT - Final

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16. Abstract

The Wyoming Department of Transportation's (WYDOT) Connected Vehicle (CV) Pilot Deployment Program is intended to develop a suite of applications that utilize vehicle to infrastructure (V2I) and vehicle to vehicle (V2V) communication technology to reduce the impact of adverse weather on truck travel in the I-80 corridor. These applications support a flexible range of services from advisories, roadside alerts, parking notifications and dynamic travel guidance. Information from these applications are made available directly to the equipped fleets or through data connections to fleet management centers (who will then communicate it to their trucks using their own systems). The pilot will be conducted in three Phases. Phase I includes the planning for the CV pilot including the concept of operations development. Phase II is the design, development, and testing phase. Phase III includes a real-world demonstration of the applications developed as part of this pilot.

This document presents a plan to effectively conduct outreach efforts in Phase II and Phase III to ensure that the results of the pilot are widely shared with the transportation community and elicit buy-in for continued investments from a diverse set of stakeholders including the public, state and local decision makers. The Outreach Plan identifies key stakeholders and audiences with whom this project should interact and also presents the approaches and techniques that will be used to engage each audience type.

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1 Introduction

1.1 Project Scope

Wyoming Department of Transportation (WYDOT) is one of the Connected Vehicle (CV) Pilot sites selected to showcase the value of and spur the adoption of CV Technology in the United States. CV Technology is a broad term to describe the applications and the systems that take advantage of dedicated short-range communications (DSRC) between vehicle to vehicle (V2V) and vehicle to infrastructure (V2I) to improve safety, mobility and productivity of the users of the nation's transportation system.

As one of the three selected pilots, WYDOT is focusing on improving safety and mobility by creating new ways to communicate road and travel information to commercial truck drivers and fleet managers along the 402 miles of Interstate 80 (I-80 henceforth) in the State. For the pilot project, WYDOT will work in a planning phase through September 2016. The deployment process will happen in the second phase (ending in September 2017) followed by an 18-month demonstration period in the third phase (starting in October 2017).

Outreach efforts will support these two phases by ensuring that the pilot project is promoted within the transportation community and the media, increasing awareness of the project within the public community, and eliciting buy-in for continued investments from a diverse set of stakeholders including the public and state and local decision makers.

1.2 System Overview

This project will develop systems that make relevant information directly available to, and shared among, equipped fleets. Information is also shared through linkages with fleet management centers (who will then communicate it to their trucks using their own communication systems) and other external agencies and partners.

Supporting the applications and the CV environment of roadside, vehicle and back-office infrastructure are core services that allow safe, secure, reliable operations of the system. The main project objectives of the pilot to be accomplished and demonstrated are as follows:

- Deploy and operate a set of vehicles that are equipped with on-board units (OBU) with DSRC connectivity. These vehicles will be a combination of snow plows, fleet vehicles, emergency vehicles and private trucks that will broadcast a basic safety message, collect vehicle, weather and road condition data, and provide it remotely to the WYDOT Transportation Management Center. These vehicles will also receive in-vehicle alerts through the infrastructure and wirelessly from various applications developed as part of the pilot through a human-machine interface (HMI)
- Deploy roadside units (RSUs) with DSRC connectivity that are able to transmit advisories and alerts to equipped vehicles along I-80.

- Leverage the data provided from the equipped vehicles to develop and demonstrate a suite of V2V and V2I applications. As part of the pilot, several applications will be developed to support wide-area travel advisories, variable speed limit postings, forecast road condition information, spot-specific warnings, work zones, emergency alerts, and parking notifications.

A detailed explanation of the Wyoming CV Pilot project can be found in *Connected Vehicle Pilot Deployment Program Phase I, Concept of Operations (ConOps) (*Gopalakrishna, et al., 2015).

1.2.1 Major System Capabilities

Eight functions are performed by the system of interest:

1. Collect CV Data – Connected vehicle data from field may be collected from vehicle OBUs directly or through RSUs. Data collected include Basic Safety Messages Part I and Part 2, Event Logs and other probe data (weather sensors, etc.). These messages are ingested into the operational data environment (ODE) where the data is then further channeled to other sub-systems.
2. Fuse relevant weather data - Data used for weather-related processing are passed from the ODE to the PikAlert System. These may include directly measured weather observations or information from vehicles that may support understanding of weather. The PikAlert system also fuses external non-CV data (such as NWS warnings, alerts, NOAA radars).
3. Generate Alerts and Advisories - The PikAlert system then generates segment-level advisories and alerts of road conditions both current and forecast based on customizable thresholds.
4. Support Data Brokerage - The WYDOT Data Broker is a sub-system that is responsible for interfacing with various WYDOT Transportation Management Center (TMC) systems gathering information on current traffic conditions, incidents, construction, operator actions and road conditions. The data broker then distributes information from PikAlert, the ODE and the WYDOT interfaces based on business rules. The data broker develops a traveler information message (TIM) for segments on I-80, and provide event or condition information back to the WYDOT interfaces.
5. Distribute TIM Messages – The data broker distributes the TIM message to the operational data environment (ODE) which will then communicate the message back to the OBUs, RSUs and the situational data warehouse (SDW).
6. Store data – Data generated by the system (both from the field and the back-office sub-systems) are stored in the WYDOT data warehouse.
7. Measure and manage performance – System monitoring and performance measurement are conducted based on the data collected in the data warehouse on periodic basis.
8. Support safety and situational awareness - In the field, vehicle OBUs and RSUs communicate over DSRC to support both situational awareness and safety awareness applications.

The system functions described in the previous paragraphs are implemented through the following seven applications that combine both the back-office and mobile distribution capabilities:

- Road Weather Advisories for Trucks - This application provides the capability of collecting road weather data from WYDOT Fleets and Connected Trucks and using that data to develop short-term warnings or advisories that can be provided to individual commercial vehicles or to commercial vehicle dispatchers.
- Automatic Alerts for Emergency Responders - This application provides the capability for connected trucks to transmit an emergency message when the vehicle has been involved in a crash or other distress situation.

- CV-enabled Weather-Responsive Variable Speed Limits - This application uses road weather information from connected trucks and WYDOT Fleet vehicles as well as current and historical data from multiple sources to determine the appropriate current segment-specific safe speed and other traffic management strategies.
- Spot Weather Impact Warning - This application will alert drivers to unsafe conditions or road closure at specific points on the downstream roadway as a result of weather-related impacts (e.g., high winds, flood conditions, ice, and fog).
- Work Zone Warnings - This application provides information about the conditions that exist in a work zone to vehicles that are approaching the work zone.
- Situational Awareness - The application determines if the road conditions measured by other vehicles represent a potential safety hazard for the vehicle containing the application.
- Freight-Specific Dynamic Travel Planning- This application provides both pre-trip and en-route travel planning, routing, and commercial vehicle related traveler information for fleet management center.

1.3 Purpose of the Report

This report will outline the key outreach channels and delivery mechanisms for information on the CV pilot. In order for the Wyoming CV pilot to reach its full potential there must be a comprehensive communications strategy supported by actionable, results-oriented, and flexible activities and outreach materials that help to drive pilot program participation and achieve intended objectives.

1.4 Organization of the Report

The Outreach Plan consists of the following sections:

- Chapter 2 References – This chapter provides reference information of the support documents used.

- Chapter 3 Acronym List – This chapter provides a list of the acronym used in this document.

- Chapter 4 Stakeholder Identification and Analysis – This chapter identifies the key audience groups that the plan is intended to reach.

- Chapter 5 Outreach Channels – This chapter outlines the various outreach activities or communications tactics, as well as the preliminary schedule of planning and implementation of the channels.

Chapter 0

- Outreach Collateral – This chapter describes the set of marketing materials that will support the efforts of the outreach channels, as well as the preliminary schedule for planning and implementation of the collateral.

- Chapter 7 Communication Management – This chapter describes the roles and responsibilities of the members of the outreach team.

- Chapter 8 Outreach Effectiveness – The chapter defines the measures of effectiveness used to evaluate the outreach plan.

- Chapter 10 Outreach Plan Updates – This chapter explain the different updates that will be perform to the plan as the project evolves from phase to phase.

2 References

The following table lists the documents, sources and tools used to develop the concepts in this document.

Table 2-1. References.

#	Documents, Sources Referenced
1	Deepak Gopalakrishna, et al. (2015). *Connected Vehicle Pilot Deployment Program Phase I, Concept of Operations (ConOps), ICF/Wyoming*. U.S Department of Transportation.

3 Acronym List

Table 3-1. Acronym List.

Acronym	Definition
CV	Connected Vehicle
DSRC	Dedicated short-range communications
HMI	Human-Machine Interface
I-80	Interstate 80
ITE	Institute of Transportation Engineers
ITS America	Intelligent Transportation Society of America
OBU	Onboard Unit
OCS	Operational Capability Showcase
OCSP	Operational Capability Showcase Plan
OCSS	Operational Capability Showcase Summary
RSU	Roadside Unit
SXSW	South by Southwest
TMC	Transportation Management Center
TRAC	Transportation Reports and Action Console
TRB	Transportation Research Board
V2I	Vehicle to Infrastructure
V2V	Vehicle to Vehicle
WYDOT	Wyoming Department of Transportation

4 Stakeholder Identification and Analysis

Many different audience groups will be interested in this pilot and its outcomes, for a variety of different reasons. Understanding the potential audience groups will ensure the outreach materials and outreach activities cover all the interests of the audience groups. Figure 4-1 identifies the preliminary list of audience groups we anticipate showing interest in this pilot. This list may continue to grow as the pilot progresses and will be updated as needed. This list also may change as the pilot reaches different stages of development and deployment

4.1 Key Audience Groups

The key audience groups that this outreach plan will target are displayed in Figure 4-1. This list was developed based on initial interest expressed during Phase I, as well as anticipated interests by various stakeholders the project has already interacted with.
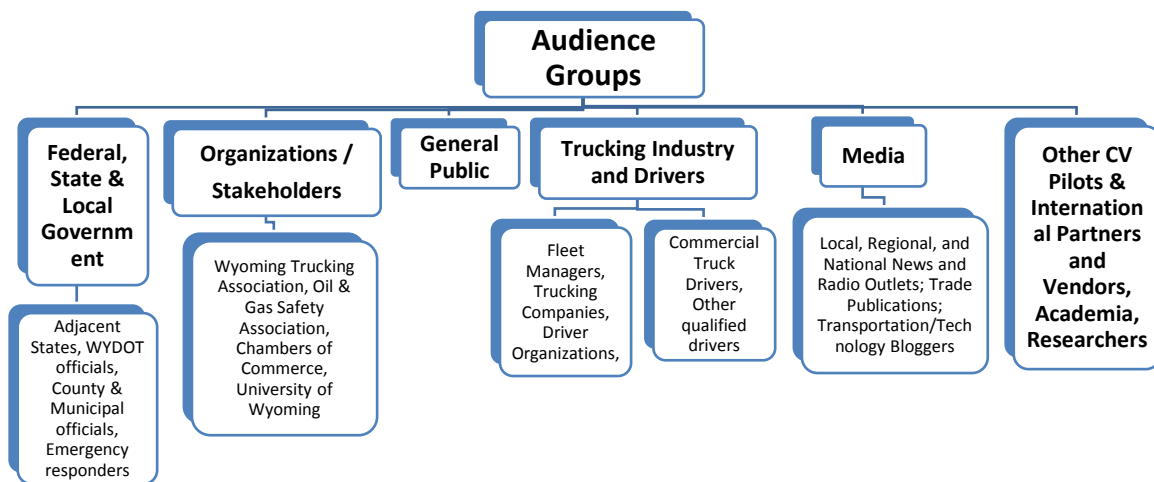
Figure 4-1. Key Audience Groups

4.2 Key Messages

Typically, messaging fall into two categories:

1. Primary messages that will resonate with most audience groups and cover the overarching elements of the program, and

2. Secondary messages that will target specific interests and/or pain points of the various audiences.

The primary message of the Wyoming CV pilot emphasizes that the pilot improves safety and reduces collisions on Wyoming's roadways. Secondary messaging promotes the pilot's effect on things such as improving efficiency, business continuity, productivity, and mobility/traffic congestion caused by adverse weather related incidents. An additional secondary message showcases the program as an innovative and smart usage of taxpayer resources for the public good (i.e., saving lives and improving traffic flow at the same time).

Calls-to-action for audience groups ensure that messaging provides clear and simple guidance on actions the audience can or might take.

Table 4-1 shows which primary and secondary messages will be used with each audience group.

Table 4-1. Audience Messaging

Message	Audience						
	Federal/State/Local Government	Stakeholders	Trucking Industry	Media	General Public	Other CV Pilots & International Partners, Academia, Researchers	Vendors
Primary Message theme							
The Wyoming CV pilot uses state of the art technology to make our highways safer and reduce accidents.	X	X	X	X	X	X	X
The Wyoming CV pilot saves lives and improves traffic flow at the same time.			X	X	X		
Wyoming's CV pilot technology is easy and safe to use, and protects drivers' privacy.			X	X			
Secondary Message themes							
The Wyoming CV pilot improves efficiency, helps business continuity and productivity, and reduces traffic congestion by minimizing weather-related accidents.	X	X	X	X			
The Wyoming CV pilot is an innovative and worthwhile usage of taxpayer resources for the public good.	X			X	X		
The Wyoming CV pilot is a model for how to use innovative technology to improve quality of life for drivers, businesses, and residents.	X	X				X	

The purpose of outreach is to build awareness about and support for this pilot and the goals it is trying to accomplish. A secondary purpose of outreach is to help recruit driver participants in the demonstration phase of the pilot. Successful outreach means that each audience group has played a role in these purposes. To achieve successful outreach, the Wyoming Outreach Team has its own goals for each audience group. The outreach goals for each audience group are listed in Table 4-2.

Table 4-2. Outreach Goals by Audience Group

Audience Group	Outreach Goal
Federal/State/Local Government	Establish understanding, awareness and support (preferably public support) of the pilot.
Stakeholders	Establish understanding, awareness and support. Achieve partnerships that will allow stakeholders to share positive information about the pilot to their members/customers.
Trucking Industry	Successfully communicate with key players in the trucking industry and gain their support of the pilot, and commitment to recruit drivers to participate.
Media	Ensure that all identified and relevant media outlets are contacted and informed of the pilot and invited to the press events. Secure positive press about the pilot.
General Public	Achieve public support for the pilot, and mitigate negative public sentiment.
Other CV Pilots	Provide information, training, and best practices/lessons learned.
Vendors	Establish support and garner participation in the pilot.

4.3 Audience Profiles

While the Wyoming Outreach Team has its own goals for the audience groups, each of the seven audience groups have their own specific interests related to this pilot, how it will be deployed, and the outcome that supports their own needs and wants. This project also has desired calls-to-action for each audience group. These needs, wants, and calls-to-actions are identified through a "Know, Believe, Do" exercise, which answers three questions:

- What do we want them to know?

- What do we want them to believe or feel?

- What do we want them to do?

This exercise helps to identify potential messaging challenges, and begin to unearth actionable message themes that will resonate with each group. Table 4-3 through

Table 4-9 presents these needs, wants, and calls-to-actions as a separate audience profile for each audience group.

Table 4-3. Audience Profile - Federal, State, and local government agencies

Federal, State, and Local Government Agencies	
Know	The Wyoming CV pilot is leading the way to implement state of the art CV technology to improve the resilience and efficiency of the transportation network and reduce accidents.
Believe	The Wyoming CV pilot is good for the state's mobility, and economy and provides value to the state's residents.
Do	Go to the Wyoming CV pilot website, learn about us, meet or partner with us, and share information about our pilot to your stakeholders.
Outreach Challenges	Agencies are resource-constrained and may lack the bandwidth to learn about the pilot and promote it. Agencies will need guidance, education and resources to demonstrate the value.
Message Theme	Transportation innovation such as CV technology saves lives, improves the economy, increases efficiency, and enhances mobility. Using the OBU and RSUs to obtain more data can lead to more efficient and accurate performance management.

Table 4-4. Audience Profile - Trucking Industry

Trucking Industry	
Know	You can participate in Wyoming CV pilot and take advantage of the benefits it offers.
Believe	This pilot is secure and protects your privacy. It can help reduce trucking accidents and help mitigate travel impacts from bad weather. It can improve the safety of your employees and enhance your business' bottom line.
Do	Contact us, talk to us at a trade show, and participate in the pilot.
Outreach Challenges	Skepticism about ease of implementation. Difficulty recruiting truck drivers to participate. Concerns about privacy/security.
Message Theme	You have the power to prevent accidents. Wyoming has the technology to help you do it. Let's connect and save lives.

Table 4-5. Audience Profile – Organizations / Stakeholders

Organizations / Stakeholders	
Know	The Wyoming CV pilot is leading the way to implement state of the art CV technology to improve the resilience and efficiency of the transportation network and reduce accidents.
Believe	Partnering and supporting the Wyoming CV pilot supports my organization's mission and shared objectives. The Wyoming CV pilot is good for the state's mobility, and economy and provides value to my customers/members.
Do	Go to the Wyoming CV pilot website, learn about us, meet or partner with us, and share information about our pilot to your stakeholders.
Outreach Challenges	Stakeholders may not be clear on their role in the pilot, or how they can help the pilot to succeed.

Message Theme	CVs reduce accidents and save lives. Learn how your organization can get involved and support this important initiative.

Table 4-6. Audience Profile - Media

Media	
Know	The State of Wyoming has launched a CV pilot that provides state of the art technology that shares real-time information between vehicles, highway infrastructure, the State's transportation management center, and weather centers to help reduce accidents and improve highway safety and efficiency.
Believe	The Wyoming CV pilot is an important initiative and the public needs to know about how it works, and the impact it will have on Wyoming residents and businesses.
Do	Go to the Wyoming CV pilot website, learn about us, schedule a session to see how our technology works, and share information about our pilot.
Outreach Challenges	Defining relevance and benefits of the pilot to the media in a way that will resonate with a variety of target audience groups.
Message Theme	Transportation innovation such as CV technology saves lives, improves the economy and enhances mobility.

Table 4-7. Audience Profile - General Public

General public	
Know	State of Wyoming is introducing technology to improve safety, reliability, and congestion on the state's heavily traveled roadways, particularly during adverse weather conditions.
Believe	The Wyoming CV pilot will help improve quality of life for me, my family, and friends and is worth the state's time and investment.
Do	Spread the word about the CV pilot through my networks and social channels.
Outreach Challenges	Translating a complex/technical program into easy-to-understand messaging that can be understood easily and quickly in lay person's terms.
Message Theme	The Wyoming CV pilot saves lives and improves traffic flow at the same time.

Table 4-8. Audience Profile - Other CV Pilots & International Partners, Academia, Researchers

Other CV Pilots & International Partners, Academia, Researchers	
Know	Wyoming's CV pilot is a leader and model for implementing state of the art CV technology to improve the resilience and efficiency of the transportation network and reduce accidents.
Believe	We can learn and improve our CV pilot by collaborating and sharing with Wyoming CV pilot.
Do	Go to the Wyoming CV pilot website, learn about us, schedule a session to see how our technology works, leverage our lessons learned, and share with us your lessons learned.

Outreach Challenges	Overcoming regional differences pertaining to needs, rollout, and objectives.
Message Theme	The Wyoming CV pilot is a model for how to use innovative technology to improve quality of life for drivers, businesses, and residents.

Table 4-9. Audience Profile - Vendors

Vendors	
Know	The Wyoming CV pilot is leading the way to implement state of the art CV technology to improve the resilience and efficiency of the transportation network and reduce accidents
Believe	Partnering and supporting the Wyoming CV pilot supports my company's mission and shared objectives.
Do	Meet or partner with us.
Outreach Challenges	Vendors may have different business motivations such that their products may not initially provide the need technical specifications to support this pilot's goals.
Message Theme	CVs reduce accidents and save lives. Let your products be part of this important initiative.

5 Outreach Channels

To ensure that the audience types are receiving the appropriate messages, the Wyoming Outreach Team will conduct a variety of outreach channels. Outreach channels are the different strategies or methods that will be used to promote the pilot. Outreach channels can be activities or communication tactics through which this pilot will provide updates about its status. Different outreach channels may focus on different audience types. The outreach channels that will be deployed during Phase II and III of this pilot will be: an online presence, a media strategy, local community outreach, on-site events, trade shows and conference, industry trade journal articles, and USDOT-organized webinars. The development and deployment of these activities are described in this chapter.

Many of the outreach channels will be supported by the same set of outreach collateral (i.e., marketing materials). When the outreach channels are being described in this chapter, any supporting outreach materials will be mentioned. Chapter 0 will describe the outreach materials in more detail.

5.1 Online Presence

Audiences are turning more often to online resources to obtain information. It is imperative that this pilot has a strong online presence where anyone can find up-to-date information at a moment's notice. For this pilot, the web presence will consist of a website and social media posts.

5.1.1 Website

Because WYDOT already has a robust website and a known and trusted brand locally, and to lend authenticity to pages on the World Wide Web, a microsite for the pilot will be developed within the existing WYDOT website. A microsite is a website within a larger website that has its own unique identify/brand and program, and often has its own URL. The benefit of a microsite is that it helps to build brand awareness of a specific program by leveraging the parent website, allows easier tracking related to promotions, and eliminates potential confusion of a long URL that would result if the pilot's webpages were built into the WYDOT website. The dedicated microsite for the WYDOT CV pilot serves as a key information resource supporting our outreach strategy. The microsite is the pilot's main public-facing source of information about the pilot and will be designed to have a broad appeal with content that resonates with both the public and industry or stakeholder groups. The site will be designed to be 508 compliant and in coordination with WYDOT web design guidelines.

The microsite will have three pages with content:

- Home page with rotating carousel highlighting messaging for three overarching audience groups – General Public, Users, and Stakeholders, as well as a timeline showing the past and current status and anticipated future activities. As the pilot progresses, the home page will evolve with additional sections that provide links to new outreach materials posted in the More Information page, pilot status updates, pilot deployment testing results and promotion of any derived benefits that resulted from the testing and deployment, and other information. Links to social media will also be posted here as will any pictures taken of participants in the pilot using the OBUs.

- About Us page with background about the pilot and link to contact the pilot contact representative. This page will also provide a link to the USDOT's CV Pilot Deployment Program website and a contact us form.

- More Information page with all of the outreach materials uploaded and available for download or cross promotion (e.g., downloadable fact sheet, brochure, and infographics, embedded promotional videos). This page will be updated as new outreach materials are developed.

The development and rollout process for the microsite will be as follows:

1. Web Development Kick-off meeting.

2. Requirements gathering for review and approval by WYDOT.

3. Coordination with input from USDOT.

4. Develop a site map and wireframes outlining and describing the content and navigation of the site.

5. Develop site design mock ups and present to WYDOT for review and feedback.

6. Design and develop pages.

7. Testing and QAQC.

8. Deploy/Launch before the first press conference.

5.1.2 Social Media Activities

Social media promotes the pilot, provides updates on progress, and creates a supportive and engaged community that includes the public, stakeholders and participants—all at a low cost and level of effort. Social media content will combine direct calls to action with curated content such as photographs, videos, infographics, etc. that will create a community for the pilot. Social media will be used to promote and disseminate pilot materials, engage and educate community members about the WYDOT CV pilot's initiatives and successes, and drive traffic to the website.

A monthly social media content calendar will be developed that includes scheduled posts, which will coincide with key pilot milestones and activities, and is accompanied by an approval and review protocol (coordinated with WYDOT's Public Affairs office) to ensure timely and relevant posts. WYDOT's Facebook page, Twitter account, and YouTube channel are the primary social media platforms. Facebook increases awareness and support of the pilot. Ideal content is easily shareable, engaging and accessible such as photos, infographics, and content that showcases pilot partners, success stories, and the CV technology itself, with the goal of creating a buzz and sense of community around the CV pilot. Twitter is used in a similar fashion but also can provide real time updates about pilot progress and generate conversation and dialogue during specific phases of the pilot. The content strategy combines organic posts, curated content, and shared posts from stakeholders and partners. Most communications can be cross-promoted on all three channels, increasing engagement and reach.

The development and rollout process for social media posts will be:

- Produce evergreen content calendar, updated monthly with scheduled content. Scheduled content may include links to press releases and the pilot's videos that are posted on the WYDOT YouTube channel.

- Produce spontaneous, unplanned content as needed.

- Establish pilot hashtag, e.g., #WYDOTconnect or #Connectandgo.

- Plan at least two cross-promotional posts per month from other CV Pilots or from other CV international partners.

- Provide quarterly analytics/insights on social media activity.

5.1.3 Reaching the Audiences for the Online Presence

The URL to the microsite will be included on every piece of outreach material so that anyone who is interested in finding out about the pilot can be directed to the microsite. The URL will also be posted on USDOT's CV Pilot Deployment Program website as another opportunity for people to be directed to the microsite. From the microsite, visitors will be able to access WYDOT's social media, which they will be encouraged to follow to receive constant updates about the pilot.

5.2 Media Strategy

Earned media is the publicity or attention received as a result of promotion efforts, as compared to publicity obtained through paid media or advertising. To be as cost effective as possible, earned media will be the primary technique for promoting the Wyoming CV pilot. To reach the variety of target media audience groups identified in Chapter 4, we will use print, radio, and online media channels and will pitch to local, regional and national media outlets.

5.2.1 Press Conferences and Press Releases

The media will be provided project status updates at four separate times during Phase II and III via local, in-person fifteen-minute press conferences and follow-up press releases. The press conferences will be located at WYDOT's main office and the planning will be coordinated with WYDOT's Public Affairs office.

The purpose of each press conference and follow-up press release is to provide an update about the project during the following specific times of the project:

- Pre-Pilot Testing Commencing

- Pre-Pilot Testing Ending & Demonstration Commencing

- Demonstration In-Progress Update (with Winter Months Update)

- Demonstration End & Next Steps

For each press conference, a five-minute speech, accompanied by PowerPoint slides, will be prepared to be read aloud at the press conference. The PowerPoints slides will help illustrate key talking points of the speech. Potential questions that could be posed by the media will be prepared, as will the talking points in response to those potential questions. A dry-run will be conducted one day before the scheduled press conference, with the speaker participating at the press conference location.

The follow-up press release will be a summary of the press conference speech and include any pertinent images, illustrations, or infographics used in the PowerPoint slides.

The press conference speeches and any accompanying PowerPoint slides will undergo one draft, one review by USDOT within 24 hours, and a final version. The press releases will undergo one draft, one

review by USDOT within three days, and a final version. The reason for this short turnaround is because these products will be produced very close to the actual date of the event, so that the information is as up-to-date as possible.

5.2.2 Crisis Management

One of the main goals of this pilot will be to use CVs to reduce the number of blow-over incidents and adverse weather related incidents (including secondary incidents) in the corridor in order to improve safety and reduce incident-related delays. Given this, it is very likely that the media will pay close attention to the accident rate during adverse weather events and try to draw conclusions or comparisons between the accidents and the success of this CV pilot. Thus, talking points must be prepared to address these kinds of comparisons. The advent of adverse weather will call for careful monitoring of the situation. If any incidents occur as a result of adverse weather, the talking points will address whether the accident involved a vehicle that was participating in the pilot. These talking points will be shared with any inquiries from the media.

5.2.3 Reaching the Audiences for the Media Strategy

The Wyoming Outreach Team will coordinate with WYDOT's Public Affairs office to identify the specific local, regional, or national print and radio media outlet targets with whom the Department has forged strong relationships and who will be most interested in this project. These targets include:

- Cheyenne – KRRR
- Wyoming Tribune Eagle
- Casper KCWY-13
- KFBC-AM
- Associated Press
- Wyoming News Network
- KRAE Radio
- Wyoming Business Report
- Casper Star Tribune
- Cheyenne KGWN
- Rock Springs Rocket-Miner
- Laramie Boomerang
- Town Square Media
- Rawlins Daily Times

The audience targets will receive two email invitations to each press conference – the first two weeks before the press conference and the reminder two days before the press conference. The audience targets will also receive the press release within one week of the press conference. The press release will also be shared with USDOT to be posted on USDOT's CV Pilot Deployment Program website.

5.3 Local Community Outreach

Local community engagement is critical to the success of the WYDOT CV pilot because it ensures the general public is informed and educated about the pilot's benefits and helps to mitigate any concerns they may have. It also serves as a recruitment channel for potential participants into the pilot. Partnering with community organizations to conduct community outreach allows us to reach a wider audience through their memberships.

5.3.1 Community Events/Forums

The Wyoming Outreach Team will host one-hour community events/forums. During Phase II, a community event will be held ahead of the commencement of the Pre-pilot testing period and another following the completion of the Pre-pilot testing period. These two events will be held in the same key location in the State. During Phase III, a community event will be held ahead of the commencement of the Demonstration period and another following the completion of the Demonstration period. These two Phase III events will be held in the same key location in the State, but a different location than the Phase II events.

At the events, a 30-minute PowerPoint presentation will be conducted based on the topic, including any promotional videos that are available and support the topic. The remaining 30-minutes will be an opportunity for the event attendees to ask questions to the project representatives in attendance. Attendees will be encouraged to visit the website and follow the social media accounts for more updates.

Relevant outreach collateral that will be available for the attendees to take home or share with others will include the Fact Sheet and the Brochure.

Ahead of the events, potential questions that the attendees might pose will be prepared, as will the talking points in response to those potential questions.

Following the event, attendees who provided their email address will be sent a short feedback survey. This survey will provide the Wyoming Outreach Team with insight on improvements that could be made to future events. The presentation and feedback survey will both undergo one draft, one review by USDOT within three days, and a final version.

5.3.2 Reaching the Audiences for the Community Events/Forums

Announcements about the community events will be made via the established media channels, as well as on our social media outlets and microsite. The announcements will be made three weeks prior to the event, with a reminder sent out through media channels one week prior. Periodic reminders will be posted on the social media outlets during the three week period. All event participants will be asked to provide their name and email address, so that we can do post-event follow-up survey, which will be described in the outreach materials chapter.

5.4 On-Site Events

On-site events will showcase the capabilities and benefits of the CV pilot to interested stakeholders or international CV partners by offering them a hands on "inside look" into the program and how it works. Transparency and inclusion of key groups leading up to and during the pilot's Demonstration phase

will instill goodwill and create support for the pilot's objectives that can then be shared with external partners. It can also generate a positive buzz and excitement around the pilot.

5.4.1 Site Visits

WYDOT will accommodate site visits that show all aspects of the CV project in action. Access to personnel and equipment will vary based on the needs of the audience and WYDOT employee and equipment availability. This will help ensure appropriately detailed information is given to visitors and will help mitigate the risk of employees spending too much time away from their primary tasks.

Every site visit will include a demonstration of CV technology. WYDOT will have two passenger vehicles outfitted with Human-Machine Interfaces (HMIs) available for demonstration purposes. They will be used to demonstrate V2V communication. When appropriate, a demonstration vehicle can also drive by a nearby roadside unit (RSU) to illustrate V2I communication. A version of WYDOT's Transportation Reports and Action Console (TRAC) will be set up to only show reports based on information collected from connected vehicles (PikAlert messages, etc.). Visitors will be able to see how Transportation Management Center (TMC) operators receive and work with information sent from the field.

Additional resources will be made available as requested and as resources allow. They are described below.

- Snowplows with an HMI to demonstrate V2V communication. This demonstration will be dependent on the availability of the plow (it cannot be done during winter storm conditions) and the availability of plow drivers.

- Wyoming Highway Patrol vehicles with an HMI to demonstrate V2V and V2I communication. This demonstration will be dependent on trooper availability and anyone riding with a trooper must meet agency requirements related to ride-alongs.

- Access to the Transportation Management Center to see operators using CV data will be dependent on winter storm activity.

- Because the commercial vehicles involved in the pilot project will be privately owned, it might not be feasible to coordinate access to vehicles involved in the pilot. For those with a need to see how the HMI in a commercial vehicle works, the simulator at the University of Wyoming may be available. Access to the simulator will depend on facility availability.

- WYDOT employees outside of the core project team may be made available to answer specific technical questions or to discuss the impact of the project agency wide. These employees include: telecommunications technicians, snow plow drivers, highway patrol troopers, highway patrol dispatchers, TMC operators, maintenance staff and executive staff.

The project site area includes the entire 402-mile stretch of Interstate 80 through Wyoming. For most audiences that request a demonstration, the site visit will be in Cheyenne. This will reduce the impact to the project team. Exceptions that will allow demonstrations in other areas of the pilot site will be made on a case-by-case basis. Generally, these exceptions will be made for local lawmakers and communities located along the corridor.

5.4.2 Operational Capability Showcase

During Phase III, the Wyoming Outreach Team will develop an Operational Capability Showcase (OCS), which will show the media the capabilities, intent, and value of this pilot and will include an

interoperability activity, wherein one or more in-vehicle or mobile device from a different CV Pilot Deployment site is shown to be interacting successfully with the local deployment. The OCS will utilize many of the demonstrations used during the on-site visits. This event will be carefully coordinated with USDOT and an Operational Capability Showcase Plan (OCSP) will be drafted and finalized to guide the development of the OCS. The OCSP will identify which vehicle will be installed with the OBU and the path that will be driven. The OCSP will also identify which RSUs the OBU may interact with along the path.

At this showcase, the Wyoming Outreach Team will install an OBU from one of the other pilots' deployments onto a WYDOT demonstration vehicle, then drive the vehicle along I-80 and show how that OBU interacts with the RSUs installed in the corridor and with other OBUs that are being used in other vehicles traveling along the corridor. The media will have an opportunity to see the alerts that come through the OBU. Following this OCS, the observations and results will be documented in an Operational Capability Showcase Summary (OCSS).

5.4.3 Reaching the Audience for On-Site Events

The Wyoming Outreach Team will provide an on-site visit only when the media, stakeholders, researchers, educators, public officials, and other interested groups, reach out to the pilot and request such as visit. The team will not conduct any proactive marketing of the onsite visits.

5.5 Industry-Focused Channels

Industry events, such as trade shows and conferences, are another effective communications or promotions channel for reaching new audiences and establishing the pilot with different industry groups.

5.5.1 Trade Shows/Conferences

This pilot project will participate in nine industry-focused conferences or trade shows over the course of Phase II and III, two in each 12-month period from September 2016 through October 2019. These events will be USDOT-sponsored events, meaning USDOT will procure the event booth and organize any presentation or speaking sessions with the event organizer. The WYDOT Outreach Team will support each USDOT-sponsored event as identified below. Prior to each event, the WYDOT Outreach Team will participate in a coordination call with USDOT to discuss logistics and staff arrangements. For each of the nine events, the WYDOT Outreach Team will provide one representative to participate at the event and represent the pilot at the booth.

A roadshow presentation packet will be developed to bring to the industry events. As the pilot project progresses, existing materials in the packet will be updated with new information as necessary and new materials will be added. This packet will include the Communications Toolkit, Fact Sheet, Brochure, Infographic posters, Desktop simulator, and Sample OBU setup in a truck cab.

The events in Phase II are identified as the following:

- Transportation Research Board, January 2017 – The purpose of attending this event is to provide an update to the transportation industry of the status of the testing phase of this pilot. The WYDOT Outreach Team will present at one USDOT-organized weekday panel session and one weekend workshop. The WYDOT Outreach Team will provide a flyer about the project at the USDOT Booth for distribution.

- South by Southwest (SXSW) Interactive Festival, March 2017 – The purpose of attending this event is to support USDOT's effort to promote the pilots with the technology-focused industries. The WYDOT Outreach Team will provide the roadshow presentation packet and have the first promotion video available for screening.

- Institute of Transportation Engineers (ITE) Annual Meeting, August 2017 – The purpose of attending this event is to bring awareness of the program's efforts in front of the transportation engineering industry. The WYDOT Outreach Team will include a flyer and brochure as handouts in attendees' bags, provide the roadshow presentation packet for USDOT's booth, and, if requested, participate on the CV Pilots panel session.

- Transportation Research Board, January 2018 – The purpose of attending this event is to provide an update to the transportation industry of the status of the testing phase of this pilot. The WYDOT Outreach Team will present at one USDOT-organized weekday panel session and one weekend workshop. The WYDOT Outreach Team will provide outreach materials at the USDOT Booth.

- Mid-America Trucking Show, March 2019 – The purpose of attending this event is to inform the trucking industry and truck drivers about the impacts this pilot is having on truck drivers. The WYDOT Outreach Team will provide the roadshow presentation packet and outreach materials at the booth.

The events in Phase III are identified as the following:

- Intelligent Transportation Society of America (ITS America) Annual Meeting & Expo, June 2018 and June 2019 – The purpose of attending this event will be to provide an update to ITS experts of the status of the deployment phase of this pilot. The WYDOT Outreach Team will provide a flyer and brochure as handouts and the roadshow presentation packet at USDOT's booth and, if requested, participate on the CV pilots panel session.

- Transportation Research Board, January 2019 – The purpose of attending this event is to provide an update to the transportation industry of the status of the demonstration phase of this pilot.

5.5.2 Industry Trade Journals

Publications in industry trade journals will help publicize the pilot's work within the transportation industry and potentially inform more people who were not following USDOT's program. Three articles will be published in industry trade journals in each twelve-month period from September 2016 through October 2019. These journals may include:

- Journal of Commerce

- Commercial Carrier Journal

- Journal of the Transportation Research Board

Some topics to be considered for journal article material may include:

- Vehicle Technology – Connected Vehicles, DSRC communications

- Freight Transportation – Truck Safety, OBU use, Route Planning

- Road Weather – Safety during adverse conditions

The specific articles will be determined as the pilot progresses. Links to any published articles will be shared on the microsite and social media.

These articles will undergo one draft, one review by USDOT within a time frame fitting any submission deadlines, and a final version.

5.5.3 Reaching the Audience at Trade Shows/Conferences

Audiences at the trade shows and conferences will be engaged as they approach the presentation booth. No specific outreach to audiences will be conducted in advance.

5.6 USDOT-Organized Activities

The Wyoming Outreach Team will participate in a total of six USDOT-organized webinars, three in each 12-month period from September 2016 through October 2019 regarding the pilot deployment progress and performance and use any developed outreach materials to support any presentations needed. The webinar topics may cover the following:

- System Architecture/Design
- Application Development and Deployment Progress
- Operational Readiness/Baseline Data Collection Plan
- Results of Readiness Test and Baseline Performance
- Highlights of the Operational Capability Showcase
- Performance Measurement/Transition Plan

To support USDOT's efforts to share lessons with its international partners, the Wyoming Outreach Team will participate in any requested collaboration activities.

5.7 Preliminary Schedule of Outreach Channels

Figure 5-1 shows the preliminary timeline of the outreach channels and identifies the planning periods that will be necessary to prepare for the events and also denotes when specific in-person events are anticipated to occur. As the pilot progresses, this schedule will be updated as the events are scheduled. For the outreach activities that require a representative from the pilot to attend, this preliminary schedule is important to identify now, so that any marketing collateral that are needed at these activities will be ready.

Figure table:

Outreach Channels	Phase II Months																				Phase III Months																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	2016				2017												2018												2019									
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	N
	Project Year 1																Project Year 2												Project Year 3									
Online Presence																																						
Website																																						
Web Development Kick-off Meeting	▓																																					
Requirements Gathering																																						
Site Map and Wireframes	▓	▓																																				
Develop Site Design Mock Ups			▓																																			
Develop and Design Webpages				▓																																		
Testing and QA/QC																																						
Deploy Website					▓																																	
Website Updates					▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Social Media Plan																																						
Content Calendar								▓																														
Content Calendar Monthly Updates									▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	
Unplanned Content								▓																														
Establish Program Hashtags								▓																														
Cross-promotional Posts									▓				▓				▓				▓				▓				▓				▓				▓	
Quarterly analytics/insights								▓			▓			▓			▓			▓			▓			▓			▓			▓			▓			
Media Strategy																																						
Press Conferences 1-4												★						★														★						★
Crisis Management													as needed																									
Operational Capability Showcase																												▓	★									
Local Community Events																																						
Community Events 1-4												★						★						★							★							
On-Site Events																																						
Site Visits																				When Scheduled																		
Site Visits - Specific Demonstration Materials Development																																						
Passenger vehicles outfitted with HMIs							▓																															
Set up TRAC to show reports from CVs							▓																															
Organizational Workshop						▓	★																															
Industry-Focused Tactics																																						
TRB Annual Meeting						★																																
SXSW Interactive Festival							★																															
ITE Annual Meeting										★																												
24th World Congress on											★																											
TRB Annual Meeting																★																						
Mid-America Trucking																		★																				
ITS America Annual Meeting & Expo																						★																
TRB Annual Meeting																														★								
ITS America Annual Meeting & Expo																																		★				
Industry Trade Journal Publications																TBD																						
USDOT-Organized Activities																																						
Webinars 1-6												★			★			★						★					★					★				
Other Activities																As scheduled																						

Legend:
- ▓ Development or planning period
- ★ In-person event

Figure 5-1. Preliminary Schedule of Outreach Channels

6 Outreach Collateral

As mentioned in Section 5, many of the outreach channels will be supported by the same set of marketing materials, to help enforce the message through visual products or take home materials.

This chapter outlines and details that specific set of outreach collateral necessary to support awareness about the pilot, educate stakeholders and target audience groups, and drive intended actions. Outreach collateral be developed includes a logo and style guide, a communications tool kit, a fact sheet, a brochure, three infographics, and three promotional videos.

Every piece of marketing material will undergo a draft, a first review by USDOT, revisions within one week of the first review by USDOT, a second review by USDOT, and then a final product within one week of the second review by USDOT. When updates to existing marketing material is required, the revised marketing materials will under a draft, review by USDOT, and then a final product within one week of the review by USDOT.

6.1 Logo & Style Guide

To ensure consistency in the look and feel of all outreach materials for this specific CV project, a logo and style guide will be developed. The logo and style guide will tie in with USDOT's CV Pilot Deployment Program's style, but will help set this project slightly apart from the other two CV Pilots. The logo will be included on every piece of marketing material and on all presentations. The style guide will be followed during the production of every piece of marketing material and on all presentations.

6.2 Communications Toolkit

The purpose of the Communications Toolkit is to ensure that the Wyoming Outreach Team has the necessary tools to communicate effectively with the target audiences. The toolkit will include:

- 15-second elevator pitch – concise speech answering "What do we deliver (benefits)?", "How do we do it (differentiation)?" and "Who do we do it with (target market)?"

- Talking points – customized for different audience types that the Team can use to educate the audiences about the pilot and, if appropriate, encourage them to participate and/or support the pilot. Additional talking points will be added as the project progresses.

- PowerPoint presentation slides – customized with messaging and imagery to resonate with target audience groups. As needed, the slides will be added to different presentations as needed, enabling quicker turnaround of presentations. Additional slides with new information or updated slides will be added to this toolkit as the project progresses.

6.3 Flyer

A two-sided 4x5 inch at-a-glance overview of the pilot, that highlights the "who, what, where, why and how" in an easy to understand visual format will be developed. After the testing phase, an updated flyer will be produced that discusses the derived benefits identified from the testing results.

6.4 Brochure

A printed, leave-behind piece with detailed information about the pilot will be developed. After the testing phase, an updated brochure will be produced that showcases specific use cases experienced during the pilot.

6.5 Infographics

Infographics visually represent key pilot elements or processes with graphics and key phases. Up to three infographics will be developed that cover the following topics:

- How the OBUs and RSUs interact with each other,

- The actions a driver may take when a message is received via the OBU, and

- The overarching pilot benefits using various statistics.

6.6 Promotional Video

Videos have become popular ways to share information and encourage engagement. Three videos will be developed to help promote this pilot.

The first video will be 5-6 minutes and will: 1) provide an overview and the purpose of the pilot, particularly the impacts of weather on this particular corridor; 2) highlight the intended benefits, goals, and opportunities of the pilot, 3) identify the different vehicles on which OBUs will be installed and they how the OBUs will communicate with each other and with RSUs; and 4) show how snow plows will leverage their OBUs. The video will be short clips of text interspersed by existing video and images of the impacts of adverse weather on the corridor and on drivers traversing through the corridor. The intended audience of this video is the public. This video will be posted on the website and cross-shared on all social media platforms. This video can be embedded by media outlets to share on their platforms.

Video Update 1 will be driver testimonials, showing interviews with a select number of truck drivers and snow plow drivers who participated in the pre-pilot testing. The intended audience of this video is the public and the fleet industry. This video will be posted on the website and cross-shared on all social media platforms. This video can be embedded by media outlets to share on their platforms.

Video Update 2 will be a split screen visual demonstration of the in-cab experience of a truck driver with and without the OBU. This video will be posted on the website and cross-shared on all social media platforms. This video can be embedded by media outlets to share on their platforms.

6.7 Feedback Survey

To follow-up with the attendees at the local community events, we will collect email addresses and names upon entrance to the event. Following the event, a feedback survey will be delivered to attendees via email, via Survey Monkey. The survey will include questions to gauge the audience's sentiments and reaction to the program, and to evaluate our communications and rollout plan for the program. The survey will be designed so that the respondent spends less than 5 minutes answering the question and will be no more than 5 questions. The results from the survey will be used to inform how future community events will be conducted and may also results in updates to the materials in the Communications Toolkit.

6.8 Collateral Development Schedule

Figure 6-1 shows the preliminary timeline of the planning and production of the outreach materials. As the pilot progresses, this schedule will be updated if the timeline for the production of updated outreach materials changes.

Outreach Collateral	Phase II Months																				Phase III Months																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	2016			2017																	2018								2019									
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	N
	Project Year 1												Project Year 2												Project Year 3													
Logo & Style Guide	█	█	█																																			
Communications Toolkit																																						
Elevator Pitch				█	█																																	
Talking Points				█	█																																	
PowerPoint Presentation				█	█																																	
PowerPoint Presentation Update																					█	█																
Other Materials																																						
Flyer							█	█																														
Flyer Update																					█	█																
Brochure							█	█																														
Brochure Update																					█	█																
Infographic 1							█	█																														
Infographic 2							█	█																														
Infographic 3																																						
Promotional Video 1					█	█																																
Promotional Video 2																					█	█	█															
Promotional Video 3																					█	█	█															
Feedback Survey					█	█	█																															
Development or planning period																																						

Figure 6-1. Collateral Development Schedule

7 Communication Management

7.1 Roles and Responsibilities

This section identifies the individuals and organizations responsible for implementing the Outreach Plan in Phases II and III. The key outreach personnel are the Site Outreach lead, the Site Outreach Spokesperson, and the Outreach Materials Development Lead.

The Site Outreach Lead is responsible for organizing and attending the site outreach activities and ensuring efficient and consistent activity. This person is also responsible for identifying the outreach materials needed for a particular outreach activity and coordinating with the Outreach Materials Development Lead to ensure those materials are produced. The Site Outreach Lead may delegate the organization and attendance of certain outreach activities to other project personnel at her discretion – so the Site Outreach Lead may not attend every outreach activity. The Site Outreach Lead will be Ali Ragan, WYDOT.

The Site Outreach Spokesperson is the sole person designated to speak on behalf of the site to media. Any inquiries from the media will be directed to this person. The Site Outreach Spokesperson will be the only one to present during press conferences, local community events, or on-site events, unless she otherwise designates. The Site Outreach Spokesperson will be Ali Ragan, WYDOT.

The Outreach Materials Development Lead is responsible for creating and updating the outreach materials identified in Chapter 5. This person is responsible for coordinating very closely with the Site Outreach Lead to ensure all materials needed for any particular outreach activity is produced. The Outreach Materials Development Lead will be Kate Brangaccio, ICF.

This project team's deep bench strength and organization structure allow the team to replace key personnel seamlessly if the need arises. The staff contingency plans are identified in Table 7-1.

Table 7-1. Staff Contingency Plans

Role	Current Proposed	Current Back-up
Site Outreach Lead	Ali Ragan, WYDOT	Eva Hsu, ICF
Site Outreach Spokesperson	Ali Ragan, WYDOT	Vince Garcia, WYDOT
Outreach Materials Development Lead	Kate Brangaccio, ICF	DeAnda Clements, ICF

8 Outreach Effectiveness

Evaluating the effectiveness of the Outreach Plan for the WYDOT CV pilot will include a combination of qualitative and quantitative assessment. We will continuously monitor and evaluate the progress of individual plan activities, and adjust our approach accordingly based on results. See below for the types of metrics we will use to track effectiveness.

8.1 Success Criteria

The Wyoming Outreach Team will use both qualitative and quantitative measures to evaluate the effectiveness of the outreach plan. The Team will monitor results and outcomes from events, site visits, and community outreach qualitatively via feedback from the pilot team, and by looking at outcomes such as level and type of media coverage. The Team will continually evaluate message points to determine what is resonating and working well with our audience, and what points may need adjustments within the communications toolkit. Quantitatively, the Team will monitor website traffic, social media engagement, and the number of email or phone inquiries about the pilot.

We will also monitor traditional and digital/social media activity, by identifying key search terms and setting up Google Alerts, and by using ICF's media monitoring software, which can be customized with key words related to the WYDOT CV program. These tools will provide analysis and reporting on traditional, online, and social media coverage of the program. At the beginning of Phase II we will run a baseline media analysis, followed by quarterly media monitoring reports, to evaluate how the program is being covered in the media. As the pilot progresses, we will run bi-monthly reports that will gauge the level of coverage, positive or negative sentiment, and types of themes topics covered. This analysis will provide guidance on how the social media activity should be tweaked and lead any revisions to the social media calendar, to how the press conferences are conducted, or to modifications to the press releases.

Finally, the Wyoming Outreach Team will provide input into the Monthly Progress Reports regarding progress on marketing deliverables and results of strategies and activities as they are rolled out.

Below are some specific evaluation metrics that the Team will use to analyze whether each audience group achieved its "Know, Believe, Do" profile.

- Number of website unique and new visitors
- Number of media mentions and media coverage
- Number of followers/fans on social media channels
- Amount of engagement on social media channels
- Click-throughs from social media channels to website (increased referral traffic)
- Number of events and number of attendees at events
- Feedback from the surveys sent out following the local community outreach events

The Team will track each evaluation metric from the beginning of Phase II or when the channel being measured has been deployed (i.e., website and social media accounts) and then on a monthly basis in a spreadsheet. The Team will be looking for growth in these metrics, which can be an indicator that

awareness about the pilot is expanding. The Team will especially look for increases in awareness immediately following any outreach activities.

9 Lessons Learned Logbook (LLL)

In order to share insights and lessons learned from this pilot with other CV Pilots, CV Partners, Academia, and Researchers, a Lessons Learned Logbook (LLL), which will capture any issues that arise during the pilot from the outreach efforts as well as various other tasks, including the Installation and Operational Readiness Testing Schedule (IORS), Training Implementation Schedule (TIS), and Performance Measurement and Evaluation Support Schedule (PMESS). The LLL will denote any issues, the impacts, any mitigation actions, and the results of the actions, to help partners moderate potential problems from their own projects.

10 Outreach Plan Updates

The WYDOT CV Outreach Plan is considered an evergreen document. By this we mean that the overall strategy and objectives will be well established and will not change dramatically over the course of the pilot, however individual outreach activities will need to be carefully monitored and adjusted based on results. Through quarterly reporting, we will be able to identify areas where adjustments and prioritizations can be made. Updates to this plan will happen no less than one time per phase, the first being at the start of Phase II. Updates may include tweaks to how we implement specific activities (i.e., what are the most effective communications outlets/channels that are providing exposure to the pilot), to things such as adjusting messaging and copy on social media based on evaluating the effectiveness and reach of content.

This Outreach Plan is designed as a comprehensive approach to creating awareness, understanding, and support for the Wyoming CV pilot. The plan outlines our target audience's needs and the intended actions we wish them to take. The plan also includes the necessary initiatives, actions and support materials necessary to successfully launch and promote the pilot. This is a living document that can be updated and adjusted as needed, to reflect the result of ongoing monitoring and evaluation.

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