

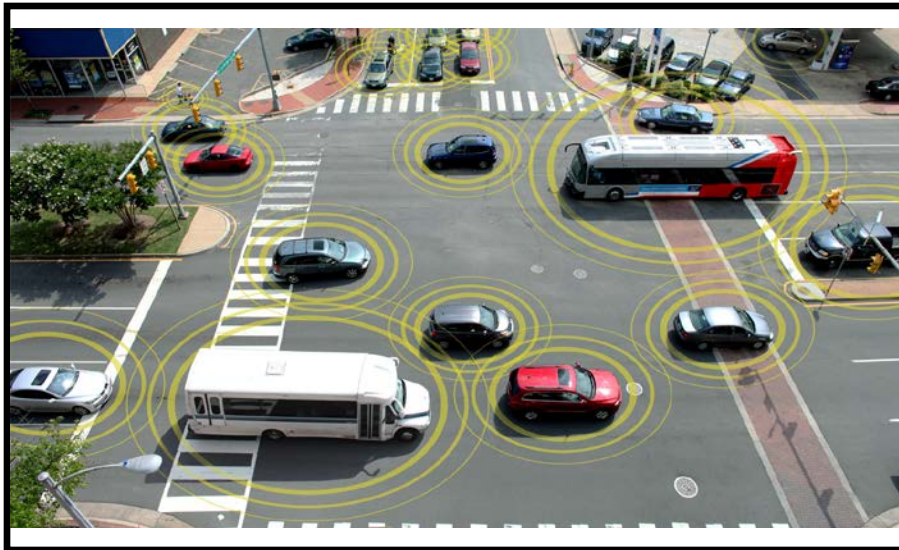
# USDOT Guidance Summary for Connected Vehicle Deployments

## Deployment Outreach

[www.its.dot.gov/index.htm](http://www.its.dot.gov/index.htm)

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<b>16. Abstract</b> <p>This document provides guidance material in regards to the outreach activities in the CV Pilot Deployment Concept Development Phase and deployment outreach plan in the Deployment Phases. This guidance provides key requirements and references in developing the Deployment Outreach Plan in Task 11, lists relevant deliverables and the relevant elements in each deliverables, identifies key challenges the site deployers may encounter with respect to Task 11, and provides a summary of relevant technical support events.</p> <p>This document does not replace or alter the work statement defined in the Broad Agency Announcement (BAA); rather it provides technical guidance to the pilot deployers in completing the tasks and deliverables described in the statement of work.</p>					
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# 1 Introduction

## 1.1 Purpose of the Report

The purpose of this report is to assist Pilot Deployers in executing the identified outreach activities during the Concept Development Phase (i.e., the three public webinars) and developing an appropriate Outreach Plan within Task 11. Public outreach is required under existing law and regulation and is a useful strategy for promoting and publicizing transportation project efforts. An effective and consistent outreach effort is anticipated to provide the public, elected officials, and media entities with positive information regarding the deployment of this emerging technology.

USDOT guidance<sup>1</sup> exists for a number of project types and scenarios. Outreach requirements will vary depending on factors such as jurisdiction, the degree of public involvement in the planning phase, and environmental considerations. In this instance, Pilot Deployer outreach efforts will be primarily informational in nature and will serve to publicize and highlight the deployment of Connected Vehicle technology in a real-world environment.

This document does not replace or alter the work statement defined in the Broad Agency Announcement, it only provides technical assistance to the Pilot Deployers in completing the tasks and deliverables described in the statement of work.

## 1.2 Organization of the Report

This report contains four additional sections and a references section. Section 2 provides a general background to the elements of deployment outreach. This includes requirements and the most useful references which can be used to learn about outreach activities from other USDOT supported programs. Section 3 walks through the relevant deliverables and how each task must take outreach into consideration for a successful draft and final *Deployment Outreach Plan*. Section 4 summarizes the key challenges that may arise when preparing outreach activities in the CV pilots, including methods that can be used to overcome them. Section 5 provides a summary of support events provided by USDOT. Finally, documents listed in the Reference section are provided with the URL links if they are available online.

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<sup>1</sup> USDOT, Public Involvement Techniques for Transportation Decisionmaking  
[http://www.fhwa.dot.gov/planning/public\\_involvement/publications/pi\\_techniques/fhwahep15044.pdf](http://www.fhwa.dot.gov/planning/public_involvement/publications/pi_techniques/fhwahep15044.pdf)

## 2 Background

During the Pilot Deployment, the site deployers are required to support the Pilots program outreach activities during the Concept Development Phase and execute outreach plan developed in Task 11 during the Operational Phase.

### 2.1 Outreach Support during the Concept Development Phase

The focus of the Concept Development Phase is to develop the deployment plan and thus there are limited outreach activity requirements. During the Concept Development Phase, the site deployers are required to deliver the following three public webinars for interested internal and external stakeholders:

- *ConOps Webinar* – A one-hour webinar that describes the approved deployment concept.
- *Performance Measurement Webinar* – A one-hour webinar that describes the approved performance measurement plan.
- *Deployment Plan Webinar* – A one-hour webinar that describes comprehensive deployment concept.

After the completion of the task, the Federal site lead and outreach task lead will work with the site deployer to schedule the task webinar. The webinar announcement should be sent out to the stakeholders and posted to the relevant website for webinar promotion purpose at least two weeks before the webinar. The site deployer will prepare the webinar materials and send to the Federal site lead and CV Pilot program manager for review at least one week before the webinar. During the webinar, the Federal site lead will be the webinar moderator and the site deployer will deliver the webinar. There will be a Q&A section at the end of the webinar. The participants will enter the questions to the chat box or using another similar function. The site deployer will work with the Federal site lead to answer the questions verbally at the end of the webinar. The webinar recording, briefing materials and the questions and answers will then be posted to the USDOT CV Pilots website.

### 2.2 Outreach Plan Required Elements in Task 11

The site deployers are required to develop a Deployment Outreach Plan under Task 11. The plan will be a high-level plan for the management of Outreach activities in the Deployment Phases. The key requirements listed in the final USDOT Broad Agency Announcement (BAA) are described as follows:

#### **Personnel Arrangement**

The Outreach Plan shall identify a single Site Outreach Lead as well as a single Site Outreach Spokesperson for the Deployment Phases. The Site Outreach Lead is responsible for the coordination of Outreach requests, while the Site Outreach Spokesperson (alone) is designated to speak for the Pilot Deployment in communication with the media.

### **Outreach Plan Content**

The Outreach Plan shall include regular coordination with USDOT communications staff, to facilitate the branding, re-use and re-distribution of materials developed by USDOT and the Contractor. The Plan shall articulate proposed:

- Media strategy for both local and national press
- Media coordination with the USDOT
- Web/social media presence
- Trade show strategy
- Outreach strategy to promote the pilot locally
- Community awareness strategy
- Crisis communications plan in case of unforeseen events, natural disasters, and other threats.
- Interaction with other USDOT CV Pilot Deployment Program efforts
- Accommodation of site visits and demonstration of capabilities

### **Outreach Materials**

The Outreach Plan should include a PR/Marketing plan describing the site end-to-end professional development and delivery of:

- News articles, press releases, brochures, fact sheets
- Photos
- Website content
- Videos
- Talking points, Press events, PowerPoint slide decks
- Trade show events

### **Level of Effort**

Anticipated levels of Outreach, at a minimum, are expected to include:

- Two local press conferences each year
- Participation in two public meetings per year
- Three articles a year to be published in industry trade journals
- A promotional video (6-12 minutes) about the pilot, including two additional updates
- A pilot deployment website
- Travel and participation in three workshops/conferences/trade shows each year, including an organizational workshop expected in May 2016 regarding a second set of pilot deployments anticipated to begin in 2017
- Participation in two USDOT-organized webinars a year regarding pilot deployment progress/performance

## **2.3 Key References**

Sample Outreach Activities and Lesson Learned from Other Programs:



- Safety Pilot Model Deployment Deliverable: Test Conductor Team Report (DOT HS 812 171), June 2015, <http://www.nhtsa.gov/DOT/NHTSA/NVS/Crash%20Avoidance/Technical%20Publications/2015/812171-SafetyPilotModelDeployDelTestCondrTmRep.pdf>
- Integrated Corridor Management: Implementation Guide and Lessons Learned, [http://ntl.bts.gov/lib/47000/47600/47670/FHWA-JPO-12-075\\_FinalPKG\\_508.pdf](http://ntl.bts.gov/lib/47000/47600/47670/FHWA-JPO-12-075_FinalPKG_508.pdf)

USDOT ITS JPO Resources:

- ITS JPO Publication Guidelines/508 Compliance, <http://www.its.dot.gov/pubsguidance.htm>
- Connected Vehicle Fact Sheets, [http://www.its.dot.gov/its\\_program/its\\_factsheets.htm](http://www.its.dot.gov/its_program/its_factsheets.htm)
- Connected Vehicle Basics Microsite, [http://www.its.dot.gov/cv\\_basics/index.htm](http://www.its.dot.gov/cv_basics/index.htm)
- ITS JPO downloadable images, [http://www.its.dot.gov/press/its\\_images.htm](http://www.its.dot.gov/press/its_images.htm)

# 3 Deliverables

The primary deliverable for Task 11 is the Outreach Plan, which is described below. The below description is excerpted from the final USDOT Broad Agency Announcement (BAA) and Pilot Deployers are expected to adhere to the requirements and expectations presented.

## 3.1 Task 11: Deployment Outreach Plan

The Contractor shall prepare a high-level plan for the management of Outreach activities in the Deployment Phases, consistent with the Comprehensive Pilot Deployment Plan (Task 12). This plan covers both outreach activities and the accommodation of requests for site visits by media, researchers, and others.

The Outreach Plan shall include regular coordination with USDOT communications staff, to facilitate the branding, re-use and re-distribution of materials developed by USDOT and the Contractor.

The Contractor shall deliver a draft version of the Outreach Plan to the COR for review. The Contractor shall prepare a revised document in response to COR comments. The COR must accept and approve all comment resolutions before the revised document is considered final or return for re-revision with comments.

## 3.2 Relevant Tasks

### 3.2.1 Task 1: Project Management Plan

Stakeholder Registry is developed under Task 1. In the BAA, a stakeholder is defined as *an organization or individual potentially impacted by the Pilot Deployment itself, regardless of whether they are team members (partners) or not*. The stakeholders defined in Task 1 will be the target audience groups in Task 11: Deployment Outreach Plan. Therefore, the potential activities listed in the outreach plan will, at a minimum, cover the groups in Stakeholder Registry.

### 3.2.2 Task 2: Concept of Operations

According to the BAA, there are two deliverables in Task 2 related to the outreach plan:

- *Structured Stakeholder Interaction*. Using the Stakeholder Registry developed in Task 1, the Contractor shall conduct structured stakeholder interaction to gain insight on draft needs, performance measures (and targets), and descriptions of altered operational practice. These methods of interaction may include but are not limited to surveys, interviews, webinars, and in-person meetings.
- A *ConOps Stakeholder Review Panel* shall be identified, drawing on the Stakeholder Registry developed in Task 1. The Stakeholder Review Panel is a subset of all stakeholders intended to participate in the ConOps Walkthrough (see below). The Contractor shall deliver a draft Stakeholder Review Panel Roster for COR review.

### **3.2.3 Task 9: Participant Training and Stakeholder Education Plan**

Participant Training and Stakeholder Education Plan is a high-level plan for preparing both travelers and participating personnel (e.g., from local agencies, transit agencies, and private sector partners). Travelers could be the recruited participants or the general public who use the deployment site. The general public may not be included in the training plan but will be educated through certain outreach activities and materials.

### **3.2.4 Task 12: Deployment Plan**

The final Comprehensive Pilot Deployment plan is the culmination of the material prepared from tasks 2-11. Therefore, a high-level summary of the outreach plan will be part of the deployment plan.

# 4 Key Challenges

The major challenges in deployment outreach plan include sending the right messages to the right group, coordinating with USDOT, local agencies and media to send consistent messages, maintaining stakeholder enthusiasm during the deployment and distinguishing between training and outreach activities. This section of the orientation material will touch upon just the top few major challenges that may arise during the CV pilots and what can be done to ensure an outreach adequate deployment.

## 4.1 Target Audience

The three key components to the success of developing an outreach plan are knowing who to send the message, what message to send, and what approach to use. The first linkage is to send the right messages to the right group and the second linkage is to identify the right events to reach out the right group. Therefore, a comprehensive outreach plan will identify the relations among target groups, messages to be sent and potential events and outreach activities.

## 4.2 Coordination/Consistency

The site deployer will need to coordinate with USDOT, local agencies and media to deliver consistent messages to stakeholders. For example, the site deployer will support reviewing the outreach documents (e.g., fact sheets, blog posts, articles and etc.) drafted by USDOT or its contractors before they are released to media or posted on USDOT websites. A Site Outreach Lead that coordinates all outreach requests and a Site Outreach Spokesperson speaks for the Pilots Deployment will ensure the consistency and ease the scheduling conflict issue. The Site Outreach Lead will meet monthly with the USDOT outreach lead.

## 4.3 Stakeholder Enthusiasm

One of the outreach objectives is to keep the stakeholders enthusiastic throughout the Pilot Deployment. Especially since this is a 4-year long deployment activity, engaging stakeholders by stretching outreach activities to the entire deployment period will be one of the keys to the success of deployment.

## 4.4 Training vs. Outreach

It is impossible to train all participants through training activities since most non-recruited participants are the general public who happen to use the deployment site. In this case, certain types of training/education will need to be completed through outreach activities. Training and outreach task leads need to coordinate to generate both training and outreach plans.

## 4.5 Sensitive Policy Issues

Sometimes the media raises questions related to security, privacy, spectrum, and etc. The Site Outreach Lead will send all policy related media inquiries through the federal site lead/site COR/outreach lead to get approval from USDOT Public Affairs (PA) staff.

# 5 Technical Support Summary

A series of USDOT-sponsored webinars were developed to assist early deployers of connected vehicle technologies with Concept Development activities. The webinar described below provides support for the development of an Outreach Plan.

## 1. *Preparing an Outreach Plan for Connected Vehicle Deployments*

This webinar focuses on preparing a high-level Outreach Plan for the management of outreach activities, a key step for keeping stakeholders and the public engaged and informed during the deployment process. This webinar looks at the kinds of PR strategies that should be considered when developing an outreach plan including media relations, social media, engaging the local community, websites, PR/marketing materials, crisis communications and accommodating site visits by media, researchers and others. Mike Pina of ITS JPO describes the USDOT' general expectations for the outreach plans, Kristine Garfield of Booz Allen Hamilton describes what makes a successful communications plan, and Francine Romine of UMTRI provides real-world experiences and outreach-related lessons learned from the Safety Pilot Model Deployment.

To access the presentation slides and audio recording for this webinar, please visit the technical assistance page of the CV Pilots website:

[http://www.its.dot.gov/pilots/technical\\_assistance\\_events.htm](http://www.its.dot.gov/pilots/technical_assistance_events.htm).

# References

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# Appendix: List of Acronyms

Table A-1: List of Acronyms

Acronym	Meaning
<b>BAA</b>	Broad Agency Announcement
<b>DOT</b>	Department of Transportation
<b>ITS</b>	Intelligent Transportation Systems
<b>PA</b>	Public Affairs
<b>JPO</b>	Joint Program Office
<b>UMTRI</b>	University of Michigan Transportation Research Institute
<b>NHTSA</b>	National Highway Traffic Safety Administration
<b>USDOT</b>	U.S. Department of Transportation



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