



U.S. Department of Transportation

Complete Trip - ITS4US Deployment Program

COMPLETE TRIP



**Webinar #2: Engaging Stakeholders,
Developing Partnerships, and Following
the Planning Process**

February 13, 2020



Sofia Gallo

Special Assistant
Office of the Secretary

USDOT Secretary Chao's Priority: Expanding access to transportation

- USDOT is launching a new department-wide initiative to expand access to transportation for people with disabilities, older adults, and individuals of low income. The **Complete Trip Portfolio** will identify ways to provide more efficient, affordable, and accessible transportation for underserved communities.
- Secretary Chao announced her intent to fund 3 new programs as part of the Complete Trip portfolio to develop and deploy innovations in technology and further interagency partnerships to improve mobility:
 - Complete Trip – ITS4US Deployment Program
 - Inclusive Design Challenge
 - Mobility for All Pilot Program

Complete Trip - ITS4US Deployment Program

- A USDOT Multimodal Deployment Effort, led by ITSJPO and supported by OST, FHWA and FTA.
- Built upon previous USDOT research investments, the Complete Trip-ITS4US Deployment Program supports communities in developing innovative integrated technologies and creating public-private partnerships to move towards complete trip deployments.

Vision

Innovative and integrated **complete trip deployments** to support seamless travel for all users across **all modes**, regardless of **location, income, or disability**



Elina Zlotchenko

Program Manager

ITS Joint Program Office

COMPLETE TRIP



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Webinar Series

- ✓ 1. Overview of the Complete Trip - ITS4US Deployment Program
2. Engaging Stakeholders, Developing Partnerships, and Following the Planning Process
3. Enablers and Technologies
4. Deployment Scenario Examples
5. Deployment Scenario Examples
6. Privacy, Security, and Open Data
7. Procurement Path

Links to webinar recordings will be available on the ITS4US website:

https://its.dot.gov/its4us/its4us_webinar.htm

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Today's Agenda

- Program Overview
- Stakeholder Engagement
- Partnerships
- Planning and User Needs
- Upcoming Outreach and Next Steps
- Stakeholder Q&A

Program Overview

- Up to \$40 million available for communities to demonstrate innovative and integrated complete trip deployments to support seamless travel for all users across all modes, regardless of location, income, or disability
- The Program aims to solve mobility challenges for all travelers, including:



- Procure and award multiple large-scale, replicable deployments to address the challenges of planning and executing all segments of a complete trip

The Complete Trip

- The *Complete Trip Concept*: An individual's ability to go from origin to destination reliably, spontaneously, confidently, independently, safely, and efficiently without gaps in the travel chain.



COMPLETE TRIP

ITS4US

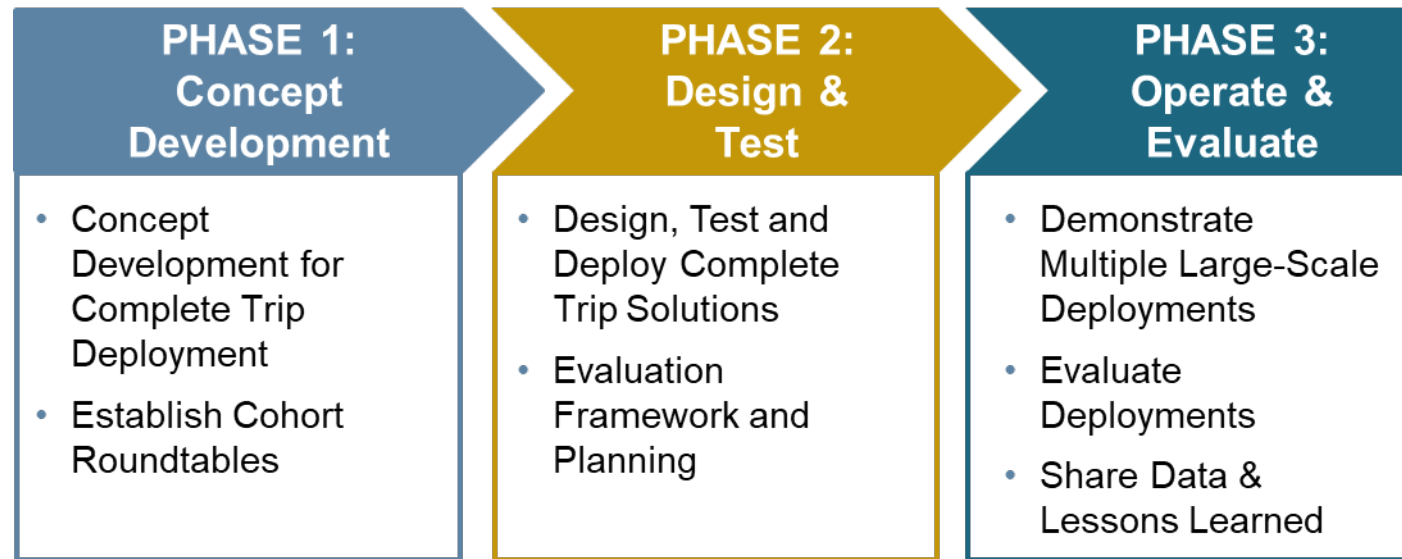


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Complete Trip Deployment Concept: Fundamental Elements

- Complete Trip deployments will be real-world environment **deployments**
 - If successful, deployed technologies are expected to remain as permanent operational elements
 - Successful sites will serve as replicable models for other candidate deployers
- There will be **multiple** Complete Trip deployments
 - Each site will have different solutions based on their population travel needs
 - Deployments must address their populations' challenges of planning and executing complete trips
 - The unique needs of each site must drive the deployment process
- Complete Trip deployments are expected to be both **large-scale and multi-modal**
 - **Large-scale** implies deployments will have measurable impact, not a specific minimum geographic size
 - Sites will deploy **multiple technologies and modes**

Deployment Phases and Schedule



■ Program 2020 Schedule

- Pre-Deployment Outreach Webinars (Winter-Spring)
- Solicitation for Deployment Phase 1 Released (Summer 2020)
- Solicitation Award (Fall 2020)



David Pinckney

Disadvantage Business Enterprise (DBE)
Program Analyst

FHWA Office of Civil Rights

Stakeholder Engagement

- Stakeholder Engagement is critical to success of any deployment program
- Early and frequent involvement of stakeholders brings diverse viewpoints and inputs to the project and builds trust between public agencies, the public and other partners.
- The more effective stakeholder engagement is the better an agency can make informed decisions about project concepts and direction
- Stakeholders may include anyone who has stake in the implementation, operation, and maintenance of a system:
 - End Users and the General Public
 - Advocacy Groups and Organizations
 - Local / Regional Government Agencies
 - Transportation Service Providers
 - Politicians / Decision Makers
 - System Maintainers / Operators



Stakeholder Engagement Best Practices

- Comprehensive outreach to all possible stakeholders early in the project
- Understand your audiences, and tailor discussion and messaging for specific audiences/groups
- Use visuals, multimedia and other materials in multiple formats to aid in outreach to various groups
- Provide stakeholders with various venues for engagement (in-person meetings, virtual meetings, online tools/social media, printed materials)
- Provide multiple events covering similar topics across different days and times to allow for greater participation of stakeholders



Complete Trip – ITS4US Stakeholders

- The Complete Trip – ITS4US Deployments will focus on underserved communities.
 - Successful deployment will be based on gathering inputs from these communities to understand their needs
 - Understanding these communities is critical to success
- General outreach best practices:
 - Printed and digital materials in multiple formats for needs of different stakeholder groups, for example: 508 compliant, multiple languages, large print, Braille
 - Provide interpreters for multiple languages including American Sign Language (ASL) and Communication Access Realtime Translation (CART)
- Specific for in-person events:
 - Consider the location and its accessibility for all stakeholders
 - Consider the event space and layout for accessibility, for example: appropriate placement and spacing of tables/chairs, service dog accommodations
 - Consider accommodations for presenter's and project members as well as the stakeholders
- Outreach to all stakeholders to get comprehensive and diverse inputs

Stakeholder Groups and Roles

- Identify stakeholder groups and determine their roles
 - Underserved Community groups and end users may participate in user needs gathering and testing
 - Partnerships with advocacy and community organizations to provide comments on technical documentation throughout the project, particularly user needs, concept, and testing
 - Institutional relationships between agencies and departments necessary to implement the concept, such as local DOT, transit agency, and other local or regional government organizations
- Stakeholders need to be engaged throughout the entire process, builds their trust and ultimately leads to a project that is designed for their needs and operates to solves their needs.



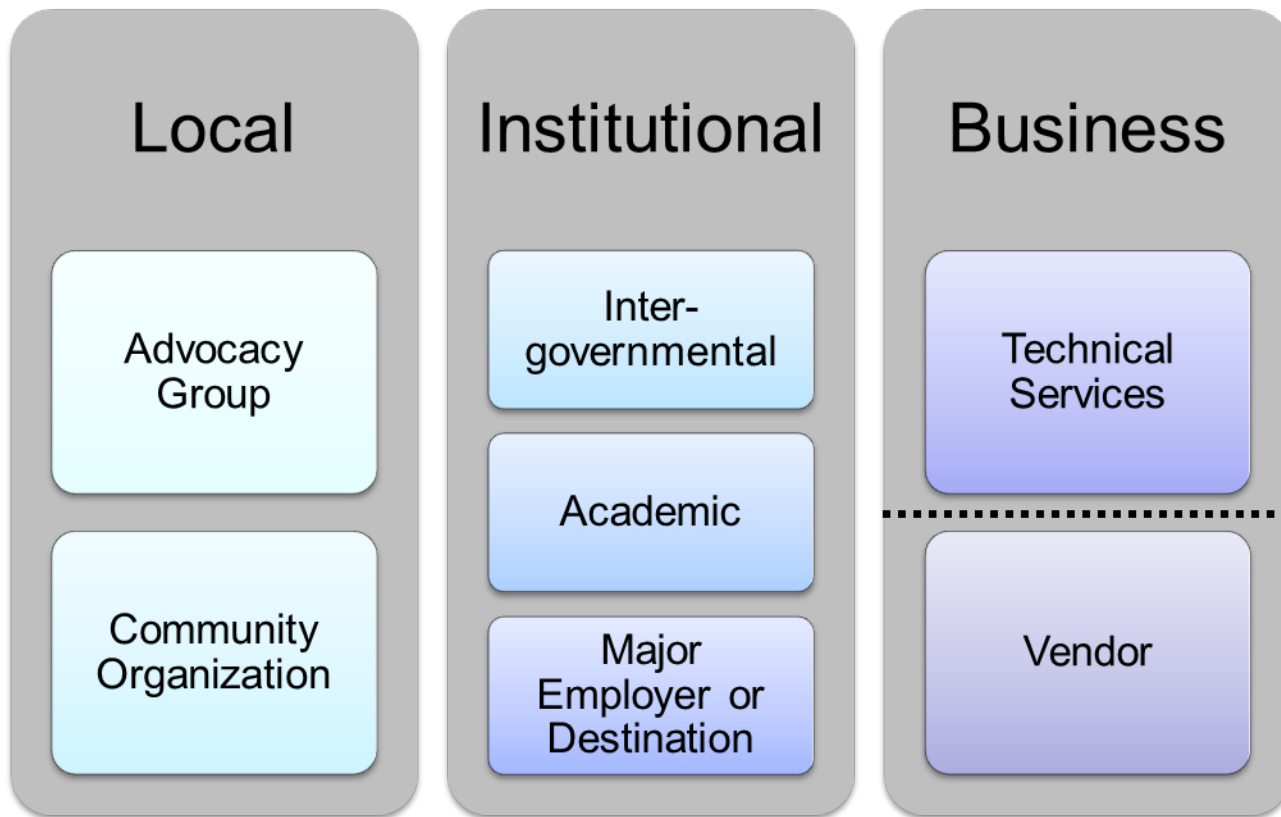
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Program Manager

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Stakeholder Partnerships

- Stakeholder partnerships focus on groups that will actively participate in regular meetings and provide feedback throughout the project, from the user needs gathering and concept development phases to the testing and deployment phases.



Institutional Partnerships

- Institutional partnerships are between two or more entities, such as government agencies, colleges and universities, and major employers or destinations.
- Intergovernmental partnerships need to coordinate within and across industries on a regional scale:
 - Local DOTs, State DOT, transit agencies, MPO
 - Local-level departments of health, transportation, education, etc.
- These partnerships may require more formal agreements between parties, such as charters or memoranda of agreement.
- Institutional partnerships typically involve dedicating the time and expertise of specific staff, providing funding to support a project, or providing in-kind materials such as event space for public meetings or free advertising space.

Institutional

Inter-governmental

Academic

Major Employer or Destination

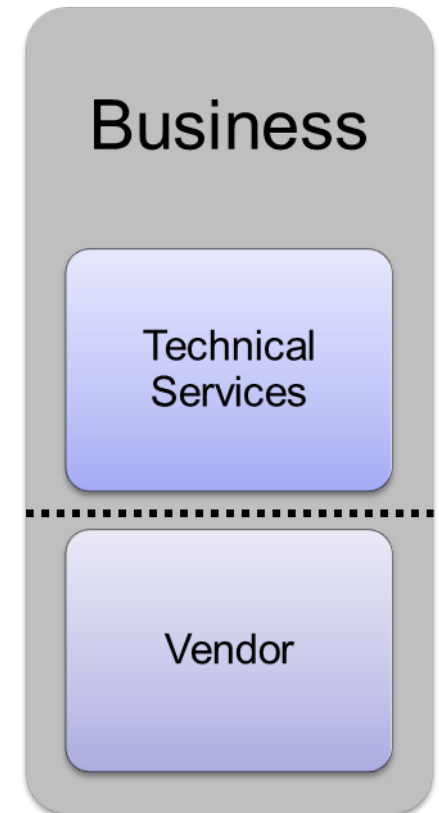
Local Partnerships

- One critical type of stakeholder partnerships is partnership with advocacy groups and community organizations.
 - **Advocacy groups** are well educated on the challenges faced by their members, have engaged members who may want to participate intimately in the project, and have experience working collaboratively with state and local government agencies.
 - **Community organizations**, such as neighborhood associations and social service providers, may have less experience working collaboratively with government agencies but can provide hyper-local feedback on challenges and potential solution concepts, as well as becoming active participants in the deployment phase.



Business Partnerships

- Business partnerships are formal relationships with public, private, or non-profit entities to provide services, expertise, or products to the procuring agency.
 - **Technical Services** business partners can be public, private, or non-profit entities that provide technical expertise, such as engineering, to support the project. Technical services can be procured at the start of the project to support the project throughout its lifecycle, including stakeholder engagement, user needs analysis, and concept development.
 - **Vendor** business partners can be public, private, or non-profit entities that sell products (e.g. devices, applications) to the procuring agency which will be part of the integrated solution deployed. Vendor products are procured after concept development to ensure the product meets the community's needs and fits the program vision.



Partnership Lessons Learned

- **Build the right team from the beginning.** Successful projects have brought together diverse, well-rounded teams.
- **Needs should drive solution development and selection of vendors.** Identify needs before developing formal partnerships to ensure that the needs will be met by the vendor solutions.
- **New partnerships require time and negotiation.** Business partnerships with new vendors can take a long time to be solidified. Potential areas of negotiation include:
 - Data ownership, protection and sharing requirements,
 - Length of partnership,
 - Exclusivity from peer competition, and
 - Intellectual property ownership.



Danielle Blackshear

Transportation Specialist

FHWA Office of Human Environment

Planning as a Catalyst

- A major role of metropolitan planning organizations (MPOs) and regional transportation planning organizations (RTPOs) is to provide a forum for stakeholder engagement at a regional level.
- These planning organizations also have good knowledge of planned infrastructure investments through their roles in managing regional-scale plans such as the transportation improvement plan (TIP) and long-range transportation plan (LRTP).
- The Transportation Planning Process' focus on encouraging equitable transportation – through environmental justice, public involvement, Title VI compliance, and ADA guidelines and transition plans – has traditionally brought institutional organizations together with underserved communities for the development of previous plans and projects.

Planning After Award

- After receiving a Phase 1 award, planning will be a major pillar of the project to align project and regional visions for mobility.
- Regional and state-level planning organizations exist to help coordinate large, multi-jurisdictional projects. They are there to work with local agencies and to help align the project's vision and goals with existing planning documents at the regional and state level to meet federal-aid requirements.
- Planning at the regional and local levels allows projects to leverage other planning activities to reduce costs and increase impact. Strategic coordination can allow major infrastructure timelines to be accelerated or adjusted to better leverage investments in infrastructure upgrades.



What is a User Need?

- A successful Complete Trip – ITS4US Deployment will solve real challenges that exist within local communities.
- Defining user needs will be one of the first steps to success
- User needs define what high-level capabilities and functions stakeholders require a system or service to do
- User needs are critical to assess/validate whether a system does (or will do) what the user wants it to do
- How do you gather user needs?
 - User needs start with gathering information from stakeholders on their transportation necessities and challenges.
 - Deployers need to gather inputs from all possible stakeholders to understand the entire landscape.

Stakeholder Inputs Best Practices

- Consider all different types of outreach methods or events and select methods depending on the desired outcome
 - Wider reaching methods (workshops, surveys, etc.) may be best to engage as many stakeholders as possible.
 - Consider assembling a diverse set of smaller groups/focus groups made up of users with similar travel needs.



Stakeholder Inputs Best Practices Continued

- Use different avenues to increase diversity of inputs including interviews, surveys (in-person and web-based), direct observation (e.g. “ride-alongs”), virtual meetings and webinars
- Focus on stakeholders’ transportation needs, not only on their current challenges with the existing transportation systems or services
- Consider using narratives / build user stories to better understand stakeholders and convey their information
- Take the time to identify and gather all inputs upfront in the project, **changing user needs later in the project can be costly**

User Needs Analysis

- Once stakeholder inputs have been gathered, deployers should conduct a needs analysis.
 - Turn information gathered from stakeholders into user-centered needs of the transportation system
 - Identify all possible needs, the project does not have to address every need gathered but the project needs to be informed by a comprehensive needs analysis of the community
 - Develop use cases along with user needs to provide context and visuals for communicating user needs with stakeholders
- Select high priority user needs that are feasible to be addressed by this project
- Re-engage stakeholders to validate user needs and confirm the needs analysis is correct



Validated User Needs

- Validated user needs and use cases will form the basis of the concept definition
- User needs will be used to develop the Concept of Operations (ConOps) as the concept is refined from the comprehensive list of user needs
- User needs will then be the foundation of your requirements and the rest of the project.
- User needs will be used when the system is operational to validate the system is meeting the needs of its stakeholders.



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Upcoming Outreach Activities

- Webinar series
 - Topics will include partnerships and planning, enablers and technologies, deployment scenario examples, privacy, security, and open data, and the procurement path.
 - Links to webinar recordings will be available on the ITS4US website: https://its.dot.gov/its4us/its4us_webinar.htm
 - Save the date!
 - Webinar #3: February 27, 2020, 1:00 – 2:30 PM ET
 - Webinar #4: March 12, 2020, 1:00 – 2:30 PM ET
 - Webinar #5: March 26, 2020, 1:00 – 2:30 PM ET
 - Webinar #6: April 9, 2020, 1:00 – 2:30 PM ET
 - Webinar #7: April 23, 2020, 1:00 – 2:30 PM ET

Question & Answer Segment

For more information please contact:

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Visit the ITS4US Deployment Program Website:

<https://its.dot.gov/its4us/>