



CONNECTED VEHICLE PILOT Deployment Program



Preparing an Outreach Plan for
Connected Vehicle Deployments



Mike Pina (ITS JPO), Kristine Garfield (BAH), Francine Romine (UMTRI)

ITS Joint Program Office



AGENDA



- Purpose of this Technical Assistance Webinar Series
 - To assist early deployers of connected vehicle technologies to conduct Concept Development activities

- Webinar Content
 - Overview of an Outreach Plan – Mike Pina, ITS JPO, USDOT
 - Developing an Effective Outreach Plan – Kristine Garfield, Booz Allen Hamilton (BAH)
 - How UMTRI handled Communications for the Safety Pilot Model Deployment – Francine Romine, University of Michigan Transportation Research Institute (UMTRI)

- Webinar Protocol
 - Please mute your phone during the entire webinar
 - You are welcome to ask questions via chatbox at the Q&A Section
 - The webinar will be recorded except the Q&A Section
 - The webinar recording and the presentation material will be posted on the CV Pilots website within a week





Overview of an Outreach Plan

Mike Pina

Communications Program Manager, ITS JPO

CV PILOT DEPLOYMENT PROGRAM GOALS



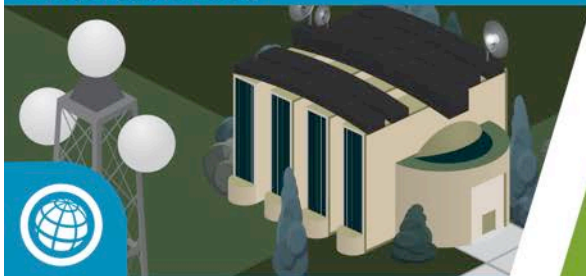
Spur Early CV Tech Deployment



Wirelessly Connected Vehicles



Mobile Devices



Infrastructure

Measure Deployment Benefits



Safety

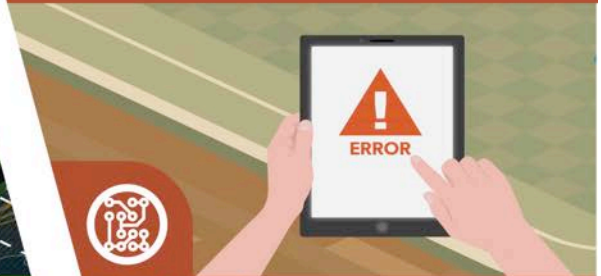


Mobility



Environment

Resolve Deployment Issues



Technical



Institutional



Financial



SITES SELECTED – 2015 AWARDS



- Reduce the number and severity of adverse weather-related incidents in the I-80 Corridor in order to improve safety and reduce incident-related delays.
- Focused on the needs of commercial vehicle operators in the State of Wyoming.

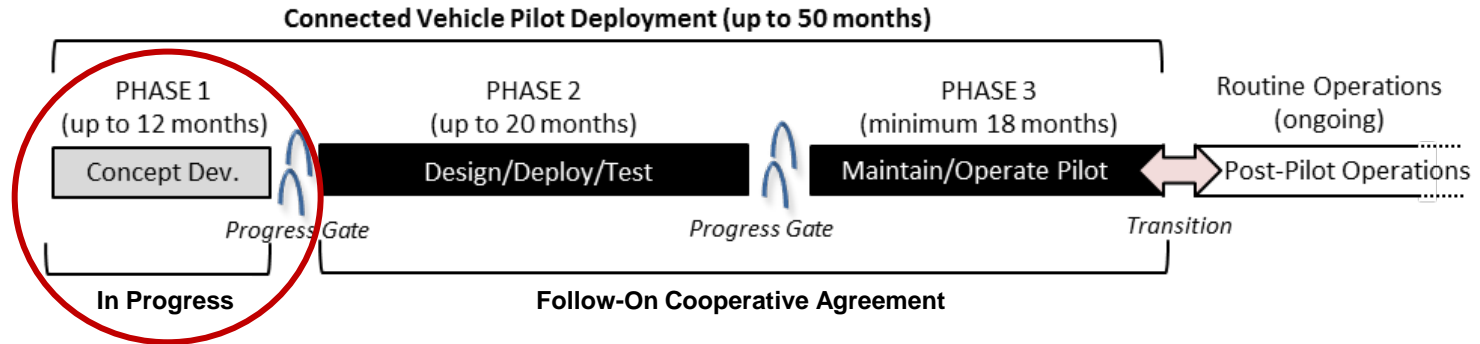


- Improve safety and mobility of travelers in New York City through connected vehicle technologies.
- Vehicle to vehicle (V2V) technology installed in up to 10,000 vehicles in Midtown Manhattan, and vehicle to infrastructure (V2I) technology installed along high-accident rate arterials in Manhattan and Central Brooklyn.



- Alleviate congestion and improve safety during morning commuting hours.
- Deploy a variety of connected vehicle technologies on and in the vicinity of reversible express lanes and three major arterials in downtown Tampa to solve the transportation challenges.

DEPLOYMENT SCHEDULE



■ Overall Deployment Schedule

- **Phase 1: Concept Development**
 - Creates the foundational plan to enable further design and deployment
 - **Phase 2: Design/Deploy/Test**
 - Detailed design and deployment followed by testing to ensure deployment functions as intended (both technically and institutionally)
 - **Phase 3: Maintain/Operate**
 - Focus is on assessing the performance of the deployed system
 - Post Pilot Operations (CV tech integrated into operational practice)
- ## ■ Public webinars to share the concept development activities from the three sites
- Concept of Operations Webinar (February – March 2016)
 - Performance Measurement Webinar (May – June 2016)
 - Deployment Plan Webinar (August 2016)



OVERVIEW OF OUTREACH PLAN



- What is the Outreach Plan?
 - A high-level plan for the management of Outreach activities in the Deployment Phases (Phase 2 and Phase 3)
 - This plan covers both outreach activities and the accommodation of requests for site visits by media, researchers, and others

OUTREACH PLAN VS. TRAINING PLAN



- *Outreach Plan* is different from *Participants Training and Education Plan*
 - Outreach Plan
 - Promote and increase the awareness of the deployment
 - Engage with the stakeholders and the surrounding communities about the status of the deployment
 - Participant Training and Education Plan
 - Recruit and train the deployment participants
 - Educate the general public of what changes to expect during the deployment



CV PILOT SITES' REQUIREMENTS



- Personnel Requirements for Phase 2 and Phase 3
 - Site Outreach Lead – Responsible for the coordination of outreach requests
 - Site Outreach Spokesperson – Speaks for the Pilot Deployment in communication with the media
- Outreach Plan Requirements
 - PR/Marketing plan describing the site end-to-end professional development and delivery of the materials, such as News articles, press releases, brochures, fact sheets, etc.
 - Media strategy for local and national press and coordination with USDOT
 - Web/social media presence and trade show strategy
 - Local outreach, community awareness strategy and site visit/demonstration
 - Crisis communications plan



ANTICIPATED LEVELS OF OUTREACH



- Minimal Levels of Outreach during Phases 2 and 3
 - 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 2017 for the follow-on connected vehicle deployers/concept developers
 - Participation in two USDOT-organized webinars a year regarding pilot deployment progress/performance



OUTREACH CHALLENGES



- Target Audience
 - Issue: Sending the right message to the right group
 - Possible Strategy: A comprehensive outreach plan identifying target groups and messages to be sent

- Coordination/Consistency
 - Issue: Coordinating with USDOT/local agencies/media/training to send consistent messages
 - Possible Strategy: Dedicated Site Outreach Lead meets monthly with USDOT (by phone) and coordinating with the training task lead

- Sensitive Policy Issues
 - Issue: Media raises questions related to security, privacy, spectrum etc.
 - Possible Strategy: Send all policy related media inquiries through the federal site lead/site COR/outreach lead to get approval from USDOT PA





How to Develop an Effective Outreach Plan

Kristine Garfield

Communications and Marketing Outreach Specialist

Booz Allen Hamilton

DEFINING COMMUNICATIONS



Communications Is...

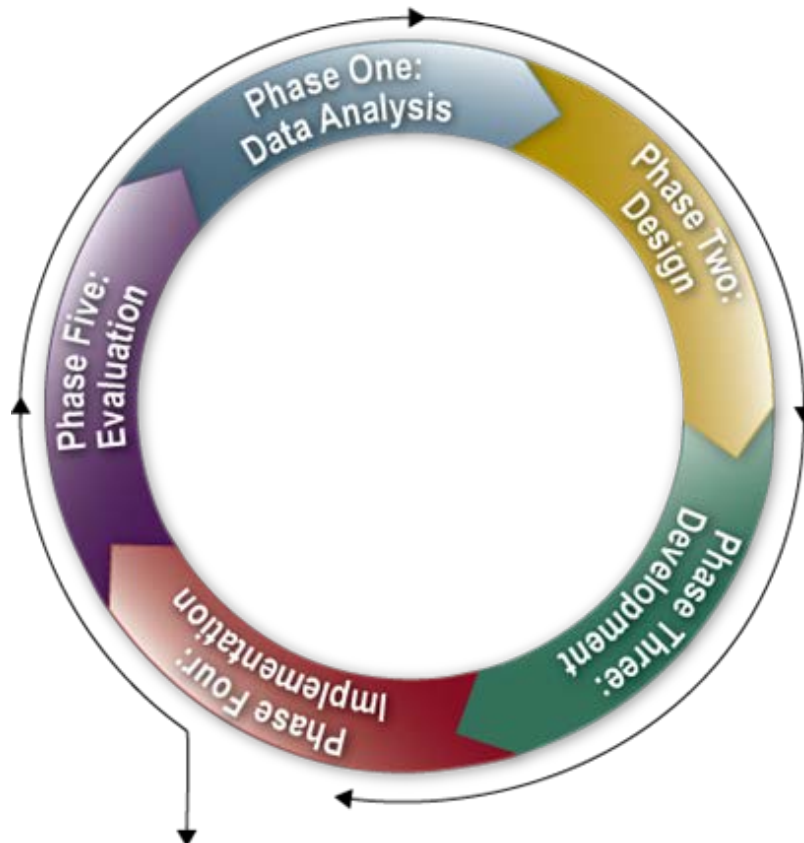
- Developing a compelling case for change that drives consistent messages across an organization to achieve desired business goals
- Partnering with executives, communicators and key influencers to create custom communications solutions and deliver the compelling case for change
- Supplying information, education and motivation to move audiences through the process of understanding, acceptance and readiness
- Predicting reactions to change and developing strategies to mitigate resistance and encourage action
- Leveraging multiple tools and tactics to best reach and influence stakeholder groups

Is Not...

- Crafting a one-way dialogue
- Creating only tactical materials like plans, newsletters, and memos
- Developing a “one size fits all” approach or tools for all audiences
- Implementing communications as the one and only tool for change management
- Creating communications isolation separate from management and project workstreams



COMMUNICATIONS LIFECYCLE



Phase One: Identify mission and vision. Analyze current communications activities and challenges. Build customer and stakeholder profiles.

Phase Two: Define key communications themes and design key messages targeted to stakeholder tiers. Understand information needs of each stakeholder tier.

Phase Three: Develop communications products and mechanisms and prioritize their delivery to stakeholders. Understand required content and process guidelines.

Phase Four: Implement communications products and mechanisms against a communications schedule and track outreach against a roll-out plan.

Phase Five: Gather feedback from stakeholders to assess communications success and tailor activities accordingly.

Ongoing Stakeholder Input

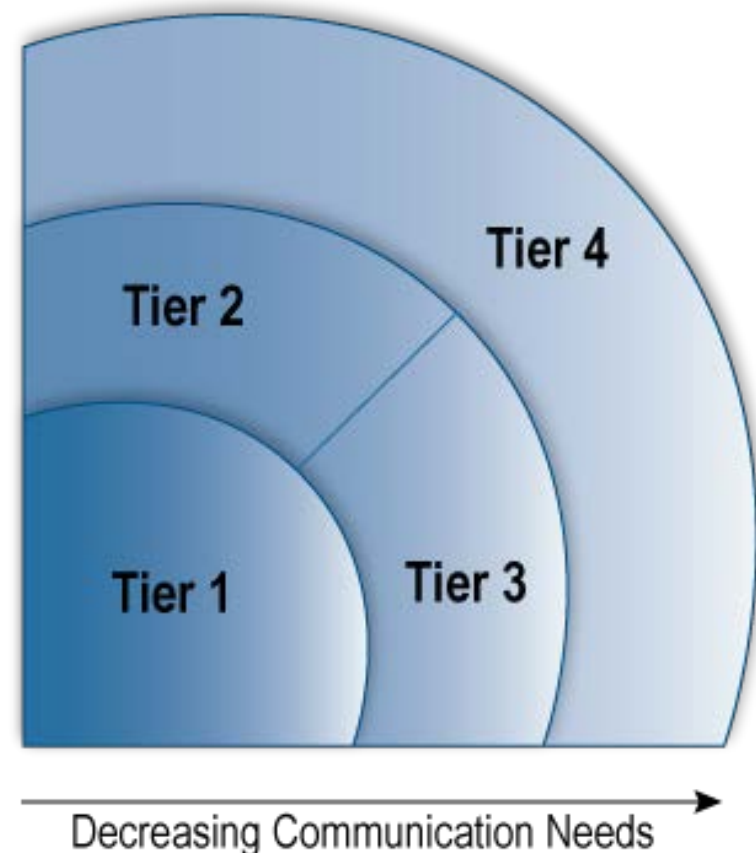
This approach to communications planning ensures that stakeholder input informs the lifecycle.



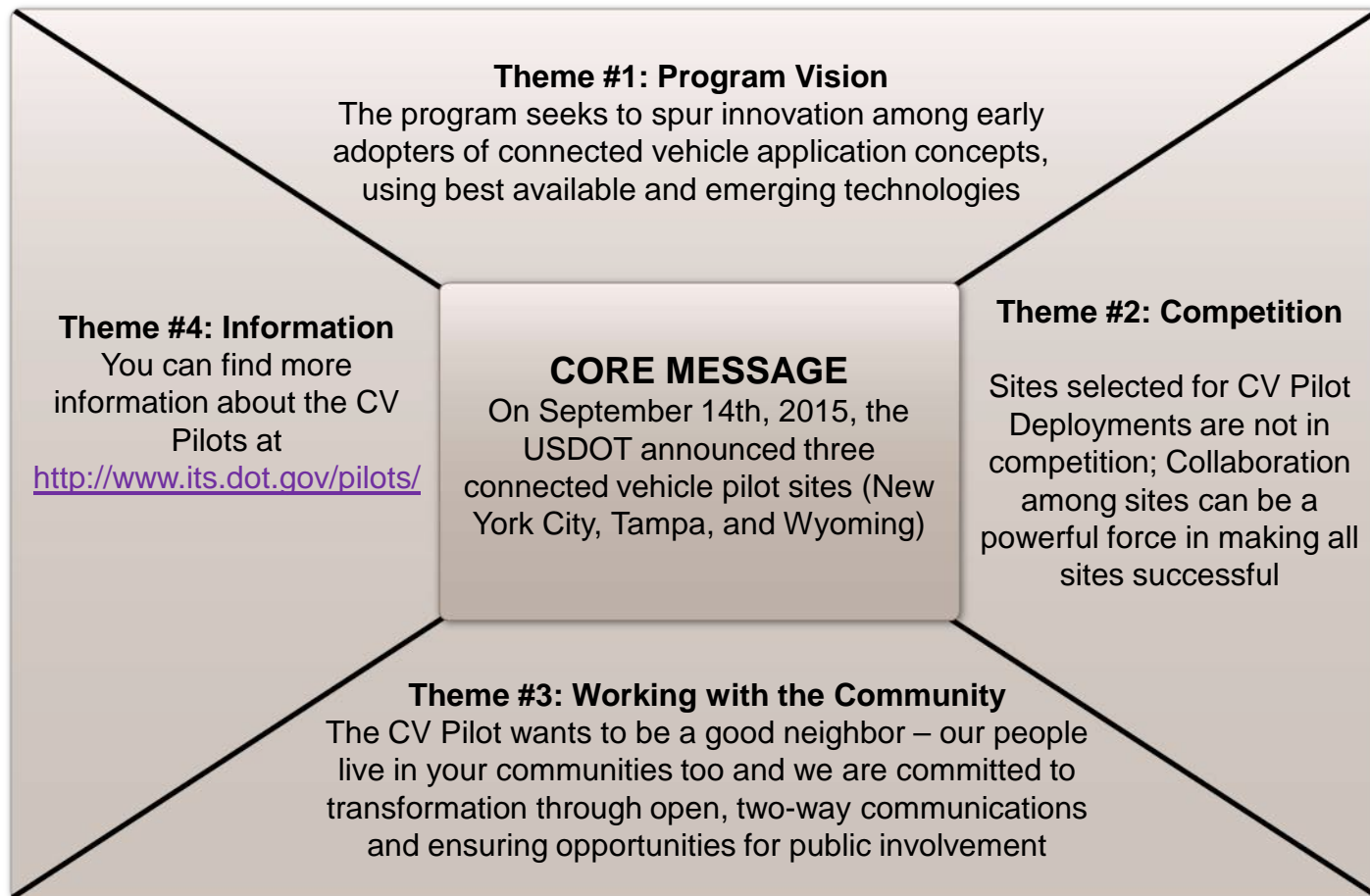
STAKEHOLDER SEGMENTATION & TIERS



- There are stakeholders with more intimate, day-to-day interaction with the CV Pilot Program, and stakeholders who may be aware of Connected Vehicles, but do not understand how they might be affected.
- Understanding differences in audience information needs will allow you to develop targeted communications strategies and tactics.
- Tiers help identify which group should receive which message, over what timeframe and frequency, and in what sequence.
- A tier often defines communication characteristics like message tone and level of detail.



COMMUNICATIONS THEMES: EXAMPLE



COMMUNICATION CHANNELS



- Potential Channels Include
 - Websites
 - Infographics
 - Article Placement
 - Social Media
 - Videos
 - Newsletters
 - Fact Sheets
 - FAQs
 - Demonstrations
 - Webinars
 - Talking Points
 - Case Studies
 - Conferences and Events



COMMUNICATIONS PLAN BEST PRACTICES



▪ **Goals and Objectives**

- Develop three to four goals
- Objectives should support achieving the goals
- Use the SMART System

▪ **Audiences**

- Understand and articulate your audiences
- Segment based on size, needs, and frequency
- Consider the audience's information needs

▪ **Messaging**

- Should be tailored for the audience
- Use visuals to tell your story when possible

▪ **Channels**

- Use multiple approaches / channels

▪ **Measure**

- Seek feedback, adjust and continue on





Real World Experience: Safety Pilot Model Deployment

Francine Romine

Communications and Marketing Director

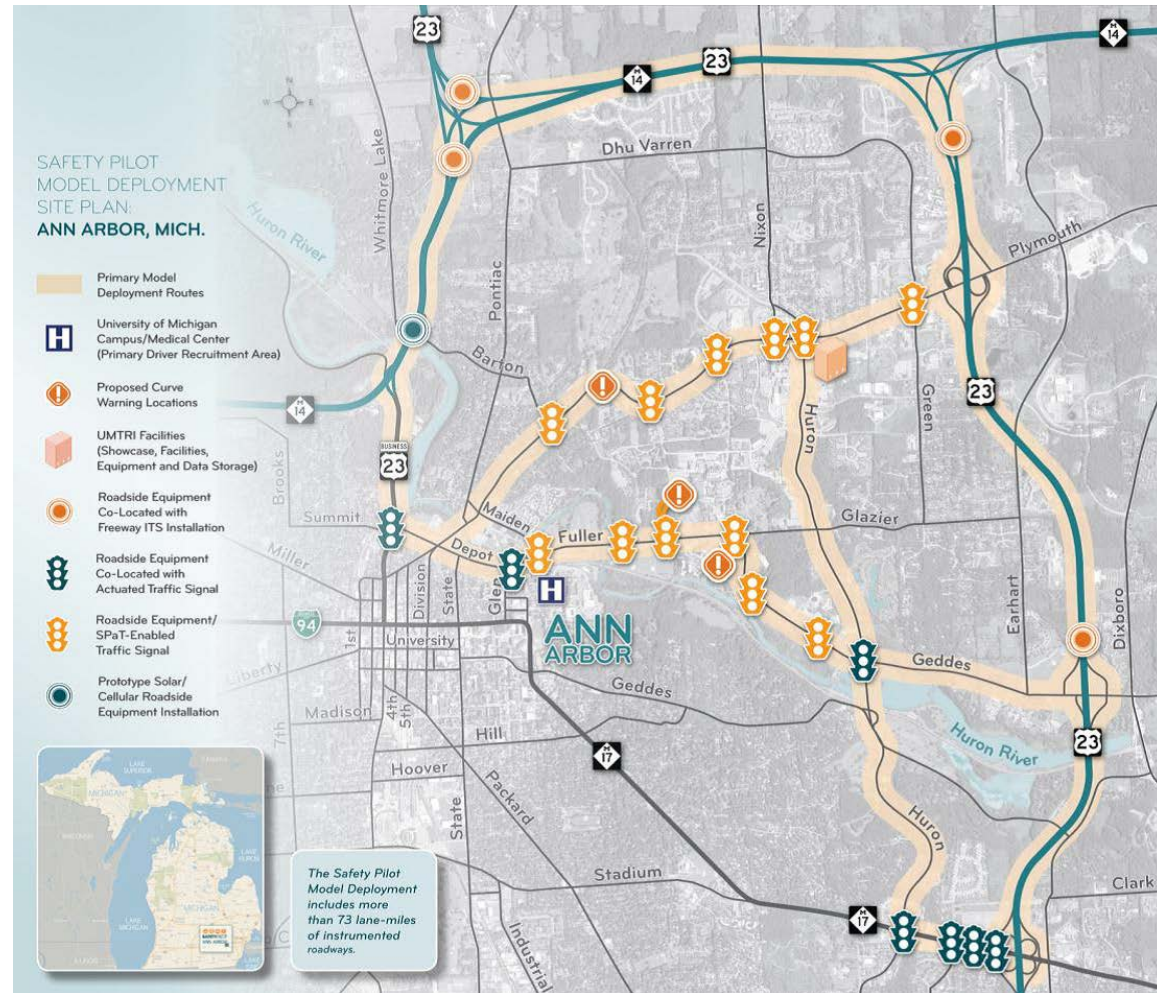
University of Michigan Transportation Research Institute



SAFETY PILOT MODEL DEPLOYMENT



- SPMD was launched in August 2012
 - Largest V2X pilot in the world
 - Nearly 3,000 cars, trucks, buses and infrastructure equipped
- Outreach Activities
 - News conference
 - 20+ media
 - 300 participants
 - Extensive media coverage



Source: UMTRI/MSDOT



LESSONS LEARNED - MEDIA



- Media strategy
 - Demonstration opportunities
 - 3rd party experts
 - Consumer/participant
 - Web-sites, b-roll, stock photos are great
 - but most media want their own



LESSONS LEARNED - PARTICIPANTS



- Recruit from your community
 - Schools, hospitals, large employers
- Engage with state and city leaders
 - Rotary, Junior League, Council meetings, State-DOT, School system
- Incentives are key!
 - Car wash, coffee, etc.



LESSONS LEARNED – SOCIAL MEDIA



- Facebook
 - SPMD did not have a FB presence
 - UMTRI did share/post interesting aspects of V2X
- Twitter
 - SPMD did not have a FB presence
 - UMTRI retweeted interesting aspects of V2X
- Other
 - Regularly scanned social media for negative posts about either the technology or participant experience



STAKEHOLDER Q&A



- Please keep your phone muted
- Please use chatbox to ask questions
- Questions will be answered in the order in which they were received
- This Q&A section will neither be recorded nor posted to the website

STAY Connected



Contact for CV Pilots Program:

Kate Hartman, Program Manager

Kate.Hartman@dot.gov

Join us for the *Getting Ready for Deployment Series*

- Discover more about the 2015 CV Pilot Sites
- Learn the Essential Steps to CV Deployment
- Engage in Technical Discussion



Website: <http://www.its.dot.gov/pilots>

Twitter: [@ITSJPODirector](https://twitter.com/ITSJPODirector)

Facebook:

<https://www.facebook.com/USDOTResearch>

March - April 2016 Webinars

Technical Assistance Webinars

- [3/28/2016, 10:00 am – 11:30 am ET](#)
Preparing an Outreach Plan for Connected Vehicle Deployments

ConOps Webinars

- [4/1/2016, 1:00 – 2:00 pm ET](#)
NYC ConOps Webinar

Please visit the CV pilots website for the recording and the briefing material of the previous webinars.

