



U.S. Department of Transportation

COMPLETE TRIP

ITS  US

The logo for ITS4US, where the number '4' is stylized with a blue outline and a yellow dashed line path. The path starts at a red location pin at the top, goes down, then left, then down again, and ends at another red location pin at the bottom.

Task 11 Training:
Outreach Plan

Program Overview

Complete Trip - ITS4US Deployment Program

- A USDOT Multimodal Deployment Effort, led by ITSJPO and supported by OST, FHWA and FTA
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip



Vision

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

Program Goals



Spur high-impact integrated Complete Trip deployments nationwide



Identify needs and challenges by populations



Develop and deploy mobility solutions that meet user needs

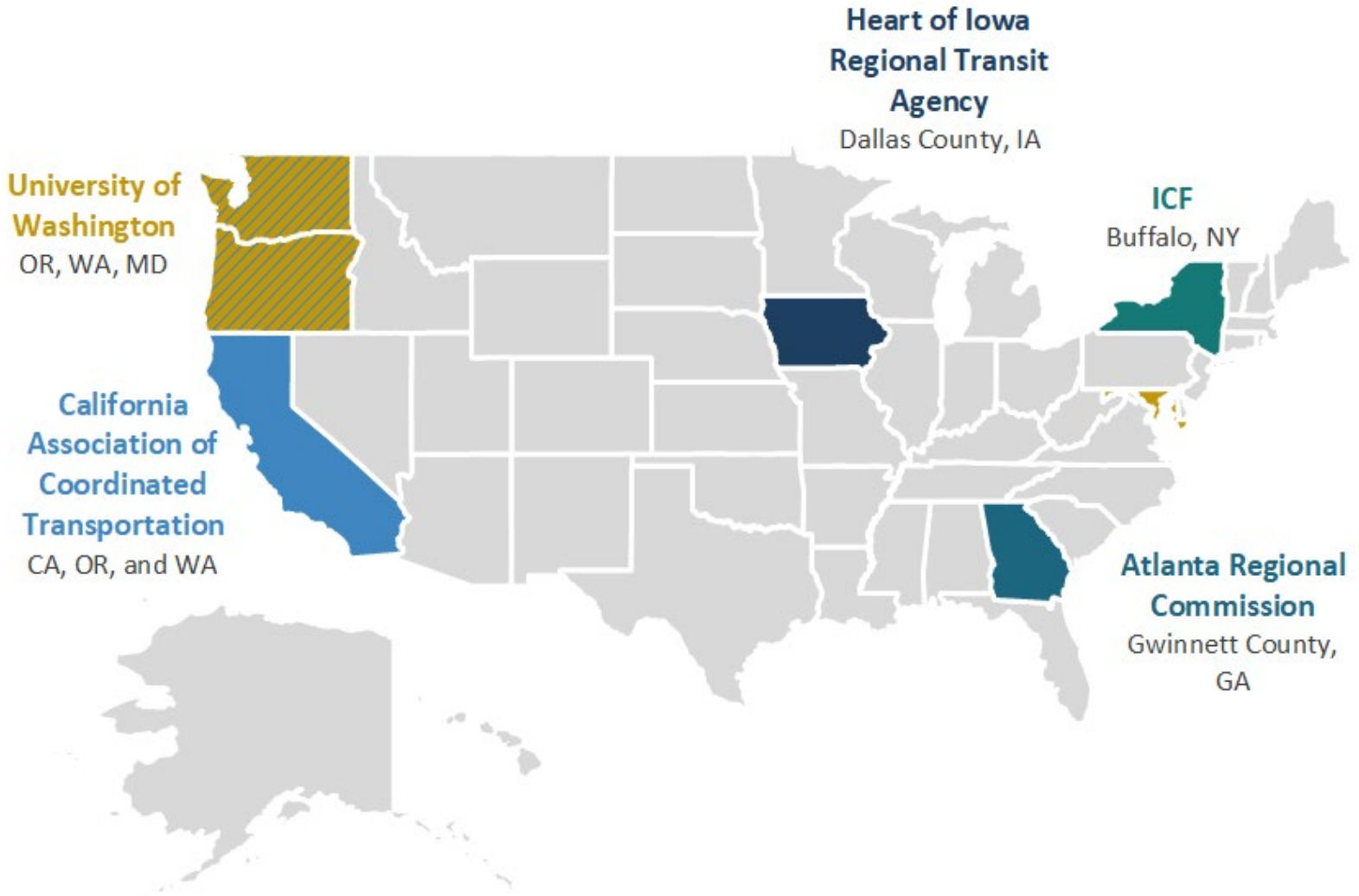


Measure impact of integrated deployments

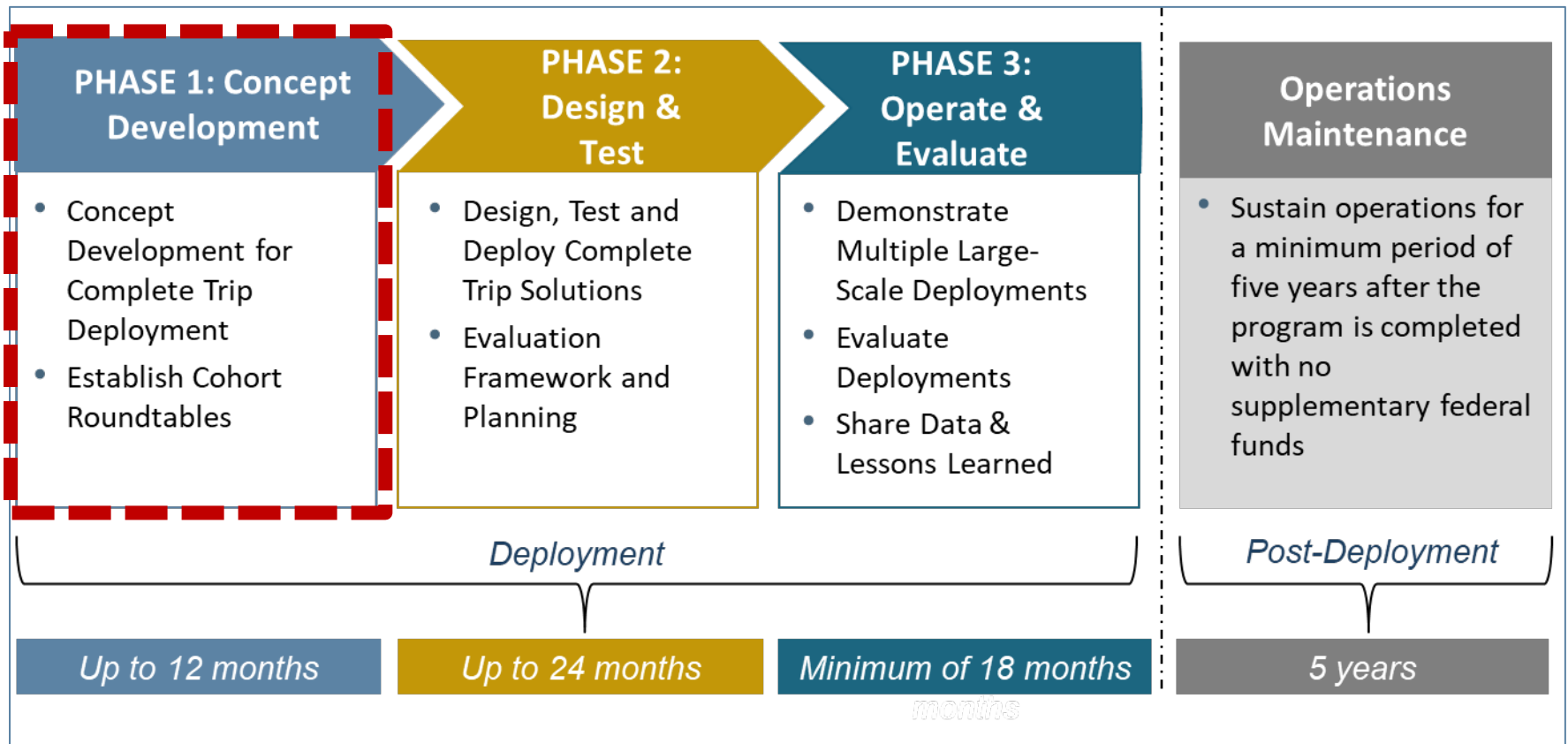


Identify replicable solutions and disseminate lessons learned

Complete Trip Phase 1 Awardees



Deployment Phases





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(FHWA)

Agenda

- **Outreach Plan (Task 11) Overview**
- **Outreach Plan Template**
 - Introduction
 - Media Strategy
 - Communication Management
 - Communication Platforms
 - Public Relations/Marketing Plan
 - Outreach Effectiveness
- **Final Thoughts**
 - Useful References
 - Stay Connected

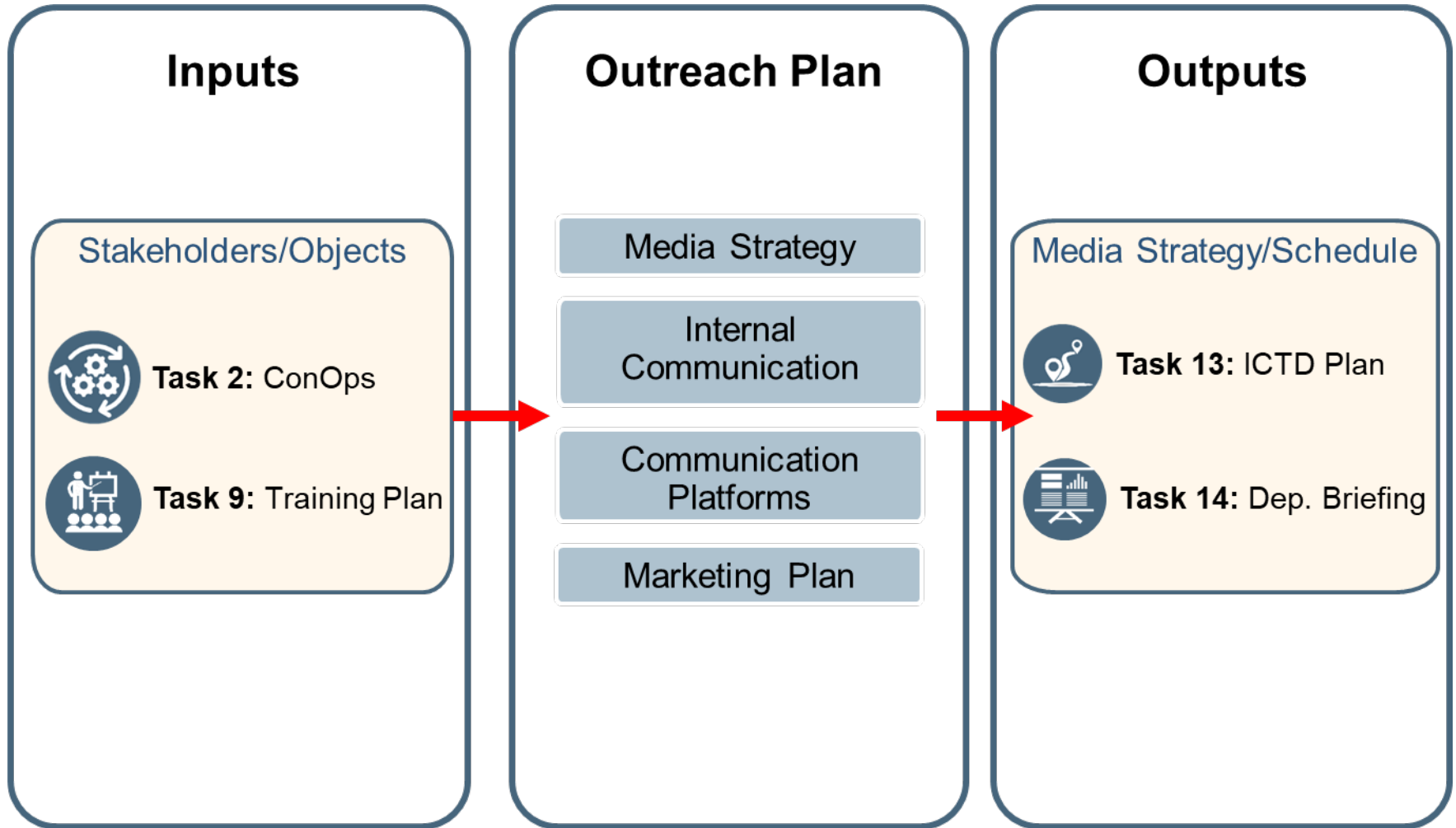
Outreach Plan Overview

Outreach Plan

High-level plan for the management of Outreach activities in the Deployment Phases (Phase 2 and Phase 3), consistent with the Comprehensive Pilot Deployment Plan (Task 13). This plan covers both outreach activities and the accommodation of requests for site visits by media, researchers, and others.



Outreach Plan Interdependencies



Deliverables

ID	BAA Section	Task 11: Outreach Plan	Due Date	Format
P1T11D1	5.11	Outreach Plan Draft	11/29/2021	Word
P1T11D2	5.11	Outreach Plan Final	12/27/2021	Word

Outreach Plan Major Components

Media Strategy

Communication objectives, target audiences, media strategy and actions for local and national press in coordination with the USDOT.

Communication Management

Assign Outreach Lead and Spokesperson and communicate how information will be coordinated with the USDOT and other Projects.

Communication Platforms

Outline what platforms will be used for which audiences, how frequently, and how to meet accessibility needs.

Marketing Plan

End-to-end professional development schedule with date, activity, audience, outcome, and medium/platform of all deliverables.

Outreach Plan Template Sections

Section 1: Introduction

Section 1 of the Outreach Plan should address:

- **Document Purpose:** Discuss the purpose and content of the Outreach Plan.
- **Project Overview:** Provide a high-level overview of the project focusing on the evaluation-related goals and elements with participant interactions.
- **Organization of the Report:** Brief overview of the content covered in each of the following sections.
- **Assumptions and Risks:** Describe the assumptions and the risks of this deployment outreach plan.

Section 2: Media Strategy

Section 2 of the Outreach Plan should address:

- **Communication Objectives:** State the communication objectives in the form of key messages to be delivered by the site team.
- **Target Audience:** List the target audiences for outreach materials for the site deployment.
- **Outreach Media Approach:** State the objectives and organizing principles for site outreach with the media including the media strategy for local and national press, web presence and social media, trade shows, conferences, annual meetings and exhibitions.

Section 3: Communication Management

Section 3 of the Outreach Plan should address:

- **Roles and Responsibilities:** Identify the individuals and organizations responsible for implementing the Outreach Plan in Phases 2 and 3.
- **Coordination with USDOT:** Describe the plan for regular coordination with USDOT communications staff to facilitate branding, re-use and re-distribution of materials developed by USDOT and the site team.
- **Outreach Team Communication Plan:** Outline one or more key use cases where team coordination and approval are followed to ensure efficient and consistent outreach.

Section 4: Communication Platforms

Section 4 of the Outreach Plan examples:

- **Deployment Website:** Describe plans for developing the site's deployment website, types of materials that will be posted, frequency of updates, website statistics (e.g., number of visitors, file downloads).
- **Public Meetings and Conferences:** Describe how public meetings and conferences interaction and content will be used as part of the site deployment outreach strategy.

Section 4: Communication Platforms, continued

Section 4 of the Outreach Plan examples:

- **Social Media:** Describe how web-based and social media (e.g., Facebook, LinkedIn, Twitter) interaction and content will be used as part of the site deployment outreach strategy.
- **On-Site Events:** Describe the on-site outreach activities planned and/or supported for Phases 2 and 3.
- **Local Community Outreach:** Describe how the site will engage the local community and recruit participants.

Section 5: Public Relations/Marketing Plan

Section 5 of the Outreach Plan should address:

- **Outreach Material Development and Delivery:**
Describe the development and/or acquisition of all planned outreach materials that will be produced and released via the outreach platforms described in Section 4.
- **Detailed Plan and Schedule of Outreach Activities:**
Provide a detailed plan and schedule of activities and events, audiences, proposed/tentative dates and platforms.



Section 5: Public Relations/Marketing Plan, continued

In the BAA, USDOT requires the sites to *“travel and participate in three workshops/conferences/trade shows each year,” “participate in two USDOT-organized webinars a year regarding complete trip deployment progress/performance,” “participation in two public meetings or press conferences per year,” and “three articles a year to be published in industry trade journal”* during Phases 2 and 3. USDOT has identified key outreach events (by contract year) that the deployment sites should be prepared to support in Phases 2 and 3.

Section 6: Outreach Effectiveness

Section 6 of the Outreach Plan should address:

- **Success Criteria:** Describe the criteria to determine whether the outreach activity was successful and the impact on the project. The impact could include quantitative and qualitative measures.
- **Outreach Impact Assessment Planning:** Describe the tools or types of analysis that the site plans to use to measure the impacts of the outreach effort. Note, that this section are initial plans, and the overall Outreach Plan will be revised and updated in Phase 2.

Final Thoughts

Outreach Plan Key References

- Complete Trip Webinar #2: Engaging Stakeholders, Developing Partnerships, and Following the Planning Process, February 2020

https://www.its.dot.gov/its4us/pdf/its4us_webinar_2.pdf

- Government Section 508 standards

<https://www.section508.gov>

- ITS JPO 508 Resources

https://www.its.dot.gov.communications/508_guidance.htm

Outreach Plan Key References, continued

- A Guide to Interacting with People who have Disabilities
https://www.dhs.gov/sites/default/files/publications/guide-interacting-with-people-who-have-disabilities_09-26-13_0.pdf
- Communicating With and About People with Disabilities
<https://www.cdc.gov/ncbddd/disabilityandhealth/materials/factsheets/fs-communicating-with-people.html>
- ADA Toolkit on Accessible Meetings and Events from the American Bar Association Commission on Disability Rights
<https://www.americanbar.org/content/dam/aba/administrative/commission-disability-rights/accessible-meetings-toolkit.pdf>

Stay Connected

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Visit the Complete Trip – ITS4US Deployment Program
Website and FAQs:

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

https://www.its.dot.gov/its4us/its4us_faq.htm

Any questions?

