



U.S. Department of Transportation

# ITS4US

**IT'S TRANSPORTATION FOR ALL OF US**

**Task 2-J:**  
Stakeholder Outreach



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ITS Joint Program Office

# ITS4US Program Overview

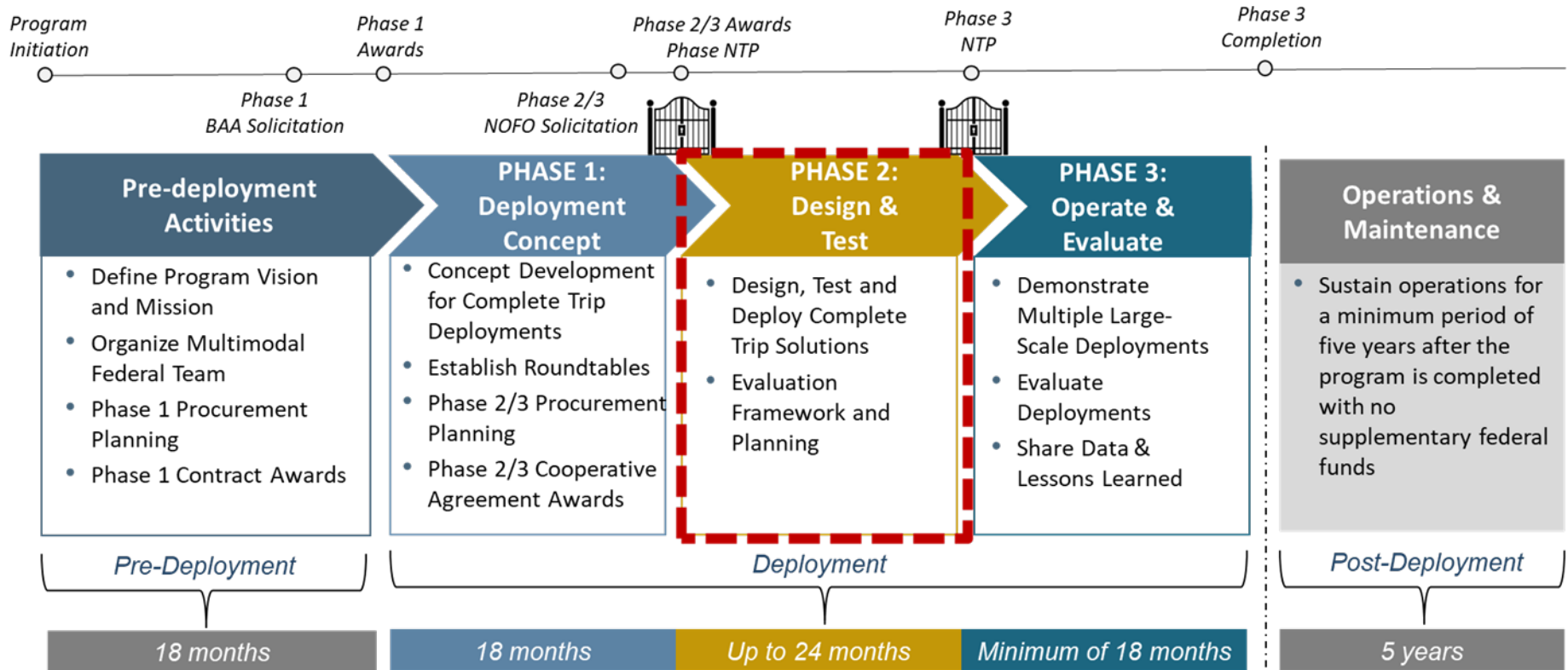
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- A USDOT Multimodal Deployment effort, led by ITS JPO and supported by OST, FHWA and FTA
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip

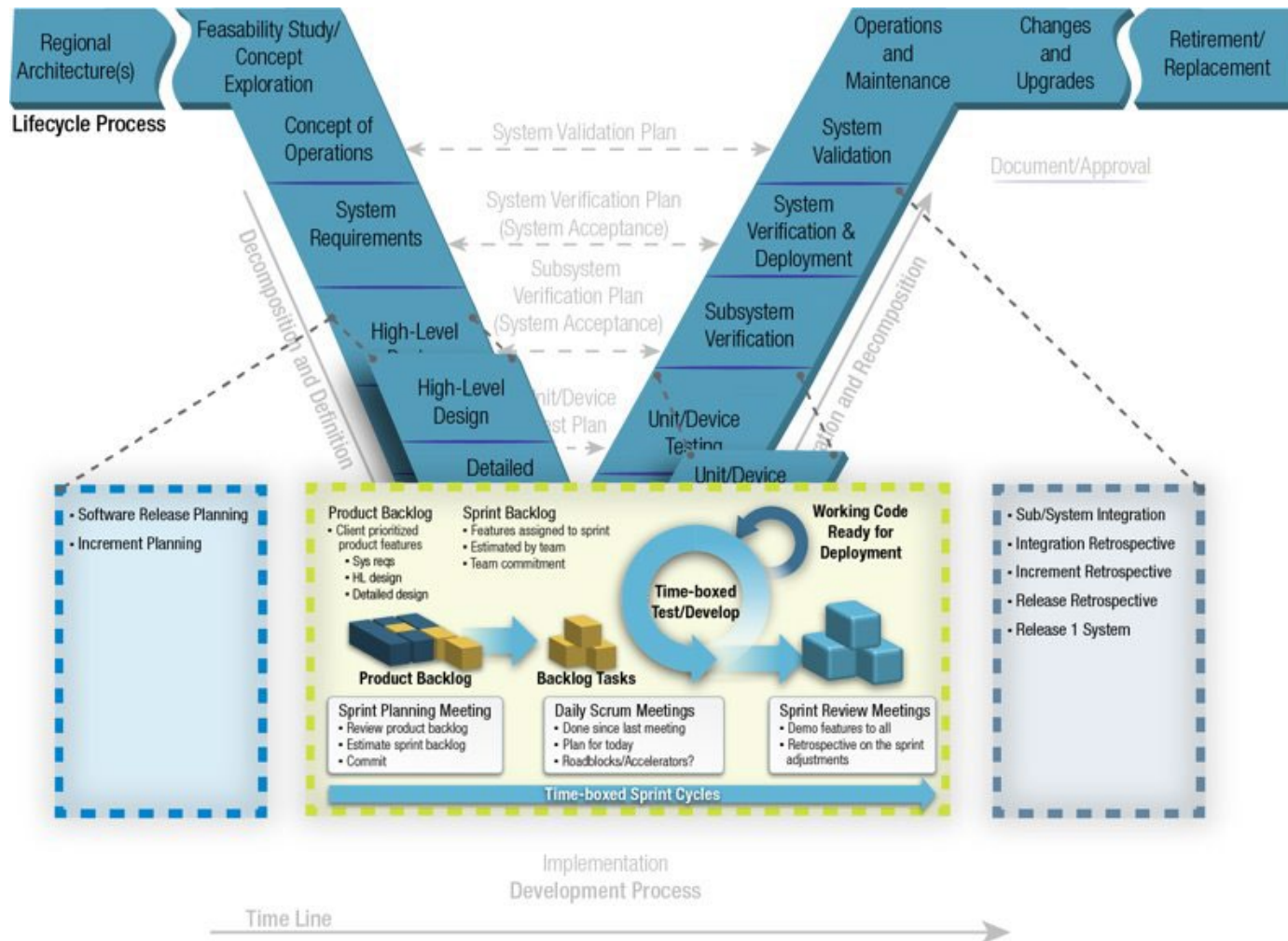


**Vision:** Innovative and integrated complete trip deployments to support seamless travel for all users across all modes, regardless of location, income, or disability

# Deployment Phases



# Systems Engineering “Vee” Diagram



(Source: FHWA 2007 and modified by Noblis 2017)

# Overview of Stakeholder Outreach



## Shari Schaftlein

Director, Federal Highway  
Administration (FHWA) Office of  
the Human Environment

ITS4US Subject Matter Expert (SME)

# Stakeholder Outreach

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Task 2-J is performed for the entirety of Phase 2. This task includes the performance of stakeholder outreach, which will be continued into Phase 3. The Phase 2 Outreach Plan is intended to build off the Phase 1 Outreach Plan.

## ***Deliverables***

1. Outreach Implementation Schedule (OIS)
2. Monthly OIS updates
3. Phase 2 Outreach Plan
4. Outreach Materials



# Stakeholder Outreach in Phases 2 and 3

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- In Phase 2 (Task 2-J) and Phase 3 (Task 3-C)
  - Develop the outreach materials and conduct the outreach activities identified in the *Revised Outreach Plan*
  - Coordinate with other deployment activities
    - Participate in the Outreach Roundtables
    - Maintain *Lessons Learned Logbook* (as part of Task 2-A)
  - Support collaboration identified by the USDOT
  - Update deliverables
    - *Outreach Plan* (at least once per phase)
    - *Outreach Implementation Schedule* (monthly)
  - *Operational Capability Showcase* in Phase 3 (Task 3-C)

# OIS Template & Monthly Updates (Part 1)

WBS	Task Name	Duration	Start	Finish	% Complete	Contractual Deliverables	SDS	TIS	IOIS	OIS	PMESS	Notes
2.J	2-J Stakeholder Outreach	523 days?	Wed 6/15/22	Fri 6/14/24	0%							
2.J.1	Phase 2 Outreach Plan			Wed 10/12/22	0%	✓				✓		
2.J.2	Initial Outreach Implementation Schedule (OIS)			Wed 10/26/22	0%	✓				✓		
2.J.3	Monthly Updates to OIS			Fri 6/14/24	0%	✓				✓		Monthly updates at the time of progress
2.J.4	Outreach Materials			Fri 6/14/24	0%	✓				✓		Determined in Phase 2 OP, timing

# OIS Template & Monthly Updates (Part 2)

The screenshot shows the Microsoft Project Professional interface. The 'View' ribbon is selected, and a dropdown menu is open over the 'Data' column of the task list. The 'OIS' option is highlighted and circled in red. The task list includes the following tasks:

ID	WBS	Task Name	Duration	Start	Finish	% Complete	Data	IS	PMESS	Notes
41	2.J	2-J Stakeholder Outreach	523 days?	Wed 6/15/22	Fri 6/14/24	0%	OIS			
42	2.J.1	Phase 2 Outreach Plan			Wed 10/12/22	0%	TIS	✓		
43	2.J.2	Initial Outreach Implementation Schedule (OIS)			Wed 10/26/22	0%	[No Filter]	✓		
44	2.J.3	Monthly Updates to OIS			Fri 6/14/24	0%	Completed Tasks	✓		Monthly updates at the time of progress
45	2.J.4	Outreach Materials			Fri 6/14/24	0%	Incomplete Tasks	✓		Determined in Phase .



# Outreach Events Identified by USDOT (Part 1)

- In the BAA, USDOT requires the pilot sites to “travel and participate in **three** workshops, conferences, and or trade shows each year” during Phases 2 and 3.

Event	Date	Location	Activities
<b>Agreement Year 1 - 1 Mandatory Conference (All Sites)</b>			
ITS World Congress	Sept 18-22, 2022	Los Angeles	<ul style="list-style-type: none"> <li>• Exhibit (Video and outreach materials)</li> <li>• Possible ITS4US panel</li> <li>• Outreach materials at the booth</li> </ul>
<b>Agreement Year 1 - 2 Optional Conferences</b>			
Association of Metropolitan Planning Organizations (AMPO) Annual Conference	TBD	TBD	<ul style="list-style-type: none"> <li>• Possible presentations at session, ITS4US panel, or outreach materials at ITS JPO Booth/site booth</li> </ul>
National Rural ITS (NRITS)	TBD	TBD	<ul style="list-style-type: none"> <li>• Possible presentations at session, or ITS4US panel</li> </ul>
<b>Agreement Year 2 - 1 Mandatory Conference (All Sites)</b>			
ITE Annual Meeting and Exhibition	TBD		<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<b>Option Year 2 - 2 Optional Conferences</b>			
American Planning Association (APA) National Conference	April 2-4, 2023	Philadelphia	<ul style="list-style-type: none"> <li>• Possible presentations at session, ITS4US panel, or outreach materials at ITS JPO Booth/site booth</li> </ul>
SXSW	TBD	TBD	<ul style="list-style-type: none"> <li>• Possible presentations at session and/or at booth, and outreach materials at the booth</li> </ul>
<b>Agreement Year 3 - 1 Mandatory Conference (All Sites)</b>			
TRB Annual Meeting	TBD (Jan. 2025)	Washington, DC	<ul style="list-style-type: none"> <li>• Presentations at USDOT sessions and workshops, and outreach materials at USDOT booth</li> </ul>
<b>Agreement Year 3 - 2 Optional Conferences</b>			
ITS America Annual Meeting	TBD	TBD	<ul style="list-style-type: none"> <li>• Handouts in attendees' bags</li> <li>• Possible outreach Materials at USDOT booth</li> <li>• Possible ITS4US panel</li> </ul>
TRANSED Conference	TBD	TBD	<ul style="list-style-type: none"> <li>• Possible presentations at session and/or at booth with outreach materials at the booth</li> </ul>

# Outreach Events Identified by USDOT (Part 2)

- In the BAA, USDOT requires the pilot sites to “participate in **two** USDOT-organized webinars a year regarding pilot deployment progress/performance” during Phases 2 and 3.

<b>Webinar Topic</b>	<b>Timeline</b>	<b>Relevant Task Areas</b>
<b>Year 1</b>		
<i>System Architecture/Design</i>	<i>TBD</i>	<ul style="list-style-type: none"> <li>• <i>2-B: Systems Architecture</i></li> <li>• <i>2-B: Systems Design</i></li> </ul>
<i>Software Development and Integration</i>	<i>TBD</i>	<ul style="list-style-type: none"> <li>• <i>2-E: Software Deployment and Integration</i></li> </ul>
<b>Year 2</b>		
<i>Operational Readiness</i>	<i>TBD</i>	<ul style="list-style-type: none"> <li>• <i>2-G: Operational Readiness Plan</i></li> </ul>
<i>Results of Readiness Test</i>	<i>TBD</i>	<ul style="list-style-type: none"> <li>• <i>2-H: System Test Results Summary Documentation</i></li> </ul>
<b>Year 3</b>		
<i>Highlights of the Operational Capability Showcase (after the OCS)</i>	<i>TBD</i>	<ul style="list-style-type: none"> <li>• <i>3-C: Operational Capability Showcase</i></li> </ul>
<i>Performance Measurement/Transition Plan</i>	<i>TBD</i>	<ul style="list-style-type: none"> <li>• <i>3-D: Performance Measurement</i></li> <li>• <i>3-E: Comprehensive Transition Plan</i></li> </ul>

# ITS4US Phase 2 Site Factsheet

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- To be developed per BAA
- Under development
  - Content requested from each site
  - ITS JPO Communications Team will render “print ready” version
  - Site team will review
  - Printed version available at ITS JPO ITS World Congress booth and digital copies will be linked to the ITS4US and ITS JPO websites
- Updated as project progresses

# ITS4US Outreach Tips

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- Share the purpose behind specific outreach efforts to assist with coordination and promote consistency in messaging.
- Try to link social media posts back to the ITS JPO social media accounts and use appropriate hashtags to reach a broader audience.
- Coordinate outreach across sites, for collaboration, sharing experiences, best practices and outreach content, and upcoming events / activities.
- Target specific audiences (rural, transit, healthcare, etc.) to gain input and spread awareness of site/program efforts.



# Recurring Outreach Roundtables

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- Purpose of the Outreach Roundtables
  - Coordinate among the four sites and with the USDOT
  - Request outreach related support from the USDOT
- Participants
  - From USDOT – USDOT task lead/SME
  - From sites – The dedicated site outreach leads or the representatives
  - Guest speaker(s) if needed
- Schedule
  - TBD, likely during the Tuesday “slot”

# Possible Roundtable Topics

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- Media interview requests
- Ideas for future articles
- New website content
- Event coordination, e.g., booth activities, workshops, tradeshow, webinars, media request, onsite visit/demonstration, etc.
- Material development coordination, e.g., talking points, news release, branding, graphics, articles, etc.
- Strategies on the sensitive topics, e.g., security, privacy, spectrum etc.

# USDOT Outreach Support

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- Workshop/Conference/Booth Space
  - USDOT will handle logistics for meetings/webinars including promotion when USDOT hosting
  - Sites focus on developing content
- National Press Release/ Social Media Communication Channels
  - USDOT will develop any national news releases with quotes from the secretary (if needed)
  - USDOT has Facebook, Twitter, YouTube and LinkedIn sites
- ITS4US Site Factsheet Template
  - Sites provide content, USDOT will put content into our standard template to maintain consistency
- Website Design Concept
  - USDOT will work with you to help you develop content for your sites
  - Sites will design websites
- USDOT Images/ Infographics/Videos (rights-free)
  - [http://www.its.dot.gov/communications/its\\_images.htm](http://www.its.dot.gov/communications/its_images.htm)
  - <http://www.its.dot.gov/infographs/index.htm>
  - <http://www.its.dot.gov/communications/video.htm>

# Lessons Learned from the CV Pilots (Outreach)

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- Tie recruitment activities in with local outreach activities.
- Track outreach issues early despite tendency to focus on technical ones.

Source: [Connected vehicle pilot deployment program phase 1 : lessons learned : final report. \(bts.gov\)](#)

- Continue outreach efforts to recruit participants throughout the project.

Source: Connected Vehicle Pilot Deployment Lessons Learned Logbook Synthesis, FHWA-JPO-22-927, to be published

# ITS4US Contact Information

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Visit the ITS4US Deployment Program Website:

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



ITS4US Deployment Program Video

<https://youtu.be/pztl1lRyXAc>