

# Connected Vehicle Pilot Deployment Program Phase 1

## Outreach Plan – Tampa (THEA)

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Final Report — July 6, 2016  
FHWA-JPO-16-320



U.S. Department of Transportation

Produced by Tampa Hillsborough Expressway Authority (THEA) CV Pilot Team  
U.S. Department of Transportation  
Intelligent Transportation Systems Joint Program Office (ITS JPO)

***On the cover:*** A driver turns south onto Meridian Avenue in downtown Tampa, the site of THEA's Connected Vehicle Pilot Deployment. (Source: THEA)

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This document is based upon work supported by the Federal Highway Administration under contract number DTFH6115R00003. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the Federal Highway Administration.

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**Technical Report Documentation Page**

<b>1. Report No.</b> FHWA-JPO-16-320		<b>2. Government Accession No.</b>		<b>3. Recipient's Catalog No.</b>	
<b>4. Title and Subtitle</b> Connected Vehicle Pilot Deployment Program Phase 1, Outreach Plan – Tampa (THEA)		<b>5. Report Date</b>		<b>6. Performing Organization Code</b>	
		<b>7. Author(s)</b> Sue Chrzan (THEA), Mary Hamill (Global-5), Mike Wacht (Global-5), Jeff Brown (Global-5)		<b>8. Performing Organization Report No.</b>	
<b>9. Performing Organization Name And Address</b> Tampa Hillsborough Expressway Authority 1104 East Twiggs Street, Suite 300 Tampa, Florida 33602		<b>10. Work Unit No. (TRAIS)</b>		<b>11. Contract or Grant No.</b> DTFH6115R00003	
		<b>12. Sponsoring Agency Name and Address</b> U.S. Department of Transportation ITS Joint Program Office 1200 New Jersey Avenue, SE Washington, DC 20590		<b>13. Type of Report and Period Covered</b> Final Report	
<b>15. Supplementary Notes</b>		<b>14. Sponsoring Agency Code</b>			
<b>16. Abstract</b>  <p>This document presents the Outreach Plan for the Tampa Hillsborough Expressway Authority (THEA) Connected Vehicle (CV) Pilot Deployment. The goal of the pilot deployment is to advance and enable safe, interoperable, networked wireless communications among vehicles, the infrastructure, and travelers' personal communications devices in order to reduce traffic congestion, improve safety and decrease emissions. The pilot deployment is proceeding in three phases: (1) concept development; (2) design, implementation and testing; and (3) operation, maintenance, impact assessment and performance measurement.</p> <p>The Outreach Plan is a high-level plan for the management of outreach activities throughout the deployment phases (phases 2 and 3). Key elements of the plan include the development of a pilot website; local outreach strategy; on-site tours and demonstrations; conference and trade show strategy; media relations strategy; and coordination of communications efforts with USDOT. The document also includes a communications continuity plan for use in the event of a natural disaster or other crisis.</p>					
<b>17. Key Words</b> Intelligent Transportation Systems, Connected Vehicles, Intelligent Vehicles, Connected Vehicle Pilot Deployment, Vehicle Communication, Outreach, Communications, Media Relations, Trade Show Strategy, Crisis Communications			<b>18. Distribution Statement</b> (Remove; Insert Information Here or leave blank)		
<b>19. Security Classif. (of this report)</b> Unclassified		<b>20. Security Classif. (of this page)</b> Unclassified		<b>21. No. of Pages</b> 56	<b>22. Price</b>

# Version History

#	Date	Author(s)	Summary of Changes
Initial Draft	4/5/16	THEA/Global-5 Communications	
Revision 2.0	6/16/16	THEA/Global-5 Communications	Incorporated USDOT comments
Revision 2.1	7/6/16	THEA/Global-5 Communications	Incorporated final comments

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# 1 Introduction

The Tampa Hillsborough Expressway Authority (THEA) Connected Vehicle (CV) Pilot Deployment (the pilot) aims to make surface transportation in downtown Tampa safer, smarter and greener by equipping cars, buses, personal communications devices and elements of the infrastructure with technology that enables them to communicate with each other. THEA and its partners will deploy a variety of CV applications that have the potential to transform the experience of the pedestrians, motorists and transit users who traverse the city every day.

Tampa is among the first cities in the nation to deploy CV technology on real city streets. The planned four-year effort began in September 2015, when the U.S. Department of Transportation (USDOT) awarded THEA a \$17 million contract as part of its CV Pilot Deployment Program, which seeks to spur innovation among early adopters of connected-vehicle applications. As one of just three sites selected to participate in the first wave of deployments, Tampa will play an important role in the success of the CV Pilot Deployment Program and in the future adoption of connected-vehicle technology nationwide.

The pilot deployment is not merely a demonstration but an actual implementation of CV technology in the heart of a vibrant city. It will address specific local needs using data from multiple sources, including drivers, transit riders and pedestrians. Because the pilot depends on public participation and active stakeholder engagement, effective outreach is vital to its success.

Beyond local interests, the pilot is intended to showcase the uses of CV technology for a national audience. To meet this objective, THEA and its partners must engage state and local transportation agencies, municipalities, and other prospective deployers. Researchers, trade associations, the news media and others will likewise be interested in this pioneering application of CV technology to the real world. The pilot requires a robust communications strategy for reaching all these audiences.

The THEA CV pilot deployment is proceeding in three phases:

- Concept development (up to 12 months)
- Design, implementation and testing (up to 20 months)
- Operation and maintenance, impact assessment, and performance measurement (at least 18 months)

Phase 1 (concept development) comprises 13 highly interdependent tasks: (1) program management; (2) concept of operations; (3) security management operating concept; (4) safety management plan; (5) performance measurement and evaluation support; (6) system requirements; (7) application deployment plan; (8) human use approval; (9) participant training and stakeholder education; (10) partnership coordination and finalization; (11) outreach plan; (12) comprehensive pilot deployment plan; and (13) deployment readiness summary.



## 2 Scope

The Outreach Plan is a high-level plan for the management of outreach activities throughout the deployment phases (phases 2 and 3). This plan fulfills the requirements of Task 11. The key requirements described in the USDOT Broad Agency Announcement (BAA) are as follows. Next to each requirement is a reference to the chapter and section of the Outreach Plan that addresses that requirement.

*The Outreach Plan shall identify a single Site Outreach Lead as well as a single Site Outreach Spokesperson for Phase 2 and Phase 3. 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. (Chapter 6.3, 6.4)*

*Further, the Plan shall articulate proposed:*

- *Media strategy for both local and national press (Chapter 6)*
- *Media coordination with the USDOT (Chapter 6.4)*
- *Web/social media presence (Chapter 4.1.1, 4.1.7)*
- *Trade show strategy (Chapter 5.3.1)*
- *Outreach strategy to promote the pilot locally (Chapter 5.2)*
- *Community awareness strategy (Chapter 5.2)*
- *Crisis communications plan in case of unforeseen events, natural disasters, and other threats (Chapter 9)*
- *Interaction with other USDOT CV Pilot Deployment Program efforts (Chapter 5.3.4)*
- *Accommodation of site visits and demonstration of capabilities (Chapter 5.2.1)*

*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 (Chapter 6.6)*
- *Photos (Chapters 4.1.4, 6.6)*
- *Website content (Chapters 4.1.1, 6.6)*
- *Videos (Chapters 4.1.5, 6.6)*
- *Talking points, press events, PowerPoint slide decks (Chapters 4.1.3, 5.2.2, 6.5, 6.7)*
- *Trade show events (Chapter 5.3.1)*

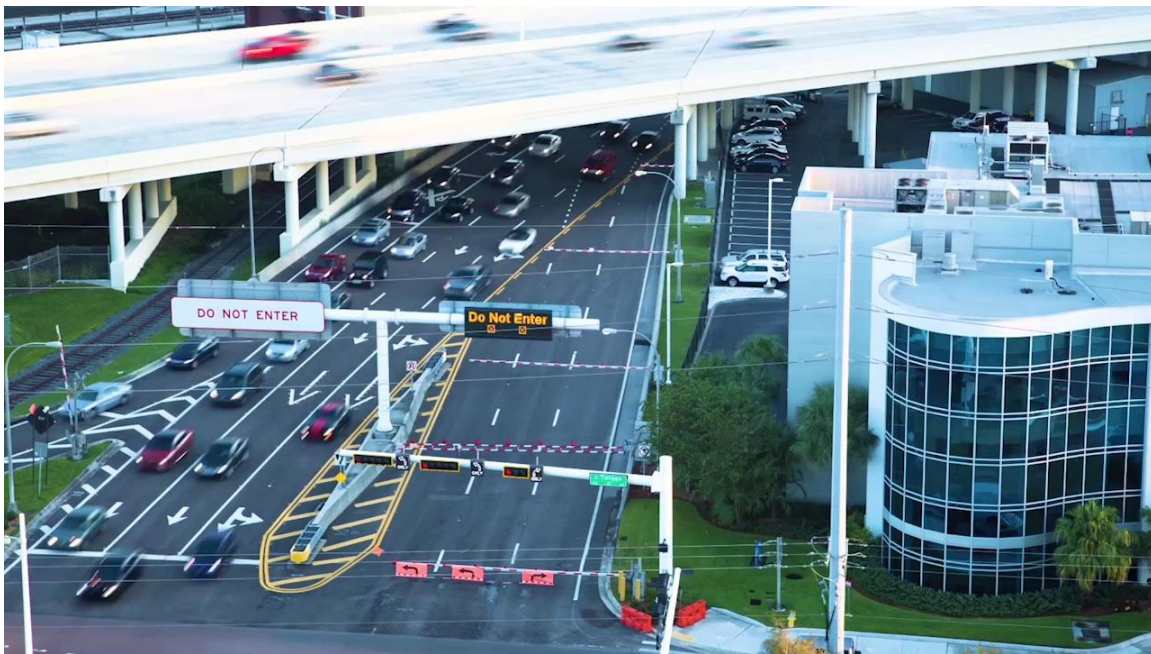
*Anticipated levels of outreach, at a minimum, are expected to include:*

- *Two local press conferences each year (Chapter 6.7)*
- *Participation in two public meetings per year (Chapter 5.2.2)*

- Three articles a year to be published in industry trade journals (Chapter 6.5, 6.6)
- A promotional video (6-12 minutes) about the pilot, including two additional updates (Chapter 4.1.5)
- A pilot deployment website (Chapter 4.1.1)
- Travel and participation in three workshops/conferences/trade shows each year (Chapter 5.3.1)
- Participation in two USDOT-organized webinars a year regarding pilot deployment progress/performance (Chapters 4.1.8, 5.3.4)

*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. (Chapters 6.4, 7)*

This plan represents a toolbox of strategies to guide the outreach effort. It is, however, a living document. The products and activities described in the plan will be evaluated on an ongoing basis. THEA may update the plan as needed to reflect changing priorities and budgetary constraints.



**Figure 1. Traffic exits the Lee Roy Selmon Expressway's Reversible Express Lanes near THEA headquarters in downtown Tampa. (Source: THEA)**

# 3 Audiences and Messages

Outreach efforts will target 10 specific audiences: team members, partners, stakeholders, participants, the general public, interest groups, transportation agencies, the transportation industry, policymakers, and the news media. The pilot outreach team will tailor the messages and methods of communication to meet THEA's goals for each target audience.

## 3.1 Team Members

Team members are those stakeholders who are on the project team: THEA, HNTB, Booz Allen Hamilton, the University of South Florida Center for Urban Transportation Research, Global-5 Communications, Siemens, BrandMotion and Sirius XM. Team members require accurate, up-to-date information to collaborate effectively and make the program a success. They need talking points and other tools to prepare them to communicate a clear, consistent message to others. Additionally, their communication and outreach efforts regarding the pilot must be coordinated with USDOT.

Goals:

- Give team members access to accurate, up-to-date information
- Enable team members to communicate a clear, consistent message
- Coordinate outreach efforts with USDOT

## 3.2 Partners

Partners are those agencies or organizations that are on the pilot team or are directly affected by the pilot. Key partners include the City of Tampa, Hillsborough Area Regional Transit (HART), Florida Department of Transportation (FDOT), and the TECO Line Streetcar System. Like team members, partners require accurate, up-to-date information to collaborate effectively and make the program a success. They also need to be ready to communicate a clear, consistent message to others.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Give partners access to accurate, up-to-date information
- Enable partners to communicate a clear, consistent message
- Equip partners with effective messages to support participant recruitment

### 3.3 Stakeholders

A stakeholder is any agency or organization that may interact with the pilot. Stakeholders include Hillsborough County, Amalie Arena, City of Tampa Police, Florida Highway Patrol-Tampa, Hillsborough County Sheriff's Office, MacDill Air Force Base, Tampa Bay Port Authority, Tampa Convention Center, Tampa Downtown Partnership, and the Tampa Bay Lightning (see the Stakeholder Registry for a complete list).

Because stakeholders may be directly impacted by the pilot, it is important to gain their support and to sustain that support for the duration of the project. At a minimum, stakeholders need to understand the goals and benefits of the program. Outreach to stakeholders may also lead to new, mutually beneficial partnerships. Stakeholder engagement is critical to the success of the program.

Planning for the education of stakeholders regarding their participation in program activities is a primary component of Task 9 (Participant Training and Stakeholder Education Plan). However, stakeholders remain an important audience for the outreach plan because outreach (Task 11) and stakeholder education (Task 9) are highly interdependent. Securing stakeholder involvement in the pilot depends on effective outreach to all stakeholders.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Support and encourage engagement for the duration of the deployment period
- Equip stakeholders with effective messages to support participant recruitment
- Address stakeholder concerns as they arise

### 3.4 Participants

Participants are members of the traveling public who are recruited and trained to participate in the pilot. This group may include commuters, HART bus drivers, TECO Streetcar Line operators, bus and streetcar riders, bicyclists and pedestrians who live or work downtown.

Participants are a vital audience because they are the ones who drive the cars, interact with the applications, generate data and make the pilot happen. Outreach to participants will include general information about the pilot, program updates, reminders and positive messages emphasizing the value of their involvement. Two-way communication with participants is likewise important so that they can ask questions, offer testimonials and provide feedback. Participants who are actively engaged in communication with the pilot are more likely to stay in the program and to help recruit others.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Generate sustained enthusiasm for involvement in the pilot
- Provide participants with timely program updates as needed
- Gather feedback from participants

- Support participant recruitment and training (Task 9)
- Maximize participant retention to ensure accurate performance measures as defined in the Performance Measurement and Evaluation Support Plan (Task 5)

One of the key challenges facing the pilot is the need to recruit, train and retain participants from among the traveling public. Securing participant involvement in the pilot depends on effective outreach to potential participants. Even after participants have been recruited and trained, it is important to continue to engage them in order to support and encourage their ongoing participation. For this reason, Task 9 (Participant Training and Stakeholder Education Plan) and Task 11 (Outreach) are interdependent.

With this interdependence in mind, outreach efforts will support participant recruitment, training and retention. For example:

- Messages to local audiences will include a call to action for potential participants to join the pilot.
- The pilot website will support recruitment by drawing attention to the benefits of participation and by making it easy to sign up online (see Chapter 4.1.1).
- Digital outreach materials will include public service announcements (PSAs) that link users to recruitment information.
- Outreach and recruitment materials will share the same visual identity (see Identity and Brand Management).
- Outreach will be sustained for the full duration of the pilot to support participant retention efforts.
- Leaders of tasks 9 and 11 will coordinate their activities to ensure that their messages are consistent.

Recruitment messages will focus on the safety, mobility and environmental benefits of CV technology. Prospective participants will also be offered an attractive combination of incentives in the form of (1) toll discounts and (2) free in-vehicle equipment with a high retail value.

### 3.5 General Public

The general public encompasses all individuals who live, work or travel in the Tampa region, including THEA customers. Because the pilot will deploy CV technology on real city streets, the public will interact with pilot-related vehicles and infrastructure, even if they are not pilot participants. The public needs to know about the pilot for a variety of reasons.

First, two major goals of the pilot are to improve mobility and to reduce the number of safety incidents within the pilot area. These goals imply changes in behavior. For example, drivers of equipped vehicles nearing the downtown end of the Lee Roy Selmon Expressway's Reversible Express Lanes (REL) will receive warnings if they are approaching the final curve too fast. If enough drivers heed those warnings, they will reduce the average speed of westbound traffic in that location. Other drivers on the REL will need to know what to expect.

Second, although the impacts of construction/installation of roadside equipment are expected to be small, the public needs to be aware of any pilot-related activities that may affect their travel in the deployment area.

Finally, effective outreach to the general public is vital because the future of CVs in the region depends on public acceptance. Many more individuals in the Tampa region may use CV technology in the future, and they need to understand its real-world benefits.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Educate the public regarding CVs
- Inform the public of what changes to expect
- Monitor and proactively address misperceptions of the pilot

### 3.6 Interest Groups

Interest groups are organizations whose members will want to know how the pilot relates to the particular issues that concern them. Interest groups include business/economic development organizations, environmental industry and advocacy groups, privacy/security industry and advocacy groups, safety advocacy groups, and bicycle/pedestrian groups.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Deliver messages that address interest groups' particular concerns
- Monitor public opinion and proactively address misperceptions of the pilot
- Provide timely and relevant information to support regional economic development
- Invite key interest groups to get involved

### 3.7 Transportation Agencies

Transportation agencies are public and private entities that own and/or operate surface transportation systems, including state and local departments of transportation, city and county governments, transit agencies, tolling authorities, metropolitan planning organizations (MPOs) and transportation planning organizations (TPOs).

Transportation agencies are a target audience because they are prospective deployers of CV systems. One goal of the pilot is to promote deployment of CV technologies and to provide transferable lessons for agencies that may deploy these technologies in the future. Transportation agencies require more in-depth information than many other audiences in order to apply those lessons and implement CV technologies in their own jurisdictions.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Position THEA and its partners as industry leaders
- Provide updates on pilot progress and milestones
- Share program details, technical results and lessons learned

### 3.8 Transportation Industry

Broadly speaking, the transportation industry encompasses any company or organization that has to do with transportation, including but not limited to those with a particular interest in CV technology, including intelligent transportation systems (ITS), vehicle-to-vehicle (V2V), vehicle-to-infrastructure (V2I) and automated vehicle (AV) applications. Examples include vendors, consultants, original equipment manufacturers (OEMs), researchers, educational institutions, and trade associations. This category also includes similar groups in related industries (e.g., public works, wireless communications).

The transportation industry is a target audience because it comprises companies and organizations that are already keenly interested in CVs. Many of them are actively involved in creating standards, setting policy agendas, conducting research, developing products, and shaping public opinion. Some will be looking for opportunities to deploy their own products or services as part of the pilot.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Position THEA and its partners as industry leaders
- Provide updates on pilot progress and milestones
- Share program details, technical results and lessons learned

### 3.9 Policymakers

Policymakers are elected officials and government agencies that enact laws, write regulations, and shape transportation policy at the federal, state, and local levels.

Policymakers are a target audience for several reasons. First, they make important decisions governing the development and deployment of CV technologies. They also control major sources of funding for deployment efforts and for related infrastructure improvements. Finally, they influence public opinion. Policymakers need complete and accurate information in order to shape policies that take full advantage of CVs’ safety, mobility and environmental benefits. They also need to understand the importance of planning for CVs as they consider questions of privacy, data security, and wireless communications.

Goals:

- Raise awareness of the goals and benefits of the pilot
- Position THEA and its partners as industry leaders

- Provide complete and accurate information to promote good public policy
- Monitor and proactively address misperceptions of the pilot

### **3.10 Media**

Print, television, radio and social media outlets will play an important role in shaping public perception of the pilot. Industry media, too, have an influential voice among their target audiences. The media's widespread influence presents an opportunity to communicate the pilot's goals and benefits broadly. Media coverage will also aid the recruitment effort by raising awareness and lending the program a sense of legitimacy. On the other hand, if outreach to the media is inadequate or ineffective, there is a risk that the media may propagate misinformation and create misconceptions about the program. THEA and its partners will work cooperatively with the media by proactively providing clear, consistent, factual information on a timely basis.

#### Goals:

- Raise awareness of the goals and benefits of the pilot
- Position THEA and its partners as industry leaders
- Provide updates on pilot progress and milestones
- Provide clear, consistent, factual information
- Monitor the tone of media coverage and correct misinformation
- Leverage media coverage to help recruit new partners and participants



**Table 1. Audiences, Messages and Methods**

<b>Audience</b>	<b>Targets</b>	<b>Message</b>	<b>Methods/ Media</b>
<b>Stakeholder Community</b>			
Team members	THEA, HNTB, Booz Allen Hamilton, USF CUTR, Global-5, Siemens, BrandMotion, Sirius XM	Program updates, need for consistent messaging	Website, presentations, webinars, onsite tours, talking points, media training
Partners	City of Tampa, HART, FDOT, TECO Streetcar Line	Goals, benefits, program updates	Website, presentations, webinars, e-newsletter, onsite tours, talking points
Stakeholders	Hillsborough County, Amalie Arena, Tampa Police, Florida Highway Patrol, Hillsborough County Sheriff's Office, MacDill AFB, Tampa Bay Port Authority, Tampa Convention Center, Tampa Downtown Partnership, Tampa Bay Lightning and others	Goals, benefits, program updates, potential impacts, partnership opportunities	Website, presentations, webinars, e-newsletter, video, media coverage, social media, traveling exhibit, onsite tours, speakers' bureau, good neighbor outreach
Participants	All pilot participants	Goals, benefits, program updates, FAQs, instructions, reminders	Website (including a secure section for participants only), presentations, webinars, e-newsletter, video, electronic alerts, fact sheets, brochures, tips cards, media coverage, social media, onsite tours
General public	Residents and visitors to the region, THEA customers, state and national audiences	Goals, benefits, program updates, FAQs	Website, presentations, webinars, e-newsletter, video, fact sheets, brochures, rack cards, media coverage, social media, traveling exhibit, onsite tours, TV programming
Interest groups	Business/economic development organizations, environmental industry and advocacy groups, privacy/security industry and advocacy groups, safety advocacy groups, bicycle and pedestrian groups	Goals, benefits, program updates, FAQs	Website, presentations, webinars, e-newsletter, video, fact sheets, brochures, rack cards, media coverage, social media, traveling exhibit, onsite tours, speakers' bureau, conferences, trade shows
<b>Transportation Agencies and Industry</b>			

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<b>Audience</b>	<b>Targets</b>	<b>Message</b>	<b>Methods/ Media</b>
Transportation agencies	State and local DOTs, city and county governments, transit agencies, tolling authorities, MPOs, TPOs	Goals, benefits, program updates, FAQs, deployment details, technical results, lessons learned, research opportunities	Website, presentations, webinars, e-newsletter, video, fact sheets, brochures, rack cards, media coverage, social media, onsite tours, conferences, trade shows, authored articles in industry media
Transportation industry	AV/CV/ITS/V2V/V2I community, vendors, consultants, OEMs, researchers, trade associations, related technology industries (e.g. wireless communications)	Goals, benefits, program updates, FAQs, deployment details, technical results, lessons learned, research and business opportunities	Website, presentations, webinars, e-newsletter, video, fact sheets, brochures, rack cards, media coverage, social media, onsite tours, conferences, trade shows, authored articles in industry media
<b>Policymakers</b>			
Policymakers	Local, state, national	Goals, benefits, program updates, FAQs	Website, presentations, webinars, e-newsletter, video, fact sheets, brochures, rack cards, media coverage, social media, onsite tours, conferences, trade shows
<b>Media</b>			
Media	Local, state, national, international, industry	Goals, benefits, program updates, FAQs, potential impacts	Website, presentations, webinars, e-newsletter, video, fact sheets, social media, onsite tours, authored articles, news releases, backgrounders, press conferences, media events

# 4 Outreach Products

## 4.1 Digital Products

### 4.1.1 Website

For many audiences, the pilot website will represent the primary source of information and the public face of the project. Furthermore, the other outreach products and activities described in Chapters 4 and 5 will direct people to the website for more information. For this reason, building a useful, informative and visually appealing website that is easy to navigate is a high priority. The website should be responsive to all mobile devices.

In addition to the audience-specific goals described in Chapter 3, the goals of the website are:

- Build excitement surrounding the pilot
- Increase awareness of CVs in the Tampa area
- Communicate the benefits of the pilot to all audiences
- Provide a secure means of communication with participants

#### 4.1.1.1 Interim Resource Page

The present outreach plan outlines activities that are to be carried out in phases 2 and 3. Even in the planning phase, however, the pilot has already attracted

considerable attention. In response to demand, the outreach team has created a resource page for the pilot on the THEA website to address public information needs in the planning phase. This page will serve as the online home of the pilot until the launch of a standalone website for the pilot in phase 2. Planning for the standalone site is

The screenshot shows the THEA website's 'Connected Vehicle Pilot Program' page. At the top, there's a navigation bar with links for 'About Us', 'Projects', 'Procurement', 'Maps/Tolls', 'FAQs', and 'Meetings'. Below this is a sidebar with utility links like 'Toll by Plate Payments', 'REGISTRATION HOLD', 'Toll Calculator', 'Your SUN-PASS Account', 'PAST DUE Collection Payment', 'Procurement Public Notices', 'Email Sign-up', 'Media Room', and 'Rental Car Payments'. The main content area is titled 'The Future of Transportation Is Coming to Tampa' and includes an introductory paragraph, a paragraph about partnerships, a paragraph about the HART and TECO Line Streetcar Authority, and a paragraph about Tampa's role in the program. Below the text is a large image of a road intersection with numbered callouts (1-5). Further down are sections for 'IMAGES' (with 6 small images and captions), 'PHOTOS' (with 3 small photos and captions), and 'MEDIA RELEASES' (with a list of three press releases from 2015).

**Figure 2. THEA currently provides pilot-related resources on a page of its existing website. The outreach plan calls for the creation of a stand-alone website that will focus exclusively on the pilot. (Source: THEA)**

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now under way so that it will be ready before recruitment begins.

The following resources are available on the interim resource page (<http://www.tampaxway.com/Projects/ConnectedVehiclePilotProgram.aspx>):

- Introduction to the pilot
- Video clips
  - Animation
  - Supplemental footage for broadcast TV (B-roll)
- Images
- Photos
- Media releases
- Documents
- Presentations
- Infographics

#### **4.1.1.2 Identity**

The pilot website will establish a unique identity that is consistent with all other print and digital products associated with the pilot (see Chapter 7). This identity will include a common color palette, fonts and other elements of graphic design to be developed in phase 2.

Although the pilot will have its own identity, it will also be clearly associated with the USDOT CV Pilot Deployment Program. To this end, outreach materials will incorporate icons, colors and other graphic elements developed by USDOT for its CV program (see Chapter 7). The website will also feature the THEA logo to reinforce THEA's leadership and ownership of the pilot.

#### **4.1.1.3 Interactivity**

The website design will be highly interactive to encourage dialogue and active engagement. Interactive features will include:

- A contact form for users to submit comments or questions. (A member of the outreach team will be assigned to respond to comments and questions, and standard responses will be developed for common queries in order to respond efficiently.)
- An interactive map of the pilot deployment area. Users will be able to learn about specific use cases and deployment status by clicking on various parts of the map.
- An interactive timeline showing the development of the pilot over time. Users will be able to click on points on the timeline to learn more about specific milestones.
- A mini traffic management center (TMC) that educates users about the benefits of the pilot by allowing them to view and interact with a simplified version of a TMC dashboard. Users will be able to view traffic on downtown arteries and see CV

technologies in action. The complexity and interactivity of this feature will depend on the capabilities of the software THEA chooses to manage the pilot.

Content on the website will be sharable via social media to facilitate a broader outreach through partner, stakeholder and participant social media networks.

#### **4.1.1.4 Communication with Participants**

Because it will serve as the public face of the project, the pilot website will be a useful tool for recruiting participants and for maintaining ongoing two-way communication with them. (See Task 9 plan for more details on participant recruitment.) The website will include secure pages and features that are accessible to registered participants only. Participants will be provided with login information enabling them to access these secure pages and features via a user authentication interface. From there, participants will be able to ask questions, view updates and read archived participant e-newsletters.

#### **4.1.1.5 Security**

Because the website will feature two-way communication with participants, it must adhere to all Internet safety and security protocols as described in the Security Management Operating Concept (Task 3).

#### **4.1.1.6 Site Plan**

The website, which will be developed in phase 2, will contain the following elements:

- Connect
  - Recruitment and training
  - Newsletter signup
  - On-site tours
  - Special events
  - Community forum/message board
  - Testimonials
  - Sharable content
    - Photos
    - Infographics
    - Videos
    - Articles
- Learn
  - What we're doing
  - What USDOT is doing (link to CV Pilots page)
  - Interactive map
  - Project timeline
  - Mini TMC
  - Documents
    - ConOps

- Photos, infographics, videos
  - Training resources
- THEA Customers and Neighbors\*
  - Sign up for newsletter
  - Sign up for alerts
  - Sharable content
  - FAQs
- Calendar
  - On-site tours
  - Speaking engagements
  - National CV training opportunities
  - Participant training events
  - Demonstrations
  - Conferences and trade shows
  - Advocacy group events
  - Economic development activities
  - Request a speaker
- Benefits and FAQs
  - Pilot benefits
  - FAQs
  - Contact us / ask a question
  - Contact information
- Industry News
  - Other pilots and test beds
  - Industry news compilation
- Pilot News
  - News releases
  - Fact sheets
  - Photos
  - Infographics
  - Videos
  - Animation
  - Backgrounders
  - E-newsletter archive
  - Twitter feeds
  - Media contacts

\*Note: THEA *customers* are the paying customers who use THEA roadways. *Neighbors* refers to anyone who lives or works in the vicinity of THEA roadways. These individuals have their own tab on the website because they may have unique questions or concerns. Alerts sent to these groups might

include notice of a pilot-related lane closure; an invitation to a scheduled on-site tour; or information about opportunities to participate in the pilot.

#### **4.1.1.7 Comparable Websites**

The following websites are similar to that envisioned by the pilot.

- ITS JPO — <http://its.dot.gov/>
- ITS JPO Professional Capacity Building — <https://www.pcb.its.dot.gov/>
- Every Day Counts — <https://www.fhwa.dot.gov/innovation/everydaycounts/>
- OReGO Road Usage Charge Program — <http://www.myorego.org/>
- California Road Charge Pilot Program — [http://www.dot.ca.gov/road\\_charge/index.html](http://www.dot.ca.gov/road_charge/index.html)
- Drive Smart — <https://www.drivesmartnyc.com/>
- I-4 Ultimate.com — <http://I4ultimate.com/>

#### **4.1.1.8 Search Engine Optimization**

A robust search engine optimization (SEO) strategy will help make the website easy to find and maximize its impact.

- Plan
  - Determine what searches are leading to THEA's existing CV pages
  - Establish keywords/metatags/phrases
  - Identify “long tail” keywords (highly specific search phrases)
- Design
  - Apply unique title tags, descriptions and metatags to each page
  - Use common-sense, word-based URLs for major pages
  - Make sure key words appear in body text
  - Submit an XML Sitemap file to Google, Bing and Yahoo
  - Ensure entire site is responsive to all mobile devices
  - Install analytics tools such as Google Analytics upon launch of site and begin recording data
  - Optimize delivery speed of pages, especially for all “above the fold” content
  - Make sure proper pages are listed in robots.txt to prevent lower-level pages from showing up on top
  - Avoid the use of Flash technologies on the site (HTML 5 and JavaScript are preferred for interactions)
  - Utilize https at all times when it does not interfere with primary objectives
  - 508 compliance (accessibility) increases SEO
    - Use alt tags for images, videos, files
    - Use text-based links (rather than JavaScript or Flash)
- Build backlinks (inbound links)
  - Encourage all partners and stakeholders to provide links to the site on their sites

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- All news releases, authored articles and other content should include a link to the site
- Provide “share” ability on all content (shared content ranks higher on search engines)
- Register with web directories
- Maintain
  - Post fresh content to site on a regular basis
  - Regularly published e-newsletters will also include tokenized links to site that can be monitored per e-blast
  - Leverage program-specific and THEA social media presence to drive the conversation to the website
  - Use sites such as YouTube, Vimeo, Slideshare, Twitter and Instagram to post multimedia content that refers back to the site
  - Periodically monitor analytics data, including origin IP and unique visitors, and refine above methods
  - Continuously check all outbound links for broken links

## 4.1.2 E-Newsletters

### 4.1.2.1 General E-Newsletter

Beyond the program website, the pilot will produce and distribute a monthly e-newsletter to deliver news, updates, event reminders, and other timely information to multiple audiences. This tool offers THEA and its partners the opportunity to connect with readers on a regular basis by sending timely information directly to their inboxes. Social sharing buttons and links to the website will also help to build an online community among those interested in the pilot. The outreach team will use an editorial calendar for planning purposes to ensure that the e-newsletter regularly addresses the interests and concerns of target audiences.

### 4.1.2.2 Participant Email Update

Participants will require periodic messages that are not relevant to other audiences. A dedicated email update will deliver this timely information directly to participants and encourage them to remain in communication with the pilot. The email update will also support the retention of participants by keeping them engaged for the duration of the pilot.

## 4.1.3 PowerPoint Presentations

Multimedia PowerPoint presentations are essential tools for live events such as trade shows, technical conferences, news conferences, and speaking engagements. The outreach team will create a template that is consistent with branding for the overall pilot and will tailor individual presentations to fit the occasion and the audience. Some presentations will be made available to the general public on the pilot website.

## 4.1.4 Photography

Photographs of CVs operating on real downtown streets will powerfully convey the message that the pilot deployment is an actual implementation of CV technology in the heart of the city. High-quality photography will infuse the website and other outreach products to attract and engage the viewer's



attention. Photographs that may be useful to the media will also be available for download in the media room on the pilot website.

Photography is an ideal medium for documenting progress and for telling the story of the pilot deployment. The pilot outreach team will use a selection of photographs to create a visual timeline for use in telling that story. The team will also employ photography to document technical aspects of the pilot (installation, operation, etc.) and for training purposes.

The team will obtain signed release forms from any identifiable person appearing in a photo. Any personally identifiable information (PII) will be redacted or obscured. USDOT and THEA will have the rights to use all images created as part of the pilot. Properly licensed stock images may also be used.



**Figure 3. A photo of pedestrians crossing Twiggs Street at the Hillsborough County Courthouse illustrates one of the safety issues that the pilot is intended to address. (Source: THEA)**

### 4.1.5 Video

The outreach effort will use video in many ways. Interviews with project principals, participants, and others will lend perspective to the resources on the pilot website. Video will be used to document progress, technical milestones and best practices. Short informational videos on specific topics will appear in a variety of contexts such as the website, presentations, social media and training resources. Videos will also be distributed via THEA's existing YouTube channel. Videography will showcase the uses of CV technology by capturing various applications in action. A 6-12 minute promotional video will be developed to inform the public about the pilot and to introduce the on-site tours. In addition, the outreach team will proactively provide B-roll to TV and other media outlets.

The team will obtain signed release forms from any identifiable person appearing in a video. Any personally identifiable information (PII) will be redacted or obscured. USDOT and THEA will have the rights to use all videos created as part of the pilot. Properly licensed stock footage may also be used.

### 4.1.6 Graphics and Animation

Because CVs rely on invisible wireless communications, maps, graphics and infographics will help to illustrate how various CV applications work. The pilot website, presentations, e-newsletters and other media will employ these products to communicate information in a visual format. The pilot outreach team will also supply maps, graphics and infographics to the news media.

USDOT has already made available a number of infographics depicting individual applications. The pilot outreach team will use these existing infographics and will create additional ones in the same style to illustrate additional applications and concepts as needed.

Animation is another useful medium for depicting CV applications. USDOT has provided a number of short animations of various applications in action. Additional animation sequences will be developed in the same style as needed.



**Figure 4. FHWA offers colorful infographics that explain many CV applications. (Source: ITS JPO)**

missed the live version. Webinars will be publicized through the website, e-newsletter, conferences, trade shows, and other products and distribution methods described in Chapters 4 and 5.

The pilot outreach team will produce webinars for two modes of distribution. One series of webinars, for stakeholders, the transportation industry, the news media and other broad target audiences, will mark key project milestones. Another, occasional series will be produced in partnership with industry organizations (e.g., AASHTO, ASCE, ITS America) for their members. Webinars for specific organizations will focus more narrowly on topics of interest to their members.

In the BAA, USDOT requires the pilot sites to participate in a minimum of two USDOT-organized webinars a year regarding pilot deployment progress and performance during phases 2 and 3. USDOT has suggested the webinar topics and timeline shown in Table 2.

### 4.1.7 Social Media

Social media present an opportunity to make positive impressions that are easily shared via likes, shares, and tweets that multiply their impact. The pilot outreach team will create a Facebook page, Twitter account and Instagram account dedicated to the pilot to establish its brand identity. Social media are highly visual, so posts will contain not only news items and links but also graphics, photos, videos and other resources with an emphasis on quality rather than quantity.

In addition to the dedicated channels, the outreach team will supply content (posts, links, tweets, etc.) for THEA, its team members and its partners to distribute via their own social media channels. Stakeholders will be encouraged to share the pilot's social media messages with their own audiences. Project participants will also have access to sharable graphics, photos and other content through the participant portal on the pilot website.

Social media are interactive, so the communications team will respond to posts/tweets when appropriate but will deal with potentially sensitive issues offline. Social media will be monitored to track positive or negative responses to the pilot (see Chapter 8).

### 4.1.8 Webinars

Audiences wishing to take an in-depth look at the pilot, or at some technical aspect of the project, will have the opportunity to participate in periodic webinars. Webinars will be recorded and posted on the pilot website for those who may have

**Table 2. Suggested Webinar Topics and Timing for Phases 2 and 3**

<b>Webinar Topic</b>	<b>Timeline</b>	<b>Relevant Task Areas</b>
<b>Year 1 (Sep 2016 – Aug 2017)</b>		
System Architecture/Design	Aug – Sep 2017	<ul style="list-style-type: none"> <li>• 2-B: Systems Architecture</li> <li>• 2-B: Systems Design</li> </ul>
Application Development and Deployment Progress	Nov – Dec 2017	<ul style="list-style-type: none"> <li>• 2-E: Application Development</li> <li>• 2-E: Application Deployment Plan</li> </ul>
<b>Year 2 (Sep 2017 – Aug 2018)</b>		
Operational Readiness/ Baseline Data Collection Plan	Apr – May 2018	<ul style="list-style-type: none"> <li>• 2-G: Operational Readiness and Demonstration Plan</li> <li>• 2-K: Pre-Deployment Performance Plan</li> </ul>
Results of Readiness Test and Baseline Performance	Aug – Sep 2018	<ul style="list-style-type: none"> <li>• 2-H: Operational Readiness Testing Results</li> <li>• 2-K: Pre-Deployment Performance Results</li> </ul>
<b>Year 3 (Sep 2018 – Aug 2019)</b>		
Highlights of the Operational Capability Showcase (after the OCS)	Mar – Apr 2019	<ul style="list-style-type: none"> <li>• 3C: Operational Capability Showcase</li> </ul>
Performance Measurement/Transition Plan	Jul – Aug 2019	<ul style="list-style-type: none"> <li>• 3-D: Performance Measurement</li> <li>• 3-E: Post-Deployment Transition Plan</li> </ul>

### 4.1.9 Virtual Town Halls

Unlike webinars, virtual town halls are driven by audience questions rather than a planned presentation. Virtual town halls will be used to reach audiences who have lots of questions about a specific topic. The pilot outreach team may offer a town hall featuring a key project planner, for example, to members of the planning community who are interested in planning for a CV deployment. If the event is live-streamed on social media, viewers submit their questions via social media to the individual speaker or panel. A moderator then previews the questions before they are addressed to the speaker. Virtual town halls may be broadcast from the THEA conference room or from a green-screen studio with a virtual set.

### 4.1.10 Electronic Alerts

An electronic alert service will be available to participants and others who may require urgent notifications of equipment failures, operational changes or other unexpected events. Subscribers may choose to be alerted via text, email and/or Twitter.

## 4.2 Print

### 4.2.1 Collateral Materials

The pilot outreach team will create collateral materials including:

- Case studies
- Fact sheets

- Brochures
- Rack cards
- Tips cards
- Display boards
- Posters

Print materials will incorporate maps, photos, infographics and other digital products to illustrate the pilot and its benefits. A shared color palette and other graphic design elements will identify these materials with the pilot.

Team members, partners and stakeholders will distribute collateral materials at community events, conferences, trade shows, and industry briefings and at locations throughout the area of impact. Materials will also be available in digital form on the pilot website and via additional online resources. Some print products will feature a QR code that directs smartphone users to the website.

Additionally, the news media will receive media kits including a folder, news release, fact sheet, and other collateral materials related to the particular media event. Media kits will be available in both print and digital formats, with digital elements such as graphics and video provided on a jump drive and in the website's online newsroom. Refer to Chapter 6 for a full explanation of the media strategy.

Other print materials will be produced as part of Participant Training and Stakeholder Education and will be detailed in the Task 9 plan.

## 4.2.2 Annual Report

An annual report presents a unique opportunity to raise awareness of the goals and benefits of the pilot in the context of the achievements of the previous year. The pilot's annual report will be an eye-catching document that includes the vision for the pilot; activities and achievements to date; case studies detailing program successes; an expression of appreciation for THEA's partners and participants; and plans for the coming year. The report should emphasize measurable improvements to safety, mobility and the environment.

The annual report will cover the events of each calendar year and will be made available in the first quarter of the following year. (The first report will include activities from both 2015 and 2016). It will be distributed to THEA's board of directors, to FDOT (central office and District 7), USDOT, FHWA, the City of Tampa, Hillsborough County, Pinellas County, the HART Board of Directors and the TECO Streetcar Line Board of Directors, and distributed at trade shows after approval by THEA. A fully interactive digital version will be placed on the pilot website with additional links, photos and video. A PowerPoint presentation summarizing the highlights of the annual report will also be created for agency updates.

## 4.3 Exhibits, Signage and Other Products

Other products may include the following. Where applicable, they will include a QR code to help interested parties connect to the pilot website.

- Traveling exhibit
  - Banner stands
  - Literature racks
- Trade show exhibit
  - Tablecloth
  - Backdrop
  - Banner stand
  - Display boards
  - Literature racks
  - Video monitor
  - CV devices
- Outdoor signage
  - Building banners
  - Billboards
  - Sandwich boards
  - Exterior bus ads
  - Bus shelter signage
  - Sidewalk stickers (for pedestrian crossings)
- Awareness items
  - Lanyards
  - Key fobs
  - Stylus pens
  - Stress relievers
  - Jump drives
  - Lapel pins



**Figure 5. Traveling exhibits like this one, for another Florida transportation project, will be placed in office buildings and other public venues throughout the pilot deployment area. (Source: FDOT)**



**Figure 6. Building banners on THEA headquarters or other buildings will spark interest in the pilot and aid recruitment. (Source: THEA)**

# 5 Outreach and Distribution Strategies

## 5.1 Project Management

This plan represents a toolbox of strategies to guide the outreach effort. It is, however, a living document. The products and activities described in the plan will be evaluated on an ongoing basis. THEA may update the plan as needed to reflect changing priorities and budgetary constraints.

The outreach team will continue to meet biweekly, either in person or by conference call, as it has done in phase 1, to discuss outreach needs and goals. The team will also arrange a monthly planning and strategy call with ITS JPO. Site Outreach Leads from all pilot deployment sites will be invited to participate in the monthly call in order to coordinate national outreach activities to maximize impact, ensure consistent messaging, and avoid duplicating each other's efforts.

Outreach products and activities must be used strategically to achieve the goals of the plan. Outreach strategies will vary depending on whether the intended audiences are broadly distributed across the nation or are concentrated in the local Tampa area.

## 5.2 Local Outreach

### 5.2.1 On-Site Tours

On-site tours are an excellent way to educate various audiences about the pilot and the benefits it will create for commuters and residents of the Tampa region and for future CV deployments across the country. Tours for local audiences will serve many purposes, including building and maintaining support for the pilot, overcoming misperceptions, helping recruit and retain participants, and increasing awareness of THEA as the sponsoring agency and a leader in regional transportation. For visitors from beyond the Tampa region, tours will showcase the pilot as a national model for urban CV deployments and will demonstrate the technologies involved. Attendees will be able to:

- Personally observe the issues that the pilot will address at the selected locations



**Figure 7. FHWA officials and other guests tour the THEA Traffic Management Center in January 2016. (Source: THEA)**

- Learn about the larger context of transportation in the Tampa region
- Interact with the technology deployed
- Talk with THEA staff and consultants, and City of Tampa TMC staff
- Learn more about THEA's contributions to regional transportation
- Interact with their peers as they learn about CVs

#### **5.2.1.1 Audiences**

On-site tours in the deployment area will be available to all of the identified pilot deployment audiences. To make the tours more efficient and provide maximum value to attendees, THEA will organize on-site tours for specific audience segments. For example, planners have different interests and needs than ITS engineers, so THEA will arrange separate tours for these groups. This approach will allow THEA staff and consultants to focus materials, presentations and Q&A sessions on each group's specific areas of interest. It will also facilitate conversations and community building among the audience members.

Because on-site tours have significant educational value, schools will be an important target audience, from the middle school level up through graduate programs. THEA will arrange tours for schools with educational programs that relate to some aspect of the pilot (for example, local magnet high schools that focus on engineering, or graduate programs in public policy and civil engineering).

#### **5.2.1.2 Scheduling**

Tours will be available during the design phase to highlight the Concept of Operations and preview the use cases, and tours will continue throughout the deployment phase of the pilot. THEA will adopt both a proactive and a reactive approach to scheduling on-site tours. On the proactive side, THEA will reach out to professional groups and organizations with an interest in CV deployment and work with them to schedule tours that will serve their members. THEA will also coordinate with Visit Tampa Bay and the Tampa Convention Center to plan tours that coincide with local events that are expected to bring interested audiences to Tampa. THEA will contact those events' coordinators to schedule on-site tours for their attendees. This effort will be coordinated with the conference and trade show strategy (see Chapter 5.3.1). Reactively, THEA will also respond to tour requests from audience groups and work with those groups to schedule a visit that is convenient to both the group and THEA.

#### **5.2.1.3 Briefing Packet**

THEA will provide each tour participant with a briefing packet, a printed and bound booklet that supplements the tour. The contents of the briefing packet will include:

- An introduction to THEA, CVs and the pilot
- A map of the region with important locations highlighted
- A map of the pilot deployment area with use case locations highlighted
- Information about the use cases, including photos of the relevant locations and the deployed technology (roadside units and on-board units as appropriate)
- Space for tour participants to take notes

Because members of the news media have unique needs, they will receive a media kit instead of a briefing packet (see Chapter 6.6).

#### 5.2.1.4 Tour Elements

Presenters and tour guides will be selected from among THEA staff and pilot partners and consultants to match the audience. Each on-site tour will be designed to meet the audience's specific needs, but will draw from a pre-planned set of elements:

- Welcome
- Orientation
  - Introduction to THEA
  - Introduction to the pilot
    - History
    - Use Case(s)
    - Performance Measures
    - Applications (technology)
    - Safety and Security
    - Outreach
- Tour of THEA indoor facilities
  - RTMC
  - Toll by plate office
- Tour of THEA roadways (area of impact)
  - Selmon Expressway
    - East to Brandon
    - West to MacDill AFB
  - REL
  - Meridian Avenue to Channelside Drive
- Tour of the CV pilot
  - REL Terminus at Twiggs Street
  - Twiggs Street at the Hillsborough County Courthouse
  - Marion Street (bus-only lanes and Marion Transit Center)
  - Meridian Avenue
  - Channelside Drive (including trolley ride and demonstration)
- Q&A
- Interviews with THEA staff and pilot partners



**Figure 8. FHWA officials and other guests visit the site of one of the pilot's use cases. (Source: THEA)**



It will not be practical or cost efficient to take all audiences on a bus tour of the entire area of impact and all use case locations. Florida's unpredictable weather can limit outdoor activities, like visiting use case sites. To address these limitations, the pilot outreach team will produce a video to support the on-site tours to give visitors a richer experience. The video will show visitors things they might otherwise not have been able to observe, such as activities that happened in the past, or close-up looks at roadside units (RSUs) and other infrastructure. For example, a video tour of the region would be more efficient than renting a bus to drive to Brandon, MacDill Air Force Base and Tampa International Airport.

Table 3 shows the audiences and the areas that will be available for tours. Filled boxes (■) indicate elements that are appropriate for that audience and may be included in the tour. Hollow boxes (□) indicate optional elements that may be included if time permits. Blank boxes indicate elements that are not recommended for a particular audience and should not be offered as part of a tour.

**Table 3. On-Site Tour Elements**

<b>On-Site Tour Elements</b>	<b>Team Members</b>	<b>Partners</b>	<b>Stakeholders</b>	<b>Participants</b>	<b>General Public</b>	<b>Interest Groups</b>	<b>Transportation Agencies</b>	<b>Transportation Industry</b>	<b>Policymakers</b>	<b>News Media</b>
<b>Introduction</b>										
Welcome & Introduction to CV	■	■	■	■	■	■	■	■	■	■
Introduction to THEA			■	■	■	■	■	■	■	■
THEA Pilot History			■	■	■	■	■	■	■	■
Use Cases	■	■	■	■	■	■	■	■	■	■
Performance Measures	■	■	■	□		■	■	■	■	
Applications (Technology)	■	■	■	■	■	■	■	■	■	■
Safety & Security	■	■	■	■	■	■	■	■	■	■
Outreach	■	■	■	■	■	■	■	■	■	■
<b>THEA Headquarters Tour</b>										
RTMC Tour	■	■	■	■	■	■	■	■	■	■
Toll-by-Plate Office		■					■	■		
<b>THEA Roadways Tour</b>										
Selmon Expressway West	□	□	□	□	□	□	■	■	■	□
Selmon Expressway East	□	□	□	□	□	□	■	■	■	□
REL	□	□	□	□	□	□	■	■	■	□
Meridian Ave to Channelside Dr	□	□	□	□	□	□	■	■	■	□
<b>CV Pilot Tour</b>										
REL Terminus at Twiggs	■	■	■	■	■	■	■	■	■	■
Twiggs St at the Courthouse	■	■	■	■	■	■	■	■	■	■
Marion Transit Center	■	■	■	■	■	■	■	■	■	■
Meridian Ave	■	■	■	■	■	■	■	■	■	■
Channelside Dr	■	■	■	■	■	■	■	■	■	■
<b>Interaction</b>										
Q&A	■	■	■	■	■	■	■	■	■	■
Interviews with Staff/Team		■				■	■	■	■	■

## 5.2.2 Speakers' Bureau



**Figure 9. THEA Executive Director Joe Waggoner speaks at the 2015 Florida Automated Vehicles Summit. (Source: THEA)**

The outreach team will organize a speakers' bureau in order to offer guest speakers to interested groups. THEA leaders will make informational presentations to local businesses, schools and civic organizations. They will also seek opportunities to participate in transportation-themed panel discussions organized by such organizations as the Tampa Bay Business Journal, Tampa Bay Partnership, and the Poynter Institute. Other speaking opportunities include state and regional ITS meetings and conferences. Requests for speakers will be considered on a case-by-case basis. The outreach team will supply speakers with talking points, PowerPoint slide decks, and collateral materials to distribute as needed.

THEA will also schedule speakers to make informational presentations for public meetings of state and local governing bodies such as the Tampa City Council, Tampa Bay Area Regional Transportation Authority and Hillsborough County Commission. These briefings will be timed to correspond to

project milestones such as the beginning of phase 2 and the start of participant recruitment. In many cases it may be appropriate for several representatives of the pilot to participate in a briefing in order to address specific questions.

## 5.2.3 Traveling Exhibit

The pilot outreach team will create a traveling exhibit suitable for temporary display at neighboring educational institutions, businesses, arenas, shopping malls and other public venues. The exhibit will be useful for reaching not only the downtown deployment area but also the extended impact area including Brandon, MacDill Air Force Base and Tampa International Airport. Sandwich boards may be placed in strategic locations to draw attention to exhibits or other events.

## 5.2.4 Good Neighbor Outreach

Good neighbor outreach is critical for the success of a project that takes place on real city streets, with impacts on individuals and businesses. Although installation/construction impacts are expected to be minimal, there may be times when it is appropriate to go door-to-door to businesses in local areas that may be impacted by work zones, temporary traffic patterns, or other changes. In-person outreach at malls, businesses and other locations may also take place concurrently with participant recruitment (see Participant Training and Stakeholder Education Plan).

## 5.3 National Outreach

### 5.3.1 Conferences and Trade Shows

Conferences and trade shows offer opportunities for the pilot to meet its outreach goals and benefit the larger CV deployment community. These events are especially strategic for reaching two target audiences in particular: transportation agencies and the transportation industry.

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THEA will participate in conferences and trade shows in three ways: exhibiting, speaking, and panel discussion. Trade show exhibits create spaces where THEA can interact with individuals, make contacts, share information, answer questions, distribute materials and raise the level of awareness of both FHWA's and THEA's involvement in CV deployment. Speaking engagements and panel discussions are opportunities for THEA to share its pilot deployment experience and expertise with a large audience. These speaking engagements help educate others and position THEA as a source of knowledge transfer from subject matter experts with practical, real-world experience in CV deployment. Factors to consider when choosing the level of involvement in a particular trade show include cost, schedule and the potential value of outreach to the show's audience.

THEA will support its trade show speaking and panel discussion appearances with a customized multimedia presentation including relevant video, infographics, photographs and text. THEA will also distribute appropriate printed collateral to audience members, including brochures, fact sheets and tips cards.

#### **5.3.1.1 Required Events**

In the BAA, USDOT requires the pilot sites to travel and participate in a minimum of three workshops, conferences, and/or or trade shows each year during Phases 2 and 3. USDOT has identified key outreach events (by contract year) wherein the pilot sites should be prepared to support in Phases 2 and 3. Table 4 lists the outreach events and the requirements for Phases 2 and 3.

THEA will participate in a coordination call with the USDOT ITS JPO communication lead for logistics and staff arrangement before every USDOT sponsored event. USDOT will produce fact sheets and booth banners for the USDOT sponsored events.

THEA will provide at least one representative to participate in USDOT-hosted sessions at the TRB Annual Meeting each year in Washington, D.C. This includes participation in a workshop (weekend) and a weekday panel session. THEA will also place outreach materials in the USDOT booth at TRB.

#### **5.3.1.2 Optional Events**

In addition to the three specific events per year required by USDOT, THEA may choose to speak or exhibit at other conferences and trade shows to reach particular audience segments. Some events provide exposure to a broad cross section of the ITS/CV community; others dig deeper into the technical aspects of CVs; and still others offer opportunities to interact with planners and public officials at the state, regional and local levels. Because time and resources are limited, THEA must select the trade shows that present the most strategic opportunities to reach the target audiences over the course of the pilot deployment.

See Appendix B for a calendar of recent and upcoming events that are relevant to the pilot. Many of these events are held annually, so an event missed in 2016 is likely to occur again in subsequent years.

**Table 4. Conferences and Trade Shows for Phases 2 and 3**

<b>Event</b>	<b>Organizer</b>	<b>Date</b>	<b>Location</b>	<b>Activities</b>
<b>Year 1 (Sep 2016 – Aug 2017)</b>				
TRB 2017 Annual Meeting	TRB	1/8/17 – 1/12/17	Washington, DC	<ul style="list-style-type: none"> <li>• Presentations at USDOT sessions and workshops</li> <li>• Outreach materials at USDOT booth</li> </ul>
2017 SXSW Interactive Festival	SXSW	TBD (Mar 2017)	Austin, TX	<ul style="list-style-type: none"> <li>• Exhibit (Video and outreach materials)</li> </ul>
ITE Annual Meeting 2017	ITE	7/30/17 – 8/2/17	Toronto, Ontario	<ul style="list-style-type: none"> <li>• Handouts in attendees' bags</li> <li>• Possible outreach materials at USDOT booth</li> <li>• Possible CV pilots panel</li> </ul>
<b>Year 2 (Sep 2017 – Aug 2018)</b>				
24th World Congress on ITS	ITS America	10/29/17 – 11/2/17	Montreal, Québec	<ul style="list-style-type: none"> <li>• Exhibit (video and outreach materials)</li> </ul>
TRB 2018 Annual Meeting	TRB	TBD (Jan 2018)	Washington, DC	<ul style="list-style-type: none"> <li>• Presentations at USDOT sessions and workshops</li> <li>• Outreach materials at USDOT booth</li> </ul>
ITS America Annual Meeting & Expo	ITS America	TBD (Jun 2018)	TBD	<ul style="list-style-type: none"> <li>• Exhibit (video and outreach materials)</li> <li>• Possible CV pilots panel</li> </ul>
<b>Year 3 (Sep 2018 – Aug 2019)</b>				
2018 International City/County Management Association (ICMA) Annual Conference	ICMA	TBD (Sep 2018)	TBD	<ul style="list-style-type: none"> <li>• Exhibit (video and outreach materials)</li> </ul>
TRB 2019 Annual Meeting	TRB	TBD (Jan 2019)	Washington, DC	<ul style="list-style-type: none"> <li>• Presentations at USDOT sessions and workshops</li> <li>• Outreach materials at USDOT booth</li> </ul>
ITS America Annual Meeting & Expo	ITS America	TBD (Jun 2019)	TBD	<ul style="list-style-type: none"> <li>• Trade show (highlights from Operational Capability Showcase)</li> <li>• Outreach materials</li> </ul>

**5.3.1.3 Exhibit Space**

At some conferences and trade shows, USDOT will have its own exhibit space. THEA will not purchase trade show space at any event where USDOT is arranging for floor space. (This is the case for all events in Table 4.) At these events, THEA will place video and trade show materials (vinyl displays, handouts, other outreach materials) in the USDOT booth. THEA will also provide at least one staff person to participate/speak in a booth-area event to be organized by USDOT.

At events where USDOT does not plan to arrange for floor space, THEA may choose to purchase its own space. A well-designed booth with interesting and relevant information will attract attention and ensure that THEA's time at the trade show is well spent. THEA will complement its booth design with knowledgeable and engaging personnel to interact with visitors.

THEA's exhibit booth will include the following elements:

- Vinyl banner (or backdrop)
- Banner stand(s) with
  - CV Pilot branding
  - Twitter handle
  - Website URL
  - QR code (links to online resources)
- Collateral
  - Brochures
  - Fact sheets
  - Tips cards
  - Giveaways/awareness items
- Display boards
  - Based on infographics
  - Covering topics relevant to the trade show audience
- Video screen
  - Interactive map (details of current test beds, pilots, deployments)
  - Videos of the deployment relevant to the audience



**Figure 10. FHWA's Every Day Counts display demonstrates the visual impact of a well-designed trade show booth. (Source: FHWA)**

### 5.3.2 Original TV Programming

As an innovative, real-world deployment of a cutting-edge technology with the potential to transform urban transportation, the pilot will be of interest to a broad national audience. Television has the potential to reach that audience in a visually engaging format.

The pilot outreach team will develop a concept for an original, one-hour program illustrating the benefits of the convergence of AVs and CVs in a connected surface transportation system. The team will pitch the concept to television networks that regularly produce shows on science and engineering such as Modern Marvels, Nova and the Discovery Channel, with the goal of producing and broadcasting the program to a national audience. The team will pitch a similar program to local stations with an interest in public-service programming.

Television has the potential to be a cost-effective medium because it creates opportunities for advertisers or sponsors to appeal to a target market. Possible sponsors include the Tampa Bay Convention and Visitors Bureau, Siemens, Sirius XM, USF and any car manufacturers that become involved in the pilot.

### **5.3.3 Awards**

The outreach team will seek recognition for the pilot by competing for local, state and national awards. Examples include Tampa Downtown Partnership's Urban Excellence Award, the ITS Florida awards and ITS America's Best of ITS awards.

### **5.3.4 Knowledge Transfer**

The outreach team will regularly interact with personnel from the other CV Pilot Deployment sites for the purpose of knowledge transfer. The team will participate in webinars arranged by USDOT for the mutual benefit of the pilot deployment sites. It will also share information and offer guidance to the outreach leads for the next wave of pilot deployments.

## **5.4 Industry Observances**

Various agencies and organizations draw attention to safety- and transportation-related issues by celebrating annual observances on a particular day, week or month. Many of these relate directly to the goals of the pilot. Examples include:

- Drive Safely Work Week
- National Bicycle Month
- National Bike to Work Day
- National Distracted Driving Awareness Month
- National Dump the Pump Day
- National Engineers Week
- National Infrastructure Week
- National Work Zone Awareness Week
- Ride to Work Day
- Ride Transit Month
- Smart Cities Week

The outreach team will develop and maintain a calendar of industry observances and leverage them as opportunities to promote the pilot both locally and nationally. The calendar of industry observances will not drive the outreach effort, but some on-site tours, speakers, traveling exhibits and news releases will be scheduled to coincide with such events in order to reach broader audiences and achieve greater media exposure.

# 6 Media Relations

Print, television, radio and social media outlets will play an important role in shaping public perception of the pilot. Industry media, too, have an influential voice among their target audiences. The media's widespread influence presents an opportunity to communicate the pilot's goals and benefits broadly. Media coverage will also aid the recruitment effort by raising awareness and lending the program a sense of legitimacy. On the other hand, if outreach to the media is inadequate or ineffective, there is a risk that the media may propagate misinformation and create misconceptions about the program. THEA and its partners will work cooperatively with the media by proactively providing clear, consistent, factual information on a timely basis.

The goals of the media relations strategy are:

- Raise awareness of the goals and benefits of the pilot
- Position THEA and its partners as industry leaders
- Keep the media up to date on progress and milestones
- Provide clear, consistent, factual information
- Monitor the tone of media coverage and correct misinformation
- Leverage media coverage to help recruit new partners and participants

## 6.1 Strategy

The pilot has attracted considerable media attention already in the planning phase. This high level of interest, which is expected to continue for the life of the project, presents both a challenge and an opportunity. The challenge is to remain proactive in implementing a media relations plan that meets the pilot's strategic goals. The opportunity is to work in partnership with the media to communicate the benefits of the pilot (for example, by providing interviews with participants who have experienced safety or mobility benefits firsthand) and the enormous potential of CV technology.

The outreach team has extensive experience in creating resources and planning events that meet the needs of today's working journalists. Given this background, the media relations strategy is to proactively provide the media every resource they need to communicate effectively the purpose and progress of the pilot.

## 6.2 Markets

The pilot is a story of local, regional, state, national and even international interest. It is also of interest to industry media, whose audiences transcend these geographic boundaries. The media relations strategy takes these geographic and industry-related markets into account by tailoring its messages to each market. Local media, for example, will want details on all aspects of the pilot that affect local



transportation. On the other hand, a business-to-business publication focused on economic development may not run an entire story on the pilot, but may be interested in content for a sidebar on the economic impact of the pilot as part of a larger feature article. The pilot outreach team will reach out to these distinct markets with content that is appropriate to their audiences (Table 5).

**Table 5. Media Markets and Topics of Interest**

Market	Topics of Interest
Local	Benefits, milestones, profiles, innovation, economic development, potential impacts, THEA leadership, how to participate (recruitment)
Regional	Benefits, milestones, profiles, innovation, economic development, THEA leadership
State	Benefits, milestones, profiles, innovation, economic development
National	Benefits, technology, innovation, economic development
International	Benefits, technology, innovation, economic development
Industry	Benefits, technology, innovation, infrastructure, project management, lessons learned

Because the pilot is expected to generate national and international interest, the outreach team will anticipate and meet the on-site needs of crews from nationwide and foreign news outlets (space for large satellite trucks, for example). When announcing major project milestones, the team will target national media that have foreign outlets in order to maximize geographic reach. The team will develop and maintain a directory of local, regional, state, national, international and industry media outlets to aid in directing its messages to target markets.

## 6.3 Communication with the Media

In an era of social media and 24/7 news coverage, reporters require rapid responses to their requests. When reporters contact the pilot, someone from the outreach team will respond within an hour. The pilot outreach team will also anticipate their needs and post new materials in the online newsroom on the pilot website as soon as they are available. Media kits, B-roll and other products will be provided quickly upon request.

The Site Outreach Lead (Sue Chrzan) will coordinate all media requests and oversee the quality and consistency of all information conveyed to the media. THEA partners who create and distribute news releases, authored articles, or other materials related to the pilot will submit them to the Site Outreach Lead for approval in advance.

The Site Outreach Lead will designate a Site Outreach Spokesperson (herself, Bob Frey, Joe Waggoner or other designee) who may speak for the pilot in communication with the media. The Site Outreach Lead may also authorize other pilot team members to speak to the media on matters pertaining to their area(s) of expertise, especially those who have already established themselves as trusted spokespersons for the pilot.

When reporters need additional sources, the Site Outreach Lead will connect them with THEA partners and with third-party experts who will be kept briefed on the project and made available for interviews. For example, partner spokespersons may include FDOT District 7 Secretary Paul Steinman and HART PIO Sandra Morrison. Third-party experts may include Sergeant Steve Gaskins of Florida Highway Patrol and Florida Senator Jeff Brandes.

## 6.4 Coordination with USDOT

Because the pilot is a federal project, the outreach team will coordinate its efforts with USDOT. The Site Outreach Lead will arrange monthly teleconferences with USDOT communications staff to coordinate outreach activities and to review products (news releases, fact sheets, etc.) before they are released. All media inquiries regarding federal policies or regulations will be referred to USDOT communications staff.

The pilot outreach team will keep USDOT informed of current and upcoming communications activities. A key tool for reporting results will be the weekly three-minute update—a brief electronic digest of outreach activities, media coverage and mentions of the pilot in social media. The three-minute update, to be distributed internally to USDOT and other partners, will recap outreach activities and metrics (for example, website visits; Twitter impressions; number of e-newsletter subscribers, views and signups; tone of media coverage) and provide a glimpse of near-term plans.

## 6.5 Tools

- The outreach team will develop and maintain an editorial calendar to facilitate planning. The calendar will include the editorial calendars of industry publications, which the team will track to identify opportunities for authored articles in advance.
- The pilot outreach team will use online databases such as Cision and ProfNet to identify reporters and to help them find and interview experts associated with the project.
- The Site Outreach Lead will facilitate a media appearance circuit by keeping a roster of key team members who are available to speak to local and national media on specific topics.
- The pilot outreach team will develop talking points to ensure that messages conveyed to the media are accurate, consistent and in line with the pilot's communications objectives. Team members in interview situations will be encouraged to stick to the talking points as much as possible.

## 6.6 Products

Outreach to the media will include the following products:

- News releases will be distributed on a regular basis to inform the media of newsworthy developments.
- Backgrounders will provide in-depth information on specific topics to reporters who need to get up to speed on the technology of CVs or the people who are leading the pilot.
- Authored articles are especially effective in industry media, because they convey relevant information to audiences who want an extended look at a specific topic. The pilot outreach team will aim to publish three articles per year in industry trade journals targeting the transportation, engineering, telecommunications, automotive and other related industries.
- The pilot outreach team will write op/eds on behalf of key team members for submission to local publications.

- Photos are an ideal medium for illustrating progress and telling the story of the pilot deployment. Industry publications will also want photos of technical aspects of the pilot (installation, operation, etc.).
- The outreach team will provide maps, graphics and infographics to the media to illustrate how various CV applications work.
- The outreach team will produce videos for the media that showcase the uses of CV technology by capturing various applications in action. Other videos will feature interviews with project principals, participants, and others to personalize the project.
- The outreach team will proactively gather and provide video B-roll to TV reporters to make it easy for them to cover the pilot.
- The outreach team will provide radio and television outlets with audio soundbites that emphasize key messages.
- Members of the media will receive media kits (print and digital) that contain news releases, backgrounders and other products conveniently assembled in one place.
- The pilot website's online newsroom will gather media resources in one place.

Different types of media will need different sets of products. See Table 6 for examples of the products that apply to each type.

**Table 6. Media Outlets and Products**

<b>Media</b>	<b>Products</b>
Print (newspapers, magazines, newsletters, trade publications)	News releases, backgrounders, authored articles, op/eds, media kits, photos, graphics, videos for websites
Television (news programs, talk shows, PSAs)	News releases, backgrounders, media kits, photos, graphics, video B-roll, soundbites
Radio (news programs, talk shows, PSAs)	News releases, backgrounders, media kits, soundbites, photos and videos for websites
News wire services (AP, Reuters, UPI)	News releases, photos, graphics, videos
Online (news sites, blogs, social media)	News releases, backgrounders, media kits, photos, graphics, videos, sharable content

## 6.7 Events

Media relations efforts will include the following events:

- The media will be invited to experience the benefits of the pilot by participating in prearranged on-site tours. Fleet vehicles and drivers will be made available to members of the media for tour purposes upon request (see Chapter 5.2.1 for more on on-site tours). The team will also help facilitate reporters' visits to the Safety Pilot site in Ann Arbor, Michigan, or to other CV pilot deployment sites as needed to experience CV technology firsthand.

- THEA will host a minimum of two local press conferences per year to keep the media informed of progress on the pilot. Press conferences will include both THEA and USDOT personnel whenever possible. One press conference will occur at the beginning of phase 2 to explain to the public what the pilot will mean for the region, and that it is a federally funded project.



**Figure 11. On September 14, 2015, THEA hosted a media event in its Traffic Management Center to announce the pilot award. (Source: THEA)**

- When participant recruitment begins, the outreach team will stage a recruitment launch event. The media will be invited to cover recruitment, training and equipment installation activities on location to draw attention to the effort and demonstrate how easy it is for participants to get involved. This is especially important because media coverage will lend valuable credibility to the recruitment effort; we can enlist the media as our partners in recruitment. (For details on recruitment activities, see Task 9.)
- When the pilot officially begins operations, the outreach team will organize a pilot launch event. This will be a major public event to which local, state, national and international media will be invited. The ceremony will feature remarks by such dignitaries as the governor of Florida, the mayor of Tampa, the U.S. Secretary of Transportation and the leaders of partner and stakeholder organizations. For maximum visibility, the event will take place outdoors in the deployment area.

**Table 7. Media Calendar of Events**

Event	Media Opportunity
Start of recruitment	Recruitment launch event, press tours
Start of deployment phase	Pilot launch event, press tours
Project milestones	Press conferences
Major on-site tours	Interviews, press tours
Local industry conferences or trade shows	Interviews, press tours
Awards	Press conferences

The THEA building is an excellent venue for media events, especially its conference room overlooking the RTMC, which makes a compelling backdrop. Photos and video of the RTMC will help THEA tell the story of CV deployment in the city.

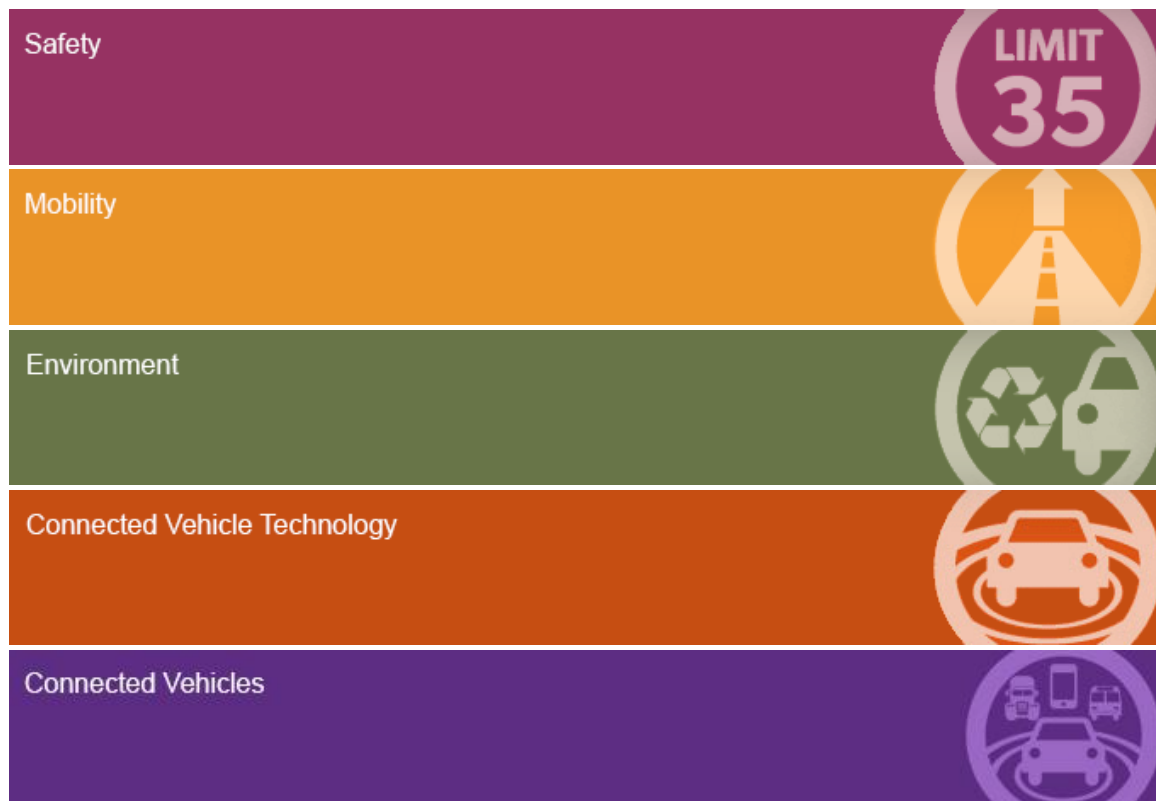
The pilot outreach team will document press conferences, on-site tours and other events with photography and video.

# 7 Identity and Brand Management

Because audiences will interact with the pilot in a variety of contexts, it is important to establish a consistent identity for the pilot across all media. This identity will include a common color palette, fonts and other elements of graphic design to be developed in phase 2. Outreach materials will also feature the THEA logo in order to reinforce THEA’s leadership and ownership of the pilot.

The pilot will have its own unique identity, but it must also be clearly associated with USDOT’s CV Pilot Deployment Program to minimize confusion and facilitate knowledge transfer. To this end, outreach materials will incorporate icons, colors and/or other graphic elements associated with USDOT’s CV program (Figure 12).

THEA has repeatedly stated that the pilot will make downtown transportation “safer, smarter and greener.” The outreach team will adopt this core message to shape a positive brand for the pilot that emphasizes its safety, mobility and environmental benefits.



**Figure 12. The identity for ITS JPO’s CV program features circular icons and a distinctive color palette. (Source: ITS JPO)**

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# 8 Evaluation

## 8.1 Metrics

The pilot outreach team will evaluate the impact of the outreach effort using quantitative and qualitative measures based on the type of media or activity.

- Website
  - Number of page views
  - Bounce rate
  - User flow path
  - Organic search (search terms)
  - Behavior flow
  - Session duration
  - Number of new and returning visitors
  - Number of downloads
  - Number of comments and questions
- E-newsletter
  - Number of subscribers
  - New subscription rate
  - Clicks-through to website
- Facebook
  - Number of posts
  - Number of shares
  - Tone (number of posts classified as positive, negative or neutral)
  - Page visits
  - Total reach
  - People engaged
  - Page likes
- Twitter
  - Number of followers
  - Number of tweets and retweets
  - Number of impressions
  - Number of engagements (profile clicks, link clicks, media engagements, likes)
  - Tone (number of tweets classified as positive, negative or neutral)
- YouTube
  - Number of views

- Number of likes
- Number of shares
- Number of comments
- Media coverage
  - Type of media
  - Circulation or audience
  - Tone (number of mentions classified as positive, negative or neutral)
- Webinars and virtual town halls
  - Number of participants
  - Number of comments and questions
- Print collateral
  - Distribution
  - Requests
  - QR code engagements
- Speakers' bureau
  - Number of speaking engagements
  - Size of audience
- Traveling exhibits
  - Number of exhibits
  - Number of requests
  - Estimated size of audience
  - QR code engagements
- Signage and other products
  - Estimated size of audience
- On-site tours
  - Number of participants
  - Tone of feedback (number of comments classified as positive, negative or neutral)
- Conferences and trade shows
  - Registered attendees
  - Booth visits
  - Session attendance
  - Collateral distributed
  - Number of questions or comments
  - Post-conference follow-up

The team will also track participant recruitment and retention to assess the extent to which ongoing outreach efforts are keeping participants well informed and engaged.

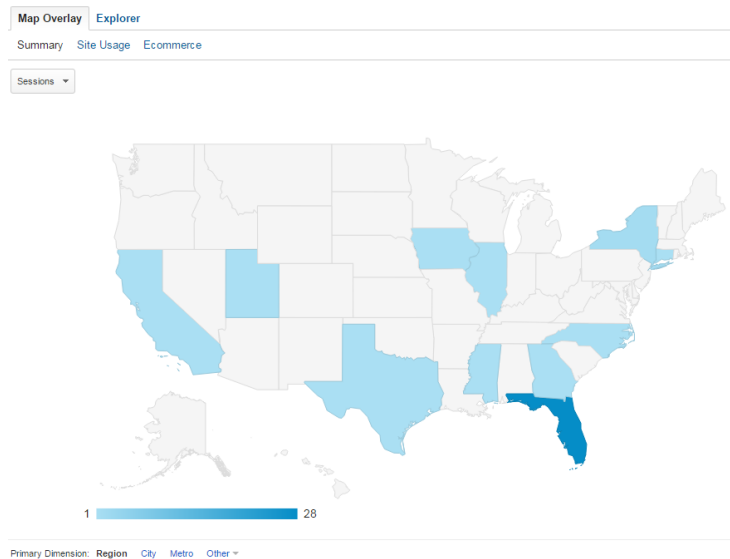
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## 8.2 Tools

The outreach team will use a number of tools to analyze the data and assess the success of its efforts.

- Critical Mention, a media monitoring tool, will deliver real-time reports regarding social, broadcast, print and online media coverage.
- Google Analytics will enable detailed analysis of public interaction with the pilot website to optimize the impact of web-based resources.
- The team will develop a “stay connected” card for distribution at all public events to track participation, establish contacts and record comments.
- Staff will monitor independent research on perceptions of the business climate, regional transportation and quality of life in Tampa.



**Figure 13. Google Analytics enables an analysis of website performance based on such data as the geographic origin of website traffic. (Source: Google Analytics)**



# 9 Crisis Communications Plan

THEA and FHWA are committed to providing a safe and secure pilot deployment. One of the key responsibilities is to ensure that the project leadership is prepared to identify, respond to, and manage crisis situations when they occur. An agency's reputation is created through its operations (what we do) and communications (what we say). When a natural disaster or other event occurs that disrupts continuity of operations, how we communicate about the situation can be as important as how we manage it operationally. Through effective communications, we will be able to:

- Demonstrate concern for the people who are impacted
- Demonstrate commitment and capability to respond
- Educate media and the impacted stakeholders
- Balance the view of people who are frightened or angered

A comprehensive crisis communications plan provides essential guidance, procedures and tools needed to communicate successfully and effectively in a crisis situation. When a disruptive event occurs, however, those who are in a position to respond sometimes minimize the severity of the situation or are reluctant to call it a crisis. As a result, they do not activate whatever crisis response plan may be in place. Experience shows that a plan that avoids negative terms like "crisis" is more likely to be executed when needed. Therefore, the pilot's crisis communications plan is called a Communications Continuity Plan. The Communications Continuity Plan is a standalone document that has been prepared for the use of the project team.

# 10 References

Barbaresso, Jim. Safety Pilot Model Deployment Communications and Outreach Plan (December 12, 2012).

ITS JPO Publication Guidelines. <http://www.its.dot.gov/pubsguidance.htm>

Transportation Research Board. Naturalistic Driving Study: Field Data Collection (SHRP 2 Report S2-S07-RW-1). Washington, D.C.: National Academy of Sciences, 2015.

USDOT Guidance Summary for Connected Vehicle Pilot Site Deployers: Deployment Outreach Plan (Draft Report, September 2015).

## APPENDIX A. List of Acronyms

<b>AASHTO</b>	American Association of State Highway Transportation Officials
<b>AFB</b>	Air Force Base
<b>ASCE</b>	American Society of Civil Engineers
<b>AV</b>	Automated Vehicle
<b>BAA</b>	Broad Agency Announcement
<b>CUTR</b>	Center for Urban Transportation Research
<b>CV</b>	Connected Vehicle
<b>DOT</b>	Department of Transportation
<b>FDOT</b>	Florida Department of Transportation
<b>FHWA</b>	Federal Highway Administration
<b>HART</b>	Hillsborough Area Regional Transit
<b>IEEE</b>	Institute of Electrical and Electronics Engineers
<b>ITS</b>	Intelligent Transportation Systems
<b>JPO</b>	Joint Program Office
<b>MPO</b>	Metropolitan Planning Organization
<b>OEM</b>	Original Equipment Manufacturer
<b>PIO</b>	Public Information Officer
<b>QR</b>	Quick Response
<b>REL</b>	Reversible Express Lanes
<b>RSU</b>	Roadside Unit
<b>RTMC</b>	Regional Traffic Management Center
<b>SEO</b>	Search Engine Optimization
<b>THEA</b>	Tampa Hillsborough Expressway Authority
<b>TMC</b>	Traffic Management Center
<b>TRB</b>	Transportation Research Board
<b>USDOT</b>	U.S. Department of Transportation
<b>USF</b>	University of South Florida
<b>URL</b>	Uniform Resource Locator
<b>V2I</b>	Vehicle to Infrastructure
<b>V2V</b>	Vehicle to Vehicle

## APPENDIX B. Conferences and Trade Shows

Event	Organizer	Start	End	Labor	Travel	Registration	Printing	Exhibit	Total Cost	City	State
Connected Car Detroit	Automotive Megatrends	03/15/16	03/15/16							Dearborn	MI
3 <sup>rd</sup> Annual Automotive Cyber Security Summit	IQPC	03/21/16	03/23/16							Detroit	MI
International Wireless Communications Expo	IWCE	03/21/16	03/25/16							Las Vegas	NV
Convergence: The Intersection of Technology and Transportation	Eno Center for Transportation	03/24/16	03/24/16							Washington	DC
TU-Automotive Cybersecurity USA	TU-Automotive	03/29/16	03/30/16							Novi	MI
2016 National Planning Conference	American Planning Association	04/02/16	04/05/16							Phoenix	AZ
SAE World Congress & Exposition	SAE International	04/12/16	04/14/16							Detroit	MI
NACE Annual Meeting	National Association of County Engineers	04/24/16	04/28/16							Tacoma	WA
North American Travel Monitoring Exposition and Conference	TRB	05/01/16	05/04/16							Miami	FL
Florida Mayors Conference	Florida League of Mayors	05/05/16	05/07/16							Orlando	FL
ASHE National Conference	American Society of Highway Engineers (ASHE)	05/19/16	05/22/16							Pittsburgh	PA
AASHTO Spring Meeting	AASHTO	05/24/16	05/26/16							Des Moines	IA
TIA 2016: Network of the Future	Telecommunications Industry Association	06/06/16	06/09/16							Dallas	TX
TU-Automotive Detroit 2016	TU-Automotive	06/08/16	06/09/16							Novi	MI
ITS America Annual Meeting & Expo	ITS America	06/12/16	06/15/16							San Jose	CA

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Appendix B. **Conferences and Trade Shows**

<b>Event</b>	<b>Organizer</b>	<b>Start</b>	<b>End</b>	<b>Labor</b>	<b>Travel</b>	<b>Regis- tration</b>	<b>Printing</b>	<b>Exhibit</b>	<b>Total Cost</b>	<b>City</b>	<b>State</b>
ITE Florida Summer Meeting	ITE Florida	06/22/16	06/24/16							Daytona Beach	FL
84th Annual Conference of Mayors	U.S. Conference of Mayors	06/24/16	06/27/16							Indianapolis	IN
International Conference on Transportation & Development	ASCE	06/26/16	06/29/16							Houston	TX
50th Annual Conference and Exhibit (NARC)	National Association of Regional Councils	06/26/16	06/29/16							Salt Lake City	UT
National Governors Association - Summer Meeting	National Governors Association	07/14/16	07/17/16							TBD	IA
FTBA Annual Convention	Florida Transportation Builders Association (FTBA)	08/04/16	08/07/16							Orlando	FL
42nd International Forum on Traffic Records & Highway Information Systems	Association of Traffic Safety Information Professionals	08/07/16	08/10/16							TBD	TBD
ITE Annual Meeting 2016	Institute of Transportation Engineers (ITE)	08/14/16	08/17/16							Anaheim	CA
Florida League of Cities Annual Conference	Florida League of Cities	08/18/16	08/20/16							Hollywood	FL
SASHTO 2016	SASHTO	08/27/16	08/30/16							White Sulphur Springs	WV
GHSA 2016 Annual Meeting	Governors Highway Safety Association	08/27/16	08/31/16							Seattle	WA
PWX	American Public Works Association	08/28/16	08/31/16							Minneapolis	MN
APA Florida Annual Conference	American Planners Association Florida Chapter	09/06/16	09/09/16							Tampa	FL
IBTTA 84th Annual Meeting &	International Bridge,	09/11/16	09/14/16							Denver	CO

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Appendix B. **Conferences and Trade Shows**

<b>Event</b>	<b>Organizer</b>	<b>Start</b>	<b>End</b>	<b>Labor</b>	<b>Travel</b>	<b>Regis- tration</b>	<b>Printing</b>	<b>Exhibit</b>	<b>Total Cost</b>	<b>City</b>	<b>State</b>
Exhibition	Tunnel and Turnpike Association (IBTTA)										
International Conference on Connected Vehicles & Expo (ICCVE 2016)	IEEE	09/12/16	09/16/16							Seattle	WA
ICMA 102nd Annual Conference	International City/County Management Association	09/25/16	09/28/16							Kansas City	MO
Smart Cities Week	Smart Cities Council	09/28/16	09/29/16							Washington	DC
2016 ARTBA National Convention	American Road & Transportation Builders Association	10/04/16	10/06/16							Tucson	AZ
2016 AMPO Annual Conference	Association of Metropolitan Planning Organizations (AMPO)	10/25/16	10/28/16							Seattle	WA
SmartTransit USA 2016	Global Transport Forum	10/25/16	10/26/16							Charlotte	NC
AASHTO Annual Meeting	AASHTO	11/12/16	11/15/16							Boston	MA
2016 GRITS Annual Conference	Gulf Region Intelligent Transportation Society	11/14/16	11/16/16							Baton Rouge	LA
2016 NLC City Summit	National League of Cities	11/16/16	11/19/16							Pittsburgh	PA
FPTA Annual Meeting	Florida Public Transit Association	12/11/16	12/13/16							Jacksonville	FL
TRB 2017 Annual Meeting	TRB	01/08/17	01/12/17							Washington	DC
ITE Annual Meeting 2017	ITE	07/30/17	08/02/17							Toronto	Ontario
GHSA 2017 Annual Meeting	Governors Highway Safety Association	09/16/17	09/20/17							Louisville	KY
APTA Annual Meeting & Expo	APTA	10/08/17	10/11/17							Atlanta	GA
24th World Congress on ITS	ITS America	10/29/17	11/02/17							Montreal	Québec

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<b>Event</b>	<b>Organizer</b>	<b>Start</b>	<b>End</b>	<b>Labor</b>	<b>Travel</b>	<b>Regis- tration</b>	<b>Printing</b>	<b>Exhibit</b>	<b>Total Cost</b>	<b>City</b>	<b>State</b>
2017 NLC City Summit	National League of Cities	11/15/17	11/18/17							Charlotte	NC
ITE Florida Annual Meeting	ITE Florida	TBD	TBD							TBD	TBD
Florida Economic Development Conference	Florida Economic Development Council	TBD	TBD							TBD	TBD
TTI Traffic Safety Conference	Texas A&M Transportation Institute	TBD	TBD							TBD	TBD
ITS Florida Annual Meeting	ITS Florida	TBD	TBD							TBD	TBD
Accessible Transportation Technologies Research Initiative (ATTRI) Applications Workshop	USDOT	TBD	TBD							Washington	DC
FDOT Transpo	FDOT	TBD	TBD							TBD	TBD

## APPENDIX C. Media Database

Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
10 News This Morning Around The Bay - WTSP-TV	Florida	TV Show				
1250 WHNZ-AM	Florida	Radio Station				
95.7/The Beat	Florida	Radio Station				
970 WFLA-AM Tampa Bay	Florida	Radio				
A.M. Tampa Bay - WFLA-AM	Florida	Radio Show				
AAA Going Places	Florida	Magazine				
AASHTO	National					
ABC News Radio - Coral Gables Bureau	Florida	Radio Network Bureau				
Accent on Tampa Bay Magazine	Florida	Magazine				
AM Inspiration - WTIS-AM	Florida	Radio Show				
AP	Florida	Wire				
AP Florida	Florida	Wire				
AP Radio Network						
Automotive Engineering (SAE)	National					
Automotive News	National					
AUVSI: Unmanned Systems Magazine	National					
AV Web	National					
Bay Area Business Magazine	Florida	Magazine				
Bay Focus - WCLF-TV	Florida	TV Show				
Bay News 9	Florida	TV Station				
Bay Soundings	Florida	Magazine				
Buenos Dias Familia - WGES-AM	Florida	Radio Show				
Buenos Dias Tampa Bay - WQBN-AM	Florida	Radio Show				

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Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
Buenos Dias Tampa Bay - WTAM-TV	Florida	TV Show				
Business Xpansion Journal	National	Magazine				
Calling All Bulls - WTBN-AM	Florida	Radio Show				
CBS News	National	TV				
CBS TV Network - Miami Bureau	Florida	TV Network Bureau				
Centro Tampa	Florida	Community Newspaper				
Cigar Dave Show	Florida	Radio Show				
Civil Engineering	National	Magazine				
Clearwater Gazette	Florida	Community Newspaper				
CNBC	National	TV, Blog				
Community News Publications	Florida	Community Newspaper				
Daytime	Florida	TV Show				
Drive Time with Bill Bunkley - WTBN-AM	Florida	Radio Show				
Driverless Transportation	National					
El Xpresso Genesis - WGES-AM	Florida	Radio Show				
ENR National	National					
ENR Southeast	National					
Families on-the-go	Florida	Magazine				
First Coast News	National					
Fleet Owner	National					
Florida Courier & Daytona Times	Florida	Community Newspaper				
Florida Matters - WUSF-FM	Florida	Radio Show				
Florida Ports Council	Florida					
Florida Sentinel-Bulletin	Florida	Community Newspaper				
Florida This Week - WEDU-TV	Florida	TV Show				
Florida Times-Union	Florida	Newspaper				

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Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
FLORIDA TODAY	Florida	Daily Newspaper				
Florida Transportation Builder	Florida	Magazine				
Florida Trend	Florida	Magazine				
Florida Truck News	Florida					
Forbes	National	News, Magazine, Blog				
FORUM	Florida	Magazine				
Full Access Magazine	Florida	Magazine				
Go for a Ride	Florida	Magazine				
GoodLiving	Florida	Magazine				
Government Technology	National					
Greater Tampa Realtor News	Florida	Magazine				
Herman & Sharron - WCLF-TV	Florida	TV Show				
Highlands Today	Florida	Newspaper				
Holaciudad Teve! - WRMD-TV, WAMA-AM	Florida	TV Show				
IMSA Journal	National					
In Your Face with Drew Garabo - WHPT-FM	Florida	Radio Show				
Infra Insight	National					
InfraAmericas	National					
Infrastructure Journal	National					
Innovation Briefs	National					
Inside ITS	National					
Intelligent Highway	National					
ITS America	National					
ITS International	National					
Jewish Press	Florida	Community Newspaper				

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Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
Journal of Commerce	National					
Journal of Intelligent Transportation Systems	National	Magazine				
La Gaceta	Florida	Community Newspaper				
M&M Printing Co.	Florida	Community Newspaper				
Magic Morning Show with Chadd and Kristi - WWRM-FM	Florida	Radio Show				
Mason in the Morning - WRBQ-FM	Florida	Radio Show				
McClatchy Newspapers: Miami Herald	Florida					
Metro Life Media	Florida	Magazine				
Miami Herald	Florida	Daily Newspaper				
Motor Trend	National	Magazine, News, Website				
Motorcycle Events Magazine	Florida	Magazine				
Motoring Tampa Bay	Florida	Magazine				
Neighbors	Florida	Magazine				
New Day Florida - WKES-FM	Florida	Radio Show				
New Day Florida Weekend - WKES-FM	Florida	Radio Show				
New Tampa Neighborhood News	Florida	Community Newspaper				
New York Times	National					
New York Times (Miami Bureau)	Florida	Newspaper				
News Service of Florida	Florida	Wire				
NGT News	National					
Noticias Univision Florida Central - WVEA-TV	Florida	TV Show				
NPR/National Public Radio - Miami Bureau	Florida	Radio Network Bureau				

Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
Nuevo Siglo	Florida	Community Newspaper				
P3 Bulletin	National					
PCMag.com	National	Online				
Politico (Florida Playbook)	Florida					
Politico Pro	National					
Positive Impact	Florida	Magazine				
PowerSource Online Industry Guide	Florida	Magazine				
Quality Cities (Florida League of Cities pub)	Florida	Magazine				
Radioactivity - WMNF-FM	Florida	Radio Show				
Roads & Bridges	National					
Ron Diaz & Ian Beckles Show - WDAE-AM	Florida	Radio Show				
Route 66 Magazine	Florida	Magazine				
Senior Voice of America	Florida	Magazine				
Studio 10 - WTSP-TV	Florida	TV Show				
Suncoast Business Forum - WEDU-TV	Florida	TV Show				
Tampa Bay	Florida	Magazine				
Tampa Bay Business Journal	Florida	Magazine				
Tampa Bay Metro Magazine	Florida	Magazine				
Tampa Bay Newspaper	Florida	Newspaper				
Tampa Bay Times	Florida	Newspaper				
Tampa Record	Florida	Community Newspaper				
Tampa Style	Florida	Magazine				
Tech Insider	National	Online Blog				
The Atlantic	National	News				
The Citizens Report - WTMP-AM	Florida	Radio Show				

Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
The Current, Eckerd College	Florida	College Newspaper				
The Defense Standard	Florida	Magazine				
The Gulfport Gabber	Florida	Community Newspaper				
The Hawkeye, Hillsborough Community College	Florida	College Newspaper				
The Minaret, University of Tampa	Florida	College Newspaper				
The News Hour with Dick Greco - WWBA-AM	Florida	Radio Show				
The Nuthouse - WLLD-FM	Florida	Radio Show				
The Oracle, University of South Florida	Florida	College Newspaper				
The Schnitt Show - Compass Media Networks	Florida	Radio Show				
The Urbanist	National	Magazine				
The Weekly Challenger	Florida	Community Newspaper				
Thinking Highways North America	National					
TM&E (Part of Roads & Bridges)	National					
TOLLROADSnews	National					
Tollways	National					
Traffic Safety (National Safety Council)	National					
Traffic Technology Today	National					
Transportation Communications Newsletter	National					
Transportation Journal	National					
Triton	National					
US 103.5	Florida	Radio Station				
USA Today	National					

Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
VerticalNews Transportation	National					
Veterans Post News	Florida	Magazine				
Visit Florida	Florida	News Website				
Wall Street Journal	National	Newspaper				
Washington Post	National	Newspaper				
Washington Post	National	Newspaper				
WBRN-FM	Florida	Radio Station				
WBVM-FM	Florida	Radio Station				
WCIE-FM	Florida	Radio Station				
WDCF-AM, WTAN-AM & WZHR-AM	Florida	Radio Station				
WDUV-FM	Florida	Radio Station				
WEDU2-TV (PBS)	Florida	TV Station				
WEVA-TV (Univision)	Florida	TV Station				
WFLA-TV (NBC)	Florida	TV Station				
WFTS-TV (ABC)	Florida	TV Station				
WGHR-FM	Florida	Radio Station				
WGUL-AM	Florida	Radio Station				
WHBO-AM	Florida	Radio Station				
Wired	National	Online				
WIXC-AM	Florida	Radio Station				
WLQH-AM	Florida	Radio Station				
WMGG-AM	Florida	Radio Station				
WMOR-TV	Florida	TV Station				
WSUN-FM	Florida	Radio Station				
WTSP-TV (CBS)	Florida	TV Station				
WTVT-TV (FOX)	Florida	TV Station				

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Outlet Name	State	Medium	First Name	Last Name	Title	E-mail
WUSF Public Media	Florida	News				
WUSF-TV (PBS)	Florida	TV Station				
WXGL-FM	Florida	Radio Station				
WXYB-AM & Free Opinion-WPSO-AM	Florida	Radio Station & Show				
Yahoo! Autos	National	News				

U.S. Department of Transportation  
ITS Joint Program Office-HOIT  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Toll-Free "Help Line" 866-367-7487  
[www.its.dot.gov](http://www.its.dot.gov)

FHWA-JPO-16-320



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