Phase 1 Outreach Plan

University of Washington ITS4US Deployment Project

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COMPLETE TRIP
ITS4US

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16. Abstract

This report describes the Outreach Plan for the University of Washington's (UW) ITS4US Deployment Project, which is also known as the Transportation Data Equity Initiative (TDEI). Phase 1 of the project is funded by the Federal Highway Administration's ITS4US Program. This Outreach Plan is focused on how the UW team will make stakeholders, the public, and researchers aware of the project and its status. It discusses the project team's plans for developing and delivering a wide variety of materials such as newsletters, web sites, conference presentations, and promotional videos.

The TDEI project is developing a national pipeline to create, disseminate, and share standardized data about pedestrian environments, transportation environments, and on-demand transportation services to enable better use, discoverability, and data analytics of these assets and services. The TDEI's improvements in mobility data infrastructure allow all travelers to discover and make informed mobility decisions. The initiative also makes data handling simpler for mobility service providers by enabling all providers to use public data about other services and travel environments and by consolidating and making mobility data consistent.

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1 Introduction

This document presents the Outreach Plan for the University of Washington's (UW) ITS4US Deployment Project, the Transportation Data Equity Initiative (TDEI), which is being performed as part of the U.S. Department of Transportation's (USDOT's) Complete Trip - ITS4US Deployment Program

The Outreach Plan is informed by work documented previously in a number of project documents[1] including: 1) the Concept of Operations (ConOps) for the proposed system which documents the project's user needs, identifies the project stakeholders, and is the core from which the living stakeholder registry was developed and from which the audiences who will interact with the project team in the outreach effort are identified, 2) the Performance Measurement and Evaluation Support Plan (PMESP) which describes the evaluation activities that will be performed as part of the project, and 3) the Participant Training and Stakeholder Education Plan (PTSEP) which describes the interactions with project participants planned to ensure that they can interact with deployed system efficiently and effectively.

This document is intended to sustain changes iteratively and organically throughout the lifetime of the project. Preliminary recommendations are identified herein, however, the UW team is committed to adapt and adopt modifications regarding outreach channels, mechanisms, and methods through coordination with project stakeholders. Stakeholders include community members, the USDOT and existing and prospective data tenants of the TDEI. While details of the plan may be adjusted, the underlying intent and goals of the proposed outreach plan will be preserved.

1.1 Document Purpose

This document provides a high-level plan describing the management of outreach activities and development of outreach materials for all phases of the project. The outreach plan focuses on how the UW team will make stakeholders, the public, and researchers aware of the project, the current status of the project, and the benefits they can obtain by participating in project related activities.

For agency staff, this means understanding the benefits their agency can gain by adopting the data standards being refined, collecting and publishing those data, and using those data to help travelers. For application developers, it means understanding the benefits of writing applications to deliver those data to end users. For the general public, it means understanding their ability to better understand their travel options by using applications that take advantage of those data, and

[1] ITS4US project documents available at: https://www.its.dot.gov/its4us/htm/publications.htm

by contributing to the ongoing data vetting process that is designed to ensure the ongoing accuracy of the data.

This report discusses the project team's plans for developing and delivering a wide variety of materials such as newsletters, web sites, conference presentations, and promotional videos.

1.2 Project Overview

The UW ITS4US Deployment Project is one of five Phase 1 Complete Trip – ITS4US Deployment Program projects selected to showcase innovative business partnerships, technologies, and practices that promote independent mobility for all travelers regardless of location, income, or disability. It aims to create the foundational data tools necessary for both public and private entities to collect, share, manage, and use transportation data that provide equitable outcomes to all travelers. At its core, the project is about creating the foundational requirements for interoperable transportation data sharing that fulfills the informational needs of all travelers. This requires a specific focus on the unmet needs of people with mobility disabilities and other historically travel-disadvantaged communities that are the focus of this project. Without implementing this type of project, the needs of these communities will continue to remain unmet or underserved, limiting the ability of citizens in these communities to access destinations, explore opportunities, and be aware of all services available to them.

The project consists of five major parts. The first part of the project includes working with existing standards committees to extend and update three existing, early-stage international data standards: OpenSidewalks, GTFS-Flex, and GTFS-Pathways. These three data standards enable the consistent collection and reporting of data that provide the underlying information needed by the currently underserved target populations—people with disabilities, older adults, and individuals with low income—to efficiently travel.

The second part of the project is the development of a series of tools that help agencies, jurisdictions, and other stakeholders collect the data that can be stored with these refined data standards. These tools are needed to lower the cost and improve the quality and consistency of those data collection efforts to increase the availability of the data.

The third part of the project is the development of tools, policies, and procedures that allow sharing and governance of the collected data. The tasks performed will enable effective and efficient vetting, aggregation, management, and fusion of the data that participating agencies, jurisdictions, and other stakeholders collect. This portion of the project also includes tasks required to enable and manage the sharing of those data with application developers that write software to deliver requested travel information.

The fourth part of this project is the development of a data repository to contain the data to be shared within the six counties that represent the geographic boundaries for this ITS4US project. The data repository will be developed to illustrate how these data can be collected, stored, governed, updated, and maintained over time and then served upon request to application developers.

Finally, the fifth part of this project is the development of three example applications that use the collected data. The three applications are intended to demonstrate three very different uses of the data that are collected, maintained, and made available to application developers as a result of the other four aspects of this project. Those data can be used to fulfill a variety of information needs, and those needs can be met through an almost infinite number of applications. The three

applications deployed as part of this project are meant to show other application developers how the newly available data can be obtained and delivered.

Figure 1 illustrates the overall "new mobility" ecosystem to which the UW's ITS4US project is contributing. The outer circle consists of the variety of public transportation services that exist. Many of these services already generate data that can be readily obtained by applications via internet connections – the act which results in the discovery of "new mobility" options. These include fixed route transit services, micro-mobility services, and taxi services. The UW ITS4US Deployment project will help add the data sources that are particularly important to people with mobility disabilities, shown in purple at the bottom of the image. These are data that describe pedestrian pathways, transit station infrastructure, on-demand paratransit and community transit services, and other on-demand shared ride modes. The UW ITS4US Deployment project is also building the interoperable integrated transportation data sharing layer and Application Programming Interfaces (APIs) shown in the green inner circle. This is the functionality needed to collect, fuse, and aggregate the data from disparate transportation services. Finally, the UW ITS4US project will demonstrate a small number of applications used by the travelers shown in the center of the diagram. The applications take requests for information from the travelers, extract the required data from the data sharing layer (green circle), perform any required tasks—such as computing navigation directions—and deliver information to users in formats (audio, text, tactile displays) designed to meet their needs.

The project ConOps describes a set of 62 user needs that drive the design of the system. The user needs statements were developed from extensive interaction with project stakeholders. Project stakeholders have been categorized on the basis of the following five groups:

- Data generators (e.g., municipal infrastructure –owner/operators, private sector pedestrian-built-environment owner/operators, crowdsourced sidewalk reporters, elevation data providers),
- Transportation service providers (e.g., transit agencies and the companies that support the delivery of transit services operated by or for those transit agencies),
- Data service providers (e.g., mapping services, weather data providers),
- Application developers (e.g., AccessMap developers, Soundscape developers, Digital Twin developers, third-party application developers), and
- Digital device end users (e.g., travelers with sidewalk preferences, blind, vision disabled, or deafblind travelers, sighted older adults, multilingual or multicultural travelers, low-income transit users, rural transit users).

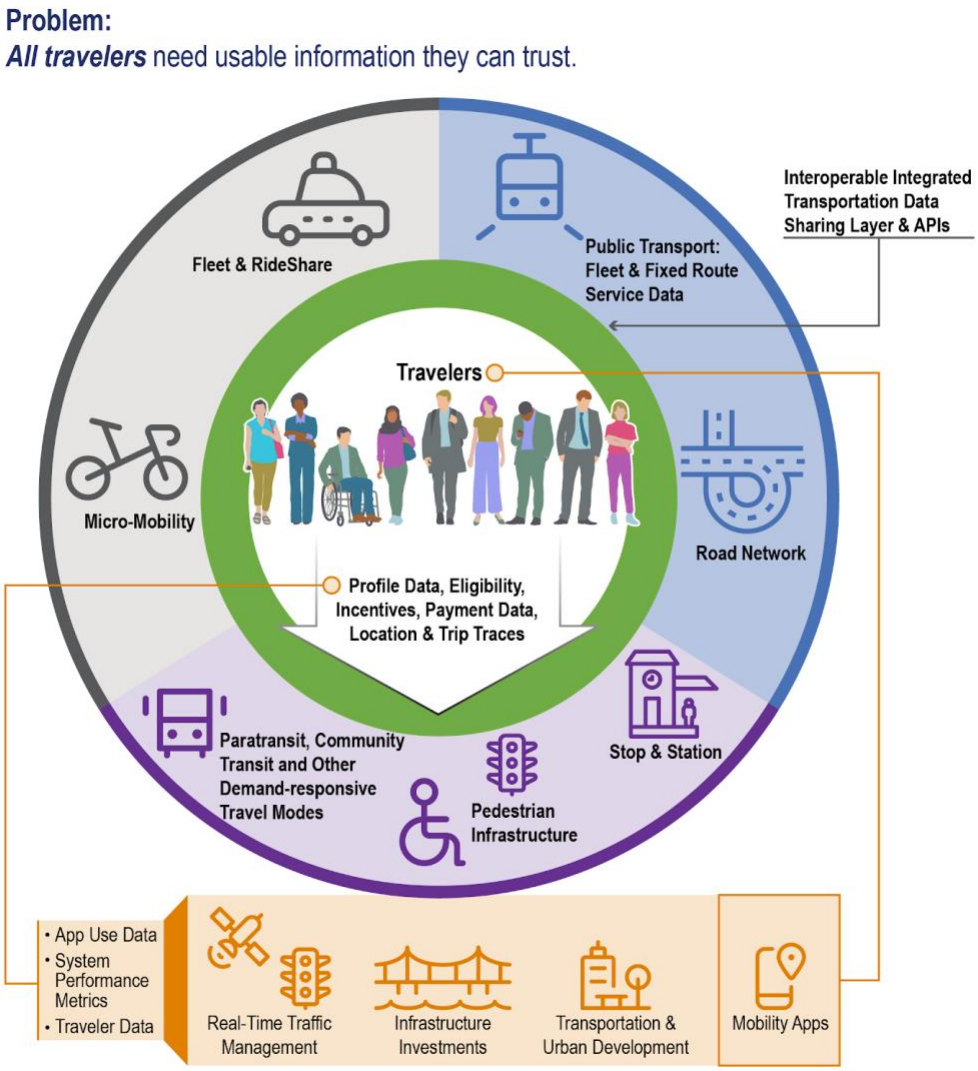

Figure 1. Diagram. UW ITS4US Deployment Project's Ecosystem

Source: University of Washington.

The needs expressed by these groups describe the basic functionality of a successful system deployment. The needs are presented in detail in Section 4 of the ConOps.

The project is currently in Phase 1, which focuses on the planning elements of the systems engineering process, in which the initial project idea is decomposed into a structured concept that serves as the foundation for more detailed design, building, testing, and operation. The structured concept includes identifying specific performance measures, targets, and capabilities associated with performance monitoring and performance measurement. The next phase, Phase 2, focuses on the design, testing, and deployment of the proposed system, while in Phase 3, the system will be operational and evaluated for its effectiveness.

1.3 Organization of the Report

In addition to this introductory section, the remainder of this report is organized into the following 5 sections:

- Section 2 describes Media Strategy including communication objectives, key messages and target audiences, and the project's approach to the media being used for outreach.
- Section 3 discusses communications management, including how communications will be coordinated both within the UW team and with USDOT.
- Section 4 describes the communications platforms to be used and how public meetings will be managed.
- Section 5 provides the public relations and marketing plan and includes the types of outreach materials that will be developed and the schedule for their production and delivery.
- Section 6 describes how the effectiveness of the outreach plan will be evaluated.
- Appendix A includes a glossary of acronyms.

2 Media Strategy

The TDEI is designed to improve mobility data infrastructure so all travelers can discover and make informed mobility decisions, and avoid friction in the trips they take when that friction is caused by a lack of data about the infrastructure or services they are using to make that trip. The TDEI also makes transportation service and infrastructure data identification, ingestion, and handling simpler for mobility service providers and application developers by enabling all anyone interested in such data to use a consolidated, standardized, public data resource that describes transportation services and travel environments.

The following subsections describe the project's communication objectives, target audiences, and the project's approach to the media being used for outreach.

2.1 Communication Objectives

The project's communication objectives are based on the project goals, which in turn guide the outreach strategy described in this document and will guide the measurement of outreach effectiveness. The four main communication objectives are:

1. Broaden knowledge and build support among mobility data producers and consumers for the three data standards to be used and updated by the TDEI project through education of data producers and consumers.

2. Promote and enable use of the TDEI data among application developers to encourage development of applications using the TDEI system through education and outreach to application developers.

3. Build support for the project and use of applications that use the data being published among the community, public and private sector partners to support the long-term sustainability of the project through outreach to community groups and partners.

4. Increase awareness of the UW ITS4US project and the TDEI system among the community, general public and industry.

2.1.1 Key Messages

The key messages to be delivered through the project's outreach efforts fall into two groups: primary messages that target a general audience and convey the general goals, status and information of the project; and secondary messages that target specific stakeholders or audiences with messages relevant to those stakeholders or audiences.

The primary messages for the UW ITS4US Deployment project are:

- The importance of data collection and data standards to providing equitable access to transportation.
- The availability of the TDEI system and data for use by application developers and other data consumers.
- The availability of the TDEI demonstration applications for use by the general public.

The intent of the secondary messages for the UW ITS4US project is to:

- Publicize the TDEI project vision and accomplishments.
- Publicize and advocate for the three standards being used and updated by this project: OpenSidewalks, GTFS-Flex, and GTFS Pathways.
- Describe the availability for use by others of tools for data collection and generation developed by this project.
- Provide knowledge about how to collect, vet, and contribute data to the TDEI data system.
- Inform potential users of the TDEI data about that data and data endpoints, and use of those data endpoints to help them conceive of applications that use those data to help solve their transportation problems.
- Inform data consumers – especially application developers – about the TDEI data and data endpoints and about how those data and data endpoints can be used to develop additional applications beyond the three demonstration applications in this project.
- Promote the use of TDEI data and data endpoints.
- Promote the three demonstration applications to be developed by the project.

2.2 Target Audiences

The target audiences were derived in part from the ConOps, which describes the user needs that drive the design of the system and influence the outreach priorities and goals as well as the project goals. The five stakeholder groups introduced in the ConOps (data generators, transportation service providers, data service providers, application developers, and digital device end users) have been incorporated into the target audiences. In addition, the target audiences include people beyond the project stakeholders including the general public and researchers.

Key target audiences for outreach for this project are:

- **Mobility Agencies:** Public sector transportation agencies will be engaged in the project as data generators and as transportation service providers as identified in the ConOps. In addition to those public sector agencies who are engaged directly with the project, other public or public-private agencies, such as other public sector transportation agencies, coordination agencies, metropolitan planning organizations, may be interested in learning

about the results of this project. This target audience includes all agencies with an active interest in mobility and who may be interested in project results regardless of whether that agency is directly engaged in the project and regardless of the exact type of agency.

- **Application Developers:** Application developers were identified as key project stakeholders in the ConOps. This key stakeholder group includes both application developers for the three demonstration applications that are being developed in concert with the project and any application developers who may have an interest in developing mobility applications. This target audience includes all application developers with an interest in developing mobility applications regardless of whether the application developer is directly engaged with the project.

- **Digital Device End Users:** Digital device end users are a key project stakeholder as identified in the ConOps, but as with public sector agencies, there are digital device end users who will be engaged directly with the project in testing the smartphone applications, as well as there are digital device end users who are not engaged directly with the project, but who may be interested in project results. This target audience includes all digital device end users, whether engaged in the project or not, who may have an interest in using the mobility applications being developed by the project.

- **Community Groups:** This target audience includes all community groups with potential interest in the project including mobility-focused community groups and disability-focused community groups. Some of these groups may be directly engaging with the project; however, this target audience includes all such groups.

- **Project Partners and Stakeholders:** This target audience includes and is limited to project partners and stakeholders. Project partners and stakeholders may be included in other target audiences; however, this target audience was created to allow for messages directed specifically at project partners and stakeholders.

- **General Public:** This target audience includes all of the general public. Note that members of the general public can become digital device end users, if they decide they can benefit from using one or more of the applications built to transform the published data into information directly useful to travelers. They can also participate in data collection and data vetting activities if they become inspired to do so.

- **Researchers:** This target audience includes transportation and mobility researchers who may be interested in either the research results of the project or the possibilities for new research that takes advantage of the data being published.

Table 1 shows the mapping between messages, communication objectives and target audience. Each message is mapped to one or more communication objectives listed in Section 2.1 (called Comms Objectives in the table) and several target audiences.

Table 1. Mapping of Messages to Objectives and Target Audiences.

		Target Audience						
Message	**Comms Objectives**	**Public Sector Agencies**	**Application Developers**	**Digital Device Users**	**Community Groups**	**Project Partners and Stakeholders**	**General Public**	**Researchers**
Primary: The importance of data collection and data standards to providing equitable access to transportation	1,3	X	X	X	X	X	X	X
Primary: The availability of the TDEI system and data for use by application developers and other data consumers	2,3,4	X	X		X	X		X
Primary: The availability of the TDEI demonstration applications for use by the general public.	2,3,4	X		X	X		X	
Secondary: Publicize the TDEI project vision and accomplishments.	3,4	X	X	X	X	X	X	X
Secondary: Publicize and advocate for the three standards being used and updated by this project.	1,2,3	X	X		X	X		X
Secondary: Availability of tools for data collection developed by this project.	2,3	X			X		X	X
Secondary: Provide knowledge about how to collect, vet and contribute data to the TDEI data system.	2,3	X			X			X

		Target Audience						
Message	**Comms Objectives**	**Public Sector Agencies**	**Application Developers**	**Digital Device Users**	**Community Groups**	**Project Partners and Stakeholders**	**General Public**	**Researchers**
Secondary: Inform potential users of the TDEI data use of data endpoints to help conceive of applications to help solve their transportation problems.		X			X	X		X
Secondary: Inform data consumers – especially application developers – about the TDEI data and data endpoints how those data can be used to develop additional applications beyond the three demonstration applications in this project.	2	X	X			X		X
Secondary: Promote the use of TDEI data and data endpoints.	1,2	X	X		X	X		X
Secondary: Promote the three demonstration applications to be developed by the project.	3,4	X		X	X	X	X	

2.3 Outreach Media Approach

The UW team's approach to outreach includes using a range of media and performing various activities such as supporting a website and social media presence, presentations at conferences, meetings and events, local community outreach and handling of local and national press. This section focuses on objectives and high-level information about these activities; details are described in Section 4.

2.3.1 Deployment Website

The TDEI website will be posted at transitequity.cs.washington.edu, the website initially developed for Phase 1 of this project. This site will serve as the primary online outlet to communicate with external audiences. The website will include a monthly project update. An email will be sent to a subscriber list that both summarizes the monthly update and contains a link to the full update. The monthly update will be authored by whichever team member is appropriate for describing the latest project advances.

The website will be refined and updated with input from stakeholders, the public, advocacy groups and the communities of practice targeted by the project deployment. The website refinement plans are further detailed in Section 4.1.

The project will periodically update the design and structure of the website to improve the organization and presentation of the content provided so that visitors can quickly navigate to desired pages and to eliminate any confusion regarding project staff and affiliates. The project will use feedback from the project's stakeholders to determine when significant website updates are needed.

One of the aims of the website is to provide information to Communities of Practice (CoP) involved in the project, as well as specific content targeted at the five stakeholder groups (as defined in Section **Error! Reference source not found.**). The CoP include individuals specifically interested in how the project improves equity and justice in data science as well as other individuals interested in ethical data science practices.

The website will provide access to all published slide decks, brochures, project content and written material from the project. All of this material will be 508-compliant and written with a multi-lingual audience in mind. Many of the documents will also be provided in Spanish and Portuguese accounting for individuals who have Limited English Proficiency (LEP). We will also adhere to levels 1, 2, and 3 of compliance to the WCAG 3.0[2] standard.

Through the TDEI website, CoP members and visitors will be able to leave messages and questions that will be used to determine needs in the community and to better understand TDEI's

[2] https://www.w3.org/WAI/standards-guidelines/wcag/

impact and public engagement. The UW team will expand the website to allow for cataloging of such information.

2.3.2 Social Media

Strategy, content, and responses to social media will be developed in order to create an online presence for study activities and generate awareness through popular social media outlets. LinkedIn will be the primary social media channel for all interactions with agencies and companies. The UW team will work with our stakeholder and participating community groups to identify which social media platforms are best suited to expand our social media presence to most effectively reach the disability and general public populations that can most benefit from the TDEI. For example, we will consider use of Twitter and Facebook. Social media posts will occur based on the monthly project updates as well as the occurrence of specific events, project milestones, or the deployment of new applications which take advantage of the published TDEI data.

Social media usage reports will be maintained and included in the data supplied to the independent evaluation team.

The purpose of social media engagement will be brand awareness, increasing engagement both in general and with respect to the use of demonstration and 3rd party applications, lead generation and conversion in the form of inviting participants to engage in our stakeholder groups and CoP.

2.3.3 Email

Email will be another platform for communication for TDEI to align with the communication objectives of inviting communities to vet the data schema, test the demo projects, and to contribute to mapping. In addition to a general interest email list, separate lists exist, run by the UW team, for each specific stakeholder group and community of practice as a result of Phase 1 of the project. Visitors to the TDEI website have the ability to sign up for any and all of these lists. In addition, public talks given by the project team will include mention of the ability to sign up for these lists and directions on how to sign up.

Focused emails for audiences that cater to one or many of the communication objectives will be used to keep the stakeholders and communities of practice engaged, appreciated, and connected with the project. Hence an email communication plan will be used to identify the types of emails that will be sent to specific audiences to keep them engaged and informed of the various initiatives. There will be two types of emails that the organization would be focusing on:

1. Event Related Emails

   The goal of these emails is both lead generation and inviting event participation for project related events. These emails will be in the form of invites, reminders, feedback, and follow-up. These event specific emails will be sent to the audiences whose participation and attendance is desirable at the upcoming events. The frequency of these emails will be on an ad-hoc basis depending on when the events will be taking place.

2. Monthly Project Update Email

   The goal of monthly project update emails is to provide interested stakeholders with general awareness on the project activities and to encourage project recall and engagement. A subset of these emails will be sent to specific stakeholder/community of practice group lists when content within the monthly update is of particular interest to that group. In these cases, the material in the monthly update of specific interest to that group will be expanded in the email in order to highlight that content to that specific target audience.

2.3.4 On-site Events

The UW team will participate in two types of on-site events. The first is a Map-a-thon. At least one Map-a-thon team challenge will be conducted during Phase 2. The Map-a-thon may be a virtual event if the COVID-19 pandemic continues throughout Phase 2. The Map-a-thon is a team competition where a problem statement of OpenSidewalks will be presented to each team of participants. The team is required to map pedestrian spaces in communities for safety and accessibility. Participation will not require a fee; however, there will be prizes and accolades for the winning teams based on their winning position.

The second type of event the UW team expects to participate in is a hack-a-thon. While the UW team will not organize a hack-a-thon, the team expects that several opportunities to participate will occur in either Phase 2 or Phase 3. The UW team will contribute data to the hack-a-thon in order to spur innovative uses of the TDEI data and generate publicity and interest in the TDEI and the data it provides.

For Map-a-thons and any other events led by the UW, the team will ensure that participants have access to any required accessibility accommodations. These include interpretation services, including American Sign Language, translation services, and physical accessibility requirements.

2.3.5 Local Community Outreach

Local community outreach will build local support for the project by sharing the availability of the demonstration applications and TDEI data with the local community and by sharing benefits of the project with the general public. Mechanisms for local community outreach will include engaging with community groups and promoting any testimonials received through those groups, reaching out to local application developers, potentially promoting local developers' applications, attending community meetings, and on-site events.

A first mechanism for local community outreach will be to engage with community groups, especially disability-focused community groups, to inform digital device users about the demonstration applications.

A second mechanism for local community outreach will be to reach out to local application developers to promote the availability of the TDEI data and TDEI APIs with the goal of informing these developers about the TDEI data and encouraging them to develop applications using the TDEI data.

A third mechanism for local community outreach will be to attend local community meetings – of community groups and public (or private) sector meetings – with the aim of informing the general public about the goals and benefits of the project.

The On-site Events, including local hack-a-thons, described previously will also contribute to local community outreach.

2.3.6 Conferences, Meetings, Events and Trade Shows

The team will attend conferences, meetings, events, and trade shows both local and non-local to share the goals and benefits of the project, the availability of data as a result of the project, and lessons learned from the project. Where possible, at these gatherings, the team will demonstrate the availability of data, the uses and applications which become possible as a result of that data availability and the benefits which accrue from those data and applications. In addition to attending these events, where possible, the team will write articles for publication as part of meeting materials, as well as articles for journals, newsletters and USDOT-organized activities.

This outreach will be aimed at researchers, public sector agencies who are not project stakeholders, and industry. However, this type of outreach may also reach application developers and digital device end users.

2.3.7 Press

Press inquiries for the project typically come through to the University of Washington Media Relations Department or the University of Washington Allen School Media Team. When received, these inquiries are directed to the UW team project leads, who will further direct the inquiry to the team member best equipped to respond to that inquiry based on the question. Both Dr. Caspi (the project's Deployment Development Lead - DDL) and Mr. Hallenbeck (the project's Program and Business Lead - PBL) routinely respond to press inquiries, and will be designated as the project Spokespersons. Press inquiries may also come through the project web site. If this occurs, the project's web master is notified and will pass the request to the project leads who will direct the inquiry to the appropriate team member. USDOT will be notified when press inquiries are received but given the need for timely response to those inquiries, USDOT feedback will not be requested prior for most press responses. However, when responding to press inquiries, the two team leads will be careful to ensure that those responses are consistent with USDOT ITS4US messaging.

3 Communication Management

A strong team is needed to support the outreach needs of the TDEI deployment project. The UW's team approach is to assemble a team of individuals with multiple areas of expertise including project knowledge, information technology expertise, social media expertise, and media relations professionals. We will take advantage of the expertise at the UW which has communications professionals on staff at the University, College, and Departmental levels specifically to assist with understanding how best to select and take advantage of available communications options. These staff also perform outreach for their respective units, giving the UW team additional opportunities for reaching out to the public.

The subsections below describe how communications will be coordinated both within the UW team and with USDOT. All content produced will align with the TDEI Project Management Plan (PMP).

3.1 Roles and Responsibilities

Mark Hallenbeck and Anat Caspi will co-lead the outreach team. Anat Caspi will be the primary **Site Outreach Spokesperson,** Mark Hallenbeck will be the secondary Site Outreach Spokesperson. role. They will have the support of the Allen School and College of Engineering Press Office and the College of Engineering's Marketing and Communications Office. Both offices are very experienced in public relations, media relations, delivering professional conferences, use of social media, and preparing press releases. The Allen School is the name of UW's Computer Science department. The Taskar Center is a center within the Allen School. TRAC, the University of Washington Transportation Center, is a center within the Department of Civil and Environmental Engineering.

The co-leads will draw upon the outreach support team to prepare the outreach materials. This team will be a combination of TDEI staff and University Staff. Specifically, the University of Washington Transportation Research Center (TRAC) Technical Communications Specialist (Amy O'Brien), along with a partnership manager (to be hired) will provide support for outreach activities and material development. The details of this activity will be provided in the Phase 2 Outreach Implementation Schedule.

The co-leads will also be supported by the Allen School Information Technology (IT) team and TRAC's IT lead, Dmitri Zyuzin. They will work together to ensure that the IT resources and social media support needed is available as defined in the Outreach Implementation Schedule. The Phase 1 project website will be the starting point for the Phase 2 project web site.

The primary personnel involved in Outreach and Media, their primary roles and responsibilities, and their back-ups are listed below.

Role: The **Outreach Lead** role will be shared by the Deployment Development Lead (Anat Caspi) and the Program Manager (Mark Hallenbeck). **Primary Responsibilities:** The co-leads

will be the primary persons designated to speak for the TDEI Deployment in communication with the media, respond to inquiries from media outlets and other agencies. They will be supported as required in this task by other staff on a case-by-case basis when specific expertise is required for a given media request. Both leads must approve all outreach and media communications, website content, social media posts, press releases, and any formal outreach communications, Dr. Kristin Tufte, Data Management Architect and Lead will provide the second approval if one or the other is temporarily incapacitated.

Role: The Partnerships and Community Manager/Lead is currently held by Niharika Arora, (although we expect to hire a replacement at this position at the start of Phase 2.) **Primary Responsibilities:** This individual is responsible for the coordination of outreach requests and for ensuring that all activities have a consistent, appropriate message. They will manage social media pertaining to the project, coordinate all work with the Outreach Support Regional Leads, compile and evaluate the outreach evaluation criteria data, coordinate, manage and finalize preparation of all formal outreach communications with other staff supporting that activity. They will also coordinate the dissemination of outreach communications (puts together the plan of who sends what where and when), and coordinate preparation of content for the website, social media messages, and newsletter articles. They will also identify and develop implementation strategies for communication mechanisms, ensure timely communication to appropriate audiences, and develop any internal communications policies and procedures. If this individual leaves or is unable to perform these tasks, this work will be performed by Outreach Support (Amy O'Brien) until the position can be filled by a new hire.

Role: Outreach Support (Amy O'Brien) who is TRAC's Technical Communications Specialist. **Primary Responsibilities:** This position will provide content support for the project including preparation of newsletter articles, formal outreach communications, preparation of the project's brochure, FAQs, and any other material. Ms. O'Brien currently performs these tasks for TRAC and will continue work on multiple projects.

Role: Web Master (Dmitri Zyuzin), who is TRAC's IT Lead. **Primary Responsibilities:** This position will be responsible for providing web support for the project's website. If Dmitri is unavailable, IT staff from both the Allen School of Computer Science and Engineering and Department of Civil and Environmental Engineering are available to provide support until Dmitri is available or a replacement has been hired.

Role: Social Media and Press Coordinator will be led by one of three Communications specialists within the Allen School of Computer Science and Engineering Communications Team. **Primary Responsibilities:** This team provides social media and communications plan expertise through the Allen School at UW. Back-up support comes from within the team. This team will provide help with dissemination of outreach communications, press releases, etc.

3.2 Coordination with USDOT

The project team will coordinate with USDOT, with other ITS4US awardees and internally within the UW team to help enable effective communication and to help ensure consistency of communication.

A key mechanism for this coordination will be the project team's bi-weekly meetings with the Agreement or Contract Officer's Representative (AOR or COR). Outreach activities will be a

standing agenda item at that meeting to ensure that all outreach activities are discussed with and coordinated with USDOT.

3.2.1 USDOT-Sponsored Events

The project team will closely coordinate with the USDOT on all outreach activities as follows:

- Prior to each USDOT sponsored event, the project team will participate in a coordination call with the ITS JPO communications lead to coordinate logistics and any required staff arrangements.
- The UW team will provide materials such as videos, displays, handouts or other outreach materials to the USDOT for USDOT sponsored events and booths and will provide at least one staff member to participate at these events.
- The project team will provide at least one representative to participate in USDOT-hosted sessions at meetings such as the Transportation Research Board (TRB) Annual Meeting, the Intelligent Transportation Society (ITS) of America Annual Meeting, the ITS World Congress, or the Institute of Transportation Engineers (ITE) Annual Meeting as requested and determined by the USDOT. This may require participation in a weekend workshop and a weekday panel session.
- The team will attend at least two additional conferences as required. The additional conferences to be considered are specified in the tables in Section 5.
- The team will contribute outreach materials, as required, to the USDOT booth at TRB.
- No trade show space will be purchased at events where USDOT is arranging for floor space.

3.2.2 Coordination with ITS4US Awardees

The project team will coordinate with other ITS4US awardees through roundtables and training sessions provided by USDOT. The team will communicate lessons learned with the other awardees as well as to elevate and discuss issues that may impact all awardees. This inter-project communication is valuable as the various projects all have different perspectives on mobility and mobility for all. Lessons learned and issues that the UW ITS4US team may wish to discuss may include obtaining acceptance of data standards, community engagement strategies, and data management strategies and systems.

In addition to this general coordination, the UW team is coordinating GTFS-Flex refinements and data directly with the California Association for Coordinated Transportation (CALACT) ITS4US team. This coordination occurs via both direct email and phone conversations between staff on these teams. Coordination for GTFS-Flex also involves the Washington State and Oregon Departments of Transportation, as these agencies are participating as stakeholders in both projects and are supporting the development of the GTFS-Flex datasets that will be used by both projects.

3.3 Outreach Team Communication Plan

This subsection provides a high-level view of a use case, a press release, where team coordination and approval are followed to ensure efficient and consistent outreach; this use case includes vetting and distribution of social media content to support the press release.

In this example, one of the Outreach Leads requests a press release to be scheduled for a specific event or milestone in the project. The Partnerships and Community Manager is the point of contact for this press release for the USDOT, the UW project team, and the UW Allen School Communications Team (who represents UW media relations). The process for this press release and associated social media content is as follows:

1. The Partnerships and Community Manager is informed by an Outreach Lead of a request for a press release.
2. The Partnerships and Community Manager will propose a date for the press release to the USDOT, the project team, and the Allen School Communications Team. The USDOT will have at least one-week advance notice of the press release.
3. The Partnerships and Community Manager will coordinate with the USDOT and with the Social Media and Press Coordinators at the Allen School regarding what social media messaging will be sent when and by whom. The USDOT will have advance notice of social media messaging in a time frame that allows for USDOT approval. The proposed time frame of social media messaging for a press release is three days.
4. The Partnerships and Community Manager works with the team's Outreach Support to prepare the press release.
5. The Partnerships and Community Manager reviews the press release for consistency in messaging and accuracy.
6. The Partnerships and Community Manager gives the press release to the Outreach Leads for approval. Social media messages will be also provided for approval by the Outreach Leads at this time.
7. The Partnership and Community Manager gives the press release to the Allen School Communications Team for approval. Social media messages will also be provided to the Allen School for approval at this time also.
8. The Outreach Lead submits the press release to the USDOT for approval. Social media messages will also be provided for approval at this time. The proposed time frame for USDOT to review is three days prior to scheduled release.
9. Once approved by USDOT, the Partnerships and Community manager delivers the press release to the Press Coordinator and submits the press release to the Outreach Support Regional Leads as well as the Web Master to post the release on the website.
10. The Outreach Leads and Partnerships and Community Manager collect feedback from press, website, and public.
11. The Outreach Support helps prepare a response to the feedback.
12. The Partnerships and Community Manager reviews the response to feedback for consistency in messaging, accuracy, and appropriateness. The Outreach Leads then approve the response to the feedback received.

13. The response to the feedback is delivered back to the press via the Partnerships and Community Manager.

The Partnerships and Community Manager records any feedback to use as testimonies for any future outreach and will share those testimonies with USDOT.

3.3.1 Crisis Communications

In the event of a crisis relating to the project, the Outreach Leads, with support from the Outreach Staff, will coordinate the response to the crisis. The Safety Management Plan describes risk scenarios and mitigation actions.

As TDEI is a data service, a core of TDEI crisis communications is managing major system errors. For example, the system is hacked or a power failure brings the entire system down. Note that even if the TDEI is running on cloud services, recent history shows that entire cloud platforms can be disrupted by cyberattacks aimed at those services.

Should a major system failure occur, the TDEI system operators will be notified. They will contact the Outreach lead, who will in turn contact the project leads via cellphone. (All project leads have all other project lead's mobile phone numbers.) The project leads will formulate a response to the crisis occurring, and direct project resources as appropriate. They will also formulate the appropriate communications plan. For example, they will send email/SMS messages to users of the TDEI APIs so they are aware of the ongoing problem, the plans to rectify the situation, and the expected time until the service becomes available again. When appropriate, the leadership team will generate a news release and work with the UW's communications team to send out that release.

Updates will then be sent to users of the TDEI APIs whenever further delays in bringing the system back up are encountered as well as when the system comes back online. Once the system is back online, any previous news releases will be updated and sent out.

4 Communication Platforms

The Communication Platforms used by the UW ITS4US team include a website, social media, email and on-site events. This section also discusses how public meetings will be managed.

4.1 Deployment Website

The UW ITS4US website was developed and launched in Phase 1. In Phase 2, we will review and revise the website to incorporate new knowledge of the project obtained through the Phase 1 planning process and from participant and stakeholder feedback.

Website development will take a phased approach, including stages of discovery, planning, design, and production process. Adhering to this process will ensure a successful outcome.

The initial phase will be the **discovery and planning** phase during which we will define features to be updated and prioritize features so that investment is made in those areas that will provide the greatest return on investment for the TDEI. This initial phase will begin within two months of the Phase 2 start date and includes the following stages:

- **Strategic Analysis and Planning**— (3 weeks) In this stage, we will work with staff and stakeholders to gather information about how they believe the updated site should function. Where possible, we would like to include representative end-users (i.e., current, or potential CoP participants) in these discussions to learn more about how they will use the site. Involving end-users in the strategic analysis stage of the process can provide new insights, and/or validate choices and strategies. Following these conversations, we will produce a qualitative analysis of our findings with a plan for updated wireframes. During this stage, we will work to define the any new requirements for specific site functionality such as a wiki, blogs, videos, social bookmarking, search, newsletter, mobile device accessibility, and other such features. We will work to explore various options, and ensure any options considered has the affordance of building in accessibility features from the get-go. The data we gather will also be used later to inform the choices made in developing the graphic design of the website, content choices, functional recommendations, and technology choices.
- Information Architecture— (1 week) In this stage, we will review our information architecture to ensure that content is easily navigable. The site must allow the public and CoP members can find information/functions quickly and easily. Our goal is to limit to three or fewer the number of “clicks” users must perform to reach their first destination on the site.
- Wireframes— (1 week) During this stage, we document the necessary details to make a project functionally accurate in the updated annotated wireframes we produce. We focus on wireframes that are quick to build and look good, but that aren’t over designed, so we can keep our audience focused on the functional specification. The wireframing process helps prevent rework late in the process. The process also creates a detailed blueprint of how the system should behave.

- Technical System Design – (1 week) During this stage, we will synthesize the functional requirements of the website to select the appropriate technologies to use for implementation. Our technology selection process will consider both the USDOT templates as well as the anticipated sustainable future uses of the website to ensure that the system design is a scalable one.

In the next phase of website development, we will pursue the **design and production** phase of updating the website during which we will iterate on design features, develop the graphical interface, and deliver a production level website. This phase includes several weeks for each of the following stages:

- **Graphic and User Interface Design**— (3 weeks) User Interface (UI) design begins once information architecture, wireframes and technical system design has been finalized. The deliverable is the graphical interface that will represent the TDEI on the updated website and the mechanisms through which the end user will navigate and interact with the updated site. In this 3-week iterative process, we will develop up to 2 concepts of the new website and work through multiple rounds of revisions to create a unique and powerful design. This design will emphasize usability, but also provide an attractive web presence for TDEI. In addition, during this stage, we test the design to ensure it complies with the Rehabilitation Act Section 508 and priority levels 1, 2 and 3 of the World Wide Web Consortium's (W3C) Web Access Initiative. We will focus on developing a website design for the TDEI that simple, direct messaging to stand out more, communicate effectively and ultimately be memorable.
- **Content Creation** – (8 weeks) It is important for the TDEI to begin preparing any new content or updating existing content as early as possible in this process. An important component of this process will be the definition of the site's "content classes". Example content classes might be "blog," "agency," "event," or "news." For each content type, we will need to determine a list of fields or attributes. As an example, a basic update story about a TDEI event might have a headline, sub-header, byline, body text, and publication time/date.
- **Implementation**— (7 weeks) Implementation will begin 1 week after content creation begins and will run for 7 weeks so that content creation and implementation happen concurrently. During the implementation phase, we will set up a development environment that is separate from the current TDEI website. We will use GitHub as the version control system for all programming code and content. Use of version control improves communication among developers, protects files during rapid development, enhances development workflow, improves the quality of the product, and saves time by improving productivity and reducing likelihood that defects will be introduced into the system. Another standard component of GitHub development is the bug-tracking system. GitHub is used to track bugs, issues, features, and requests.
- **Programming, Customization and Templating**— (3 weeks) Programming, customizing and templating will occur during the last three weeks of implementation. During this phase we customize any base technologies (for example, the WordPress templates) that were selected in the design phase. This includes some amount of custom programming. In addition, during this phase we will merge the graphical design with the functionality by creating templates. For example, we may use Cascading Style Sheets (CSS) to separate the underlying structure of the data from its presentation. We will also focus on accessibility, allowing pages to load more quickly, compatibility with multiple platforms and devices, and improved control over page display. If possible, we will work on Search Engine Optimization (SEO).
- **Testing** – (3 weeks) Thorough testing is an integral part of website development and one of the final phases. We test the systems we develop for browser compatibility,

accessibility services compatibility, HyperText Markup Language (HTML) syntax and CSS validation, and functional operation and accuracy. Each of these test areas help us deliver bug-free, usable, accessible web content that meets user expectations and fulfills functional and aesthetic needs.

- **Documentation**—We will document our implementation process to ensure that future members of the Outreach and Communications team fully understand how to use the content management system and are comfortable utilizing the system to its fullest capacity.

Launch of the updated website will be scheduled within four months of the start of the project. We will build a detailed launch plan that details each step in the process and who is responsible for what step. We will perform a trial run of this process and ensure that the steps work as prescribed. This approach minimizes the chances that an unexpected event will occur and disrupt the process. We also plan for rollback as a contingency if there is a problem that results in the inability to launch as planned. Our goal is to ensure that the website goes live and as planned. The plan will also include post launch support and maintenance plan.

4.2 Social Media

LinkedIn will be a primary social media outreach platform for the TDEI project. A planning guide for LinkedIn Outreach Material Development is below. In addition to using LinkedIn, the ITS4US team will evaluate the use of Facebook, Twitter and Instagram for outreach.

- The Partnerships and Community Manager is the dedicated person responsible for the LinkedIn channel.
- Open lines of communication will be maintained with the TDEI leads and the USDOT to ensure the content reflects a consistent look, voice, and tone. A content guidelines document will be created which can be referred to by the outreach stakeholders involved in executing this project's social media deployment
- An editorial calendar will be built for posting schedules. Based on the objectives, it will contain a variety of top, mid and lower funnel content, along with priorities to help the project engage with the audiences and achieve the communication goals.

Below is a prototype of LinkedIn content marketing plan:

Table 2. LinkedIn Content Marking Plan Prototype.

OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
LINKEDIN Organization page - TCAT	● Accessibility related Community Events ● Company News ● TDEI Project Updates ● White Papers ● Industry Trends ● Influencer and Follower Content ● Other related organizations updates	● Brand Awareness ● Lead Generation ● Thought Leadership ● Event Registration	● TCAT and TDEI Page Followers ● Post Clicks ● Engagement (Reactions, Comments, Shares) ● Inquiries & Leads ● Event Registrants	● Post 3-4x a Week ● Engage With Followers Via Post Comments ● Invite more Followers ● Change Cover Image Every 3 months
LINKEDIN project page - TDEI	● Transit related Community Events ● Project Updates ● Lessons learned ● Influencer and Follower Content ● Other related orgs updates	● Brand Awareness ● Lead Generation ● Event Registration	● Page Followers ● Post Clicks ● Engagement ● Inquiries & Leads ● Event Registrants	● Post 3-4x a Week ● Engage With Followers Via Post Comments ● Invite more Followers ● Change Cover Image, 3 months
LINKEDIN SPONSORED UPDATES - TDEI	● Project Updates ● Community Events	● Brand Awareness ● Lead Generation ● Event Registration	● Engagement, ● Impressions ● Inquiries or Leads ● Company or Showcase Page Followers	● Run 2-4 Sponsored Updates/Month ● Share Links To Lead Forms & Add URL Tracking Code

4.3 Email

The UW ITS4US team will also use email to communicate with stakeholders. Preparing an email communication with many stakeholders will require the following step-wise plan. A typical implementation will take place over the course of a week.

Initiate: First, one of the outreach leads will initiate the activity.

Identify Lead: A dedicated person (likely the Partnership and Communications Manager) will be named as lead for this email, and their role would be to handle the email channel and send emails from the project email ID that would be responsible for all email communications from the project deploying organization. Additional email addresses may also be assigned as per the need of the organization to interact with audiences. The need for the Partnership and Communication Manager to inform USDOT about emails to be distributed and the timeline for such notification will be decided upon with the USDOT early in Phase 2. At a minimum, the bi-weekly meetings with the USDOT COR will contain a standing agenda item on communications which will be used to update the DOT on any planned email communications.

Schedule: An email calendar will be built for email schedules that may contain the status as In Progress, In testing, Scheduled, Sent etc. The calendar may include details of the email type and topic and define the target audience stakeholder group for the email receiver list.

Call to Action: A call will be an important component of all types of emails to encourage engagement with the receiving audiences and that should lead to a web link for the individual to be able to take the desired action.

Engagement metrics and reports: To measure the various email newsletter metrics like open rate, clickthrough rate, and leads generated from emails, sophisticated email marketing tools will be required for purchase, which will be considered in the phases of the execution of this outreach plan depending on budget availability.

4.4 On-Site Events

The UW ITS4US team plans at least one Map-a-thon on-site event. Map-a-thon events are fun, social, and gamified events encouraging stakeholders to contribute to an ongoing collection of accessibility information about transit environments and the public right of way. The following steps are taken to organize a map-a-thon event.

- Frequently Asked Questions (FAQs) and Terms and Conditions Development Plan (begins 2 months prior to event date): The project team agrees upon the terms and conditions of the competition, eligibility criteria for participation, and goals of the competition. The judging criteria would be pre-decided on factors like completeness, connectivity, compliance, submission format, and deliverables required in how many rounds and the judging functions would have to be chosen in advance. Event date, time, pre-event meetings and video calling links will be communicated to the registered participants in advance. Terms and conditions will be submitted to USDOT and UW Office of Sponsored Programs (OSP) for approval 1 month before the competition date.

- Pre-event Communications Development Plan (begins 1 month prior to event launch date): A detailed document is prepared to launch the Map-a-thon event that would contain the call, the regions of interest, FAQs and communicated in various channels to attract team participation. Eligibility Criteria will be decided upon successful registration, required mapping distance, mapping data compliance, applicable imagery licensing, country of legal residence, number of team participants, number of entries, and will be communicated. Other policies regarding unclaimed prize, privacy, warrant, disqualified entries and other obligations would also need to be communicated to the communities.
- Launch: A presentation about the Map-a-thon competition, along with the explanation of the rules and competition tasks and timeline. Other helpful aids like a user manual will be provided to guide the participants on how data needs to be mapped and presented in which form.
- During Event Execution Plan: During the event (which may be a one day or multi-day event) the project team will be available through the channels indicated to competitors (whether a slack channel, an email account, in person requests or web contact form). The team will monitor these channels for any questions to requests for support from the competing teams.
- Post-event Judging (post event up to one week after the event ends): Competing team entries would be evaluated according to the predefined judging criteria and should have met the eligibility criteria and the required submission format as stated. The winner would be notified by email, along with claim period conditions and delivery of the prize.

All Map-a-thon will be held in buildings that are fully accessible and can be reached by public transportation, with meeting rooms and other facilities that will accommodate wheelchairs and other mobility devices. Materials for Map-a-thon meetings will be accessible.

In addition, the UW team expects to participate in a hack-a-thon which will not be organized by the UW team, but which is expected to be on the UW campus. Prior to engaging in the hack-a-thon, the UW team will inquire about the accessibility of the rooms, public transportation options, and other facilities to be used for the hack-a-thon. The UW team will work with the hack-a-thon organizers to ensure that all rooms, facilities are fully accessible, that microphones are used as necessary and that all materials are accessible.

4.5 Local Community Outreach

Local community outreach will build local support for the project by sharing the availability of the demonstration applications and TDEI data with the local community and by sharing benefits of the project with the general public. Mechanisms for local community outreach will include engaging with community groups and promoting any testimonials received through those groups, reaching out to local application developers, potentially promoting local developers' applications, attending community meetings, and on-site events.

4.5.1 Engage with Community Groups

The team will engage with community groups with the aim of informing digital device users about the availability and benefits of the demonstration applications. This outreach will include emails to and presentations to those groups. Testimonials will be gathered from digital device end users who choose to try the applications and these testimonials will be used to further promote TDEI, its data and the demonstration applications. The UW team has connections with many disability-

focused community groups through their prior and ongoing work in this area, those connections will be leveraged for this outreach. Groups who the team will reach out to include: Disability Rights Washington; Lighthouse for the Blind, Move Washington, Boy Scouts of America, Girl Scouts of the USA.

4.5.2 Outreach to Local Application Developers

The team will outreach to local application developers to inform those developers about the availability and usability of TDEI data and TDEI APIs. This outreach will include email to the groups as well as presentations and attendance at developer group meetings and meetups. The focus of this outreach will be to provide developers with information about the TDEI data and APIs, including information about data formats, data semantics, API definitions, usage of the APIs as well as information about the goals and benefits of TDEI and the importance of data to addressing mobility inequities. The goal of this outreach is to provide the application developers the information that would enable them to develop applications using the TDEI data and to encourage the developers to create applications using TDEI data and APIs. If the team is successful in encouraging such applications, those applications can further be used to promote the TDEI with the local community through testimonials and presentations to local mobility and disability groups.

4.5.3 Attend Local Community Meetings

The team will attend local community meetings to inform the general public about the goals and benefits of TDEI. The meetings attended will include meetings of local disability-focused and transportation-focused groups as well as local public sector meetings related to transportation and mobility meetings such as Metropolitan Planning Organization (MPO) meetings. Private sector meetings may be attended, if applicable meetings are identified; however, the focus of this outreach is expected to be community and public-sector meetings. The information in these presentations will be targeted to the general public and thus will be more general than the information in the outreach mechanisms described above. Examples of local disability-focused groups include Mobility Matters (an annual series run by Portland State University in Portland, OR), Reimagining Mobility (a lecture series organized by UW in WA), and Building Bridges Across Maryland (series of workshops for professionals in MD). Examples of transportation-focused groups and local public sector meetings include meetings of the Puget Sound Regional Council, Maryland Department of Transportation Walktober Walkinar, King County Mobility Coalition annual meetings, and the Hopelink Rider Workshop. Section 4.6.4 on Industry Events and Trade Shows also includes local industry-focused events that the team will attend.

4.5.4 On-site Events

The on-site events described previously in Section 2.3.4 will contribute to local community outreach.

4.6 Conferences, Meetings, Events and Trade Shows

The team will attend related conferences and events to share about the TDEI project, its goals and lessons learned from the project to transfer that knowledge to interested parties in mobility and disability research and industry. For each event, the team will inquire about the availability of

accessibility accommodations including closed captioning and others to help ensure that all presentations are accessible.

4.6.1 Conferences

The team will attend related conferences to publicize the project. The content of the conference presentations will include topics such as: availability of TDEI data, data formats and standards, TDEI data ingest & data collection tools, the demonstration applications and the TDEI APIs. The specific topics to be presented at a conference will be selected based on the type of conference and the expected audience at that conference. Events the team expects to attend include, but are not limited to: TRB, ITE, ITS America Annual Meeting and ITS World Congress, TRANSED, South by Southwest (SXSW) and others. The team may also participate in local or regional conferences.

The proposed set of events to be attended is included in Section 5. For events where USDOT is arranging for floor space, the team will provide a representative, print materials and other materials, such as videos, and demonstration applications as requested by USDOT.

An outreach packet will be developed to bring to conferences and similar events. This packet will include information on the project vision as well as availability and usability of TDEI data, tools and APIs and will include at least a factsheet, brochure, infographics and a poster. These materials will be updated as the project progresses.

4.6.2 Journals

The team will publish articles about the project in transportation and other journals. As with the conference presentations, the topics of publications are expected to include: availability of TDEI data, data formats and standards, TDEI data ingest & data collection tools, demonstration applications and TDEI APIs. The content of each article will be targeted to the readers of each specific journal as appropriate. Journals where the team will publish will include transportation oriented publications such as the *Transportation Research Record*, planning oriented publications, such as *the Journal of the American Planning Association*, and computer science conference proceedings.

4.6.3 USDOT Organized Activities

The team will coordinate with USDOT for any USDOT-organized activities including webinars, meetings or events. This includes attendance at three specific conferences requested by USDOT which are the ITS World Congress in 2022, the ITE Annual Meeting in 2023, and the TRB Annual Conference in 2025. The team will provide content requested by USDOT for these conferences and will participate in collaboration activities as requested.

The potential topics are the same as for Conferences and Journals; however, the focus is expected to be more general with content targeted at agencies that may attend these events or the general public.

4.6.4 Industry Events & Trade Shows

The team will attend industry events including trade shows for the purpose of publicizing the TDEI project. A list of industry events, some local and some non-local which the UW team will consider

attending is below. The exact list of events to be attended will be determined in conjunction with the site COR.

The team will engage with local technology groups including the Technology Association of Oregon (TAO)[3] and the Washington Technology Alliance[4]. TAO is located in Portland, OR which is within the project demonstration area. TAO events to be considered include Tuesday Tech talks and their Techlandia Summit. The team will continue to engage local law makers in describing the way new technology can be influenced by policy, particularly for the benefit of disadvantaged populations. For instance, the Taskar Center has close ties with the Washington Technology Alliance and has presented in annual WA legislature events like the Policy Matters 2019 conference which covered Artificial Intelligence and its applications in daily lives of WA state residents.

The TRB (Transportation Research Board) Application Developers Conference (TRB AppCon) is an excellent example of a conference that could be used to connect with transportation application developers and mobility companies. This conference had been sponsored by the TRB Committee on Planning Applications (ADB50), which no longer exists due to the TRB committee reorganization. The new committees which is most related ADB50 is the Committee on Transportation Planning Analysis and Application (AEP15). The team will watch for conferences or events sponsored by AEP15.

Transportation Camp[5] brings together transportation professionals and technologists for an unconference format where session and activities are suggested by the attendees. The UW team could engage in Transportation Camp through lightning talks or birds-of-a-feather sessions

An industry event local to the UW is the Northwest Database Society (NWDS)[6] annual Northwest Database Day which is organized by the Paul G. Allen School of Computer Science & Engineering at UW. This event brings together academics and industry partners from the Northwest, with an interest in data management, including many major technology companies. Presenting at this event would be an excellent chance to publicize the project to the data management industry.

The Advocate for Uncrewed Systems (AUVSI) Cascade Chapter[7] and AUVSI National[8] meetings are another potential opportunity to connect with industry. AUVSI represents corporations and

[3] https://www.techoregon.org

[4] https://www.technology-alliance.com

[5] http://transportationcamp.org

[6] https://db.cs.washington.edu/nwds/nwds.html

[7] https://www.auvsi.org/cascade-chapter

[8] https://www.auvsi.org

professionals from industry, government and academia. TCAT has previously presented at AVUSI on their Artificial Intelligence (AI) work.

Finally, the team will reach out to WTS Puget Sound to inquire about presenting at a WTS lunch meeting. This would be an opportunity for the team to publicize the project to the Puget Sound area transportation community.

4.7 Organization of UW ITS4US Team Public Meetings

This section describes organization for public meetings organized by the UW ITS4US team, the following tasks will be conducted at different stages in preparation for, during and after meetings. Promotion and presentation materials will be coordinated with USDOT in advance of the event so that USDOT is aware of the events, the promotional materials including social media promotion and to ensure that messaging is consistent with USDOT and ITS JPO messaging. This coordination will use the roles and responsibilities laid out in Section 5. Materials for DOT-sponsored events and conference booths are covered in Section 4.6.

- Pre-event Promotion (event date minus 4 weeks through event date): The public meetings will be promoted on social media, and newsletter and the participants will be asked to register for them. Further, to encourage more participation, the promotions will take place multiple times on social media. The meetings will either take place in-person or online, and if the format changes from in-person to online, a video recording link will be set up and will be communicated via email to all registered participants and will also be updated on social media to communicate to the larger audience.
- Pre-event Presentation material (event date minus 4 weeks through event date): presentation material will provide participants with the proper background, introduction to the deployment project, and the agenda of the event/activity. Presentations may also contain a call to action and contact information for participants to access more information. A general TDEI PowerPoint template will be designed and enhanced in Phase 2 and 3
- Pre-event Survey material (event date minus 4 weeks through event date): pre-event surveys (for demographics) and post-event surveys (for outcome measures) will be developed prior to the event, to ensure accounting for engagement, demographics represented and satisfactory outreach outcomes.
- At-event (event date): If the event is in person, then we will make sure that all interested participants' needs are accommodated to attend it smoothly. Closed captioning, and live interpretation will be provided. An agenda will be shared at the start of every event, and any follow up items will be mentioned at the end of the event, to encourage on-going engagement with the participants.
- Post-event (event date – event-date + 2 weeks): Post event, a thank you update will be sent to the participants via email along with a summary of the event topics discussion. Occasionally, it may also be accompanied by a follow up survey, that may either act as a confirmatory response to the participants responses in the session, to avoid missing any information, or it may be a feedback survey on how we can improve our topics going forward.

All public meetings planned by the UW ITS4US team will be held in buildings that are fully accessible and can be reached by public transportation, with meeting rooms and other facilities that will accommodate wheelchairs and other mobility devices. For public meetings, microphones will be available, and everyone will be required to use them. For any smaller group discussions,

for which microphones broadcasting to the room are not appropriate, the UW team will monitor to ensure that all participants can hear and engage in conversation. Any printed / hard copy materials produced for these meetings will be accessible with digital formats available.

5 Public Relations/Marketing Plan

Early in Phase 2, policies, and procedures around the topic of outreach for the TDEI will be documented and included in future updates of this plan. We anticipate that this policy and procedure information will include but not be limited to:

- Required approvals for publications
- Standard graphics and logos
- Use of photos and photo releases
- Development of templates and graphic files
- General guidance on communications such as key phrase to use and not use when providing communications related to the pilot.
- USDOT coordination

Any sensitive data issues that are identified that are related to security, privacy, etc. will be sent to the USDOT staff through defined communication channels.

The outreach support team will consist of TDEI staff, Allen School staff and subcontractor resources from Cambridge Systematics and Studio Pacifica with skills in producing outreach materials such as graphics, website content, brochures, and videos. The work performed by this group will be coordinated by the Partnership and Communications Manager to produce the outreach materials needed to meet the goals of this plan. For each significant development task, such as the required project video and project brochures, a designated task owner will be assigned to ensure that scope and schedule are met.

An outreach implementation schedule will be developed within the first two months of Phase 2. This schedule will guide the activities of this group.

5.1 Outreach Material Development and Delivery

As described in Section 4, numerous outreach materials will be produced by the project. This section describes the outreach materials to be created by the UW team. The project expects that most outreach material be delivered digitally to stakeholders, although some flyer and brochure hard copies would be available, specifically in on-site or in-person events, as well as to address any accessibility accommodations or other requests. All material will be shared with USDOT and will be consistent with USDOT messaging materials and descriptions.

All material developed will be reviewed to ensure accessibility, including but not limited to closed-captioning and transcripts for videos, accessible web content, interpretation in American Sign Language and other languages, color-blind friendly colors and dyslexic-accessible fonts.

The outreach materials to be created are described in the following subsections.

5.1.1 Brand Guidelines

Brand guidelines will be developed in the first months of Phase 2 to maintain marketing consistency. A project logo has been developed in Phase 1. In Phase 2 a style guide will be developed. All material will be shared with USDOT and will incorporate the ITS4US logo and branding.

5.1.2 Videos

In addition to user manuals, small, short-length videos will be created that can be further layered inside a survey, or a presentation deck. Two types of videos will be created: 1) training videos for training participants on data collection and vetting as well as on the use of the demonstration applications; and 2) promotional videos with general information about the project for use in outreach and marketing. This second category includes the required videos requested by USDOT in the NOFO. The promotional videos will be created and subsequently updated twice during the project.

5.1.3 Webinars

Webinar recordings will be available for all the community events. All recordings will be close-captioned and will include transcripts. Videos will be publicly available for 90 days, but will be stored until the end of the project off-line.

5.1.4 Feedback Forms

For public events held by the TDEI, such as the Map-a-thon challenge, feedback forms will be collected from participants. The feedback forms will gather information to assess what the participants learned at the event, what the participants appreciated about the event, and what the participants felt could be improved. The surveys will be designed to taken in less than five minutes and will consist of no more than five questions. The feedback received will be used to inform the design of future events and will be shared with USDOT and other ITS4US awardees.

5.1.5 Handouts

A one-page handout that describes the TDEI project vision and goals will be created. The handout will contain infographics and other visual elements such as images to draw interest and to increase reader comprehension of the material. The handout will be produced in print and digitally and will be used for promoting the project and the material from the handout will be used in promotion of related events such as webinars. The handout will be updated, as appropriate, as the project progresses. The digital version of the handout and materials in the handout will be accessible.

5.1.6 Press Releases

The UW team will prepare press releases throughout of the project at key progress points. These key progress points will include points where a new system capability is available, such as points where data or demonstration applications are available or time points when there is a significant development to announce – such as the release of an updated data standard. Timepoints for press releases will be proposed as part of the detailed project schedule to be created in Phase 2.

The press releases will be official statements that will be released to the media and will also be published in digital form on the project website.

5.1.7 User Manuals

User manuals will be created to guide participants in several types of tasks. The User Manuals will be technical documents that will contain step-by-step instructions to perform a specific task. For example, Map-a-thon challenge requires the users to collect data, and a user manual would be prepared to guide all participating stakeholders and other users to collect data in the form as described in the manual.

5.2 Detailed Plan and Schedule of Outreach Activities

A schedule of development and delivery was described above for each of the outreach activities named in Section 4. Additionally, in the first month of Phase 2, these scheduled processes will be integrated into the comprehensive Phase 2 schedule to meet our outreach objectives and deliverables by the time their co-dependent work products are required as input for the Systems Engineering Management Plan (SEMP) Implementation. Extraneous to these activities, there are remaining outreach activities defined below that will also be integrated into the overarching Phase 2 schedule.

In addition to those scheduled outreach activities, the UW team will:

- Attend at least three workshops/conferences/tradeshows each year, including the workshop or conferences required by the USDOT.
- Participate in two USDOT-organized webinars a year regarding complete trip deployment progress and performance.
- Participate in two public meetings or press conferences each year.
- Publish at least three journal articles a year.

The tables below show the conferences that the UW team proposes to attend. Rationales and potential presentation topics are provided for the optional conferences. These tables list the planned conferences. Conference attendance may be updated based on project needs and goals, any changes will be discussed with USDOT. Presentation topics are subject to change but have been included to provide a sense of what the team plans to present.

Table 3. Workshops/conference/tradeshows for Phases 2 & 3 - up to 42 months (April 2022 - Oct 2025).

Event	Date	Location	Rationale	Activities
Agreement Year 1 - *1 Mandatory Conference (All Sites)*				
ITS World Congress	September 18-22, 2022	*Los Angeles*	*Required event. Potential Topics: project goals and vision, system architecture, challenges, data standards.*	• *Exhibit (Video and outreach materials)* • *Possible ITS4US panel* • *Outreach materials at the booth*
Agreement Year 1 *- 2 Optional Conferences*				
TRANSED Conference	*September 2022*	*Seattle, WA*	*Share project goals and plans with the disability community. Topics include upcoming availability of data and demonstration applications, data standards.*	• *Abstracts due October 29, 2021* • *Possible ITS4US panel*
Transportation Research Board Annual Meeting	*January 8-12, 2023*	*Washington, DC*	*Share project goals, plans, and status with the disability community. Topics include upcoming availability of data and demonstration applications, data standards.*	• *Possible Exhibit at USDOT booth (Video and outreach materials)* • *Committee meetings (AP020, AP055, AME50)* • *Outreach materials at the booth and committee meetings*
Regional ITS Meetings	*TBD*	*TBD*	*Share project goals and plans. Target public sector agencies who are not stakeholders, but who may wish to be informed about the project.*	• *Possible presentations at session* • *Possible ITS4US panel*

Event	Date	Location	Rationale	Activities
Agreement Year 2 - *1 Mandatory Conference (All Sites)*				
ITE Annual Meeting and Exhibition	*August 13-16, 2023*	*Portland, OR*	*Share project goals, plans, and status. Topics include availability of data, data collection tools, demonstration applications, and data standards.*	• *Possible Exhibit at USDOT booth (Video and outreach materials)* • *Possible presentations at session* • *Possible ITS4US panel*
Option Year 2 *- 2 Optional Conferences*				
SXSW	*TBD*	*Austin, TX*	*Share project goals, plans, and status. Topics include availability of data, data collection tools, demonstration applications, and data standards.*	• *Possible presentations at session and/or at booth* • *Outreach materials at the booth*
ITS America Annual Meeting	*April 24-27, 2023*	*Dallas, TX*	*Share lessons learned from Phase 1 and the first almost year of Phase 2 with transportation agencies and industry. Focus on project progress, status and lessons learned, include availability of data and tools.*	• *Handouts in attendees' bags* • *Possible outreach Materials at USDOT booth* • *Possible ITS4US panel*
TRB Annual Meeting	*January 7-11, 2023*	*Washington, DC*	*Share project goals, plans, and status with the disability community. Topics include availability of data and demonstration applications, data standards.*	• *Possible Exhibit at USDOT booth (Video and outreach materials)* • *Committee meetings (AP020, AP055, AME50)* • *Outreach materials at the booth and committee meetings*

Event	Date	Location	Rationale	Activities
Regional ITS Meetings	*TBD*	*TBD*	*May attend if meeting is nearby Seattle, WA.*	• *Possible presentations at session* • *Possible ITS4US panel*
ITS World Congress	*TBD*	*TBD*	*Share lessons learned from Phase 1 and the first year of Phase 2 with transportation agencies and industry. Topics: data standards, architecture, data generation, data availability.*	• *Exhibit (Video and outreach materials)* • *Possible ITS4US panel* • *Outreach materials at possible USDOT booth*
American Public Transportation Association (APTA) Mobility Conference	*April 23-26, 2023*	*Minneapolis, MN*	*Share GTFS-Flex and GTFS-Pathways data standards and data collection techniques. Share navigation potential and TDEI participation.*	• *Possible presentations at session* • *Outreach materials at committees*
***Agreement Year 3 -** 1 Mandatory Conference (All Sites)*				
TRB Annual Meeting	*TBD (Jan. 2025)*	*Washington, DC*	*Describe deployment status, data standards, data and tool availability, lessons learned.*	• *Presentations at USDOT sessions and workshops* • *Outreach materials at USDOT booth and committees* • *Committee meetings (AP020, AP055, AME50)*
***Agreement Year 3 -** 2 Optional Conferences*				
American Planning Association (APA) National Conference	*April 23-26, 2024*	*Minneapolis, MN*	*Describe deployment status, data standards, data and tool availability, lessons learned.*	• *Possible presentations at session* • *Outreach materials at the committee meetings* • *Demonstrate applications*

Event	Date	Location	Rationale	Activities
ITS America Annual Meeting	*TBD*	*TBD*	*Publicize availability of the TDEI data and tools. Share lessons learned. Goal of increasing use and sustainability of the TDEI deployment.*	• *Handouts in attendees' bags* • *Outreach Materials at possible USDOT booth* • *Possible ITS4US panel*
ITE Annual Meeting and Exhibition	*TBD*	*TBD*	*Publicize availability of the TDEI data and tools. Share lessons learned. Goal of increasing use and sustainability of the TDEI deployment. Same goal as ITS America presentation; content will have a different focus.*	• *Possible presentations at session* • *Possible ITS4US panel* • *Demonstrate applications*
Regional ITS Meetings	*TBD*	*TBD*	*May attend if meeting is near Seattle, WA.*	• *Possible presentations at session* • *Demonstrate applications*
APTA	*TBD*	*TBD*	*Share GTFS-Flex and GTFS-Pathways data standards and data collection techniques. Share navigation applications and TDEI participation.*	• *Possible presentations at session* • *Demonstrate applications*
TRANSED Conference	*TBD*	*TBD*	*Publicize availability of the TDEI data and tools. Discuss updates to data standards and mapping lessons learned.*	• *Possible presentations at session* • *Possible ITS4US panel* • *Demonstrate applications*

Table 4. Suggested Webinar Topics/Timing for Phases 2 & 3 – up to 42 months (April 2022 – Oct 2025).

Webinar Topic	*Timeline*	*Relevant Task Areas*
Year 1		
System Architecture/Design	*TBD*	• *2-B: Systems Architecture* • *2-B: Systems Design*
Software Development and Integration	*TBD*	• *2-E: Software Deployment and Integration*
Year 2		
Operational Readiness	*TBD*	• *2-G: Operational Readiness Plan*
Results of Readiness Test	*TBD*	• *2-H: System Test Results Summary Documentation*
Year 3		
Highlights of the Operational Capability Showcase (after the OCS)	*TBD*	• *3C: Operational Capability Showcase*
Performance Measurement/Transition Plan	*TBD*	• *3-D: Performance Measurement* • *3-E: Comprehensive Transition Plan*

Table 5. Suggested Industry Journal Topics (generally aligned with webinars) for Phases 2 & 3 – up to 38 months (Sep 2016 – Nov 2019).

Article Topic	Timeline	Relevant Task Areas
Year 1		
Deployment Plan/Overview	*TBD*	Phase 1 Integrated Complete Trip Deployment Plan
System Architecture/Design	*TBD*	2-B: Systems Architecture 2-B: Systems Design
Software Development and Integration	*TBD*	2-E: Software Deployment and Integration
Year 2		
Operational Readiness	*TBD*	2-G: Operational Readiness Plan
Results of Readiness Test	*TBD*	2-H: System Test Results Summary Documentation
AI Generation of Sidewalk Features	*TBD*	2-E: Software Deployment and Integration
Year 3		
Highlights of the Operational Capability Showcase (after the OCS)	*TBD*	3C: Operational Capability Showcase
Performance Measurement/Transition Plan	*TBD*	3-D: Performance Measurement 3-E: Comprehensive Transition Plan
How to Prioritize Pedestrian Improvements Using OpenSidewalks Data	*TBD*	3-E Post-Deployment Transition Planning

Table 6. Resource for Potential Industry Publication, Trade Magazine, and Journals for Phases 2 & 3 – up to 42 months (April 2022 – October 2025).

Name	Primary Audience
Trade Publications	
Ability Magazine	Disability Community
ACM Sigmod Record	Computer science researchers
Institute of Electrical and Electronics Engineers (IEEE) Xplore	Emerging Technology
IEEE Intelligent Transportation Systems Magazine	ITS Industry
IEEE International Conference on Big Data (conference publication)	Computer science researchers and industry
IEEE International Conference on Data Engineering	Computer science researchers and practitioners in data intensive systems
Mass Transit	Public Transportation Industry
Metro Magazine	Bus Industry
Passenger Transport	Public Transportation Industry
Thinking Highways	ITS Industry
TR News	Transportation Industry
Wireless Week	Wireless Community
Association / Non-Profit Publications	
American Society for Engineering Education (ASEE) Prism (journal)	Engineering students and recent graduates
American Association of Retired Persons (AARP) – The Magazine	Older Adults
ITS International	ITS Industry
ITE Journal	ITE Members
National League of Cities – Cities Speak Blog	Elected Officials – Local Level

Name	Primary Audience
National Association of City Transportation Officials (NACTO) E-Newsletter	City Transportation Officials
Planning	American Planning Association
Real Warriors eNews	Veterans
TransportationTV	American Association of State Highway and Transportation Officials (AASHTO)
General Media	
CityLab	General Public
Forbes Technology	General Public / Technology
Geekwire	General public with a technology interest
Wired	General Public / Technology
Disability Community Specific	
Ability Magazine	People with Disabilities
Blinded Veterans Association News Blog	Blind/ Vision Impaired Veteran Community
Brain Injury Association News Blog	People with brain injuries and caretakers
Easter Seals eNews	People with Disabilities
Hearing Health Magazine	Deaf/Hearing Impaired (Hearing Health Association)
United Spinal Association Newsletter & Pubs	People with Disabilities

6 Outreach Effectiveness

Outreach effectiveness will be measured using a set of metrics and through feedback forms and surveys. The outreach strategy will be regularly reviewed, with a proposed timing of quarterly review. The Outreach Plan will be updated regularly based on the measured success of the outreach work.

6.1 Success Criteria

The TDEI Outreach team, with lead responsibility from the Partnership and Communication Manager, will monitor and evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort. The Outreach Plan will be modified as needed to expand successful techniques. At key milestones, the TDEI Outreach Team will meet to discuss and assess how well the program is meeting the public involvement goals listed earlier in this plan. While evaluation of these goals is necessarily subjective, the team will also consider the following more measurable objectives as the team assesses program effectiveness:

- Number of participants attending meetings or events.
- Number and percent (where potential pool is applicable) of responses received to a survey or questionnaire.
- Number and percent of participants who self-identify as having a disability or association with other travel disadvantaged population.
- Number of website hits or downloads occurring during a specific time period.
- Number of people who have signed up for the TDEI mailing lists.
- Number of website, social media, public comments received (phone, email, comment cards, online).
- Number of comments from targeted audiences.
- Whether comments received are relevant to the TDEI (indicates media and communication is achieving a public understanding of project objectives).
- Quantity and accuracy of press coverage.
- How project decisions (data standards, deployment project data collection, deployment demonstration projects) have been modified as a result of public engagement.
- Number of project video views.
- Number of followers on social media.
- Number of click throughs from social media blasts.

In addition to the quantitative metrics listed above, the outreach efforts will be monitored using feedback surveys from on-site events and community outreach events. While the specific

quantities of the metrics above will be observed, success will be evaluated primarily by observing the amount of change in the metrics – for example: How much has the number of social media followers increased? How many people signed up for the TDEI mailing list this month versus in prior months? Are project video views increasing or decreasing?

These criteria will be used as input to plan revisions that are made.

6.2 Outreach Impact Assessment Planning

Stakeholder contacts will be tracked through a customer relationship management (CRM) system. The CRM will be maintained by the Partnership and Communication Manager. The key focus of the ITS4US CRM will be to track contacts and participants to manage communication so that messaging is sent to contacts consistently and appropriately – that is, the same message is not sent multiple times to a single contact and that all contacts are receiving some level of communication regularly. The CRM will also be useful for tracking participant response to outreach messaging.

Appendix A. Acronyms and Glossary

Acronym	Definition
AAPD	American Association of People with Disabilities
AASHTO	American Association of State Highway and Transportation Officials
AOR	Agreement Officer Representative
API	Application Programming Interface
ASEE	American Society for Engineering Education
CALACT	California Association for Coordinated Transportation
ConOps	Concept of Operations
CoP	Communities of Practice
COR	Contract Officer Representative
COVID-19	Coronavirus Disease 2019
CSS	Cascading Style Sheets
CRM	Customer Relationship Management
DDL	Deployment Development Lead
DOT	Department of Transportation
FAQ	Frequently Asked Question
GTFS	General Transit Feed Specification
GTFS-Flex	The Flex route extension to the General Transit Feed Specification, designed to describe demand-responsive or paratransit service
GTFS-Pathways	The Pathways extension to the General Transit Feed Specification which defines pathways linking together locations within stations
HTML	HyperText Markup Language
IEEE	Institute of Electrical & Electronics Engineers
IT	Information Technology
ITE	Institute of Transportation Engineers
ITS	Intelligent transportation system
ITS America	Intelligent Transportation Society of America
ITS JPO	Intelligent Transportation Systems Joint Programs Office
LEP	Limited English Proficiency
MPO	Metropolitan Planning Organization
NACTO	National Association of City Transportation Officials
OCS	Operational Capability Showcase
OSP	Office of Sponsored Programs
PBL	Program and Business Lead
PMP	Project Management Plan
PMESP	Performance Measurement and Evaluation Support Plan
PTSEP	Participant Training and Stakeholder Education Plan
SEO	Search Engine Optimization
SEMP	Systems Engineering Management Plan
SXSW	South by Southwest

Acronym	Definition
Taskar Center or TCAT	Taskar Center for Accessible Technology at the University of Washington
TBD	To be determined
TDEI	Transportation Data Equity Initiative
TRAC	University of Washington Transportation Research Center
TRB	Transportation Research Board
UI	User Interface
U.S.	United States
USDOT	United States Department of Transportation
UW	University of Washington
W3C	World Wide Web Consortium’

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