Phase 1 Outreach Plan

CALACT ITS4US Deployment Project

www.its.dot.gov/index.htm

Final Report — November 29, 2021
FHWA-JPO-21-911

COMPLETE TRIP
ITS4US

U.S. Department of Transportation

Produced by California Association of Coordinated Transportation ITS4US Deployment Program, Phase 1
U.S. Department of Transportation
Intelligent Transportation Systems Joint Program Office
Federal Highway Administration
Office of the Assistant Secretary for Research and Technology
Federal Transit Administration

Notice

Technical Report Documentation Page

1. Report No.	2. Government Accession No.	3. Recipient's Catalog No.
FHWA-JPO-21-911		

4. Title and Subtitle	5. Report Date
Phase 1 Outreach Plan **C**alifornia Association for Coordinated Transportation ITS4US Deployment Project	November 29, 2021
	6. Performing Organization Code (Delete and insert information here or leave blank)

7. Author(s)	8. Performing Organization Report No.
Charlotte Will (Estolano Advisors), Richard France (Estolano Advisors), Thomas Craig (CALACT), Taylor Bailey (Garnet Consulting)	(Delete and insert information here or leave blank)

9. Performing Organization Name and Address	10. Work Unit No. (TRAIS)
California Association for Coordinated Transportation - CALACT 4632 Duckhorn Drive, Sacramento, CA 94583	
	11. Contract or Grant No. 693JJ321C000007

12. Sponsoring Agency Name and Address	13. Type of Report and Period Covered
U.S. Department of Transportation ITS Joint Program Office 1200 New Jersey Avenue, SE Washington, DC 20590	(Delete and insert information here or leave blank)
	14. Sponsoring Agency Code HOIT-1

15. Supplementary Notes

Robert Sheehan, COR

16. Abstract

The purpose of this report is to provide a full description of all planned outreach efforts for all phases of the California Association for Coordinated Transportation ITS4US Deployment Project. The overarching outreach goals of this project are to encourage adoption of data and procurement guidelines or usage of sponsored technologies and to connect with riders to collect feedback to ensure the project is creating change that is actually beneficial.

The content of this report includes an introduction and project background, an overview of the project's media approach, including the target audience for media outreach, details of the specific delegation of roles and responsibilities regarding project communications and coordination with the USDOT, a listing of all platforms the project will use for outreach and how these platforms will be used, a detailed plan of how outreach materials will be developed and delivered, and an outline of the way outreach success will be measured by the project.

17. Keywords	18. Distribution Statement
ITS4US; Complete Trip; Deployment; ITS; Intelligent Transportation Systems; Outreach Plan, CALACT	

19. Security Classif. (of this report)	20. Security Classif. (of this page)	21. No. of Pages	22. Price
Unclassified	Unclassified	(Delete and insert information here or leave blank)	

Form DOT F 1700.7 (8-72)	Reproduction of completed page authorized

Revision History

Name	Date	Version	Summary of Changes	Approver
Charlotte Will, Estolano Advisors	19 November 2021	0.1	Initial Draft	Thomas Craig, CALACT
Taylor Bailey, Garnet Consulting	18 January 2022	0.2	Final Draft	Thomas Craig, CALACT
Taylor Bailey, Garnet Consulting	22 February 2022	0.3	Additional content added for example of outreach activities.	Thomas Craig, CALACT

Table of Contents

List of Tables

List of Figures

1 Introduction

1.1 Document Purpose

The purpose of the Outreach Plan is to lay out the plans for outreach activities and outreach materials during all phases of the California Association for Coordinated Transportation Complete Trip – ITS4US Deployment Project. This plan covers both outreach activities and the accommodation of requests for site visits by media, researchers, and others.

1.2 Project Overview

Note for reviewers: The following text has been approved by the USDOT in a previous document and there have been no changes.

The CALACT project addresses the clear need for riders who use demand-responsive services, including riders with disabilities, to have equal access to the real-time trip planning technology that is already available for urban fixed-route transit. Nearly 300 of the over 500 transit operators in California, Oregon, and Washington deliver a form of demand-responsive service.[1] Rider characteristics of these services likely differ substantially from those on fixed-route services as rural residents and people with disabilities are more likely to be low-income, unable to use fixed-route services due to disability, and/or are living in a physically isolated environment.

The demand-response systems themselves offer a lower quality of rider experience, where would-be passengers must find a transit provider that will serve their needs, call a dispatch system to plan and reserve their trip, requiring a long lead time (typically at least a day in advance), and allowing little room for flexibility. The trip planning experience of demand-response systems is further and uniquely burdened by a complex web of determining operator coverage area, for what qualifications that operator or specific service within that operator's service menu they qualify, if the operator has availability, if they need to pay and how. Unlike fixed route services, which have a well-established data standard and a stable industry of third-party trip planning services, and private Transportation Network Companies (TNCs), which produce their own seamless and instantaneous booking and payments flows, demand-responsive transit lacks the technical solutions which could ease these burdens for their riders. There's no comparable desktop or smartphone experience and no other innovations which exist to untangle these webs of availability, reservations, or payments.

[1] Numbers calculated based on internal lists of agencies and metadata provided by ODOT, WSDOT, and Caltrans.

Most fixed route users in the three-state region have access to real-time information about transit services through any mobile device. However, very few users have that information about public demand-responsive transit, and none have that information except through custom proprietary systems implemented at a few local agencies. Further, users of fixed-route services who would like more access to details regarding the transit system accessibility features and other amenities often cannot easily find that information.

The particular underserved communities the project focuses on are people with mobility disabilities, people with vision disabilities, people with cognitive and developmental disabilities, people with hearing disabilities, older adults, low-income populations, rural residents, veterans, and people with limited English proficiency.

This project is one of five deployments of the Complete Trip - ITS4US Deployment Program, led by the Intelligent Transportation Systems Joint Program Office (ITS JPO) and supported by Office of the Secretary (OST), Federal Highway Administration (FHWA), and Federal Transit Administration (FTA). These deployments were selected to showcase innovative business partnerships, technologies, and practices that promote independent mobility for all travelers regardless of location, income, or disability. The Complete Trip - ITS4US Deployment Program is carried out in three phases over five years: Concept Development (current phase), Design and Testing, and lastly Operations and Evaluation. There is a post-deployment operations and maintenance phase for an additional five years. The intended outcomes for the CALACT deployment are to improve the user experience and cost efficiency of demand responsive transit for riders at agencies throughout the Washington, Oregon, and California.

Project partner (subcontractor) organizations include:

- Oregon Department of Transportation (ODOT): Agency outreach in Oregon, member of PMT, transit directory product manager
- Washington Department of Transportation (WSDOT): Agency outreach in Washington, member of PMT, transit analysis product manager
- California Department of Transportation (Caltrans): Agency outreach in California, member of PMT, payments product manager
- Washington State Transit Association (WSTA): Support agency outreach in WA and assist with event coordination
- Trillium, an Oregon small business: Concept design, report writing and product management support
- Compiler LA, a California small business: Software systems requirements and data management lead
- Tamika L. Butler Consulting, a California small business: Internal evaluation and stakeholder engagement
- Mark Wall Associates, a California small business: Agency outreach and support for reporting and project administration

- Estolano Advisors, a California small business: Agency and stakeholder outreach support
- California Partners for Advanced Transportation Technology at UC Berkeley: Project evaluation and stakeholder safety and human use leads
- MobilityData IO, a Canadian nonprofit: Data specification development and technology readiness assessment lead
- Transit, a Canadian private corporation registered for business in the US: Technical advice on customer interface needs and development
- Navilens, a Spanish private corporation registered for business in the US: Digital accessible signage and text to speech product leads
- Google, an American public corporation (unfunded): Participation in an advisory and user testing coordination role

1.2.1 Proposed System

The proposed system aims to provide an improved trip planning experience to people who use public transit, especially demand-responsive transit. Users of these kinds of transit services are often members of underserved communities and thus have transportation needs apart from those that are met by standard fixed-route bus/rail service trip planning systems. For example, a rider with a mobility disability may need to know what kinds of services exist in their area that can offer door-to-door service. They may also need to know whether the vehicles operated can accommodate their mobility device, whether it has a lift, the weight capabilities of that lift, and if a wheelchair securement area will be available. However, the ways in which these various needs are met by a given operator are not made clear in the current trip planning environment. In fact, these services are not typically represented through online trip planners at all.

The CALACT ITS4US project aims to close this gap in the transit trip planning environment by extending existing data standards, developing data pipelines for standardized data sets, assisting operators in creating necessary data within the deployment region, and lastly by enacting various governance functions to manage newly formed relationships surrounding these data and standards of data quality. Focusing on the needs of specific underserved riders as identified within the Concept of Operations (ConOps), the intended result is that these system components work in concert to bring complete and accurate transit information to third-party trip planning applications so that underserved riders can also experience the full benefit of those tools.

The goals of the project are met through the establishment of the following proposed system, as illustrated in Figure 1 on the next page. More details on the proposed system can be found in section 5.2 of the ConOps or section 2.3 of the System Requirements Specification (SyRS).

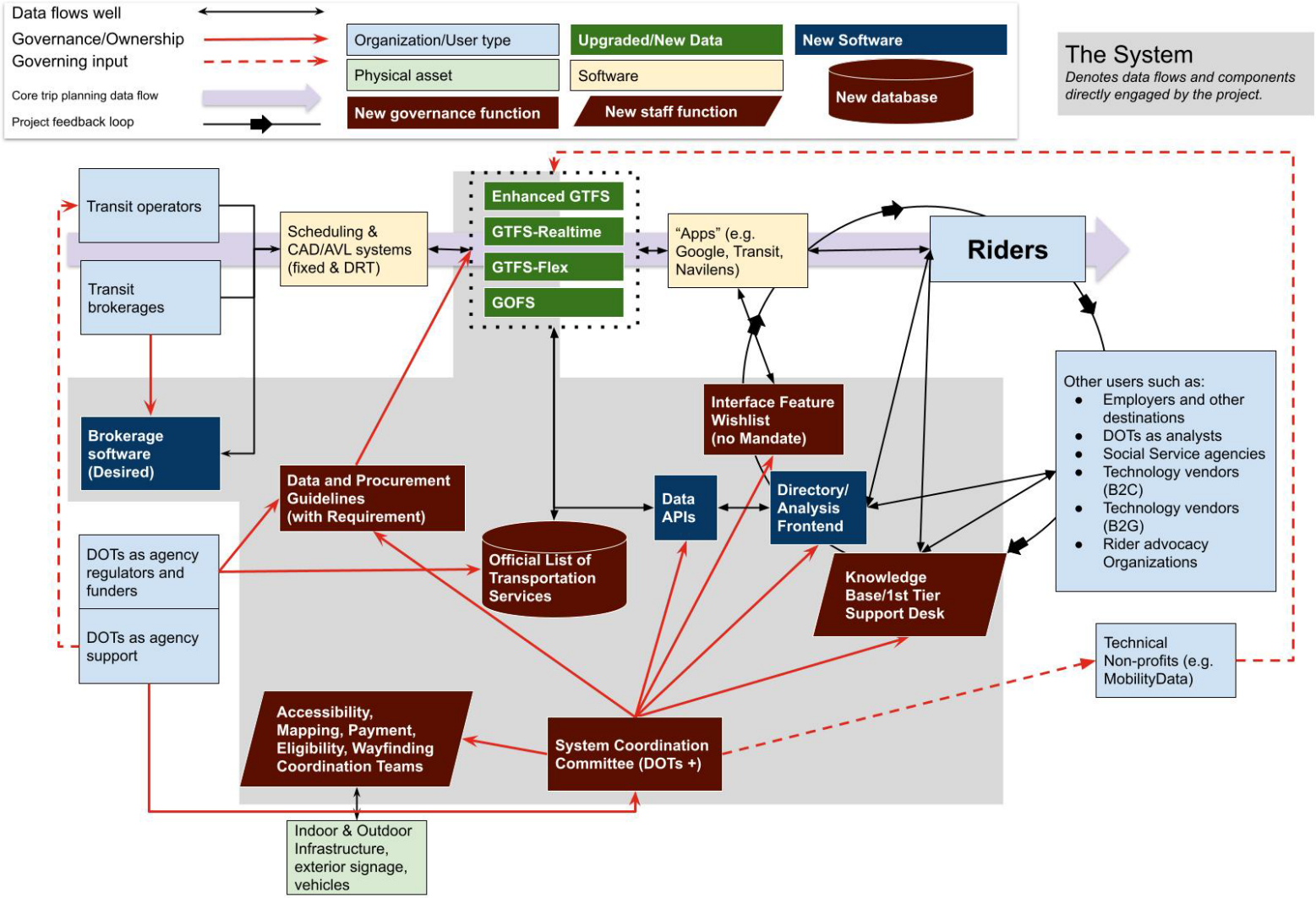

Figure 1. Detailed System Context Diagram

1.2.2 Deployment Sites

The CALACT ITS4US project is being deployed across four different sites. A brief description of each Deployment Site is included below:

Deployment Site 1: Region-wide
This deployment site encompasses the three states of Washington, Oregon, and California and can include any operator with service in that region. The focus of Deployment Site 1 is to provide GTFS and various GTFS extension data for as many operators as possible to establish as much data coverage as possible. The Deployment Site is also characterized by the coordinated effort between the three state DOTs to establish agreed-upon data guidelines for regional transit, and the publication of standardized data through the Data APIs. Because Deployment Site 1 encompasses the entire region, the three additional Deployment Sites below are subsidiary deployment sites to Deployment Site 1. In those areas, Deployment Site 1 system components will be implemented along with additional system components as well as sponsored technologies, which are not developed by the project, but are either build by a partner or purchased in order to demonstrate the value of certain project components.

Deployment Site 2: Coordinated community transportation region
This deployment site encompasses the Puget Sound area of Washington State. A local operator will serve as the lead agency in this deployment site and provide a connected One-Call One-Click system. This third-party One-Call One-Click system will be built on top of the Data APIs among other software dependencies. This One-Call One-Click system will integrate transit services in the area, including non-emergency medical transportation and community transit.

Key system components: Data APIs; Enhanced GTFS (Flex and Eligibilities).

Sponsored technology: One-Call One-Click (developed by project partner Hopelink)

Deployment Site 3: Rural area with connecting services and small urban communities
This deployment site encompasses three counties in Southern Oregon including multiple small urban communities and rural areas. Deployment Site 3 has various overlapping demand-response and fixed route services and thus will serve as a good location to pilot the 1st Tier Support Desk and the integration of a microtransit service into a frontend interface through the use of an open data specification.

Key system components: 1st Tier Support Desk; GTFS-OnDemand (GOFS).

Sponsored technology: Microtransit scheduling system (vendor TBD) and front end app (Transit)

Deployment Site 4: Large urban and suburban region with diverse service offerings including rail
This deployment site encompasses the San Bernardino County area in California with a focus on the city of San Bernardino around the regional transit center. This area has frequent intercity bus and rail connections which present complex wayfinding accessibility challenges. The project intends to provide better pathway information, digital infrastructure and wayfinding signage, and fares data showing inter-agency discounts to improve the rider experience in the deployment area.

Key system components: Enhanced GTFS (Pathways and Translations).

Sponsored technology: Digital signage system (Navilens) and front end app (Transit)

A sample deployment site agreement template is included for reference in Appendix A.

1.3 Organization of the Report

The document is organized to provide the reader with a full description of all planned outreach efforts. Section 1 of this document provides an introduction and project background. Section 2 overviews the project's media approach, including the target audience for media outreach. Section 3 details the specific delegation of roles and responsibilities regarding project communications and coordination with the USDOT. Section 4 describes the platforms the project will use for outreach and how these platforms will be used. Section 5 provides a detailed plan of how outreach materials will be developed and delivered, including a schedule of outreach activities. Finally, Section 6 outlines the way outreach success will be measured by the project.

1.4 Definitions, Acronyms, and Abbreviations

Accessibility – Accessibility is used in this document to indicate the ability all riders—especially people with disabilities, Limited English Proficiency, or those who face other barriers to access transit—to use transit and transit technologies in a way that best supports those users' individual experiences with transit. A service or technology may be "accessible" as defined by the ADA, but may also present "accessibility barriers" which this project seeks to help riders manage, in order to make the service or technology "more accessible".

ADA - Americans with Disabilities Act

API - Application Programming Interface

B2C - Business to consumer

B2G - Business to government

BAA - Broad Agency Announcement

CA - State of California

CA PATH - California Partners for Advanced Transit and Highways

CAD/AVL – Computer-Aided Dispatch/Automatic Vehicle Location

CALACT - California Association for Coordinated Transportation

Caltrans - California Department of Transportation

CCPA - California Consumer Protection Act

CDL - Concept Development Lead

ConOps - Concept of Operations

Deep link – a deep link is a link within a mobile application which directs the user to another mobile application, rather than to a website.

Demand-responsive transit – Transit services which provide trips at a location and/or time that is requested by a rider. Generally, any transit service that is not Fixed-route is considered a type of Demand-responsive transit for the purposes of this document, including general public DAR, ADA paratransit, and other transit models.

DOT - Department of Transportation

Fixed-route transit – Transit services that provide service to the general public through vehicles which stop at designated locations (stops and stations) at designated times.

GPS – Global Positioning System

GTFS - General Transit Feed Specification

IRB - Institutional Review Board

NEMT – Non-Emergency Medical Transportation

NIST 800-53 - National Institute of Standards and Technology

PII – Personally Identifiable Information

PLC - Project Leadership Committee

PML - Project Management Lead

PMO - Project Management Organization

PMP - Project Management Plan

PMT - Project Management Team

ODOT - Oregon Department of Transportation

OR - State of Oregon

OS - Operating System

SCC - System Coordination Committee

SDL - System Development Lead

SEMP - Systems Engineering Management Plan

SyRS - System Requirements Specification Document

TBD - To Be Determined

TTS – Text-to-Speech

TNC - Transportation Network Company

UI - User Interface

WA - State of Washington

WBS - Work Breakdown Structure

WSDOT - Washington State Department of Transportation

WSTA - Washington State Transportation Association.

1.5 References

CALACT Concept of Operations (ConOps), USDOT (2021)

CALACT Safety Management Plan, USDOT (2021)

CALACT Systems Engineering Management Plan, USDOT 2021

CALACT System Requirements Specification, USDOT (2021)

Fares v2, bit.ly/gtfs-fares, Google Documents (2021).

GTFS, gtfs.org, Github (2021).

GTFS-Flex, https://github.com/MobilityData/gtfs-flex/blob/master/spec/reference.md, Github (2021)

2 Media Strategy

Section 2 lists the target audiences, communication objectives, local outreach strategy, and media strategy for the CALACT ITS4US Deployment. Given that deployment site agency partners and technologies may be adjusted over time, the CALACT Outreach Team will update this information based on future coordination with local partners. Each deployment site will document during Phase 2 the specific outreach resources, tactics, and strategies utilized to communicate with project stakeholders and users. The Outreach Plan Team members, roles, and responsibilities are further described in Section 3.

2.1 Target Audiences

To be successful, the CALACT ITS4US Deployment will need to reach several key audience groups located in or near deployment sites. This outreach plan primarily targets local transit operators across California, Oregon, and Washington and technology vendors (Deployment 1). Secondarily, the project will target riders and rider advocacy organizations in or near the three remaining deployment sites (Deployments 2 – 4). The target audiences by deployment are shown in Table 2.1.1.

Table 2.1.1 Target Audiences

Deployment Site	Audience Group	Description
Deployment 1 (California, Oregon, and Washington)	Transit Operators	Organizations responsible for the day-to-day operation of both fixed route and demand-responsive transit.
Deployment 1 (California, Oregon, and Washington)	Technology Vendors (B2G)	Technology vendors providing services to government entities (e.g. Trapeze, Giro, Optibus, Avail, Connexionz, etc.)
Deployment 1 (California, Oregon, and Washington)	Technology Vendors (B2C)	Technology vendors providing services to consumers (e.g. Google, Transit, Navilens, etc.)

Deployment Site	Audience Group	Description
Deployments 2 – 4 (Puget Sound, SW Oregon/NW California, San Bernardino County)	Riders (particularly from underserved communities)	Travelers who take public transit. The project focuses on people with mobility disabilities, people with vision disabilities, people with cognitive and developmental disabilities, people with hearing disabilities, older adults, low-income populations, rural residents, veterans, and people with limited English proficiency. The specific audiences targeted within each of the local deployment sites may be adjusted based on the system components and sponsored technologies within that site. For example, the digital signage in deployment site 4 is specifically useful to riders with vision disabilities, whereas the One-call-One-click system in deployment site 2 is specifically useful for case workers and caretakers.
Deployments 2 – 4 (Puget Sound, SW Oregon/NW California, San Bernardino County)	Rider Advocacy Organizations	Organizations aimed at improving transit for transit riders and advancing rider interests. (e.g. Seattle Transit Riders Union, Oregon Walks, LA Bus Riders' Union, etc.)
Deployments 2 – 4 (Puget Sound, SW Oregon/NW California, San Bernardino County)	Media organizations	Local news outlets including newspapers, websites, radio stations, etc.
Deployments 2 – 4 (Puget Sound, SW Oregon/NW California, San Bernardino County)	Local governments	Local city, county, and planning organizations where those organizations are not party to the local deployment sites.

2.2 Communication Objectives

The overarching communication objective for this project is to encourage adoption of data and procurement guidelines or usage of sponsored technologies. The project also aims to collect feedback from some target audiences, through the technical process described in ConOps and Systems Engineering Management Plan (SEMP). For example, as part of the implementation, integration, and testing process outlines in the SEMP, the outreach team will present a draft form of the data and procurement best practices to stakeholders for review and collect suggested edits and feedback.

The CALACT Outreach Team will work with local partners to refine these communication objectives over time and further develop specific messages for audiences in each deployment site as those partnerships and deployments evolve. The communication objectives by audience group are in Table 2.2.1. These communication objectives may change overtime, especially based on the determinations made regarding long-term operations and governance of the system after the duration of Phase 3. For example, if an organization is created to perform the operations of the system, then that specific organization may need to be marketed and new outreach content activities need to support general awareness of that organization among some stakeholder groups.

Table 2.2.1 Communication Objectives by Audience Group

Audience Group	Communication Objective
Transit Operators	Engage transit operators across California, Oregon, and Washington to encourage adoption of data and procurement guidelines. Additionally, provide outreach resources for these operators so that they can share best practices with neighboring transit operators (outside of California, Oregon, and Washington), though this work may happen under the Participant Training and Stakeholder Education Plan.
Technology Vendors (B2G)	Educate vendors about data and procurement guidelines to ensure appropriate implementation.
Technology Vendors (B2C)	Engage vendors to encourage implementation of data according to standards.
Riders	Engage riders in or near deployment sites to encourage usage of sponsored technologies (such as new digital wayfinding signage) and apps and to collect feedback on new services.

Audience Group	Communication Objective
Rider Advocacy Organizations	Engage organizations with relevant expertise and a network of riders in or near deployment sites to encourage usage of sponsored technologies (such as the 1st Tier Support Desk) and apps and to collect feedback on new services.

2.3 Outreach Media Approach

This section states the objectives and organizing principles for the local outreach strategy and media strategy. Sections 4 and 5.2 of this plan provide in-depth descriptions of communication platforms and media activities.

The CALACT ITS4US project deploys different technologies in four different deployment sites (see Section 1.2.2). Because the project deploys technologies selectively and strategically in different sites, the outreach strategy aims to promote the CALACT ITS4US project to specific transit operators, vendors, rider advocacy organizations, and rider groups with targeted information useful to those parties. The CALACT Outreach Team will identify specific groups and the corresponding specific materials during the design and development Phase 2 of the project, following more extensive coordination with local partners. Criteria that the Outreach Team may use to identify outreach targets follow:

- Transit operators operating in or near deployment sites;
- Current and prospective transportation technology vendors;
- Rider advocacy organizations serving target rider groups in or near deployment sites; and
- Riders that represent target groups in or near deployment sites.

The media strategy aims to reach members of these target audience groups. To reach the project's specialized audiences, the media strategy will focus on industry trade journals and conferences, as well as localized press and social media outlets. Potential media outlet types are in Table 2.3.1.

Table 2.3.1 Potential Media Outlet Types

Media Outlet Type	Audience Group(s)	Objective	Description	Possible Example
Industry Trade Journals	Transit Operators, Technology Vendors (B2G),	Engage transit operators and technology vendors to encourage adoption of data standards.	Share project information, updates, and opportunities to participate with industry trade	The PM writes an article on the project highlighting upcoming milestones and

Media Outlet Type	Audience Group(s)	Objective	Description	Possible Example
	Technology Vendors (B2C)		journals at specified intervals.	submits it to Mass Transit Magazine
Conferences/ Trade Shows	Transit Operators, Technology Vendors (B2G), Technology Vendors (B2C)	Engage transit operators and technology vendors to encourage adoption of data standards.	Participate in conferences/trade shows and represent the CALACT ITS4US Deployment.	Project leadership participates in a panel discussion of the ITS4US project at the ITS World Congress
Local Press (Radio, Newspaper, Websites)	Riders, Rider Advocacy Organizations	Engage riders and rider advocacy organizations in deployment sites to encourage usage of sponsored technologies and apps and to collect feedback on technologies deployed locally within those sites.	Share press releases with project information, updates, and opportunities to participate with local news outlets at specified intervals. Make requests for feedback and provide contact information.	The Deployment Manager participates in a radio interview discussing how the project will impact riders and how riders can get involved.
Social Media	Riders, Rider Advocacy Organizations	Engage riders and rider advocacy organizations in deployment sites to encourage usage of sponsored technologies and apps and to collect feedback on new services.	Share project information, updates, and opportunities to provide feedback on established transit operator social media platforms. Specific social media networks and messaging will be developed in collaboration with local agencies.	The Deployment Manager works with a deployment site agency to publish an update about the project to the agency's Twitter account.

Media Outlet Type	Audience Group(s)	Objective	Description	Possible Example
Project Website	Transit Operators, Technology Vendors (B2G), Technology Vendors (B2C), Rider Advocacy Organizations, Local and State Governments	Provide resources for system users, advocacy groups, and regulators with general project information and links to resources on specific technologies.	This set of pages within the CALACT website will be updated by project staff with resources and updates related to the project.	The project website calendar is updated to reflect upcoming public webinars and how to attend.
Update emails	Transit Operators, Technology Vendors (B2G), Technology Vendors (B2C), Riders, Rider Advocacy Organizations, Local and State Governments	Ensure all stakeholders have an easy way to keep track of the project.	Provide high-level updates each quarter of key project successes, with links to additional resources.	The PM sends a biweekly email to these stakeholders with important updates.
Technology Demonstrations	Transit Operators, Riders, Rider Advocacy Organizations	Demonstrate the use of technologies, provide basic training to users, and connect with riders and staff to get feedback.	At least once per local deployment site (sites 2, 3, and 4) in collaboration with transit agencies, the project will host a local demonstration in the deployment site open to riders and other interested community members to demonstrate technology, provide resources,	The PL and other team members conduct a demonstration of the rider app in deployment site 3 to gather rider and operator feedback.

Media Outlet Type	Audience Group(s)	Objective	Description	Possible Example
			and get feedback on demonstrated technologies from riders.	

3 Communication Management

Section 3 describes how communications will be coordinated within the CALACT Outreach Team and with USDOT for the CALACT ITS4US Deployment.

3.1 Roles and Responsibilities

This section identifies the individuals and organizations making up the Outreach Plan Team who are responsible for implementing the Outreach Plan in Phases 2 and 3. The Outreach Plan Team administrators are the Site Outreach Lead, the Site Outreach Spokesperson, and the Outreach Materials Development Lead.

The Site Outreach Lead will be the CALACT ITS4US Project Manager. The Site Outreach Lead is responsible for organizing the site outreach activities and ensuring efficient and consistent activity. The Site Outreach Lead will coordinate with other Outreach Team members to oversee outreach preparation and implementation. This includes significant coordination with the CALACT ITS4US Deployment Manager to communicate with and collect feedback from transit operators, riders, rider advocacy organizations, and other local partners. The Site Outreach Lead may delegate the organization and attendance of certain outreach activities to other project personnel, as needed.

The Site Outreach Spokesperson will be the CALACT ITS4US Deployment Manager. The Site Outreach Spokesperson is the sole person designated to speak on behalf of the site to media and to process media inquiries, as they arise.

The Outreach Materials Development Lead will also be the CALACT ITS4US Deployment Manager. The Outreach Materials Development Lead will be responsible for developing or overseeing the development of outreach materials needed for each deployment site. This work will require significant coordination with local transit operators and other partners to obtain input and approval. It will also necessitate collaboration with the Site Outreach Lead to ensure that materials are completed on time, within budget, and with USDOT approval.

Table 3.1.1 Staff Contingency Plan

Role	Current Proposed	Current Back-up
Site Outreach Lead	Thomas Craig, Project Manager	Jacklyn Montgomery, CALACT
Site Outreach Spokesperson	[Person 1], Deployment Manager	Taylor Bailey, Garnet Consulting
Outreach Materials Development Lead	[Person 1], Deployment Manager	Taylor Bailey, Garnet Consulting

3.2 Coordination with USDOT

This section describes the plan for regular coordination with USDOT communications staff to facilitate branding, re-use, and re-distribution of materials developed by USDOT and the project team.

All communications with USDOT will adhere to the following guidelines. The Site Outreach Lead will conduct all communications with the USDOT COR regarding the Outreach Plan. For email communications, the Site Outreach Lead will also CC the Site Outreach Spokesperson. The Site Outreach Lead will communicate primarily with the USDOT ITS JPO communication lead (USDOT communication lead), unless otherwise specified by USDOT. The Site Outreach Lead will ensure transparent and consistent communication with USDOT and will coordinate with the USDOT Communication Lead to determine preferred communications platforms.

The Site Outreach Lead will also establish a regular check-in schedule in consultation with the USDOT communication lead. The check-ins will serve as a space for sharing outreach updates and obtaining interim USDOT feedback.

In addition, the Site Outreach Lead will be responsible for media coordination with USDOT and interaction with other Complete Trip-ITS4US Deployment Program efforts. The Site Outreach Lead will share any relevant materials with USDOT for review and approval. Whenever possible, the Site Outreach Lead will provide at least two weeks for USDOT's review. The USDOT communication lead may share feedback directly with the Site Outreach Lead, who will share relevant information with appropriate team members. More information on event-specific coordination is in Sections 4 and 5 of this plan.

3.3 Outreach Team Communication Plan

The Outreach Team Communication Plan below describes key use cases where team coordination and approval processes can ensure consistent and effective outreach. Aside from these key use cases, the Outreach Team will meet bi-weekly to share updates and collect feedback.

1. Requests for detailed technical material to be shared: The Site Outreach Lead will process all requests for detailed technical materials and may determine appropriate personnel and communication platforms for distributing such materials on a case-by-case basis. The project team anticipates that most technical requests will take place through direct email communication with external stakeholders. If another member of the team, such as the Deployment Site Manager, receives a request for detailed technical material, the team member will connect the external stakeholder with the Site Outreach Lead for consistent information sharing. The Site Outreach Lead will respond to all requests expediently, with a goal to process all requests within 3 business days.

2. Social media content vetting and distribution: The Outreach Materials Development Lead will develop or oversee the development of all social media content. The Outreach Materials Development Lead, serving as Deployment Manager, will work with local transit operators and partners to develop the content. Once finalized, the Outreach Materials Development Lead will share all materials with the Site Outreach Lead for approval and USDOT review, as relevant. The social media content will be published through local transit operators' and project partners' platforms.

3. Crisis communications: Due to the project scope and the remote chances of triggering crisis communications, this plan does not specifically describe processes for crisis communications. Pursuant to information identified in the Task 4 Safety Management Plan, the system requirements already incorporate the necessary information.

4 Communication Platforms

Section 4 describes the CALACT ITS4US Deployment's tentative communication platforms and accessibility protocols. The Outreach Team will work with local partners to refine the list of communication platforms after finalizing the deployment sites. Information on project materials and associated accessibility protocols is in Section 5.

4.1 Project Website and Email Updates – Deployment Sites 1 – 4

The CALACT ITS4US project website[2] will serve as a "one-stop shop" where transit operators, software vendors, rider advocacy organizations, and other stakeholders, can access project updates and materials. The Deployment website will also support the recruitment process described in the CALACT ITS4US Participant Training and Stakeholder Education Plan. To increase efficiency and traffic, the site will likely be a webpage or a series of webpages that live on the CALACT website, which already has an established following and set of branding guidelines.

The Deployment website will provide key information about the project, including timelines, engagement opportunities, the project overview video, and progress updates. The Outreach Team will work with deployment sites and other project partners to develop content for the site. The site will be 508-compliant and follow accessibility best practices. It will be reviewed for update at least monthly by the Site Outreach Lead.

The Outreach Team may also work with local operators to distribute a press release to local news organizations and partnering agencies to promote the website once content relevant to those organizations is published. The Outreach Team may also promote the website on transit operators' existing social media platforms during regularly scheduled updates to ensure that stakeholders know that the website is the primary repository for up to date information regarding the project.

Once quarterly, using the CALACT Constant Contact account the Outreach Team will distribute to the project stakeholder contact list an email that provides updates regarding this project. These update emails will be designed to be as simple as possible, with short headlines that all readers can review and links that allow stakeholders to find more information.

[2] Note that the project website is further discussed in section 5.1.1.

The total number of visitors to the project website as well as the number of contacts through any form provided on the website will be counted and will be tracked and reported as requested. This information will be used to support the outreach success metrics identified in section 6.1.

4.2 Industry-related Outreach – Deployment Site 1

The system components focused on in deployment site 1—the Data APIs, data and procurement guidelines, and engineers' guide to transit especially—will need to collect extensive feedback from stakeholders in order to be deployed and maintained effectively. Industry-related outreach through trade journals, conferences, USDOT-sponsored webinars, and the MobilityData community will help raise awareness about the project within the industry and with target audiences such as transit operators and software vendors. A subset of these platforms, including some industry trade journals, may also reach riders and rider advocacy organizations as secondary audiences.

4.2.1 Industry Trade Journals

Published articles in industry trade journals (also discussed in section 5.1.3) can share project background information, updates, and major milestones with industry professionals, transit operators, and software vendors. The Outreach Team will work with project partners to publish up to three articles per year in industry trade journals during Phases 2 and 3 of the project, for a total of up to nine published articles. These publications will meet USDOT's requirements. Outreach to publications may include submitting press releases or pitching concepts for proposed pieces. Articles may also target riders and rider advocacy organizations through rider-focused publications.

The team may target the following journals and will encourage stakeholders to recommend other publications:

1. Mass Transit Magazine
2. Transit Access Report
3. Shared-Use Mobility Center's "Mobility Hub" Newsletter
4. ITS International Magazine
5. Intelligent Transport
6. Journal of Transportation Technologies

Potential topics for industry journal submissions are in Table 4.2.1.

Table 4.2.1 Potential Industry Journal Article Topics

Article Topic	Timeline	Relevant Task Areas
Year 1		
Deployment Plan/Overview	Q1 2022	• Phase 1 Integrated Complete Trip Deployment Plan
System Architecture/Design	Q3 2023	• 2-B: Systems Architecture • 2-B: Systems Design

Article Topic	Timeline	Relevant Task Areas
Software Development and Integration	Q4 2023	• 2-E: Software Deployment and Integration
Year 2		
Operational Readiness	Q1 2024	• 2-G: Operational Readiness Plan
Results of Readiness Test	Q2 2024	• 2-H: System Test Results Summary Documentation
Site-Selected Special Topic #1	TBD	• TBD
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
Site-Selected Special Topic #2	TBD	• TBD

4.2.2 Conferences/Trade Shows

Participation in conferences or trade shows provides an opportunity to engage with industry professionals, transit operators, and software vendors. The CALACT ITS4US Deployment will meet USDOT's requirement to participate in up to three conferences or trade shows per year during Phases 2 and 3, for a total of up to twelve events. The Outreach Team will prioritize conferences, with potential activities including presentations and speaking engagements.

For USDOT-hosted sessions, the CALACT ITS4US Deployment will have at least one representative participate, including for any affiliated weekend workshops or weekday panel sessions requested by USDOT. For USDOT-sponsored trade shows, the Outreach Team will provide outreach materials to be shared at USDOT's booth and ensure that at least one staff member is available to represent the project. Prior to any USDOT-sponsored event, the team will set up a coordination call with the USDOT ITS JPO Communication Lead to discuss logistics. CALACT will not procure trade show space if USDOT will be arranging for floor space for any event.

Potential trade shows or conferences are in Table 4.2.2.

Table 4.2.2 Potential Trade Shows or Conferences by Project Year

Event	*Date*	*Location*	*Rationale*	Activities
Agreement Year 1				

Event	Date	Location	Rationale	Activities
ITS World Congress	September 18-22, 2022	Los Angeles, CA	USDOT requirement	• Exhibit (Video and outreach materials) • Possible ITS4US panel • Outreach materials at the booth
CALACT Autumn Conference & Expo	October 2022	Sonoma, CA	Hosted by CALACT	• Presentation • Networking • Outreach materials distribution
California Transit Association Conference	November 2022	Ontario, CA	Hosted by Omnitrans, a San Bernardino county public transportation agency in deployment site 4, opportunities to connect with stakeholders at this deployment site	• Presentation • Networking • Outreach materials distribution
Oregon Public Transportation Conference	TBD	TBD	Public transit-related conference in deployment site 3, opportunities to connect with operators and vendors at this deployment site	• Presentation • Networking • Outreach materials distribution
Washington State Public Transportation Conference	TBD	TBD	Public transit-related conference in deployment site 2, opportunities to connect with operators and vendors at this deployment site	• Presentation • Networking • Outreach materials distribution
TRANSED	TBD	Seattle, WA	Public transit conference focused on transportation for older adults and people with disabilities, opportunities to connect with rider advocacy organizations	• Presentation • Networking • Outreach materials distribution
Agreement Year 2				

Event	Date	Location	Rationale	Activities
ITE Annual Meeting and Exhibition	TBD	TBD	USDOT requirement	• Exhibit (Video and outreach materials) • Possible ITS4US panel • Outreach materials at the booth
CALACT Spring Conference & Expo	April 2023	Squaw Creek, CA	Hosted by CALACT	• TBD
American Public Transportation Association TRANSform Conference	October 2023	Orlando, FL	Showcase of new technologies for public transit providers, opportunities to connect with vendors	• TBD
Agreement Year 3				
Rail-Volution	TBD	TBD	Transportation system operators in attendance, opportunities to connect with operators	• TBD
National Shared Mobility Summit	TBD	TBD	Shared mobility focus, opportunities to learn about trends and best practices in this industry	• TBD
TRB Annual Meeting	TBD (January 2025)	Washington, DC	USDOT requirement	• Presentations at USDOT sessions and workshops • Outreach materials at USDOT booth
Agreement Year 4				
TRB Annual Meeting	TBD (January 2026)	Washington, DC	USDOT requirement	• Presentations at USDOT sessions and workshops • Outreach materials at USDOT booth

The state transit association conferences within the region (CALACT, California Transit Association, Oregon Public Transportation Conference, and Washington State Public Transportation Conference) may be visited regularly throughout the four planned years of the

project. Activities during each individual state conference will depend on the current needs of the project and the staff who attend the conference, but will generally include presenting in a session, networking, and collecting feedback from transit agencies and vendors.

4.2.3 USDOT-organized Webinars

Webinars will raise awareness about the project's progress and performance and meet USDOT's requirements. The Outreach Team will participate in up to two USDOT-organized webinars per year during Phases 2 and 3, for a total of up to eight webinars. Table 4.2.3 describes potential webinar topics by project year.

Table 4.2.3 Potential Webinar Topics by Project Year

Webinar Topic	*Timeline*	*Relevant Task Areas*
Year 1		
System Architecture/Design	Q3 2023	• *2-B: Systems Architecture* • *2-B: Systems Design*
Software Development and Integration	Q4 2023	• *2-E: Software Deployment and Integration*
Year 2		
Operational Readiness	Q1 2024	• *2-G: Operational Readiness Plan*
Results of Readiness Test	Q2 2024	• *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*

4.2.4 MobilityData Community

MobilityData, an international non-profit organization which is a partner to this project, supports an extensive community of technology vendors and transportation operators through curation of technical resources, convening of discussions, requests of information through surveys and interviews, and updates through its various marketing channels. This partner and community are an important venue through which CALACT and other partners will collaborate on technical details with a wide network of market players. Regular meetings between the Site Outreach Lead and MobilityData will ensure that both organizations leverage each other's communication infrastructure to support the collaborative goal of data standardization and the use of open source software applications supported by the project.

4.3 Local Community Outreach – Deployment sites 2 through 4

For local outreach to be successful, it is essential for the Outreach Team to work closely with local partners to develop an approach that is suitable for and tailored to local audiences. Broadly speaking, the community outreach will include a combination of demonstrations, press releases, social media, public meetings, and transit-based outreach, but the Outreach Team will work with local partners to refine this approach for each deployment site once finalized.

The Outreach Team aims for local outreach activities to be rooted in collaborative, community-driven strategies. General guidelines for successful community outreach follow:

1. Conduct pre-outreach learning: To better engage riders in each deployment site, the Outreach Team and its partners should conduct a thorough analysis of each community to better understand local needs, opportunities, previous and related planning efforts, and more. This research will help inform a more localized adaptation of this outreach plan. This will involve reviewing community demographics and recent events, interviewing local agency staff involved in community outreach, and discussing outreach plans with rider advocacy groups.

2. Identify, engage, and compensate community partners: Given the three-state scale of the CALACT ITS4US Deployment, the Outreach Team will need to partner with local organizations to successfully reach riders in each deployment site. The Outreach Team should partner with groups that are trusted by and deeply rooted in the communities that the project is targeting. The Outreach Team should engage these organizations early in Phase 2 to embed local perspectives in the approach. For any organizations that contribute to the outreach strategy, the project team should provide compensation. These community partners may include rider advocacy groups or social service agencies, and will be selected during Phase 2 in collaboration with local agencies.

3. Meet people where they are: Bringing conversations to riders is a helpful strategy for increasing participation. This may include co-hosting existing community events (further discussed in Section 4.3.4) or hosting events at heavily frequented locations for target audiences such as train stations or paratransit stops.

4. Ensure broad accessibility: For both in-person and virtual events, the Outreach Team should ensure accessibility using a broad definition. This includes adhering to the requirements of the Americans with Disabilities Act (ADA) and providing translation or large print text as needed, but also lowering barriers that may otherwise prevent participation, such as by providing childcare at the venue or covering travel costs using the outreach support budget defined in the Integrated Complete Trip Deployment Plan, and by selecting locations accessible by frequent transit. Events should take place at dates and times that ensure broader participation (e.g., on weekends and/or outside of working hours). The team should also limit the use of jargon or technical terms and provide live interpretation in languages relevant for the area. Lastly, where feasible, the team should offer alternatives to virtual engagements, which can be inaccessible to many due to the digital divide.

5. Provide financial incentives for participants: Riders who attend events, complete surveys (other than the simple questionnaire being used for performance measurement), and provide other input for the deployment are providing integral insights. The Outreach Team should ensure that these individuals are fairly compensated for their time. Compensation for stakeholder participation will be managed on a per occurrence basis, with the general guidance that if riders are expected to spend more than 3 minutes on a project feedback activity, that they should be compensated in a cash equivalent form at a rate of at least $25 per hour.

6. Close the feedback loop: After conducting outreach, the Outreach Team should share results or project updates with participants to keep them engaged and make sure that the results reflect and respond to the original comments. Within the deployment site 3, where the project will maintain a support desk, this process will be managed through a direct follow up to all feedback received through support desk channels during the resolution of an issue. In more general outreach activities, closing the feedback loop will generally consist of being included on project update emails that explain features and enhancements of the system.

4.3.1 Demonstrations

The Outreach Team will work with local transit operators to host demonstrations as part of operators' existing community outreach events and activities. The demonstrations will allow riders and rider advocacy organizations to test out the new technologies and to share feedback. At this stage, the team plans to collaborate on at least one demonstration in each deployment site, but the team will finalize this scope and schedule with local partners.

The exact form of these events will depend on the global and local situation regarding the coronavirus as well as the capacity and resources of the local agency and stakeholders. The project intends to have at least one demonstration at each site be a live in person event, and may choose to delay these events to make an in person event more successful. In extreme situations, particularly in deployment site 3 where the target populations are more rural and transportation to an in person event may be more difficult, a remote demonstration may be appropriate.

The demonstrations will feature at least two project staff members or contractors, along with agency staff, and include a live, fully accessible demonstration of the locally deployed system components and sponsored technologies, with ASL interpretation, and multi-language support as required by agency policies or above and beyond those policies as feasible. Riders and agency staff will have the opportunity to use the technology on their own mobile devices (project will bring an extra mobile phone to in person events for use by anyone in attendance) and ask questions of project and agency staff about the technology.

4.3.2 Press Releases

Local press releases will help the Outreach Team reach key individuals and organizations that can disseminate project information among a broader group of stakeholders. The Outreach Team will work with deployment sites and local partners to identify and engage local print media outlets and develop press release content. Topics may include announcements about the launch or completion of the project, major project milestones, opportunities for feedback, or upcoming local

demonstration events. The Outreach Team may also work with local transit operators to post relevant press releases in the news sections of their websites.

4.3.3 Social Media

Social media engagement will help the Outreach Team reach riders and rider advocacy organizations. The Outreach Team will work with local transit operators to develop and promote site-specific social media content to be hosted on operators' existing platforms, and provided to partners including the USDOT for consideration to be distributed through their social media channels as well. This approach will help the project reach operators' existing riders and followers. The CALACT Outreach Team will work with transit operators to develop project-specific social media plans and calendars, as needed. These plans and social media content will be integrated into the existing agency planning and operational practices to the degree possible. The project outreach team may contract services internally to meet the design needs of the project and agency partner, or may compensate the agency directly for the contracting of their own services, depending on the agencies preference at the time of the request. The project has set aside outreach support funds for these activities.

Social media content may highlight project launch and completion, major project milestones, opportunities for feedback, or upcoming demonstrations. Given the type of audiences that the project aims to reach, potential social media platforms include Facebook, Twitter, and Instagram. The Outreach Team will work with transit operators to publish more extensive and detailed content such as blogs on operators' existing websites.

4.3.4 Public Meetings

Public meetings will help the Outreach Team raise awareness about the project among riders and rider advocacy organizations and provide a space for public feedback. The Outreach Team will host up to two public meetings per year during Phases 2 and 3, for a total of up to six meetings. This public meeting strategy meets USDOT's requirement for public meetings and press conferences. Public meetings will be focused on individual deployment sites and may rotate sites each year depending on project progress. The events will also likely be virtual or hybrid to cover a broader area. For virtual meetings, the team will work to implement complementary strategies that break down the digital divide and allow for greater participation. Due to the nature of this project, the project team currently does not plan to host any press conferences. For in person meetings, the project team will consider in coordination with local agencies events such as festivals or other community spaces that may be good events during which to promote the project.

For public meetings, the Outreach Team will work with deployment sites to provide accessibility accommodations such as interpretation in applicable languages and other translation services, closed captioning for any virtual or hybrid meetings, microphones for all speakers, and in-person spaces with physical accessibility. Proposed public meetings and conferences may also share digital or print materials, as described in Section 5.

4.3.5 Transit-Based Outreach

Conducting outreach on buses, trains, paratransit, or other transportation modes used by target rider groups is a helpful strategy to meet people where they are. Following coordination with local

transit operators, the Outreach Team will utilize this strategy to share project information or updates, distribute brochures and fact sheets, or raise awareness about upcoming demonstrations and public meetings. Local transit operators will play a critical role in this form of outreach, so more coordination with these entities will be needed before the team can finalize this approach.

5 Public Relations/Marketing Plan

Section 5 describes the CALACT ITS4US Deployment's delivery of outreach and event materials as well as the associated accommodations. This section also includes the Deployment's tentative schedule of activities.

5.1 Outreach Material Development and Delivery

This section describes the development and acquisition of potential outreach materials that the CALACT Outreach Team will distribute through the outreach platforms described in Section 4. After formalizing deployment sites, the Outreach Team will collaborate with local partners to finalize the list of materials to be developed and acquired. Given that outreach will largely be performed through partners such as local transit operators, branding for project materials will adhere to partners' existing guidelines and will use CALACT or USDOT logos only when necessary.

The Outreach Team will ensure that all print and digital materials meet necessary accessibility standards. This includes:

1. Designing materials to be legible using strategies such as large print or accessible color combinations

2. Translating outreach materials into relevant languages for target communities (based on the languages mandated for local agencies to provided translations, and other languages at the discretion of the Outreach Team). Languages vary by site but are expected to be numerous in some sites (e.g. Spanish, Vietnamese, Chinese, Tagalog, Korean, Arabic, and Khmer in Deployment Site 4). Each deployment site agency partner will also bring knowledge of what these languages are and likely their own local preferred translating services.

3. Avoiding acronyms, jargon, and technical terms

4. Ensuring 508-compliance for digital materials

5. Providing appropriate credits for videos, photos, and other attributable content.

5.1.1 Deployment Website

The Outreach Team will develop a website for the CALACT ITS4US Deployment[3]. The website will share information on the overall project and on each deployment site. The Outreach Team will work with deployment sites and other project partners to develop this site, which will be a page or pages within the CALACT website.

For the website and its downloadable materials, the Outreach Team will ensure that the previously mentioned accessibility standards are met. In addition, the team will ensure that the website meets Web Content Accessibility Guidelines (WCAG) 2.0 or higher.

5.1.2 Press Releases

Press releases may convey project information, updates, and milestones to local media or trade publications. The Outreach Team will work closely with relevant partners, including departments of transportation, local transit operators, rider advocacy organizations, and others, to develop and vet press releases. When relevant, the Site Outreach Lead will share final content with USDOT for review and approval prior to submitting to media outlets.

5.1.3 Articles in Industry Publications

The Outreach Team will work with relevant industry publications to submit written pieces on the CALACT ITS4US Deployment (also discussed in Section 4.2.1). This may include submitting press releases to publications or pitching concepts for proposed articles. The Site Outreach Lead will coordinate with relevant team members or external partners to develop and vet content. When relevant, the Site Outreach Lead will share final content with USDOT for review and approval prior to submitting for publication.

5.1.4 Brochures & Fact Sheets

Brochures and fact sheets will be helpful outreach materials for conferences and local site deployment events. The Outreach Team will develop a set of brochures and fact sheets and will work with local partners to adapt these materials for each deployment site. In some cases, deployment sites may need multiple brochures to reach different audiences. When relevant, the Site Outreach Lead will share final content with USDOT for review and approval prior to printing.

5.1.5 Presentation Materials

For conferences, public meetings, and other in-person and virtual events, the Outreach Team may develop slide decks, speaking notes, talking points, and other presentation materials to ensure messaging consistency across speaking engagements. The team will develop a set of materials that can then be repurposed or adapted for use across event types. For example, the team may develop a set of slides and speaking notes that can be used for multiple conferences in

[3] The project website is also discussed above in Section 4.1.

a project year. When relevant, the Site Outreach Lead will share final content with USDOT for review and approval.

5.1.6 Social Media Content

Social media content will educate and engage local riders and rider advocacy organizations, and therefore, requires a localized strategy. The Outreach Team will work with local partners to develop social media content for each transit operators' existing platforms. This may include working with transit operators' communications teams to identify appropriate content and develop a schedule. Though content may vary widely across deployment sites on account of the different agencies, components, and sponsored technologies, the Site Outreach Lead will review materials to ensure that there is a consistent message across sites. When relevant, the Site Outreach Lead will also share final content with USDOT for review and approval.

5.1.7 System Overview Video

The Outreach Team will develop the required system overview video early in Phase 2. The video will serve as a resource for technology vendors, state DOTs, and transit operators and may discuss the project's technical approach, as well as the value of the project's guidelines and Application Programming Interface (APIs). The Outreach Team will update the video at specified intervals when a reasonable amount of new information is available. This will help to ensure consistency across video versions. The team will develop a schedule for these updates after finalizing the project timeline for Phases 2 and 3. The Site Outreach Lead will share final content with USDOT for review and approval prior to completion.

The Outreach Team may share the system overview video and subsequent updates at conferences, on social media, and on the project's website. To increase accessibility, the Outreach Team will ensure that the video has closed captioning capabilities and has voice overs or captions in all languages relevant in the deployment sites.

5.1.8 Transit Posters

Placing posters on buses, trains, paratransit, and other public transportation vehicles, as well as at associated stops can help reach riders and rider advocacy organizations. The Outreach Team may work with local transit operators to develop and place posters strategically. Posters may share information on the project, project milestones, or upcoming deployment events. They may also include links to the project's website and transit operators' social media accounts. If relevant, the Site Outreach Lead will share final content with USDOT for review and approval.

5.2 Detailed Plan and Schedule of Outreach Activities

This section provides a tentative schedule of outreach activities and events, as shown in Figure 5.2.1. The Outreach Team will collaborate with local partners to continually update this schedule as the project develops.

Figure 2. Tentative Schedule of Activities

CALACT ITS4US Outreach Plan Tentative Schedule of Activities	Phase II										Phase III									
	Year 1				Year 2				Year 3				Year 4							
	2022				2023				2024				2025				2026			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Deployment Website - Deployments 1 - 4																				
Deployment Website																				
Industry-related Outreach - Deployment 1																				
Industry Trade Journals																				
Transit Access Report	Dates TBD*																			
Mass Transit	Dates TBD*																			
Shared-Use Mobility Center Newsletter	Dates TBD*																			
Conferences/Trade Shows																				
ITS World Congress		*																		
CALACT Autumn Conference & Expo																				
California Transit Association Conference																				
Oregon Public Transportation Conference	Dates TBD																			
Washington State Public Transportation Conference	Dates TBD																			
ITE Annual Meeting and Exhibition					Dates TBD*															
CALACT Spring Conference & Expo																				
American Public Transportation Association TRANSform Conference																				
Rail-Volution																				
National Shared Mobility Summit									Dates TBD											
TRB Annual Meeting												*								
USDOT-organized Webinars																				
System Architecture/Design	Dates TBD*																			
Software Development and Integration	Dates TBD*																			
Operational Readiness					Dates TBD*															
Results of Readiness Test					Dates TBD*															
Highlights of the Operational Capacity Showcase									Dates TBD*											
Performance Measurement/Transition Plan									Dates TBD*											
Local Community Outreach - Deployments 2 - 4																				
Demonstrations	Dates TBD																			
Press Releases	Dates TBD																			
Social Media	Dates TBD																			
Public Meetings	Dates TBD*																			
Transit-Based Outreach	Dates TBD																			

*Meets Outreach Plan Requirement

6 Outreach Effectiveness

Section 6 describes the CALACT ITS4US Deployment's proposed metrics and tools for evaluating outreach effectiveness. This section also includes a high-level plan for conducting outreach impact assessments. The information in this section is still tentative and will be updated as previous sections are finalized.

6.1 Success Criteria

The Outreach Team will consider both quantitative and qualitative measures of outreach success. The following is a non-exhaustive list of metrics that the team may consider when evaluating the effectiveness of proposed outreach activities:

1. Number of website visits;
2. Number of attendees at demonstrations and public meetings;
3. Number of survey responses received;
4. Number and type of community-based organizations engaged;
5. Number of public comments collected;
6. Number and type of earned media outlets that cover the project;
7. Number of articles published on the project, potentially including size of market for publications in which articles are published;
8. Social media impressions (This metric measures the number of times a post shows up on social media feeds. It indicates the potential visibility of the social media content);
9. Social media engagement (This metric measures the number of shares, likes, and comments on a social media post. This metric can help determine whether the social media content is interesting); and
10. Social media referrals (This metric measures the number of visitors who land on the webpage after following a "Call to Action" in a social media post).

Outreach effectiveness will influence overall project performance. The CALACT ITS4US Performance Measurement and Evaluation Support Plan describes metrics for project performance. Metrics that will rely significantly on the effectiveness of outreach include:

1. Number of transit operators for which demand responsive transit and/or paratransit services appear with a booking option in at least two open-data-based apps;

2. Number of transit operators for which complete GTFS data, including all project-sponsored extensions, is published on an open directory;

3. Number of riders using online or mobile booking tools for demand responsive transit and/or paratransit trips;

4. Percent of riders reporting satisfaction with the trip planning process; and

5. Rider satisfaction with regard to station and stop wayfinding as reported in rider surveys.

Qualitative metrics may require additional surveys, interviews, and/or focus groups to gather feedback on the outreach tactics deployed.

6.2 Outreach Impact Assessment Planning

This section describes example tools and methods that the Outreach Team may use to assess outreach impacts. The Site Outreach Lead will coordinate with the Deployment Manager to update this initial plan during Phase 2 of the project. These team members will also oversee the implementation process.

Example strategies and tools for outreach impact assessment follow:

1. Track event and public meeting turnout;

2. Conduct interviews, paper surveys, online surveys, or focus groups to collect comments from riders;

3. Track earned media and social media coverage of the project or project-related events;

4. Track list of organizations involved via social media and in-person engagements;

5. Host debrief sessions between the Outreach Team and the deployment site staff members; and

6. Incorporate lessons learned and update the outreach plan and associated plans as needed.

The example strategies may be used separately or together to collect quantitative and/or qualitative data.

Appendix A: Sample Deployment Site Template

CALACT ITS4US Deployment Site Agreement

Deployment Site 3 (Southern Oregon)

The California Association for Coordinated Transportation ("CALACT"), as the project management organization for a USDOT-funded cooperative project ("ITS4US") including ODOT, Caltrans, and WSDOT, is organizing the resources and agreements necessary to fulfill the proposed scope of the project.

_____ ("Agency") is a transit agency in Southern Oregon, within the geography of Deployment Site 3, and wishes to participate within the Deployment Site 3 activities, which include:

- The listing of transportation service information within a website interface,
- The development of a "support desk" to help riders identify transit services through their smartphone, computer, landline, or SMS device, and
- Piloting a demand-responsive transit booking service facilitated through a third-party multimodal trip planning application and open data exchange.

To demonstrate a willingness to partner regarding the planned Deployment Site, and to clarify the roles and responsibilities of each party, CALACT and Agency agree to the following:

- All financial and staff resources necessary to fulfill the Deployment Site requirements will be provided by CALACT, unless otherwise specified in writing and agreed to by Agency.
- Agency understands that CALACT may use Agency's brand name, logo, contact information, and other key service information to market and provide information related to the Deployment Site. CALACT will provide notice to the agency of resources which will use such information, and will not alter information or branding materials provided by Agency.
- The Agency responsibilities are optional. This is not a binding agreement to render services by Agency. However, Agency is committing to meet the following to support the ITS4US project:
    - Collaboration with CALACT to identify precise deployment parameters (estimated 20 hours over Phase 2, scheduled to begin March 2022 and last for 2 years),
    - Collaboration with CALACT to support active deployment site (estimated 10 hours over Phase 3, scheduled to begin March 2024 and last for 2 years),
    - Accepting CALACT consulting services at no cost to Agency regarding working with Agency technology vendors to support implementation of data according to standards, and

    - Supporting CALACT in identifying local riders who are interested in testing rider applications and providing feedback through interviews or surveys.
- The current description of Deployment Site 3 is provided as Attachment A

Agreed on [Date],

For CALACT	For Agency
_____	_____
_____	_____
[Name, Title]	[Name, Title]
_____	_____
[Date]	[Date]

Appendix B: Sample Deployment Site Scope

Attachment A: Deployment Site 3 Scope

Deployment 3: Rural area with connecting services and small urban communities

Throughout the document, a "(?)" refers to an element of the project that is tenuous or dependent on factors that are undetermined. "[optional]" tasks can be done but require additional effort from local agencies which could not be directly and fully supported by the project.

Qualifications

At least 3 connecting agencies willing to partner with ITS4US

Key partnership responsibilities for 3 primary agencies include

- Collaboration with ITS4US team to identify precise deployment parameters (estimated 20 hours over Phase 2)
- Collaboration with ITS4US team to track deployment performance metrics (estimated 10 hours over Phase 3)
- Accepting ITS4US support in working with vendors to ensure implementation of data according to standards
- Connecting ITS4US team with riders for local testing
- At least one microtransit or general public on demand service at one of the primary agencies, capable of offering automated booking
    - Additional time required from service provider to collaborate with vendor during Phases 1 (6 hours) and 2 (20 hours)

Responsibilities for other agency partners

- Learn about and provide feedback on project plan and progress, answer occasional questions from ITS4US staff regarding services (estimated 6 hours during Phase 2)

Overview

Southwest Oregon and Crescent City just across the California border form a region of small urban communities in a rural area with some challenging terrain and weather, serving many low income residents and multiple tribes. There is a mix of demand response and fixed route

services, managed by savvy agencies that sometimes lack adequate resources to purchase the newest technologies. The overlapping service regions would be a great area to test the 1st Tier Support desk.

Agencies

Primary agencies

- Rogue Valley Transportation District (RVTD)
- Josephine Community Transit (JCT)
- ODOT/POINT SouthWest Route

Other connecting agencies/potential participants:

- (?) The Klamath Tribes (Quail Trail Public Transit Bus)
- (?) Basin Transit Service Transportation District (Klamath Falls)
- (?) Redwood Coast Transit (RTC)

Technologies

Specific technology applications within the deployment region and the related requirements of ITS4US or its partners are captured below. Requirements in bold are urgent and must be fulfilled during Phase 1 (expected by October with optional extension to early December).

Enhanced GTFS

GTFS-flex

This region will have static GTFS-flex for providers which do not offer automated scheduling. That data is being built currently by ODOT with Trillium, or by Cal-ITP.

Requirements of ITS4US:

- Covered by deployment 1

Requirements of local agencies:

- Covered by deployment 1
- [Optional] - Take on local GTFS-flex publishing

(?) GTFS-Pathways

This region might have Pathways data that should be built, depending on the agencies involved and a final assessment of the stations. There is Amtrak service in Klamath Falls as well as

intercity bus service in Medford, Klamath Falls and other towns which may require transfers at locations where Pathways data provides an improved user experience.

Requirements of ITS4US:

- TBD

Requirements of local agencies:

- TBD

GOFS (GTFS-flex-realtime)

There is currently two active general public “microtransit” systems operated by vendors known to be interested in providing real-time GTFS-flex data.

Requirements of ITS4US:

- Collaborate with scheduling and rider application vendors to identify feasibility and requirements for GOFS adoption

Requirements of local agencies:

- Participate in vendor collaboration with ITS4US
- Publish and maintain GOFS feed in collaboration with software vendor on an ongoing basis.

GTFS-TextToSpeech

Need to perform a text to speech assessment, but it is assumed that some stop names would be announced more effectively with GTFS-TextToSpeech information. One agency’s CAD/AVL vendor has previously expressed willingness to consider this feature.

Requirements of ITS4US:

- Covered by deployment 1

Requirements of local agencies:

- Covered by deployment 1
- [Optional] - Take on local GTFS-TextToSpeech publishing

GTFS-Translations

Need to perform a translations assessment, but it is assumed that some stop names would be transmitted more effectively with GTFS-Translations information. One agency’s CAD/AVL vendor has previously expressed willingness to consider this feature.

Requirements of ITS4US:

- Covered by deployment 1

Requirements of local agencies:

- Covered by deployment 1
- [Optional] - Take on local GTFS-Translations publishing

GTFS-Vehicles

Variety of vehicles with different accessibility parameters. GTFS-vehicles data is currently being collected by ODOT via Trillium. No local vendors have explicitly expressed interest in providing this data.

Requirements of ITS4US:

- Identify specific feature options and data requirements with front-end partners
- Confirm validity of GTFS-Vehicles data

Requirements of local agencies:

- Provide vehicle specification information

Directory/Analysis Frontend

The directory will be used in this area by all potential users, but will not necessarily require any work or features distinct from the 3-state wide deployment.

Requirements of ITS4US:

- Covered by deployment 1

Requirements of local agencies:

- Covered by deployment 1

Technology coordination teams

(?) Digital infrastructure/wayfinding

Digital infrastructure and wayfinding requires review and assessment for the region. A specific infrastructure or wayfinding project could be designed and sponsored based on local needs.

Requirements of ITS4US:

- Perform local infrastructure/wayfinding assessment

- Implement wayfinding project based on findings of assessment

Requirements of local agencies:

- Participate in local infrastructure/wayfinding assessment
- Participate in wayfinding project based on findings of assessment.

(?) Payment coordination

There is e-ticketing in the region which could potentially be shared across additional agencies or integrated into rider applications. There is no need to pursue a payment integration within this deployment site, but payment related features may be considered during the course of the project.

Requirements of ITS4US:

- [none at present]

Requirements of local agencies:

- [none at present]

1st Tier Support Desk

This region has a number of rural and small urban systems that connect together but for which no central information source exists, so riders may not be aware of connecting services which extend the frontiers of their transit access. The 1st Tier Support Desk would locally support the Directory within the deployment region, to help riders identify all the services relevant to them.

Requirements of ITS4US:

- Define technical plan for customer endpoints to be offered through 1st Tier Support Desk
- Identify performing vendors for technology and labor services related to 1st Tier Support Desk

Requirements of local agencies:

- Review and comment on technical plan for customer endpoints
- Outcomes and Performance Metrics

Access through a variety of interfaces, including a staffed 1st Tier Support Desk, to information about what transit is available, and real-time booking for some demand-responsive services. Clearer connectivity between different providers through regional trip planning including critical demand responsive connectors.

The following Performance Measures will be tracked within the deployment site.

- PM 3.1: More riders will use online or mobile booking tools for demand responsive transit and/or paratransit trips
    - Partnership requirements:
        - Acquire relevant data sets from vendor/agency
- PM 3.2: Increase in demand-response origins/destinations near key fixed-route transfer locations
    - Partnership requirements:
        - Acquire relevant data sets from vendor/agency

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

Toll-Free “Help Line” 866-367-7487
www.its.dot.gov

FHWA-JPO-21-911

U.S. Department of Transportation