

Phase 2 Outreach Plan

Georgia DOT ITS4US Deployment Project - Safe Trips in a Connected Transportation Network

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Final Report — September 19, 2022

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16. Abstract <p>The Georgia Department of Transportation ITS4US Deployment project, Safe Trips in a Connected Transportation Network (ST-CTN), is leveraging innovative solutions, existing deployments, and collaboration to make a positive impact using transportation technology to support safety, mobility, sustainability, and accessibility. The ST-CTN concept is comprised of an integrated set of advanced transportation technology solutions (connected vehicle, transit signal priority, machine learning, predictive analytics) to support safe and complete trips, with a focus on accessibility for those with disabilities, older adults, and those with limited English proficiency.</p> <p>This document serves as the Outreach Plan for the deployment project. The Outreach Plan consists of the public relations and media strategy for communicating information about the project. It also defines the Outreach Site Lead for coordinating requests and the Site Outreach Spokesperson who will speak for the project. The Outreach activities described in this plan will be consistent with the Complete Trip Integration Plan being prepared for this project.</p>					
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1 Introduction

This document serves as the Outreach Plan for the Safe Trips in a Connected Transportation Network (ST-CTN) project led by Georgia Department of Transportation (GDOT) and Atlanta Regional Commission (ARC) in Gwinnett County, Georgia as part of U.S. Department of Transportation's (USDOT's) ITS4US Deployment Program.

1.1 Document Purpose

The ST-CTN project seeks to enhance accessibility for travelers in underserved communities including those with disabilities, older adult populations, low-income communities, and limited English proficiency (LEP) communities. The ST-CTN concept is comprised of an integrated set of advanced transportation technology solutions – connected vehicles (CV), transit signal priority (TSP), machine learning, and predictive analytics – to support safe and complete trips. Reaching out to potential users of the ST-CTN system and sharing information with the public and industry stakeholders is critical to the successful outcome of the ST-CTN project and ITS4US Deployment Program.

The Outreach Plan is a high-level plan for the management of outreach activities in the deployment and operations phases (Phase 2 and Phase 3), consistent with the Integrated Complete Trip Deployment Plan. This plan covers both outreach activities and the accommodation of requests for site visits by media, researchers, and others. The plan has been developed specific to the underserved communities that will benefit from the ST-CTN project.

This plan identifies the ST-CTN Outreach Lead as well as the ST-CTN Outreach Spokesperson for Phase 2 and Phase 3. The ST-CTN Outreach Lead is responsible for the coordination of outreach requests, while the ST-CTN Outreach Spokesperson is designated to speak for the Deployment in communication with the media. It also includes a Public Relations (PR)/Marketing plan describing the professional development and delivery of materials and events with language and accessibility accommodations.

1.2 Project Overview

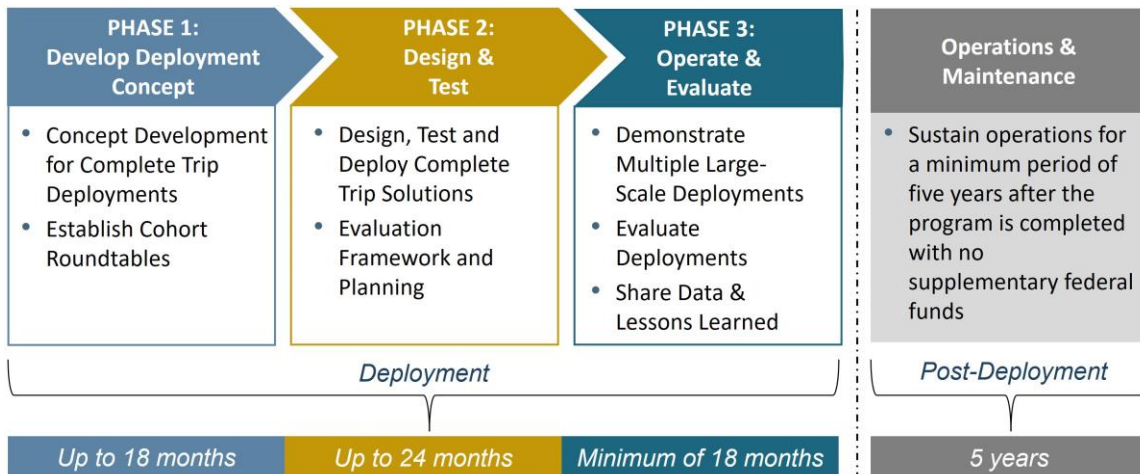
The ITS4US Deployment Program is a multimodal effort – led by the Intelligent Transportation Systems (ITS) Joint Program Office (JPO) – and supported by the Office of the Secretary (OST), Federal Highway Administration (FHWA), and Federal Transit Administration (FTA) – to identify ways to provide more efficient, affordable, and accessible transportation options for underserved communities that often face greater challenges in accessing essential services. The program aims to solve mobility challenges for all travelers with a specific focus on underserved communities, including people with disabilities, older adults, low-income individuals, and limited English proficiency (LEP) travelers. This program seeks to enable communities to build local partnerships and develop and deploy integrated and replicable mobility solutions to achieve complete trips for all travelers.

The ITS4US Deployment Program will be executed in three phases. As depicted in **Source:** USDOT, 2020

Figure 1, deployment sites are expected to go through three phases:

- **Phase 1.** Develop Deployment Concept
- **Phase 2.** Design and Test
- **Phase 3.** Operate and Evaluate

Post deployment, sites are expected to sustain operations for a minimum period of five years without supplementary federal funds.



Source: USDOT, 2020

Figure 1. Phases of the ITS4US Deployment Program

ARC was selected by USDOT as one of the Phase 1 projects to showcase innovative business partnerships, technologies, and practices that promote independent mobility for all travelers regardless of location, income, or disability. The project team intends to address multiple aspects of the complete trip by integrating multiple technological innovations. The ST-CTN system will integrate CV data with an open-sourced web-based and mobile application. The application will provide users with the ability to create a personalized trip plan with information regarding the navigation of physical infrastructure, the ability to resolve unexpected obstacles, and ensure users visibility throughout the trip. The proposed deployment will provide targeted users with the ability to dynamically plan and navigate trips. Underserved communities of interest include:

- **People with Disabilities.** People with disabilities experience a broad range of travel limitations and associated needs. As defined by the Americans with Disabilities Act (ADA), a person with a disability “has a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment.” For the purpose of the ITS4US Deployment Program, four functional ability groups are discussed below as examples. Each of these groups has different transportation needs

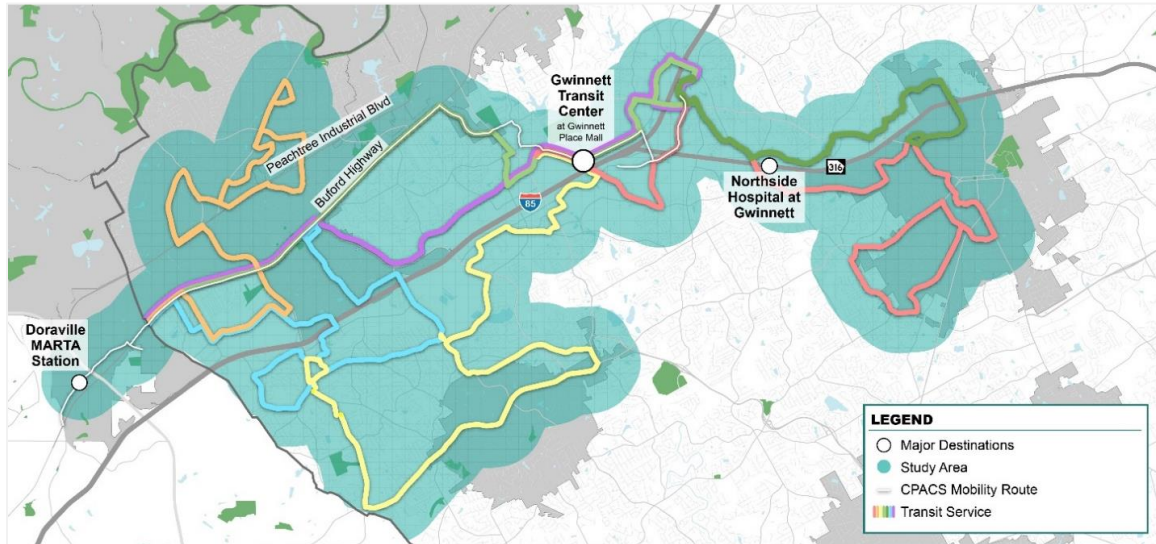
and barriers that may also vary significantly within the group. Some individuals have multiple disabilities. The four groups are mobility, vision, cognitive/developmental, and hearing.

- **Mobility.** People may have physical disabilities that impact their gross or fine motor skills. These people may use assistive devices such as a wheelchair, cane, walker, scooter, etc.
- **Vision.** There is a broad spectrum of functional visual ability, from needing reading glasses to total blindness. Vision impairments result from conditions that range from the presence of some usable vision, low vision, to the absence of any vision, total blindness. Some people with visual impairments have some vision sufficient to read large print, navigate around obstacles, or distinguish between light and shadow.
- **Cognitive/developmental.** Cognition is the set of all mental abilities and processes related to knowledge, attention, memory, judgment and evaluation, reasoning and computation, problem-solving and decision-making, comprehension, and production of language. Many things can affect a person's cognitive ability resulting in differing levels of functional need. People with cognitive/developmental disabilities may not be able to transfer skills learned from one situation to another.
- **Hearing.** The Centers for Disease Control and Prevention (CDC) refer to hearing impairments as conditions that affect the frequency and/or intensity of one's hearing. According to the CDC, "deaf" individuals do not hear well enough to rely on their hearing to process speech and language. Individuals with mild to moderate hearing impairments may be "hard of hearing," but are not "deaf." These individuals differ from deaf individuals in that they use their hearing to assist in communication with others. Aids can assist with some types of hearing loss, though even these may not work well in crowded, noisy places. American sign language (ASL), lip-reading, and the exchange of written notes are sometimes helpful in communication, but not everyone will display the same level of ability to use these techniques and sometimes the particular environment is not conducive to these communication efforts.
- **Older Adults.** Older adults form a substantial demographic of US residents. There are currently approximately 50 million US residents above the age of 65. As individuals age, many develop mobility, vision, hearing, and cognitive disabilities making it difficult to travel on their own and may experience a growing need for reliable transportation services in order to maintain their independence and mobility. Approximately 35 percent of older adults have some type of disability, while two out of three have some form of chronic medical condition. Many older adults choose not to drive or are unable to drive. Accordingly, they are often in particular need of flexible, reliable, and affordable transportation to access medical appointments, shopping, or other necessary services.
- **LEP Communities.** A person with LEP refers to a person who is not fluent in the English language. Users who have LEP may have trouble understanding directions and alerts when delivered in their non-native language, may have different cultural norms that make it difficult to follow directions, or may have difficulty understanding wayfinding signs.
- **Low-Income Populations** Low-income Americans, defined by the USDOT as persons whose household income is at or below the Department of Health and Human Services poverty guidelines, are a demographic that require reliable and affordable transportation. They are less likely to own private vehicles, thus increasing the importance of having access to public transportation. Poverty guidelines designate \$26,500 as the threshold for a household of four in the state of Georgia in 2021.

The ST-CTN project will be implemented in Gwinnett County. The project area is home to a significant portion of the underserved communities that reside in Gwinnett County. Over 50% of

people with disabilities, people with LEP, and zero vehicle household populations in Gwinnett County are located within the project area. Approximately 50% of the low-income population and approximately 25% of the older adult population in Gwinnett County is located within the project area. It also faces many of the same challenges as much of Metro Atlanta, including suburban land-uses; wide, high-speed roadways; and inconsistent pedestrian infrastructure. This area also was chosen to leverage its implementation readiness and the planning work recently completed at the County level on CVs, as well as transit needs and expansion. A map of the project area can be found in **Source:** ARC, 2020

Figure 2.

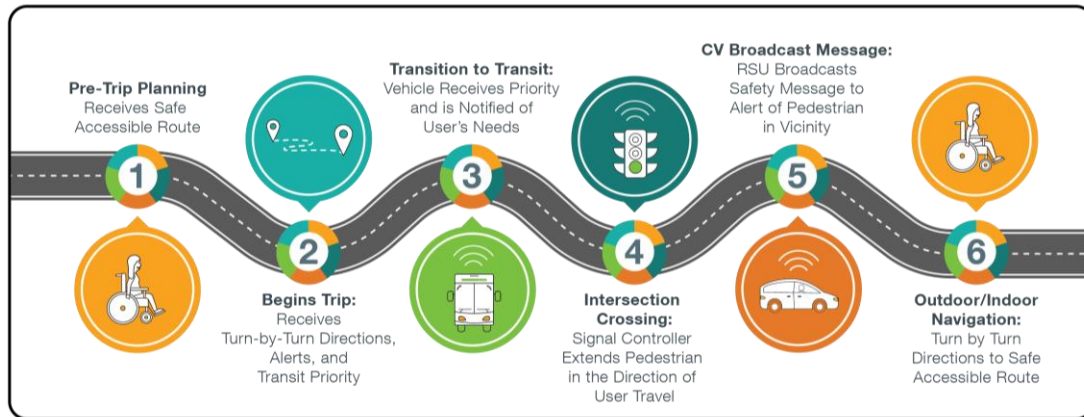


Source: ARC, 2020

Figure 2. ST-CTN Deployment Site Map

The ST-CTN project aims to upgrade and integrate existing technologies and services to assist underserved populations with completing their trip successfully, safely, and reliably. The vision of the project is to provide users complete trip functionality with directions, conditions, and status on the links between trip legs that are personalized based on the user’s profile, while connecting the user to CV infrastructure to provide safer trips and more transportation network awareness. Transit based trips were delineated into six segments (as depicted in **Source:** ARC, 2020

Figure 3) to allow for easier understanding and a greater breakdown of priorities and goals.



Source: ARC, 2020

Figure 3. Traveler's Complete Trip

The delineated trip segments include the following steps and project components:

- **Step 1 Pre-Trip Planning.** The traveler plans for and receives a safe accessible route.
 - The ability to customize trip preferences based on the user's abilities.
- **Step 2 Begins Trip.** The traveler begins their trip and receives turn by turn directions, alerts, remote pedestrian activation, and can trigger TSP if the user requires additional time boarding or alighting a transit vehicle, is unable to stand for long periods, or is sensitive to weather conditions.
 - Turn by turn, shortest path, directions along pathways that meet user defined preferences.
 - Provides support services for users if they become disoriented or have issues accessing defined paths.
 - Activates TSP for buses if the user requires additional time boarding or alighting a transit vehicle, is unable to stand for long periods, or is sensitive to weather conditions.
- **Step 3 Transition to Transit.** The traveler transitions to transit and the transit vehicle receives priority and is notified of users' needs. TSP can be triggered if the bus is running behind schedule due to a longer boarding time needed by a user.
 - Provides users with transit trips that have accommodations that meet user defined preferences.
 - Sends alerts to transit vehicles when users need additional time to board, navigate internally, or alight the transit vehicle.
 - Remotely requests service from transit vehicles while waiting to board or alight.
 - Triggers TSP if the bus is running behind schedule due to a user needing additional time to board or alight.

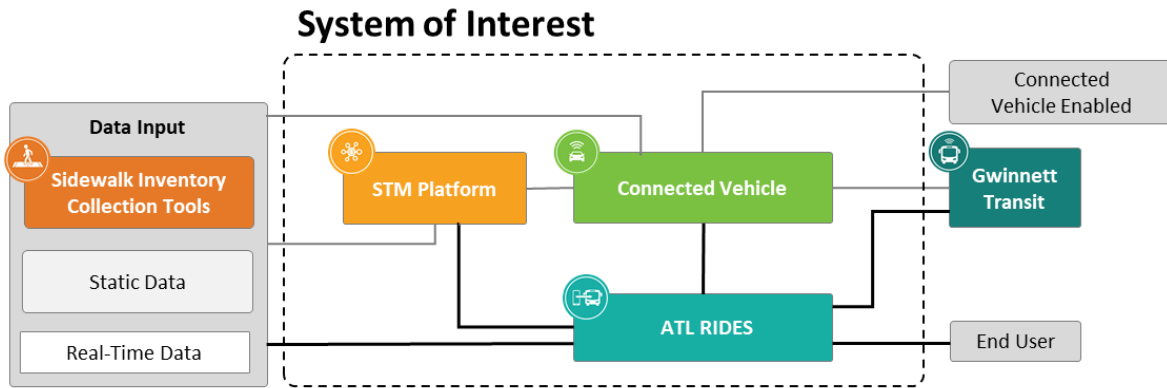
- **Step 4 Intersection Crossing.** When crossing a signalized intersection, the traveler interacts with the signal controller which extends the pedestrian phase in the direction of user travel.
 - Allows the user to communicate with connected intersections if they are unable to reach or press the crosswalk button.
 - Provides the user with information about the intersection crossing and adds time to the crossing if needed.
- **Step 5 CV Broadcast Message.** Roadside units (RSUs) broadcast safety message to alert CVs of pedestrians/bicyclists in the vicinity.
 - Provides the ability for users to remotely request service from transit vehicles while waiting to board or alight.
 - Provides communications between CVs and users to make them aware of each other when crossing a roadway or waiting at a transit stop.
- **Step 6 Outdoor/Indoor Navigation.** The traveler is provided with turn-by-turn directions to a safe accessible route.
 - Hands-free navigation via mobile apps and/or wearables and accessible channels (haptic, voice, text).
 - Alerts and dynamic rerouting in response to changes in path conditions.
 - Provides the user with accessible routes into and through transit hubs within the project area.
 - Provides users with updates on the operating status of indoor infrastructure such as elevators and escalators.

Additionally, user reporting will be available through the application to allow users to provide feedback on infrastructure that is currently out of service (elevators, escalators, etc.) or not accessible due to temporary or permanent obstructions (sidewalks, shared use-paths, etc.). This feature will help users avoid becoming delayed or stranded because of unforeseen outages. Transit providers, city, county, and/or construction crews currently flag outages into the system. New features being proposed as part of the project will allow users to flag infrastructure that has not already been flagged by public agency staff. System development and system integrations completed within the scope of this pilot will enable travelers – specifically those in the underserved community – to program and safely complete single mode or multimodal trips that are based on their abilities; improve the transition between modes by providing additional details to users and transit service operators; suggest dynamic routing changes based on infrastructure condition and calculated delay; and use crowdsourced data collection to update infrastructure conditions.

The ST-CTN project will use open-source software (OSS) tools allowing for the results to be replicable across the region and sidewalk inventory innovations will reduce the costs of managing pedestrian assets in any community.

The conceptual diagram presented in **Source:** ARC, 2021

Figure 4 illustrates the concept, including the software, hardware, communications, and services planned for ST-CTN as shown.



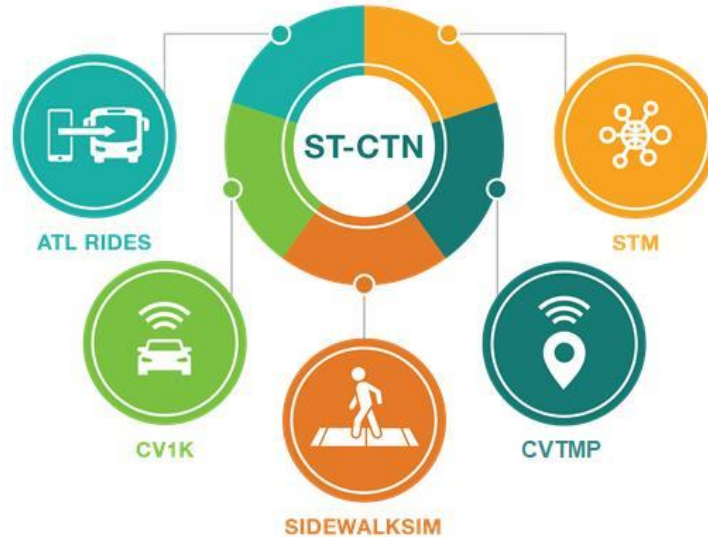
Source: ARC, 2021

Figure 4. ST-CTN High-Level Context Diagram

The scope of the project is limited to development of interfaces between existing programs that expand the capabilities of these programs. The existing initiatives that are being leveraged to support the proposed ST-CTN system are shown in **Source: ARC, 2020**

Figure 5 and defined in more detail below.

These icons and colors are used throughout the ConOps document to clearly identify the critical components of ST-CTN.



Source: ARC, 2020

Figure 5. ST-CTN Integrated Initiatives



ATL RIDES. Atlanta Rider Information and Data Evaluation System (ATL RIDES) includes an OSS multi-modal trip planning and mobile application, integrated mobile fare payment options,

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and a Connected Data Platform (CDP) using regional General Transit Feed Specification (GTFS). The tool supports multi-agency context, multilingual support, and live-tracking capabilities using GTFS feeds. The Open Trip Planner (OTP) architecture facilitates integration with additional OSS tools including a data analytics engine, call center with integrated voice response (IVR), and account management system.



SIDEWALKSIM. SidewalkSim is an asset management system and shortest path (lowest impedance) routing tool for pedestrian pathways. Site inspections provide more detailed ADA and inclusive design and condition data for use in pathway accessibility analysis. SidewalkSim identifies the best path between any two points in the pedestrian network, given the set of pathway characteristics and any user-specified needs and route penalties.



CV1K. The Atlanta region is home to one of the largest CV deployments in the United States – Regional Connected Vehicle Infrastructure Deployment Program (CV1K). CV1K is deploying interoperable CV technologies at signalized intersections throughout the Atlanta region using both Dedicated Short-Range Communications (DSRC) and Cellular Vehicle to Everything (C-V2X) technologies to deliver safety and mobility-based applications. The program provides support to configure, operate, and maintain CV infrastructure and applications, including TSP. Gwinnett County will be one of the largest recipients of the first phase of this deployment.



CVTMP. Gwinnett County's Connected Vehicle Technology Master Plan (CVTMP) sets out to develop and improve economic viability and quality of life, address the needs and challenges to motorized and non-motorized modes, establish guidelines for deploying technology, and have broad applicability to Gwinnett, other local jurisdictions, and across the state—to set the standard for implementing CVs. Among the high priorities is establishing a mobile accessible safety program and alternative strategies for TSP in Gwinnett County.



STM. The Space Time Memory (STM) platform processes traffic volume and speed data from multiple monitoring and modeling sources, tracks network performance measures, and predicts evolving route conditions using traditional and machine learning techniques. The STM projects trip trajectories through the transportation network, as network conditions change in space and time. This tool will be applied to analyze and predict performance through the multi-modal transportation network. The shortest path analysis will be applied to the combined roadway, transit, sidewalk, and shared-use path networks, allowing routing decisions to incorporate travel time, safety, and other costs into path selection.

In some cases, partner agencies are upgrading the services within their current systems to create a more robust data set or toolset for the ST-CTN program.

1.3 Organization of the Report

The Outreach Plan includes the following sections which discuss the approach and management of outreach activities in the deployment phases of the ST-CTN project.

- **Section 2 (Communication Strategy)** discusses communication objectives, the target audiences and the media strategy. This will include the organizing principles of site outreach, interaction with local and national press, web presence, annual meetings and others.
- **Section 3 (Communication Management)** defines the roles and responsibilities of those implementing the Outreach Plan, the plan for coordination with USDOT for branding and materials, and a use case to describing the consistent and efficient outreach efforts.
- **Section 4 (Communication Platforms)** describes plans for developing the site deployment's website and conference interactions and content. This also includes social media platforms, on-site events, and local community outreach.
- **Section 5 (Public Relations/Marketing Plan)** details the plan for outreach material development and delivery as well as the plan and schedule of outreach activities.
- **Section 6 (Outreach Effectiveness)** describes the measures and criteria used to determine the success of the outreach activity and the tools used for analysis.

2 Communication Strategy

This section provides an overview of the ST-CTN project communication objectives, target audiences, media strategy, and actions for local and national press in coordination with the USDOT.

2.1 Communication Objectives

The ST-CTN project team will rely on outreach to communicate information about the project to various audiences and recruit system users. The ST-CTN project team has two main communication objectives that will be delivered through outreach: awareness and recruitment.

Awareness. Raising awareness for the project involves disseminating information about the innovative transportation technologies used within the system and how this project supports the complete trip travel experience for all, particularly for those with disabilities, older adult populations, low-income communities, and LEP communities. Communication focused on building project awareness will include outreach to the local and regional community, stakeholders, and industry partners. Awareness may include local awareness as well as knowledge and technology transfer (KTT) to other agencies interested in advancing similar solutions.

Recruitment. The ST-CTN system benefits those who actively use the system through the ATL RIDES application. Communication focused on recruiting system end users will be critical to the continued success of the project. Participation will be encouraged by discussing the advantages of utilizing the system. Increased participation will build a more effective system and ensure that a variety of people from underserved communities benefit from the project.

Key messages include:

- **ITS4US Deployment Program overview.**
 - USDOT is leading a program to improve complete trip experiences for underserved communities using technology with four pilot sites including Gwinnett County (GDOT's).
 - The success of a complete trip can be defined in terms of an individual's ability to go from origin to destination reliably, spontaneously, confidently, independently, safely, and efficiently without gaps in the travel chain regardless of location, income, or disability.
- **The ST-CTN project goals and objectives.**
 - ST-CTN will benefit travelers in Gwinnett County.
 - ST-CTN will enhance the traveler's multimodal complete trip experience with the system functions and features, particularly designed for underserved communities.

- ST-CTN will enhance safety for system users, particularly for underserved communities.
- ST-CTN will improve reliability for system users, particularly for underserved communities.
- ST-CTN will improve mobility and accessibility for system users, particularly for underserved communities.
- **ST-CTN project concept.**
 - ST-CTN allows the traveler to plan and receive a safe accessible route.
 - ST-CTN allows the traveler to customize trip preferences based on their abilities.
 - ST-CTN allows the traveler to receive turn by turn directions, alerts, remote pedestrian activation, and can trigger TSP if the user requires additional time boarding or alighting a transit vehicle, is unable to stand for long periods, or is sensitive to weather conditions.
 - ST-CTN provides support services for users if they become disoriented or have issues accessing defined paths.
 - ST-CTN activates TSP for buses if the user requires additional time boarding or alighting a transit vehicle, is unable to stand for long periods, or is sensitive to weather conditions and can send alerts to transit vehicles when users need additional time to board, navigate internally, or alight the transit vehicle.
 - ST-CTN remotely requests service from transit vehicles while waiting to board or alight.
 - ST-CTN remotely requests pedestrian signal when crossing a signalized intersection and can extend the pedestrian phase in the direction of user travel.
 - ST-CTN remotely requests roadside units (RSUs) broadcast safety message to alert CVs of pedestrians/bicyclists in the vicinity.
 - ST-CTN provides alerts and dynamic rerouting in response to changes in path conditions.
 - ST-CTN provides users with updates on the operating status of indoor infrastructure such as elevators and escalators.
- **Additional messaging will be created around:**
 - ST-CTN project development, design, and deployment process.
 - ST-CTN project status, schedule, and resources for more information.
 - ST-CTN project performance results and updates.
 - ST-CTN project lessons learned.
 - Where and how the ST-CTN system may be accessed.
 - Training opportunities to learn how to use the ST-CTN system.
 - ST-CTN project support contact information.
 - Encouragement for ST-CTN system users to participate in surveys for evaluation purposes.

2.2 Target Audiences

Effective communication begins with an understanding of who the intended audience receiving the information will be. The ST-CTN project team will vary their communication message and materials based on the target audience and communication objective. **Table 1** provides a summary of target audiences and associated expected communication objective for each group.

Table 1. Target Audiences

Target Audience	Brief Description	Primary Communication Objective
End Users (Underserved communities, including people with disabilities, older adults, low-income individuals, and LEP travelers)	This audience directly interacts with the front end of the system. This audience includes the underserved populations, including caregivers as needed, that are the primary focus of the ST-CTN project.	Recruitment. Focused on providing project information and recruitment of ST-CTN system users. In addition, communication may include training on how to use the system and recruitment of survey participants.
Advocacy Groups (Specific groups that have expressed support the ST-CTN project include, SILC, Tools for Life, disABILITY Link, Georgia Vocational Rehab, and Department of Health)	These groups work directly with the end users and serve several functions within the community including travel training.	Awareness. Focused on creating awareness of the ST-CTN project and providing information for these groups to connect potential end users with the ST-CTN system. This includes providing information about training on how to use the system in order to assist end users.
Media Outlets / Organizations (Specific groups include Gwinnett County News, Gwinnett Daily Post, ARC, Gwinnett County, ATL, GDOT, Facebook, Twitter, and Instagram)	This audience contains all news outlets and social media campaigns.	Awareness. Focused on high-level information and provide access to where additional ST-CTN project information can be found.

Target Audience	Brief Description	Primary Communication Objective
Industry Professionals and Researchers (Specific groups include ITS America, ITS Georgia, ITE Georgia, TRB, and various local and national universities)	Professionals or researchers in the transportation field with interest in the project, CVs, accessibility, or ITS.	Awareness. Focused on ST-CTN project development, design, and deployment processes; technical information; lessons learned; and performance results and updates.
General Public	Gwinnett County and regional constituents.	Recruitment and Awareness. Focused on high-level information and provide access to where additional ST-CTN project information can be found.

2.3 Outreach Media Approach

The ST-CTN project has generated significant interest within the region and throughout the nation during Phase 1. This interest is expected to grow as further information is shared and the concept is designed and deployed. The ST-CTN project team will leverage this existing interest and seek opportunities to further engage target audiences through media events and activities. Strategic use of media outlets will ensure that outreach is performed in an effective and efficient manner. **Table 2** provides a summary of media outlets and associated outreach approach and strategy. More specific information is provided within **Sections 4** and **5.2**.

Table 2. Media Outreach Approach

Engagement Approach	Media Outlets	Outreach Product	Strategy
In-Person Informal	Community Events as detailed in Section 4.5	<ul style="list-style-type: none"> Flyer distribution Exhibit Table 	ST-CTN project team will leverage existing planned community events to engage target audiences, particularly potential end users to communicate project awareness and recruitment.

Engagement Approach	Media Outlets	Outreach Product	Strategy
In-Depth Written	Local Press	<ul style="list-style-type: none"> News release with infographic explainer via media outlets and stakeholder advocacy groups Story pitches for local press reporters, radio, print, and digital Interviews 	ST-CTN project team will utilize the local media to raise awareness of the ST-CTN project, drive people to the website, and encourage Gwinnett residents to participate.
In-Depth Written	National Press	<ul style="list-style-type: none"> News release with infographic explainer Story pitches for national press reporters, radio, print, and digital Interviews 	ST-CTN project team will utilize the national media to raise awareness of the ST-CTN project, drive people to the website, and encourage people to stay up-to-date on the deployment progress and performance measures.
Web Presence	Web Presence – Project Website	<ul style="list-style-type: none"> Project deployment website Promotion on ARC, Gwinnett County, and Georgia Department of Transportation (GDOT) websites 	The ST-CTN website will be created to help potential users learn about the program and get the help they need to take trips. Cross promotion on regional, state, and county websites will amplify the messaging and drive traffic to the program website.
Web Presence	Web Presence – Program Website	<ul style="list-style-type: none"> USDOT ITS4US Deployment Program website 	The USDOT will publish and maintain information about the ITS4US Deployment Program. Key ST-CTN project deliverables will be posted and available for review and reference throughout the industry and for any interested parties.
In-Depth Presentation	Conferences/ Meetings/ Exhibitions/ Trade Shows	<ul style="list-style-type: none"> 10- to 20-minute presentation with PowerPoint slides Booths, to include plan-related materials and information (may be USDOT-led) 	Reach influential industry audience to inform them about the program, raise awareness about the challenges the program is working to address.

Engagement Approach	Media Outlets	Outreach Product	Strategy
In-Depth Presentation	USDOT Required Webinars	<ul style="list-style-type: none"> 45 minute – 1 hour long presentations based as required for Phases 2 and 3 deliverables with PowerPoint slides 	Provide technical information to interested industry professionals.
Stakeholder Activation	Newsletters, Announcements, etc.	<ul style="list-style-type: none"> Email communication with advocacy organizations for survey feedback Recruit local champions in the community to promote the project 	Provide language, content and/or training to make it easy for advocates to educate others and disseminate project information. Provide resources for translation of materials if necessary.
Virtual Awareness	Social Media	<ul style="list-style-type: none"> USDOT social media posts as requested Milestone (minimum quarterly) posts on ARC's Facebook, Instagram, LinkedIn, and Twitter pages Milestone (minimum quarterly) posts on Gwinnett County's Facebook, Instagram, LinkedIn, and Twitter pages Milestone (minimum quarterly) posts on GDOT's Facebook, Instagram, LinkedIn, and Twitter pages Coordinated messaging on stakeholder advocacy groups social posts at milestones ITS4US Deployment Program week (see Section 4.3) 	Strategic messaging on national, regional, state, and county social media sites will help drive awareness, amplify messaging, and increase traffic to the program website. Could include testimonials.
Virtual Awareness	Potential Paid Advertising	<ul style="list-style-type: none"> Targeted social media posts, newspaper ads, radio ads. 	ST-CTN project team will utilize any advertisements to raise awareness of the ST-CTN project and encourage Gwinnett residents to participate. Goal is to drive people to the website.

Engagement Approach	Media Outlets	Outreach Product	Strategy
Virtual Awareness	Promotional Video	<ul style="list-style-type: none">30 sec to a minute video to promote the project.	ST-CTN project team will disseminate a video to raise awareness of the ST-CTN project, encourage people to become end users of the system, and drive people to the website.

3 Communication Management

Managing all the outreach activities and communication is a critical element of our outreach plan, considering not only the placement of this project within the larger USDOT program but also the number of agencies and projects that will be integrated for ST-CTN.

This section discusses how communications will be organized and managed for the ST-CTN project.

3.1 Roles and Responsibilities

The ST-CTN project team's approach to conducting outreach is to leverage a diversity of skillsets from our team, including project knowledge, information technology expertise, social media and media relations resources, and public engagement strategies.

ICF will be responsible for leading ST-CTN outreach efforts, with ARC, GDOT, Gwinnett County, and Kimley-Horn providing support for event planning and management.

The Site Outreach Lead (SOL) will be responsible for organizing efficient and consistent activities ST-CTN project outreach activities throughout Phases 2 and 3 of the project. The SOL will be Eva Hsu (ICF).

The Site Outreach Spokesperson (SOS), Natalie Dale, will be the sole person designated to speak to the media on behalf of the ST-CTN project. In the event that the SOS is not available or leaves the role, the Co-Project Management Lead (PML), Alan Davis, will serve as the interim SOS for the ST-CTN project until the role is filled by GDOT.

The SOL and the SOS will be supported by a team of outreach professionals to develop and implement ST-CTN outreach materials and activities. **Table 3** identifies individuals who will be supporting the outreach efforts for the ST-CTN project as well as their corresponding responsibilities.

Table 3. Site Outreach Roles and Responsibilities

Role	Lead	Responsibilities
Site Outreach Lead (SOL)	Eva Hsu, ICF	Coordinate all outreach and communication activities for the ST-CTN project including events and materials including flyers, presentation, social media messaging, and website content. In the event that the ST-CTN project receives negative media and/or comments, the SOL will work with the Executive Management Team (EMT) to determine the appropriate plan for addressing and minimizing the impact on the project.
Site Outreach Spokesperson (SOS)	Natalie Dale, GDOT	Coordinate with and speak to the media on behalf of the project. Responsible for coordinating media feedback for the project team and providing immediate responses in quick turnaround situations.
Consultant Team Deputy SOL	Ryan Ellis, ICF	Fulfill all responsibilities of the SOL when they are unable.
ARC Deputy SOL	Paul Donsky, ARC	Fulfill all responsibilities of the SOL when they are unable.
Outreach Support/Community Coordinator Lead (CCL)	Jordan Hall, Statewide Independent Living Council (SILC)	Assist Outreach Team in organizing advocacy groups for events, trainings, and communication efforts.
Outreach Support	ICF Team	Assist SOL in creating materials.
Outreach Support	Destiny O'Loughlin, Gwinnett County Transit (GCT)	Assist SOL in coordinating local events.
Outreach Support	Lauren Diaz, Gwinnett County Communications	Assist SOL in following County Communication protocols and advertising project elements via County Communication channels.
Local Outreach Support	Beth Tucker, Kimley-Horn	Assist SOL in coordinating events, creating materials.
ST-CTN Website Lead	ICF Team	Responsible for website development and maintenance.

3.2 Coordination with USDOT

Regular coordination with USDOT is vital for Phase 2 and 3 ST-CTN outreach efforts. To ensure continued coordination with USDOT, we will discuss outreach activities as needed at the site-specific bi-weekly coordination teleconferences and all-sites coordination teleconferences. Also, progress on outreach activity will be documented in the Monthly Progress Report. The Site Outreach Lead will be the point of contact for all outreach related coordination and the site Contracting Officer Representative (COR), Karen Timpone will be the point of contact for USDOT. The ST-CTN team will provide any outreach materials to the USDOT COR for review. USDOT staff will then have 2 weeks to review and provide comments on the materials.

Although the ST-CTN team is responsible for establishing event expectations (including replicability and program goals), coordination with USDOT will be conducted to facilitate consistent branding with the ITS4US Deployment Program as well as to enable our team to reuse and redistribute materials that are developed by USDOT (and, for USDOT to reuse and redistribute materials developed by the ST-CTN project). The ST-CTN project team will provide USDOT with content to be used for the USDOT ITS4US Deployment Program website and social media posts.

For media relations, the ST-CTN team will coordinate with USDOT via the site COR, Karen Timpone, and the Program Manager, Elina Zlotchenko, on any media requests as well as to keep USDOT updated on media coverage of the ST-CTN project. We will share our media successes and lessons learned with the other ITS4US sites during our all-sites coordination teleconferences and will integrate best practices shared by other sites into our future outreach efforts.

Prior to every USDOT-sponsored event, the ST-CTN team will participate in a coordination call with the site COR and the USDOT communications team to understand logistics and staff organization. For trade shows and exhibits identified in **Table 6** in **Section 5.2**, we will coordinate with the site COR to ensure that we do not purchase show space if USDOT is instead arranging floor space for the ITS4US Deployment Program. USDOT will produce program fact sheets and booth banners for these USDOT-sponsored events, and the ST-CTN SOL will coordinate supplying ST-CTN requested outreach materials, video, and collateral for the ITS4US Deployment Program booth. The ST-CTN team will also provide at least one staff member to represent the ST-CTN site and support booth activities.

For conferences and annual meetings, the ST-CTN project team will provide at least one team representative to participate in the required USDOT sessions for the Transportation Research Board (TRB) Annual Meeting, ITS America Annual Meeting/ITS World Congress, or the Institute of Transportation Engineers (ITE) Annual Meeting (depending on the year). The ST-CTN representative will be available to participate in a weekend workshop and/or a weekday panel, as determined by USDOT. The ST-CTN project team will provide outreach materials for the USDOT booth at national conferences as determined by USDOT. The ST-CTN team will also notify the USDOT site COR of any conferences that they are invited to or plan to attend with at least 2 weeks' notice ahead of confirming ST-CTN involvement.

3.3 Outreach Team Communication Plan

The ST-CTN outreach team will follow a communication plan to coordinate and approve outreach activities. The table below outlines an example scenario in which social media content is needed for engagement around a planned event or awareness campaign and illustrates how the ST-CTN outreach team will coordinate and approve this communication resource to provide efficient and consistent outreach. In the event of a system failure, the Project Management Lead (PML) would immediately notify the SOL of the issue and the outreach process would prioritize notifying users through the application and website. Additionally, a social media post with any important information would bypass this process and be posted as soon as possible.

Table 4. ST-CTN Project Communication Process – Social Media Scenario

Step	General Task	Social Media Scenario Task	Time Frame	Responsible Party
Step 1	Outreach need identified	Need identified for social media content or campaign	Ongoing	SOL
Step 2	Schedules need to be addressed with Outreach Support Team	Schedules social media content or campaign development with the Outreach Support Team	Week 1	SOL
Step 3	Prepare outreach content/materials	Prepares social media content or campaign	Concurrent with Step 2	Outreach Support Team
Step 4	Review content/materials	Reviews social media content or campaign for quality, completeness, and accuracy	Week 1	SOL
Step 5	Coordinate with USDOT to review content/ materials	Coordinates with AOR to request review and approval of social media content or campaign	Up to 3 Weeks, if Required However, the total time would be up to 3 weeks total, but likely far less.	SOL
Step 6	Seek USDOT approval	Approves social media content or campaign	Immediately Follows Step 5	USDOT Communications Lead
Step 7	Distribute outreach content/ materials	Uploads social media content or campaign	Immediately Follows Step 6	Outreach Support Team

Step	General Task	Social Media Scenario Task	Time Frame	Responsible Party
Step 8	Coordinate with partners for further distribution	Coordinates with partners for amplification of social media content or campaign	Concurrent with Step 5	Outreach Support Team
Step 9	Track and analyze impact of the distribution	Tracks and analyzes post engagement and campaign performance	2 Weeks Following Post	Outreach Support Team
Step 10	Notify SOL if further action is required based on impact	Notifies SOL if engagement requires a response	Concurrent with Step 9	Outreach Support Team
Step 11	Manage further action, if required	Drafts engagement response	1 Week	Outreach Support Team
Step 12	Review further action content/materials/response	Reviews engagement response. Determines if AOR review is required	Immediately Follows Step 11	SOL
Step 13	Distribute further action content/materials/response	Posts engagement response	Immediately Follows Step 12 or Step 5 is repeated and Immediately Follows Step 5	Outreach Support Team
Step 14	Track and analyze impact of the distribution further action and communicate findings with SOL and others as needed	Reviews final post or campaign engagement for any input for future outreach. Communicates findings with SOL.	1 Week Following Response Post	Outreach Support Team

4 Communication Platforms

The ST-CTN project team will utilize many strategies and formats in communicating about our project to our targeted audiences. This section will outline what those strategies will be, their goals, and how they will be incorporated into the overall project and schedule.

4.1 Deployment Website

The project website will be the first introduction to the ST-CTN project for many site visitors. It is therefore important that the website is easy to use, highly accessible, and provides clear messaging. The team will utilize WordPress for the web design due to its easy-to-use nature and because ARC will be hosting the website. This will make updates more streamlined. It will also be Web Content Accessibility Guidelines (WCAG) 2.0 compliant or higher depending on the feature. In addition to WCAG 2.0 compliance, the team will also leverage the built-in Google Translate function. Crucial information including how to get involved and how to contact the team will be reviewed by native speakers for clarity. The website will list a phone number to hotlines for native speaker translations for the top 4 non-English languages spoken in Gwinnett County (Spanish, Korean, Vietnamese, and Chinese).

The website will contain at a minimum:

- Project Overview including goals, objectives, map
- Information on how to get involved for each audience including eligible participants, community members, media representatives, researchers, and the general public
- A short video giving project information and background
- Resources including training videos for end users on how to use the system, Factsheets, FAQs
- Information on the research performance measures including a link to or integrated project dashboard

Updates to the website will be made at every Project Milestone, as well as at the discretion of the ST-CTN PML.

4.2 Conferences and Project Webinars

The ST-CTN project team will utilize conferences to educate both specific and general audiences about the project. This includes USDOT required project webinars. Communication objectives for each meeting or conference will be tailored to the type of audience and type of event. To make most efficient use of the Team's efforts, conferences pertaining to topics directly related to the project will be prioritized for attendance. Such topics include transportation technology, transportation and underserved populations, and transportation accessibility.

The ST-CTN project team will develop and deliver brochures, fact sheets, and presentation slides for in-person and virtual meetings. All electronic materials will be provided in 508-compliant files, as well as translated to English, Spanish, Korean, Vietnamese, and Chinese [Simplified], as feasible, with all handout materials translated to Spanish. Large print and Braille may also be provided, depending on demand and budget. Specific identified events can be found in Section 5.2, **Table 6**.

4.3 Social Media

Social media will mainly be used to raise awareness of planned events and amplify news releases and media coverage. Social media platforms will include Facebook, LinkedIn, Twitter, and Instagram at a minimum. The ST-CTN project team will also work to gather engaging success stories from early adopters to be shared. ARC will manage the posts and work with all partners to approve the content. Gwinnett County, GDOT, Atlanta-Regional Transit Link Authority (ATL), and USDOT will share the posts to reach as expansive of a network as possible. Social media posts from USDOT will likewise be shared on all partner platforms as well.

In order to promote project social media platforms, links, and handles will be included in all promotional materials. This includes presentations, flyers, website, and news releases. Partner organizations will also promote ST-CTN social media platforms by advertising on their own platforms. The social media campaign, ITS4US Deployment Program week, will be a week-long online effort with scheduled events and themes each day to promote the program and raise awareness. The campaign will include working with partner organization and local groups to reach a larger portion of the general public in Gwinnett County.

4.4 On-Site Events and Public Meetings

The project team will coordinate with Gwinnett County to allocate time within regularly scheduled Gwinnett County Commission meetings to raise ST-CTN project awareness and provide project updates. These meetings are open and well attended by the public. At least three of these events will be planned to heighten engagement around the project. The first will be focused on generating interest in the project at the midway point in Phase 2. The second will be focused on encouraging participation and educating the public on how to get involved at the end of Phase 2. The final will be held at the end of Phase 3 to cover the successes of the project and how it can be expanded. Additional meetings may be added depending on County Commission interest. Email notices distributed to stakeholders by the County for these meetings will provide ST-CTN project team information for individuals to request additional accessibility accommodations in advance of the meetings.

All in-person public meetings organized by ARC will be held in transit- and ADA-accessible buildings with American Sign Language (ASL) translation provided. In-person meetings will follow Centers for Disease Control and Prevention (CDC) Guidelines for Covid safety protocols, including requiring face masks and/or social distancing, as is current at the time of the event. All meetings will either be recorded or have a virtual meeting option with closed captioning provided. Information presented at meetings will be translated to include the top 4 languages spoken in Gwinnett to the highest extent possible. All advertisements of public meetings will include an email address and phone number for requesting additional accessibility support services.

Additionally, a full system tour will be held at the end of Phase 2 or the start of Phase 3 for the Gwinnett County Commissioner, community leaders, and the press. This event will kick off the full system functionality (i.e. ribbon cutting) and be used to raise awareness and recruit users.

As a transit agency, GCT already facilitates rider training. The ST-CTN project team will coordinate with GCT to leverage existing rider training events to raise awareness and provide training for the ST-CTN system. An email address and phone number will be provided on the ST-CTN project website to request a ST-CTN tour/demonstration. Tours/demonstrations will not be prescheduled, instead tour requests will be grouped on a monthly or bimonthly basis, depending on frequency and volume of request. The team will coordinate translation services as needed.

4.5 Local Community Outreach

Reaching out to the local community to raise awareness of the project and recruit ST-CTN system users will be a top priority. The primary method of local community outreach will be to leverage existing, well attended local events. There are many well established local events and active groups in the area that the team can work with to reach the local community. The ST-CTN project team will coordinate with local event coordinators to determine what method of communication is most appropriate for the ST-CTN project at a given event and whether or not the event is already planning accessibility accommodations or if the project team can provide support. Methods of communication may include tablings, presentations to inform potential users of the ST-CTN project, or others.

The following established GCT partnerships hold regular local community outreach events and may be leveraged for the ST-CTN project outreach:

- **Gwinnett County Community Outreach** – the county’s first outreach program consisting of communication with diverse constituencies, cultural events and other programs. The program reaches the goal of engaging and empowering residents through education programming, community events, stakeholder meetings and collaborative partnerships. [GCCO]
- **Gwinnett County Multicultural Festivals** – an annual event held by Gwinnett County Community Services to celebrate the more than 140 languages and corresponding cultures, races, and ethnicities that make Gwinnett *vibrantly connected*. [GCCO]
- **Gwinnett County Safety Festivals** – an annual event held by Gwinnett County Community Services, in conjunction with local Police, Fire, and Emergency Services as well as the Department of Transportation to promote safety in the community. [GCCO]
- **Gwinnett County Public Libraries (GCPL)** – the system of public libraries in Gwinnett County with the goal and mission of providing resources and services that enrich and inspire the community by supporting the citizen’s interests with convenient and creative access to materials and services. [GCPL]
- **Gwinnett County Parks and Recreation** – a branch of the Gwinnett County Government’s Community Services department that provides quality and diverse parks, facilities and services to create a sense of community, flourish a safe environment and enhance citizens’ quality of life. [GCPR]

- **Gwinnett County Health and Human Services** – a branch of the Gwinnett County Government that provides resources, services and service opportunities to improve the health and well-being of its citizens. [GCHHS]
- **Live Healthy Gwinnett (LHG) Health Fairs** – Live Healthy Gwinnett is a partnership between Gwinnett County and a local hospital system, which provides all Gwinnett citizens with health-related services and programming. [LHG]
- **Center for Pan Asian Community Services (CPACS)** – a nonprofit organization that serves as an Asian and Pacific Islander health and human service agency in the Atlanta area to promote self-sufficiency and equity for immigrants, refugees, and the underprivileged. [CPACS]
- **View Point Health** – a community behavioral health center offering services from a variety of medical professionals to provide treatment and support for those with mental illness, substance abuse and intellectual and developmental disabilities. [VPH]
- **Latin America Association (LAA) Gwinnett Outreach Center** – the LAA is a community organization in the Metro Atlanta region that serves the Latinx community through support services and programming. [LAA]

5 Public Relations/Marketing Plan

It is imperative that all outreach activities performed on behalf of this project be accessible for all, particularly for underserved communities including those with physical or cognitive disabilities, aging adult populations, low-income communities, and LEP communities. This section describes how the ST-CTN project team will develop and deliver materials and events with language and accessibility accommodations. Accessibility accommodations may include but are not limited to Braille, large print, flash drives, electronic files, accessible web content, closed captioning services and transcripts, interpretation in multiple languages including American Sign Language, translation services, and physical accessibility.

5.1 Outreach Material Development and Delivery

All outreach materials will be developed and delivered with consistent format and style. The current project logo, shown below in Source: ARC, 2020

Figure 6, will be used to guide the branding of the project. In addition, a ST-CTN Style Sheet will be developed to provide information pertaining to fonts, colors, and resources, including project team logos. The communications team will leverage this Style Sheet when developing all materials.



Source: ARC, 2020

Figure 6. ST-CTN Project Logo

Table 5 provides a summary of the development and/or acquisition of all planned outreach materials that will be produced and released via the outreach platforms described in **Section 4**. The development method, delivery format, and associated language and accessibility accommodations that will be addressed and incorporated for each type of material are also identified below.

Table 5. Outreach Material Development and Delivery per Communication Platform

Communication Platform	Development / Delivery Method	Outreach Materials	Delivery Accommodations
Deployment Website	<ul style="list-style-type: none"> WordPress site (Electronic) 	<ul style="list-style-type: none"> Project description including goals and objectives Information on how to get involved Promotional video Training videos Information on the research performance measures Factsheets Links to new releases and publications 	<ul style="list-style-type: none"> WCAG 2.0 Compliant English, Spanish, Korean, Vietnamese, and Chinese [Simplified] American Sign Language for video content Closed Caption for video content
Public Meetings and Conferences	<ul style="list-style-type: none"> Written Content (Physical) Written Content (Electronic) Live Content (In-Person) Live Content (Virtual) 	<ul style="list-style-type: none"> Presentation slides Factsheets/Brochures Posters Other collateral/content, as identified 	<ul style="list-style-type: none"> 508 compliant electronic documentation English, Spanish, Korean, Vietnamese, and Chinese [Simplified] American Sign Language Closed Caption Braille or Large Print if needed/feasible
Social Media	<ul style="list-style-type: none"> Written Content (Electronic) 	<ul style="list-style-type: none"> Posts Campaigns 	<ul style="list-style-type: none"> 508 compliant electronic documentation English, Spanish, Korean, Vietnamese, and Chinese [Simplified]
On-Site Events	<ul style="list-style-type: none"> Written Content (Physical) Written Content (Electronic) 	<ul style="list-style-type: none"> Presentation slides Factsheets/Brochures Other collateral/content, as identified 	<ul style="list-style-type: none"> 508 compliant electronic documentation English, Spanish, Korean, Vietnamese, and Chinese [Simplified]

Communication Platform	Development / Delivery Method	Outreach Materials	Delivery Accommodations
	<ul style="list-style-type: none"> • Live Content (In-Person) • Live Content (Virtual) 		<ul style="list-style-type: none"> • American Sign Language • Closed Caption • Braille or Large Print if needed/feasible
Local Community Outreach	<ul style="list-style-type: none"> • Written Content (Physical) • Written Content (Electronic) • Live Content (In-Person) • Live Content (Virtual) 	<ul style="list-style-type: none"> • Presentation slides • Factsheets/Brochures • Other collateral/content, as identified 	<ul style="list-style-type: none"> • 508 compliant electronic documentation • English, Spanish, Korean, Vietnamese, and Chinese [Simplified] • American Sign Language • Closed Caption • Braille or Large Print, if needed/feasible
Webinars	<ul style="list-style-type: none"> • Written Content (Electronic) • Live Content (Virtual) 	<ul style="list-style-type: none"> • Presentation slides 	<ul style="list-style-type: none"> • 508 compliant electronic documentation • English, Spanish, Korean, Vietnamese, and Chinese [Simplified] • American Sign Language • Closed Caption
Industry Journal	<ul style="list-style-type: none"> • Written Content (Physical) • Written Content (Electronic) 	<ul style="list-style-type: none"> • Project-specific article 	<ul style="list-style-type: none"> • 508 compliant electronic documentation • Journal specific accessibility standards

Many of the materials in **Table 5** will contain photos and graphics. ARC has a subscription to Getty Images and will be able to use these with the appropriate citation if needed. Additionally, ARC has collected many photos throughout the region that will be available for use.

The promotional video will be created by the ST-CTN team and updated at least twice over Phases 2 and 3. The updates to the video will coincide with major project milestones. The first video will be developed upon acceptance into Phase 2 to raise awareness of the project. The

video will then be updated in mid-Phase 2 when the Minimal Viable Product (MVP) is ready, and recruitment of early adopters begins. The final update to the video will occur when the full system is deployed and will be used for full scale recruitment and awareness. The video will always be featured on the project website and will be integrated in all outreach activities during those project milestones. Closed captioning will be available for all videos.

5.2 Detailed Plan and Schedule of Outreach Activities

This section provides a detailed plan of outreach activities and events scheduled for Phases 2 and 3 of the ST-CTN project. Where possible, event dates have been provided or estimated.

Table 6 provides a summary of workshops, conferences, and tradeshows that the ST-CTN project team may participate in during phases 2 and 3 of the project (June 2022 - June 2025). The ST-CTN project team will participate in three workshops, conferences, or tradeshows a year. One of which has been designated as mandatory by USDOT as indicated below. It is anticipated that schedules and events may change over the course of the project, therefore, additional events have been shown each year to provide the team with flexibility throughout the life of the project based on conference location, dates, and ST-CTN project team availability. Furthermore, as the Covid-19 pandemic continues and organizations do or do not shift to accommodate it, several conference opportunities may be added or removed from this initial list.

Table 6. Workshops, Conference, Tradeshow for Phases 2 and 3 (June 2022 – June 2025)

Event	Date	Location	Rationale	Activities
Phase 2 – Year 1				
<i>Mandatory Conference</i>				
ITS World Congress	September 18-22, 2022	Los Angeles	<ul style="list-style-type: none"> • Mandatory 	<ul style="list-style-type: none"> • Exhibit materials • Possible ITS4US panel • Outreach materials at the booth
Phase 2 – Year 1				
<i>2 Conferences Required</i>				
ITE Annual Meeting	August 1, 2022	New Orleans, LA	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • ITS4US Deployment Program Panel
TRANSED: Mobility, Accessibility, and Demand Response Transportation Conference	September 15, 2022	Virtual	<ul style="list-style-type: none"> • Share emerging transportation technology trends to support equity and safety 	<ul style="list-style-type: none"> • ITS4US Deployment Program Panel
Regional ITS Meetings (ITS Southeast Summit)	November 5 – 9, 2022	Atlanta, GA	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel
Association of Metropolitan Planning Organizations (AMPO) Annual Conference	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Accessibility • Equity • Regional Planning 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel • Possible ITS JPO booth

Event	Date	Location	Rationale	Activities
ITS America Annual Meeting	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Handouts in attendees' bags • Possible outreach Materials at USDOT booth • Possible ITS4US panel
Phase 2 – Year 2				
<i>Mandatory Conference</i>				
ITE Annual Meeting and Exhibition	TBD		<ul style="list-style-type: none"> • Mandatory 	<ul style="list-style-type: none"> • TBD
Phase 2 – Year 2				
<i>2 Conferences Required</i>				
American Planning Association (APA) National Conference	April 2-4, 2023	Philadelphia	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Accessibility • Equity • Regional Planning 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel • Outreach materials at the booth
Regional ITS Meetings (Heartland, etc.)	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel
AMPO Annual Conference	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Accessibility • Equity • Regional Planning 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel

Event	Date	Location	Rationale	Activities
Community Transportation Association of America (CTAA)	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Accessibility • Equity 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel
ITS America Annual Meeting	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Handouts in attendees' bags • Possible outreach Materials at USDOT booth • Possible ITS4US panel
ITS World Congress	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Exhibit (Video and outreach materials) • Possible ITS4US panel • Outreach materials at the booth
Phase 3 – Year 1				
<i>Mandatory Conference</i>				
TRB Annual Meeting	TBD (Jan. 2025)	Washington, DC	<ul style="list-style-type: none"> • Mandatory 	<ul style="list-style-type: none"> • Presentations at USDOT sessions and workshops • Outreach materials at USDOT booth
Phase 3 – Year 1				
<i>2 Conferences Required</i>				
APA National Conference	April 13-16	Minneapolis, MN	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Accessibility • Equity • Regional Planning 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel • Outreach materials at the booth

Event	Date	Location	Rationale	Activities
ITS America Annual Meeting	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Handouts in attendees' bags • Possible outreach Materials at USDOT booth • Possible ITS4US panel
ITE Annual Meeting and Exhibition	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel
Regional ITS Meetings (Heartland, etc.)	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Equity 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel
AMPO Annual Conference	TBD	TBD	<ul style="list-style-type: none"> • Expansion of CV applications • Safety • Accessibility • Equity • Regional Planning 	<ul style="list-style-type: none"> • Possible presentations at session • Possible ITS4US panel

Table 7 provides a summary of the anticipated webinars and topics that will be developed and hosted during Phases 2 and 3 of the project (April 2022 - Oct 2025).

Table 7. Webinar Topics/Timing for Phases 2 and 3 (April 2022 – Oct 2025)

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

Table 8 summarizes the industry journal article topics that will be published throughout Phases 2 and 3. No potential topics have been considered for Special Topic #1 and #2 to date.

Table 8. Industry Journal Topics (generally aligned with webinars) for Phases 2 and 3 – up to 38 months (April 2022 – Oct 2025)

Article Topic	Timeline	Relevant Task Areas
Year 1		
Deployment Plan/Overview	<i>TBD</i>	Phase 1 Integrated Complete Trip Deployment Plan
System Architecture/Design	<i>TBD</i>	2-B: Systems Architecture 2-B: Systems Design
Software Development and Integration	<i>TBD</i>	2-E: Software Deployment and Integration
Year 2		
Operational Readiness	<i>TBD</i>	2-G: Operational Readiness Plan
Results of Readiness Test	<i>TBD</i>	2-H: System Test Results Summary Documentation
Site-Selected Special Topic #1	<i>TBD</i>	<i>TBD</i>
Year 3		
Highlights of the Operational Capability Showcase (after the OCS)	<i>TBD</i>	3C: Operational Capability Showcase
Performance Measurement/Transition Plan	<i>TBD</i>	3-D: Performance Measurement 3-E: Comprehensive Transition Plan
Site-Selected Special Topic #2	<i>TBD</i>	<i>TBD</i>

Table 9 lists trade publications, associations, non-profit publications, general media, and disability community specific publications and their associated primary audience as a resource for publishing project information during Phases 2 and 3.

Table 9. Resource for Potential Industry Publication, Trade Magazine, and Journals for Phases 2 and 3 – up to 42 months (April 2022 – Oct 2025)

Name	Primary Audience
Trade Publications	
Ability Magazine	Disability Community
Institute of Electrical and Electronics Engineers (IEEE) Xplore	Emerging Technology
IEEE Intelligent Transportation Systems Magazine	ITS Industry
Mass Transit	Public Transportation Industry
Metro Magazine	Bus Industry
Passenger Transport	Public Transportation Industry
Thinking Highways	ITS 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
Community Transportation Association of America (CTAA) Magazine	Transportation Officials and Planners
ITS International	ITS Industry
ITE Journal	ITE Members
National League of Cities – Cities Speak Blog	Elected Officials – Local Level
National Association of City Transportation Officials (NACTO) E-Newsletter	City Transportation Officials

Name	Primary Audience
Planning	American Planning Association
Real Warriors eNews	Veterans
TransportationTV	AASHTO
General Media	
Forbes Technology	General Public / Technology
CityLab	General Public
Wired	General Public / Technology
Disability Community Specific	
Ability Magazine	People with Disabilities
ADD: American Association of Persons with Disabilities (AAPD)	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

The ST-CTN project success is dependent upon raising awareness for the program and project, and ultimately, gaining system users. Therefore, effective project outreach will be critical to the success of the project. The following sections describe how the effectiveness of ST-CTN project outreach and impact will be assessed. The effectiveness of project outreach will be monitored and assessed throughout the life of the project. Future outreach activities will be guided by the results of the on-going assessment to ensure that methods of communicating and engaging with the various audiences are the most effective and efficient.

6.1 Success Criteria

The ST-CTN team will use both qualitative and quantitative measures to determine the impact of the outreach efforts. Qualitative feedback will include team feedback from events, site visits, and community outreach and by looking at outcomes such as media coverage over the course of the project. The team will also keep records of quantitative measures. Over the course of the project these metrics will be evaluated monthly. Each month a target for each metric will be set for the following month based on previous trends and goals. Below is an initial list of engagement metrics that may be added to during the course of the project.

- Number of new and existing ST-CTN system users
- Number of website unique and new visitors
- Number of ST-CTN project overview video views
- Number of ST-CTN project training video views
- Number of media mentions
- Amount of engagement on social media (i.e. number of posts, likes, retweets, etc.)
- Number of events and attendees
- Number of tours/demonstrations requested and delivered
- Number of interviews and conference presentations requested and delivered
- Number of articles published
- Number of webinars and number of participants

These metrics will be reported on a quarterly basis and submitted with the first monthly Outreach Implementation Schedule (OIS) update of the quarter to the USDOT.

6.2 Outreach Impact Assessment Planning

The ST-CTN project team will maintain a spreadsheet for recording the quantitative engagement measures. Data, such as number of new and existing ST-CTN system users, will be received or retrieved from the Performance Measurement Reporting site. Data such as number of website

viewers will be obtained from the ST-CTN Website Lead on a monthly basis. The ST-CTN Website Lead will utilize a website analytics platform to monitor site visits, as well as ST-CTN project overview and training video views. Additionally, a google alert will be set up using several key words for the project to monitor media mentions. The team will report both raw numbers and simple descriptive statistical analyses quarterly to USDOT, as well as during coordination meetings. The outreach impact assessment will be used to guide future outreach activities. For example, if a particular social media post gained significant response, the ST-CTN project team will consider increasing the number of similar social media posts.

Appendix A. Definitions

Americans with Disability Act (ADA) – An act to “provide a clear and comprehensive national mandate for the elimination of discrimination against individuals with disabilities.” The act provides enforceable standards to address discrimination against individuals with disabilities and requires public facilities to be readily accessible and usable by individuals with disabilities [ADA].

Cellular – Vehicle to Everything (C-V2X) – A connected vehicle platform that works over the cellular network to provide vehicle-to-vehicle, vehicle-to-infrastructure, and vehicle-to-pedestrian communication. It is similar to DSRC but uses the cellular network instead of a short-range spectrum [CVTMP].

Connected Vehicle (CV) – A vehicle (car, truck, bus, etc.) that is equipped with a wireless communication device (1). A CV uses any of the available wireless communication technologies to communicate with other cars on the road (vehicle-to-vehicle [V2V]), roadside infrastructure (vehicle-to-infrastructure [V2I]), and other travelers and the cloud. [CAV]

General Transit Feed Specification (GTFS) – A data specification that allows public transit agencies to publish their data to be consumed by a variety of transit-related applications. This data includes schedule, fare, and vehicle position which can be used to predict arrival times and display real-time information [GTFS].

Roadside Unit (RSU) -- A transportation field device that performs the data exchange between OBUs, MUs, and other infrastructure elements. [CI]

Signal Phase and Timing (SPaT) – The signal state of the intersection and how long this state will persist for each approach and lane that is active, according to the SPaT Benefits Report. The SPaT message sends the current state of each phase, with all-red intervals not transmitted. Movements are given to specific lanes and approaches by use of the lane numbers present in the message. In a connected vehicle environment, the message is sent from the roadway infrastructure to approaching vehicles. [CAV]

Tabling – a method of providing information to the public by setting up a table at an event and speaking to people passing by.

Transit Signal Priority (TSP) – A part of a signal system that allows transit agencies to manage service by prioritizes buses and granting their right of way based on schedule adherence or passenger loads. [CAV]

Appendix B. Acronyms

The following terms have been used throughout the Outreach Plan.

AAPD – American Association of Persons with Disabilities

AARP – American Association of Retired Persons

ADA – Americans with Disability Act

AMPO – Association of Metropolitan Planning Organizations

APA – American Planning Association

ARC – Atlanta Regional Commission

ASEE – American Society for Engineering Education

ASL – American Sign Language

ATIS – Advanced Traveler Information System

ATL – Atlanta-Region Transit Link Authority

ATL RIDES – Atlanta Rider Information and Data Evaluation System

CCL – Community Coordinator Lead

CDC – Centers for Disease Control and Prevention

CDP – Connected Data Platform

COR – Contracting Officer Representative

CTAA – Community Transportation Association of America

CV – connected vehicle

CV1K – Regional Connected Vehicle Infrastructure Deployment Program

C-V2X – Cellular Vehicle to Everything

CVTMP – Connected Vehicle Technology Master Plan

DL – Deployment Lead

FHWA – Federal Highway Administration

FTA – Federal Transit Administration

GCT – Gwinnett County Transit

GDOT – Georgia Department of Transportation

GTFS – General Transit Feed Specification

ITE – Institute of Transportation Engineers

ITS – intelligent transportation systems

IVR – integrated voice response

JPO – Joint Program Office

LAA – Latin American Association

LEP – limited English proficiency

LHG – Live Healthy Gwinnett

MAP – Map Data

MVP – Minimal Viable Product

NACTO – National Association of City Transportation Officials

OSS – open-source software

OST – Office of the Secretary

OTP – Open Trip Planner

PED-SIG – Mobile Accessible Pedestrian Signal System

PML – Project Management Lead

PSM – personal safety message

RSU – roadside unit

SILC – Statewide Independent Living Council

SOL – Site Outreach Lead

SOS – Site Outreach Spokesperson

SPaT – signal phasing and timing

ST-CTN – Safe Trips in a Connected Transportation Network

U.S. Department of Transportation
Office of the Assistant Secretary for Research and Technology
Intelligent Transportation Systems Joint Program Office

STM – space time memory

SXSW – South by Southwest

TRB – Transportation Research Board

TSP – transit signal priority

TSR – transit stop request

USDOT – U.S. Department of Transportation

WCAG – Web Content Accessibility Guidelines

Appendix C. Abbreviations

The following terms have not been within the Outreach Plan, however, are relevant to the context of the ST-CTN project.

AAA or Triple A – Area Agency on Aging

AAGAM – Awarding Agency Grant Administration Manual

ACL – Administration for Community Living

ADAAA – Americans with Disabilities Amendments Act of 2008

ADAPT – An organization of disability rights activists.

ADLs – Activities of Daily Living

ADRC – Aging and Disability Resource Center

ARRA – American Recovery and Reinvestment Act

ASAN – Autistic Self Advocacy Network

AT – Assistive Technology

AUCD - Association of University Centers on Disabilities

CAP – Client Assistance Program OR Cost Allocation Plan OR Corrective Action Plan

CARES – Coronavirus Aid, Relief, and Economic Security

CART – Communication Access Real-Time Translation

CAS – Cost Accounting Standards

CBO – Community Based Organization

CC – Closed Captioning

CDBG – Community Development Block Grant

CFDA – Catalog of Federal Domestic Assistance

CFR – Code of Federal Regulations

CIF – Consumer Information Files

CIL – Center for Independent Living

CLA – Community Living Administration

CLSP – Community Living Services Program

COMP – Compliance and Outcome Monitoring Protocol

COSO – Committee of Sponsoring Organizations

CRPD – Convention on the Rights of Persons with Disabilities

DBTAC – Disability and Business Technical Assistance Centers (on ADA)

DOE – Department of Education

DOL – Department of Labor

DREDF – Disability Rights Education and Defense Fund

DSE – Designated State Entity

ELO – Extended Learning Opportunity

ES – Electrical Sensitivities

GSA – General Services Administration

HHS – Department of Health & Human Services

HUD – Housing and Urban Development

IDEA – Individuals with Disabilities Education Act

OSERS – Office of Special Education and Rehabilitative Services

PWD – People with Disabilities

RSA – Rehabilitation Services Administration

SRC – State Rehabilitation Council

TDD – Telecommunication Device for the Deaf

UCEDD - University Center for Excellence in Developmental Disabilities

VRI – Video Remote Interpreting (for Deaf and Hard of Hearing)

VRS – Video Relay Service (for Deaf and Hard of Hearing)

WID – World Institute on Disability

Appendix D. References

This section includes a list of documents referenced during the plan, including URLs and USDOT Publication Numbers, where possible.

Table 10. References

ID	Referenced Documents
[CVTMP]	AECOM. "Gwinnett County Connected Vehicle Technology Master Plan (CVTMP)." Duluth: Gwinnett County Department of Transportation. (2019).
[ConOps]	Atlanta Regional Commission. Deliverable Task 2 Concept of Operations. Atlanta: U.S Department of Transportation. (2021).
[PTSEP]	Atlanta Regional Commission. Deliverable Task 9 Participant Training and Stakeholder Education Plan. Atlanta: U.S. Department of Transportation. (2021).
[CPACS]	Center for Pan Asian Community Services. About CPACS. Atlanta: CPACS. (2021). https://cpacs.org/about/
[GTFS]	GTFS. General Transit Feed Specification Reference. Washington D.C.: GTFS. (2019).
[GCCO]	Gwinnett County Government. Gwinnett County Community Outreach Program. Lawrenceville: Gwinnett County Board of Commissioners. (2021).
[GCHHS]	Gwinnett County Government. Gwinnett County Health and Human Services. Lawrenceville: Gwinnett County Board of Commissioners. (2021).
[GCPR]	Gwinnett County Government. Gwinnett County Parks and Recreation. Lawrenceville: Gwinnett County Board of Commissioners. (2021).
[GCPL]	Gwinnett County Public Library. About GCPL. Lawrenceville: Gwinnett County Public Library Foundation. (2021).
[CI]	ICF, Wyoming Department of Transportation. Connected Intersection - Concept of Operations. Cheyenne: USDOT (2018).
[LAA]	Latin American Association. Who We Are. Atlanta: Latin American Association. (2021).
[LHG]	Live Healthy Gwinnett. About Us. Lawrenceville: Gwinnett County Government. (2021).

ID	Referenced Documents
[CAV]	Park, Hyungjun; Khattak, Zulqarnain; Smith, Brian. Glossary of Connected and Automated Vehicle Terms <i>Version 1.0</i> . Charlottesville.: University of Virginia Center for Transportation Studies. (2018).
[ADA]	United States Department of Justice, Civil Rights Division. (2009). Americans with Disabilities Act of 1990. Washington D.C.: United States Government.
[BAA]	U.S. Department of Transportation, Federal Highway Administration. ITS4US Broad Agency Announcement. Washington D.C.: U.S. Department of Transportation. (2020).
[VPH]	View Point Health. About View Point Health. Lawrenceville: View Point Health. (2019).

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