Phase 3 Operational Capability Showcase Plan

Georgia Department of Transportation Safe Trips in a Connected Transportation Network

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Revised Draft Report – April 2, 2026

FHWA-JPO-26-048

ITS4US

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U.S. Department of Transportation

Produced by the Georgia Department of Transportation (GDOT)
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Federal Highway Administration
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16. Abstract

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, and reliability. 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 efficient and cost-effective transportation options for all.

The purpose of the Operational Capability Showcase Plan (OCSP) is to document the execution strategy of the planned OCS event. This document was shared with partner and stakeholder organizations for feedback and consensus on the plan.

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Table of Contents

1 Introduction 1

1.1 Purpose 1

1.2 Plan Organization 1

1.3 Project Scope 2

1.4 System Overview 3

2 Operational Capability Showcase 7

2.1 Objective of the OCS 7

2.2 Core Operational Capability Elements 7

2.3 Anticipated Outcomes of the OCS 8

3 Structure of the Operational Capability Showcase 9

3.1 OCS Location Details 9

3.2 Showcase Elements 10

3.3 Roles and Responsibilities 12

3.4 Agenda 12

3.5 Invited Non-Media Attendees 13

4 Resources Developed or Updated for the Operational Capability Showcase 15

4.1 Presentation 15

4.2 Videos 15

4.3 Media Advisory 15

4.4 News Release and Press Release 15

4.5 Media Kit 15

5 Engagement with Media 17

5.1 Invitations 17

5.2 Engagement Activities 17

5.3 Invited Media 17

6 Post-Operational Capability Showcase Activities 19

6.1 OCS Summary 19

6.2 Continued Engagement 19

List of Tables

Table 1. Acronym List 21
Table 2. References 23

List of Figures

Figure 1. Phases of the ITS4US Deployment Program 2
Figure 2. ST-CTN Deployment Site Map 3
Figure 3. Traveler's Complete Trip 4
Figure 5. Map of Operational Showcase Field Demonstration Route 9

1 Introduction

The Georgia Department of Transportation (GDOT) and Atlanta Regional Commission's (ARC) Safe Trips in a Connected Transportation Network (ST-CTN) project was selected by the U.S. Department of Transportation (USDOT) as a part of the ITS4US Deployment Program. The project seeks to enhance the traveler's complete trip travel experience by enhancing mobility, reliability, and safety for system users. This is done by leveraging innovative solutions, existing deployments and team collaboration such as integrating connected vehicle (CV) data with an open-source software-based trip planner that is used to provision web-based and mobile application user access. The trip planner 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 users with the ability to dynamically plan and navigate trips.

As part of the ITS4US Deployment Program, an Operational Capability Showcase (OCS or Showcase) will be held May 7, 2026. The Showcase is intended to be a media event to communicate the capabilities, intent and value of the deployment. Attendees will participate in a ribbon cutting, a project field demonstration and a community event. For the field demonstration, the project team will take small groups on a trip using the Georgia Mobility and Access Planner (G-MAP) app that highlights each technology and use case of the app. While field demonstrations are running, a concurrent community event will take place highlighting partner organizations including, Tools for Life, disability LINK, Georgia Vocational Rehab, Department of Behavioral Health and Developmental Disabilities. The following document provides an overview of the event and planning elements that will ensure a successful OCS.

1.1 Purpose

The ST-CTN project seeks to enhance the traveler's complete trip travel experience by enhancing mobility, reliability, and safety for system users. The ST-CTN concept is comprised of an integrated set of advanced transportation technology solutions – connected vehicles, 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 purpose of the Operational Capability Showcase Plan (OCSP) is to document the execution strategy of the planned OCS event. This document was shared with partner and stakeholder organizations for feedback and consensus on the plan.

1.2 Plan Organization

The OCSP consists of the following sections:

1- **Error! Reference source not found.**
2- Operational Capability Showcase
3- Structure of the Operational Capability Showcase

4- Resources Developed or Updated for the Operational Capability Showcase
5- Engagement with Media
6- Post-Operational Capability Showcase Activities
7- Acronyms
8- References

1.3 Project Scope

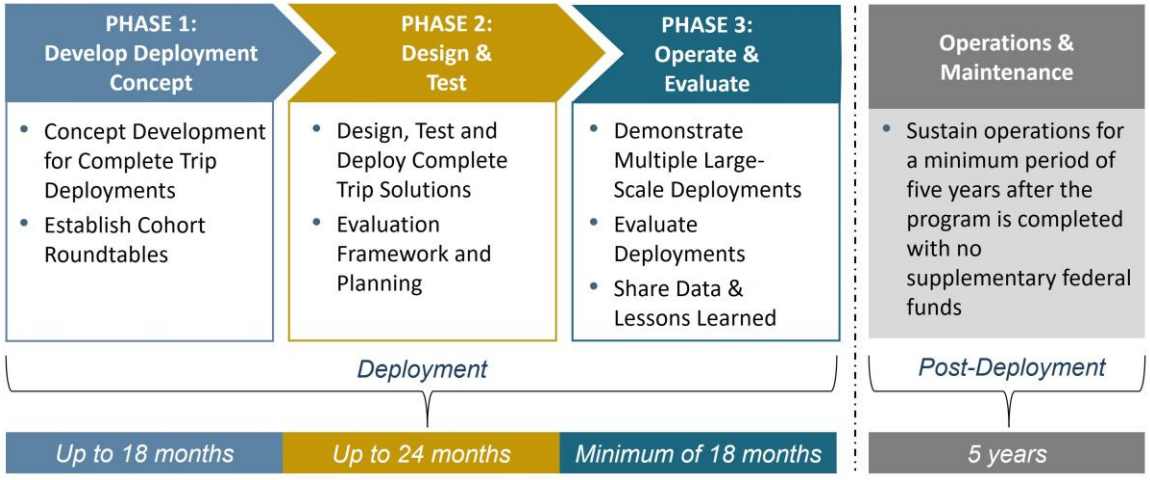
The ITS4US Deployment Program is a multimodal effort – led by the Intelligent Transportation Systems (ITS) Joint Program Office (JPO) – and supported by the Office of the Secretary (OST), Federal Highway Administration (FHWA), and Federal Transit Administration (FTA) – to enhance transportation availability across American communities. The ITS4US Deployment Program aims to address mobility challenges for all travelers. The Program is designed to bring publicly and privately sponsored research together to create large-scale, replicable deployments to address the challenges of planning and executing all segments of a trip.

The ITS4US Deployment Program will be executed in three phases. As depicted in **Source:** USDOT, 2022

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, 2022

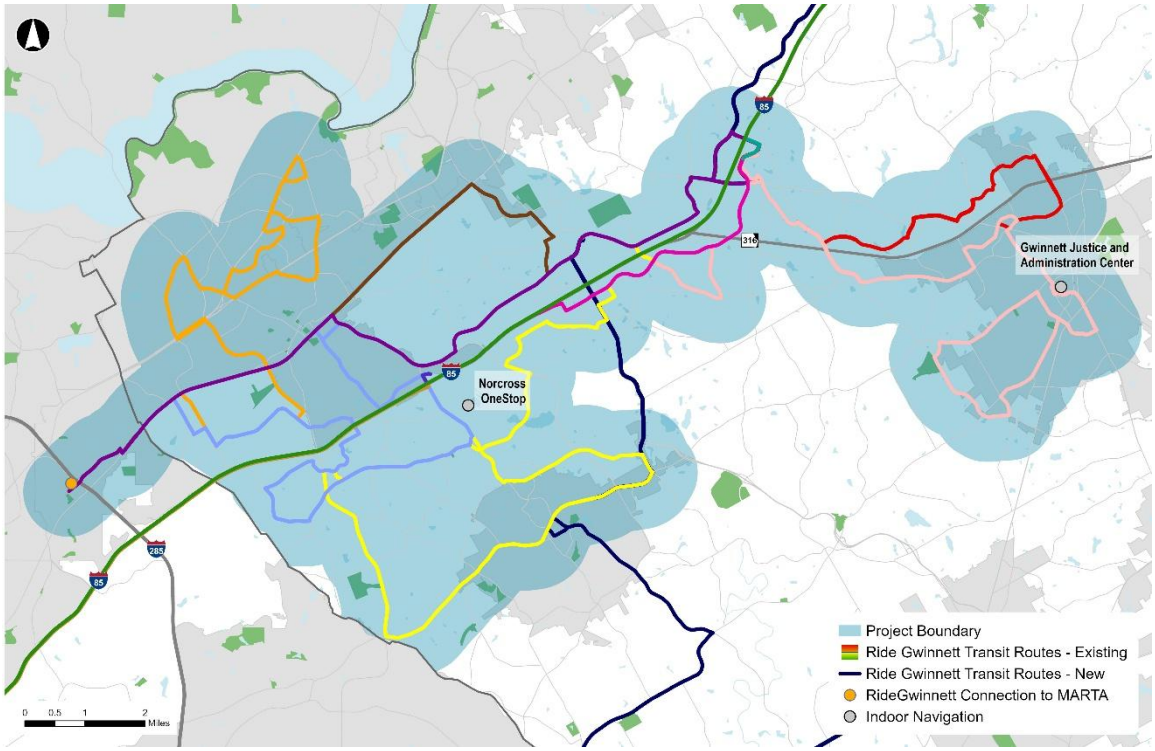
Figure 1. Phases of the ITS4US Deployment Program

1.4 System Overview

The G-MAP 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 users with the ability to dynamically plan and navigate trips.

The ST-CTN project is implemented in Gwinnett County. The project area is home to a significant portion of the communities referenced above 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.



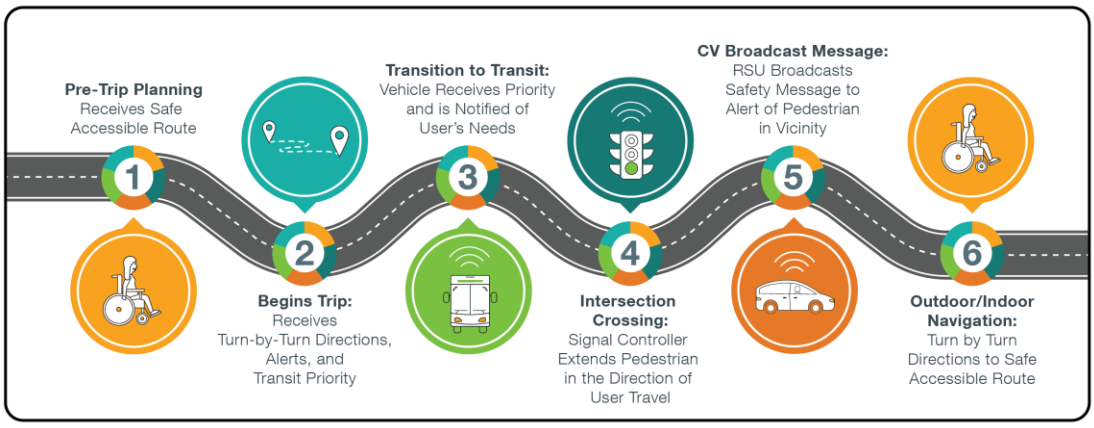
Source: ARC, 2020

Figure 2. ST-CTN Deployment Site Map

The ST-CTN project aims to upgrade and integrate existing technologies and services to assist all travelers 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 needs.
- **Step 2 Begins Trip.** The traveler begins their trip and receives turn by turn directions, alerts, remote pedestrian activation, and can trigger TSP.
    - 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 if the user's trip includes fixed route transit service that is behind schedule.
- **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 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 greater than one minute.

- **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 communications to enabled CVs from pedestrian crossing signal systems (via RSUs) to make them aware of pedestrians crossing a roadway.
- **Step 6 Outdoor/Indoor Navigation.** The traveler is provided with turn-by-turn directions to a safe accessible route.
    - Provides the user with efficient routes into and through two facilities within the project area.
    - Provides users with updates on the operating status of indoor infrastructure such as elevators and escalators.

2 Operational Capability Showcase

The Operational Capability Showcase will highlight the key elements of the ST-CTN project and functionality of the G-MAP app from a user perspective. Invited attendees will better understand, not only the purpose and capabilities of the project, but also what it is like to use it. The goal of the Showcase is to leverage media attention to share the benefits of the application and spur more participation from potential users.

2.1 Objective of the OCS

The Showcase will show the media, along with other invited attendees, the capabilities, intent, and value of the Safe Trip in a Connected Transportation Network project. The intent of the Showcase is for the media to grasp the importance of this project for the general public and to display the benefits of the project encouraging new users and the media to download the G-MAP app. The media should come away understanding how this project will impact the communities in the project area and the impacts of potential area expansions in the future.

2.2 Core Operational Capability Elements

The Showcase will include the following elements of the ST-CTN project:

- **Press Event and Ribbon Cutting**
  - Keynote Speakers
    - Hon. Nicole Love Hendrickson – Commissioner, Gwinnett County
    - TBD – USDOT
    - TBD – Georgia Department of Transportation
    - Anna Roach – Executive Director & CEO, Atlanta Regional Commission
    - Jordan Hall – Project Champion, Statewide Independent Living Council (SILC)
- **Field Demonstrations**
  - Planning a trip using the G-MAP application
    - Highlights: Trip differences based on personalized profiles.
  - Beginning a transit trip
    - Highlights: Receiving user notifications, activating Ride Request, and observing operator's message.
  - Intersection Crossing
    - Highlights: Sidewalk repair, remote pedestrian actuation, crossing time differences between profiles, and observing connected vehicle alert.
  - Indoor Navigation
    - Highlights: Alert notification, differences based on personalized profiles.
- **Community Event at Gwinnett Justice and Administration Center (GJAC)**
  - Answering new user questions, sign users up for the app, short trainings on app usage.
  - Short handouts explaining key G-MAP functions, where to download the app, QR Code, etc.

- "Man on the street" style interviews to see what app features users are excited about and what greater accessibility means to them.
- Swag/printables, music, food, decorations. We will work with our partners to plan these details.
- Signage and decorations will be provided for the outside of the building. Depending on weather conditions, G-MAP tables and partner tables will be outside of the building or in the building's atrium.
- Partners: Tools for Life, disability LINK, Georgia Vocational Rehab, Department of Behavioral Health and Developmental Disabilities

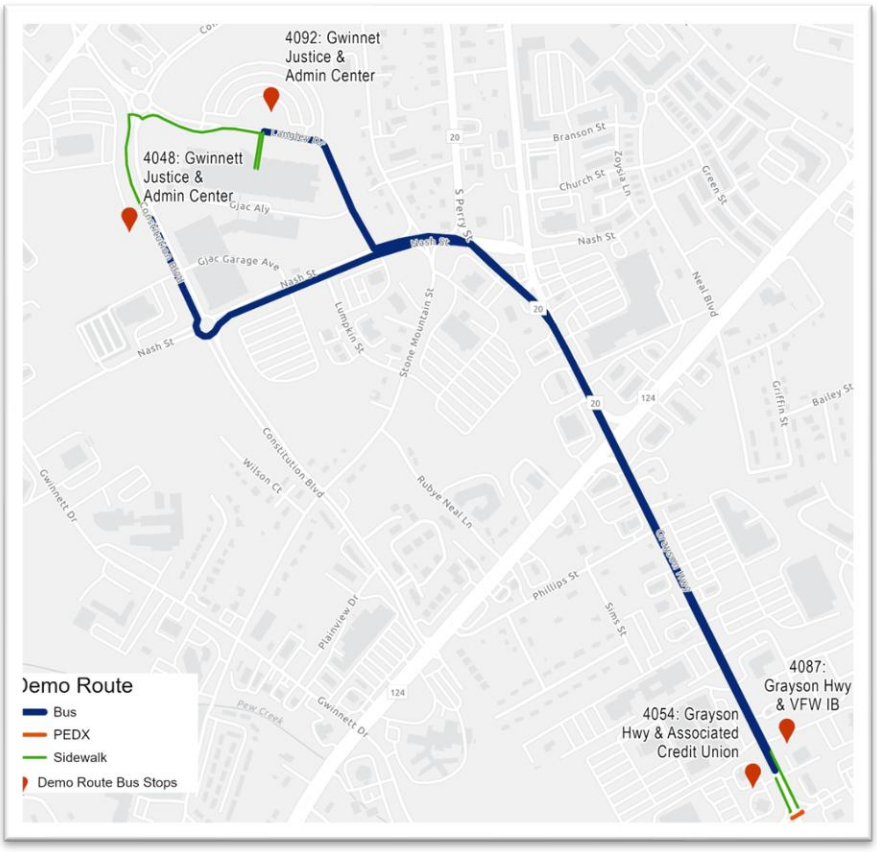
2.3 Anticipated Outcomes of the OCS

Following the Showcase, it is anticipated that the media in attendance will produce media segments or written articles that are shared with the public either through televised segments, magazine articles, or newspaper articles. This will lead to an increase app downloads, regular users, and visitors to the project website. Additionally, photos, videos, and media segments of the event will be used in future promotional materials including on the project website, partner newsletters, and social media.

3 Structure of the Operational Capability Showcase

3.1 OCS Location Details

The Showcase will center around the Gwinnett Justice and Administration Center (GJAC) Auditorium and Breezeway located at 75 Langley Dr, Lawrenceville, GA 30046. **Figure 4** below shows a map of the GJAC building and the Showcase field demonstration route.



Source: GDOT, 2025

Figure 4. Map of Operational Showcase Field Demonstration Route

The field demonstrations will entail taking a transit trip starting from GJAC, navigating to the Ride Gwinnett bus stop at Gwinnett Justice and Admin Center (4048), travelling south down Grayson Highway to the intersection of Gwinnett Drive, observing the intersection demonstration elements, and returning to

GJAC using transit north along Grayson Highway. Field demonstrations are expected to take approximately 30 minutes per trip and will run continuously throughout the event, beginning directly after the Press Event and Ribbon Cutting. There will be a staging area within the community event where people can collect indoors while waiting to participate in the next demonstration. Below is the location of the field demonstration by element:

- Planning a trip using the G-MAP application
    - Location: GJAC
- Beginning a transit trip
    - Location: GJAC
- Intersection Crossing
    - Location: Grayson Highway at Gwinnett Dr.
- Indoor Navigation
    - Location: GJAC

3.2 Showcase Elements

Press Event and Ribbon Cutting Elements

The Showcase will begin in the GJAC auditorium with Keynote speakers from Gwinnett, GDOT, ARC, and SILC. The speakers will highlight the benefits of this project to the region and the end users. The tone of the event will be celebratory with a ribbon cutting, decorations, music, and enthusiastic speeches.

A video will be played and brief presentation will also be made to ensure the audience understands the G-MAP product. It will also include a description of which application features are included in the following field demonstrations, information on trainings, and where to find additional information.

The ribbon cutting will happen on the stage in the auditorium following the speakers' presentations. Chairwoman Hendrickson and participating speakers will join her to cut the ribbon. In addition, several ribbons will be available to cut if other partners would like to lead their organizations. Press will be alerted ahead of time as to the timing and position of the ribbon cutting for best set up. Speakers will also be made aware of ribbon cutting etiquette in case they have not participated in one before.

Field Demonstration Elements

To ensure all interested attendees can participate, several project team members will lead up to 4 groups of attendees 30 minutes apart through the field demonstration concurrently with the community event. The first group will include the speakers, executive leadership, and the media. The Showcase field demonstrations will be organized using the Traveler's Complete Trip diagram in **Figure 3**. To save time, Step 1: Pre-Trip Planning will be completed by the team before the field demonstration and will be presented to the participants during the demonstration. Attendees will be encouraged to download the app ahead of the event as well. Similarly, in Step 3: Transition to Transit, TSP will not be able to be demonstrated, and will instead be explained during the bus ride.

Step 1: Pre-Trip Planning

Examples of setting up a user profile will be shown and explained as the group moves from GJAC to the bus stop. Several team members will have already set up different user profiles to demonstrate

differences throughout the rest of the field demonstration. Attendees will also be encouraged to set up a profile while waiting for the bus if they haven't already done so. This section will highlight the personalization of user profiles.

Step 2: Beginning a Transit Trip

On the way to the bus stop the project team will showcase differences in turn-by-turn directions. At the bus stop, the participants will observe user notifications and the Ride Request activation.

Step 3: Transition to Transit

Once the participants enter the bus, they will observe the operator's message. A team member will explain the TSP process while the participants are on the bus.

Step 4: Intersection Crossing

The participants will get off the bus at Stop 4054 and have an intersection demonstration at Gwinnett Dr. This demonstration will include remote pedestrian actuation and crossing time differences between profiles. Additionally, this segment will highlight the user feedback function where a sidewalk repair was made in response to the app's crowdsourced data.

Step 5: CV Broadcast Message

While at the demonstration intersection a vehicle with an OBU will be set up for the participants to observe a safety message triggered by the app. There will be signage at the site and media will be encouraged to record.

Step 6: Indoor Navigation

After the participants complete the return journey to GJAC, there will be a demonstration of indoor navigation. The participants will observe the alert notification to the information desk and take a trip to a location inside GJAC. This will be another opportunity to highlight personalized directions based on different profiles. The field demonstration will end at GJAC and the participants will be free to explore the community event with our training sponsors.

Community Event Elements

The community event will begin directly after the Press Event and Ribbon Cutting. Tables will be set up in the breezeway outside of the auditorium and participants will be able to meander between tables to speak with ST-CTN project leads and community advocacy organizations. Participants will be able to find out more about the G-MAP or ask for assistance downloading or using the app, sign up for future updates, and provide feedback. In addition, willing participants will be interviewed on camera about their impressions of G-MAP and what greater access may mean within their own travel experiences. In addition, participants will be offered G-MAP swag, light refreshments, and a festive atmosphere.

3.3 Roles and Responsibilities

ST-CTN project team members will have the following roles and responsibilities for successful delivery of the OCS:

- **GDOT and ARC.** GDOT and ARC will assist in coordinating executive management guests and speakers provide outreach to media and the general public for the event.
- **Gwinnett County (including GCT).** Gwinnett County will plan the event, arrange usage of the GJAC facility, coordinate Gwinnett executive management guests and speakers, and provide outreach to the general public for the event. Gwinnett County Communications team will take photos and video documentation of the event. In addition, the communications team will be responsible for providing and requesting release forms from participants that are willing to be on video or photographed per Gwinnett County policy.
- **SILC.** SILC will coordinate training partners and provide outreach to the general public for the event.
- **ICF.** ICF will plan the event, coordinate project stakeholders, coordinate field demonstration activities, create outreach materials, and will take additional photos during the event. ICF will also be responsible for organizing day of decorations, including running the ribbon cutting event.
- **Kimley-Horn.** Kimley-Horn will provide outreach and help coordinate the event.
- **Georgia Tech and Arcadis.** Georgia Tech and Arcadis will ensure all application systems are operating and ready for use during the field demonstration.

3.4 Agenda

The following agenda is anticipated to guide the event.

Press Event and Ribbon Cutting

10:00 AM Welcome (including project video)
Edgardo Aponte, Event MC

10:05 AM Keynote Speakers (approximately 5 minutes each)
Hon. Nicole Love Hendrickson – Commissioner, Gwinnett County
Sabrina David – USDOT, Federal Highway Administration, Georgia District Administrator
Meg Pirkle-– Georgia Department of Transportation, Chief Engineer
Anna Roach – Executive Director & CEO, Atlanta Regional Commission
Jordan Hall – Project Champion, Statewide Independent Living Council

10:35 AM Ribbon Cutting

Speakers listed above and Norah Ocel

10:40 AM Field Demonstrations and Community Event Transition
Sam Harris – GDOT

Field Demonstration and Community Event

10:45 AM Field Demonstrations and Community Event Begin
All team members present to facilitate.

2:00 PM Event Ends

3.5 Invited Non-Media Attendees

It is anticipated that there will be targeted non-media participation and open advertising for the Showcase. Attendees who will need to register for the event ahead of time to ensure there is enough space available in the auditorium, which fits approximately 250. Upon registration attendees will be asked for language and accessibility preferences. Space will be reserved for media and any elected officials or executive leadership. The registration page will contain the agenda and event description. It will also include a link to download the app ahead of the event.

Targeted Non-Media Invitees

- Gwinnett County Board Members
- GDOT Director
- ARC Executive Management
- SILC Board Members

Open Advertising

ST-CTN project team members will work with our community partners advertise to the community for the event including:

- SILC
- Ride Gwinnett
- ARC
- GDOT
- Tools for Life
- disability LINK
- Georgia Vocational Rehab
- Department of Behavioral Health and Developmental Disabilities

In addition to working with community partners, information about the event will be provided in Gwinnett, GDOT, and ARC newsletters, social media posts including posts during the event, the G-MAP listserv, press releases, and a media advisory.

G-MAP team members will also table at the Gwinnett Multicultural Festival and County Government Open House on May 2, 2026 to advertise the Showcase and the application. The festival is an annual event to celebrate Gwinnett County's diverse community through music, dance, health and wellness, safety, and educational opportunities. At the festival, the team will provide information about the showcase and a

link/QR code to register for the event, in addition to information and links to the G-MAP app. It is anticipated that the festival will be an opportunity to reach out to residents throughout Gwinnett County.

4 Resources Developed or Updated for the Operational Capability Showcase

Several outreach materials will be created for the Showcase. They are outlined in this chapter by type.

4.1 Presentation

One brief presentation will be made directly following the Press Event and Ribbon Cutting to invite participants to join the field demonstrations and community events. It will begin with a very brief project functional overview and include two to three slides on the goals of the project, the field demonstration, and further resources. It will then transition into the first field demonstration and the community event.

4.2 Videos

The current ST-CTN project video will be used for this event. It will be played during the welcome, and it will later be played on loop during the community event. After the event, footage from the event will be added to an updated version of the video.

4.3 Media Advisory

A media advisory will be distributed by Gwinnett County concisely describing the event and inviting media outlets to attend.

4.4 News Release and Press Release

One news release and one press release will be scheduled for before and after the Showcase to be sent out by all partners. The news release before the event will focus on explaining the project and advertising the event. This news release will also advertise G-MAP presence at the May 2 Multicultural Festival. The press release after the event will focus on the success of the event, number of attendees, and provide more information about G-MAP. This will include how to download and use the app, as well as what training options are available.

4.5 Media Kit

A media kit will be created for reporters and shared via email or share site. It will include:

- Project description and scope
- App description, features, and study area
- Project partners with logos
- A selection of project photos, graphics, and video

- Links to other press releases and coverage of the project
- A list of other events with a G-MAP presence

5 Engagement with Media

5.1 Invitations

The media outlets will be sent two invitations and one reminder for the Showcase. The first will be a media advisory sent one (1) month before the event, another will be sent one (1) week before the event, and a final notification will be sent one (1) day before the event. The media advisory will include an agenda for the event and a list of speakers and participating organizations and links to other relevant information. Invitees will also be encouraged to download the app prior to the event. Additionally, a note will be added that the event involves leaving the building and riding a bus to ensure they are prepared. A copy of the media advisory will be included in the Operational Capability Showcase Summary (OCSS).

Gwinnett County will send invitations to the showcase to local media outlets.

5.2 Engagement Activities

During the Showcase, the media will be encouraged to record any part of the Showcase ribbon cutting, field demonstration, and community event. They will also be invited to interview team members and event attendees. Following the Showcase, a press release will be sent out to all invited media outlets. A copy of the press release will be included in the OCSS.

5.3 Invited Media

Media outlets with local presence will be invited and encouraged to attend. It is anticipated that the Atlanta Journal-Constitution, the Gwinnett Sun, the Georgia Sun, WSB-TV 2 Atlanta, and others. GDOT, ARC, and Gwinnett County have existing relationships with media partners that will be leveraged to enhance engagement.

6 Post-Operational Capability Showcase Activities

6.1 OCS Summary

Following the Operational Capability Showcase, the observations and results of the Showcase will be documented in an OCSS. This summary will include the following:

- Final documents from the Showcase, including the final presentation slides, media advisory, news release, and press release
- A list of final Showcase field demonstration attendees
- Comments and questions raised by the attendees and action items from these comments and questions, if any
- A list of any media segments or articles that were produced following the OCS
- Photos taken at the event
- Any other relevant statistics such as user sign-ups, website visits, etc.

The OCSS will summarize and lessons learned about conducting the field demonstration, about interfacing with the media, and about engaging with stakeholders and the community to participate.

6.2 Continued Engagement

Agency partners will share photos, videos, or comments from the Showcase on their social media. Additionally, they will repost and share articles and videos created by news organizations which will leverage continued engagement through the OCS. Further engagement opportunities will provide opportunities for the partners to utilize printed materials and swag created for the Showcase including summer festivals in Gwinnett and pop up engagement tables at grocery stores, libraries, and community centers within the study area throughout the summer and fall.

Appendix A. Acronyms

Error! Reference source not found. Table 1 lists acronyms that have been used throughout the document for reference.

Table 1. Acronym List

Acronym	Definition
API	Application Programming Interface
ARC	Atlanta Regional Commission
CAD	Computer-Aided Dispatch
CAD/AVL	Computer-Aided Dispatch / Automated Vehicle Location
CV	Connected Vehicle
FHWA	Federal Highway Administration
G-MAP	Georgia Mobility and Accessibility Planner
GA Tech	Georgia Institute of Technology
GCDOT	Gwinnett County Department of Transportation
GDOT	Georgia Department of Transportation
GJAC	Gwinnett Justice and Administration Center
GOSystems	GO Systems and Solutions LLC
ICF	ICF International, Inc.
INS	Indoor Navigation System
ITS	Intelligent Transportation System
JPO	Joint Program Office
KHA	Kimley-Horn and Associates, Inc.
LEP	Limited English Proficiency
OSS	Open Source Software
PED-X	Pedestrian Crossing
PPA	Pedestrian Presence Alert
SILCGA	Statewide Independent Living Council of Georgia
ST-CTN	Safe Trips in a Connected Transportation Network
STM	Space Time Memory
TSP	Transit Signal Priority
USDOT	U.S. Department of Transportation

Appendix B. References

Table 2 lists the documents that were used to support and contribute to this document. References to these documents are identified with the acronym provided in brackets. (None at this time)

Table 2. References

ID	Referenced Documents

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

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