
INTELLIGENT TRANSPORTATION SYSTEMS STRATEGIC DEPLOYMENT PLAN



Appendix A

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Community Outreach Plan

Prepared for:



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1. INTRODUCTION

The Sacramento Area Council of Governments (SACOG), in a cooperative effort with local government, the Federal Highway Administration, and Caltrans, is undertaking the preparation of an Intelligent Transportation Systems (ITS) Strategic Deployment Plan. This project builds upon ITS work previously undertaken by SACOG as well as local and state transportation agencies over the past several years and will result in the replacement of the SACOG 1996 Early Deployment Plan with a new document, the ITS Strategic Deployment Plan.

The development of the Strategic Deployment Plan will incorporate and build upon recent efforts of various local agencies and SACOG to demonstrate the importance of land use in planning for future transportation improvements. The Strategic Deployment Plan will be a first effort to integrate ITS planning and ITS project development strategies within the broader transportation and land use planning efforts.

This document will outline the outreach program tasks and events that will be undertaken during the preparation of the Strategic Deployment Plan.

2. OUTREACH PROGRAM OBJECTIVES

The objectives of the outreach activities are as follows:

- § Create awareness of the project (how land use and economic development studies and plans, air quality regulations, and market trends influence transportation planning decisions; noting where ITS can be used to advance the goals and objectives in these planning studies);
 - Identify champions for this project at the local level and ask them to encourage their local officials to attend appropriate meetings
 - Identify the appropriate SACOG Board sub committee to create a strong understanding of the ITS effort at SACOG
 - Provide awareness of project through web site, email notification and regional report articles
 - Invite high level stakeholders or their designees (planning managers, executive directors, chief executive officers of area agencies) to the kick-off meeting. In addition to a written invitation and an email reminder, the Consultant will make telephone calls to key stakeholders to encourage their attendance Provide opportunities for input to the project through the SACOG website, Regional Report and email.
- § Provide education on Intelligent Transportation Systems and how they can help the SACOG region achieve its land use and transportation goals;
 - Utilize PowerPoint presentations containing graphics and photographs and present fact sheets to educate the stakeholders
 - Highlight the achievements of local agencies (e.g. local and state traffic operations centers, Stockton enhanced bus, Watt Avenue and Arden Way ITS improvements)
 - Explain the connection between land use planning, transportation planning and ITS. Why should ITS be considered in all of these stages of urban planning?
 - Provide the connection between other transportation planning efforts and underlying ITS components
- § Facilitate technical review and involvement in the ITS architecture and strategic deployment plan development and explain how it is used and why;
 - Provide materials to the working group prior to public meetings to ensure accuracy
 - Prepare materials in layman language
- § Build consensus on the ITS vision, updated architecture, strategic direction, project concepts, recommended projects, and implementation priorities.
 - Identify areas of agreement
 - As an optional activity, conduct follow up interview and/or attend meetings to promote understanding and find areas of agreement where there appears to be disagreement. (at an additional cost)
 - As an optional activity, conduct additional meetings if agreement cannot be reached. (at an additional cost)



3. IDENTIFICATION OF PROJECT STAKEHOLDERS AND CHAMPIONS

This project will engage three groups of stakeholders. **Appendix A** includes a list of all stakeholders included in the outreach process. First is the traditional ITS stakeholder group who are actively involved in ITS projects. This group is composed of members of the ITS Partnership as well as the management of the organizations represented on this committee.

Second is the group of interested parties who are aware of ITS through past project deployment. This group consists of community organizations and/or agencies who believe they are impacted by ITS projects and members of the Regional Planning Partnership involved in transportation planning. Community organizations that have expressed either an interest or concern about ITS include environmental groups, community groups within Sacramento County, and County advisory groups representing the disabled community. The stakeholder list will include the Environmental Council of Sacramento, American Lung Association, Walk Sacramento, Sacramento Area Bicycle Advocates, all city and county disabled advisory committees, Metropolitan Chamber of Commerce, Building Industry Association, Sacramento County community advisory councils, Sacramento Transportation and Air Quality Collaborative, as well as other organizations identified during the first ITS Partnership or Regional Planning Partnership meeting.

The third group encompasses all newcomers to ITS. This group will most likely have limited knowledge of what ITS is, how it works, that it has been deployed throughout Sacramento County and adjacent urban areas, or that it is an underpinning of many planning efforts including the SACOG Blueprint Project. This group, for purposes of the Strategic Deployment Plan development, consists of the land use planners and air quality planners, and some non profit organizations who are interested in smart growth and supportive of transportation measures that encourage use of public transportation, walking and bicycling, but who may not be aware of how ITS strategies can be used and are necessary to support use of alternative modes of transportation. This third group will be drawn from participants of the SACOG Blueprint Project and the County Mobility Strategies Study including land use planners at each jurisdiction (not already on an existing SACOG committee), Valley Vision, American Lung Association, and business groups within the region to the kick off meeting.

In addition to stakeholders, the project team will work to identify ITS champions at the management and policy level (including elected officials) who are interested in smart growth and use of alternative modes of transportation in consultation with the ITS Partnership, the SACOG project manager, and the Regional Planning Partnership.

4. MEETINGS AND WORKSHOPS

The SACOG ITS Partnership is a committee composed of staff from jurisdictions with an interest or active involvement in ITS planning and deployment. The project team will meet with the Partnership at project initiation to review the project scope, schedule, process, deliverable review procedures and answer any questions about the project. A PowerPoint presentation will be prepared to support the team presentation. In addition, the project team will seek input from the Partnership on relevant stakeholders, identification of ITS champions and other matters needing local input. After this initial presentation, the project team will make project status presentations to the committee as appropriate. **[February 2, 2005]**

The SACOG Regional Planning Partnership is a committee composed of staff from jurisdictions throughout the SACOG region representing transportation, planning, and air quality interests. In addition, state and federal transportation and air quality representatives serve on the committee along with some community interest groups. The project team will meet with this group at the project initiation and cover the same items as noted for the ITS Partnership; however, since most of these committee members are not familiar with ITS, the project team will also provide a short informative presentation on what is ITS. After this initial presentation, the project team will provide monthly status reports as requested by the project manager. **[February 2, 2005]**

4.1 Project Stakeholder Kick Off Meeting **[March 8, 2005]**

The project kick off meeting will be scheduled shortly after the Partnerships' presentation and will be held at the SACOG offices. Invitees will include all relevant stakeholders in the Strategic Deployment Plan preparation as noted above. Invitations will be sent via email at least two weeks before the scheduled meeting and will include the purpose and intent of meeting. A courtesy email or phone call will be made two days before the kick off meeting to remind and encourage folks to attend. The kick off meeting will be run as working sessions allowing participants to actively participate.

The kick off meeting will be four hours with the first two hours consisting of a high level presentation oriented for non-technical attendees, followed by discussion and questions. A PowerPoint presentation will be used to support the team presentation. The second part of the kick off meeting will be more technical and interactive. It is anticipated that only parties interested in the technical aspects of the study will stay. Each two hour session will be segmented by a lunch break. Arrangements for lunch will be coordinated with SACOG (however, participants may be responsible for their own lunch). The notes of the kick off meeting comments will be prepared. The meeting will be facilitated as required. The agenda for the kick off meeting may include (may vary on actual agenda):

AM SESSION

- § Project overview and schedule
- § Overview of process for preparing and approving the architecture, maintenance plan and Strategic Deployment Plan
- § Description of ITS and its value in mobility
- § Link between ITS and land use planning and transportation planning; and how ITS can assist in meeting land use and transportation goals



- § Presentation of regional planning efforts (studies, general plan updates, transportation planning efforts)
- § Presentation of current ITS Vision document

PM SESSION

- § Presentation and review of draft inventory of ITS in Sacramento region
- § Comments on current ITS Vision document
- § Presentation of gaps between existing and planned ITS deployment
- § Identification and agreement on regional and local objectives for the use of ITS

It is anticipated that most participants will be technical staff as well as some management and policy staff. Invitations to the SACOG Board or other elected officials to the kick off meeting will be included.

4.2 Stakeholder Workshop #1 [March 30, 2005; 9:00 AM – 4:00 PM; at SACOG]

The first stakeholder workshop will be held after draft materials for the maintenance plan, regional architecture, operational concept, market packages and their prioritization are available for review and comment for at least one week prior to the meeting. All stakeholders will be invited. The same invitation process and timing will be used.

The workshop format will be similar to the kick off meeting to allow non-technical participants to learn about ITS and the project during the first hour of the meeting, but allow key stakeholders to stay for the technical review session. The primary focus of the workshop will be technical. The workshop will be facilitated and comments recorded to identify all issues, areas of agreement, and areas of disagreement. All comments will be submitted in writing to the SACOG project manager and forwarded to the consultant after resolving any conflicting comments in collaboration with the project team. The agenda may include (content and order of items may vary):

- § Presentation of regional planning efforts and priorities;
- § Presentation and comments on the maintenance plan;
- § Presentation and comments of the draft architecture;
- § Presentation and comments on the operational concept (roles and responsibilities); and
- § Suggested project priority.

Action items or recommendations from the workshop will be posted to the web site.

4.3 Stakeholder Workshop #2 [May 10, 2005; 9:00 AM – 4:00 PM; at SACOG]

The second and final stakeholder workshop will be focused on finalizing all documents in preparation for their inclusion in the Strategic Deployment Plan document. The workshop will again be open to all interested parties and stakeholders. The same protocol will be used to invite participants. A presentation supported by PowerPoint will be used to describe revisions and final documents. All materials will be distributed at least one week prior to the meeting. Comments sent via email within two weeks after the workshop will be incorporated. SACOG will receive the comments and resolve conflicting comments in collaboration with the project team. Only comments on the Strategic Deployment Plan will be taken at this workshop.



All comments received at the first workshop will be listed along with a response by the project team. Areas of disagreement will be highlighted, if any exist, and the project team will facilitate discussion to move the parties to agreement. The agenda will include:

- § Revisions to the draft architecture (final architecture presentation);
- § Revisions to the maintenance plan (final maintenance plan presentation);
- § Project list and timeframe for deployment (present draft and discuss comments);
- § Performance criteria;
- § Proposed methods for measuring performance criteria;
- § Revisions to roles and responsibilities (final operational concept);
- § List of agreements (e.g. MOU); and
- § Draft Strategic Deployment Plan incorporating all of the above.

4.4 SACOG Board Workshop [March 17, 2005]

At a major milestone in the Strategic Deployment Plan development, the project team will prepare a PowerPoint presentation and/or materials to be presented at a workshop of the SACOG Board. The workshop will consist of an overview of the project, an understanding of ITS planning and deployment in the region and how ITS relates to and supports the land use and transportation planning currently underway in the region. This presentation will be consistent with the information presented at the kick off meeting.

The workshop will also include a high level overview of the Strategic Deployment Plan. The PowerPoint presentation and supporting materials will be provided to SACOG staff by February 24, 2004.

5. PROJECT AWARENESS AND EDUCATION

5.1 Project Web Site

Project web pages will be designed by the project team for inclusion on the SACOG web site. The web pages will be a major educational and project awareness tool. It will include all materials prepared for meetings including meeting schedule, meeting notices, and agendas, meeting notes, the meeting PowerPoint presentations, all deliverables that require review and comment will be posted to the web site. Once documents are updated, they will be replaced with the newer version to maintain version control unless SACOG can accommodate an archived report file. All stakeholders will be directed to the web site by an email notification list with appropriate notices.

5.2 Stakeholder Email List and Notification Process

The stakeholder email list will be initially developed using the rosters of the ITS Partnership, the Regional Planning Partnership, land use planners from each jurisdiction, community groups with an interest in ITS, and other interested parties as noted above. The list will be updated as needed during the course of the project. The email list will be the primary form of communication to notify stakeholders of meetings, availability of deliverables, and review timeline and deadline for comments.

5.3 Regional Report Articles

Two articles will be prepared, at major project milestones, in consultation with the project manager. The purpose of the articles is to convey awareness and education of ITS as well as the project through whatever means is available to SACOG. The articles will be prepared for the SACOG Regional Report in layman language.

5.4 PowerPoint Presentation

A “library” of PowerPoint slides will be developed to convey the messages and present agenda items identified in the above meetings. The PowerPoint slides will be segmented for each meeting beginning with the ITS Partnership and Regional Planning Partnership presentations; and modified as needed for each subsequent meeting. In some instances the same material will be used for different meetings and audiences.

6. FACILITATE TECHNICAL REVIEW AND STAKEHOLDER INVOLVEMENT

It is anticipated that there will be two levels of involvement in this project. First, the traditional ITS staff who implement, manage, and operate ITS projects in the region will be actively involved in the development of the architecture, maintenance plan, and Strategic Deployment Plan. This group will be closely involved in all aspects of the project including meeting attendance, a high level of interaction and review of all deliverables. Use of meetings as well as electronic distribution of materials will provide flexibility to those staff in accessing material and providing comments via email. In instances where a number of key staff do not attend meetings, but follow up discussion is required, an optional one hour teleconference will be scheduled after each Stakeholder Workshop to capture comments and questions at the discretion of the project team.

Second, newcomers and interested parties will most likely attend part or all of the meetings but with limited technical knowledge. Use of the project web site as an information tool with other web site links providing additional references and information about ITS will allow those parties to obtain more information about ITS, access project related deliverables without physically showing up for meetings and allow for comments. The project web site information will support the layman type of presentation material that will be used by the project team.

To facilitate attendance, and meeting discussion and review, the meeting schedule will be posted to the web site prior to the kick off meeting and distributed at the kick off meeting, materials for each meeting will be posted to the web site at least one week prior to the workshop or meeting, and a reminder email notice of meetings, review period deadlines, and other appropriate milestones will be sent to all stakeholders.



7. BUILDING CONSENSUS

The development of a regional architecture and maintenance plan is based on a consensus model in which one step builds upon the next. Consensus will be obtained by first providing layman presentation of the material, then delving into the more technical issues with the traditional stakeholder group, finding areas of agreement and disagreement through discussion; and finally finding those issues that are “deal killers”.

Areas of disagreement will be facilitated by working with each party to identify the underlying concerns or issues associated with disagreements. This will be accomplished with follow up phone calls to the concerned stakeholders after the stakeholder workshops. In consultation with the project manager, revisions will be proposed or areas of disagreement may be deleted.

Consensus needs to build upon a common understanding of the project purpose and objectives, project deliverables, allowing for adequate discussion and comment, and facilitating a discussion of areas of disagreement.