



**SUNGUIDE TRANSPORTATION MANAGEMENT CENTER**  
FLORIDA DEPARTMENT OF TRANSPORTATION - DISTRICT 6



# Value of Public Information to ITS

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# Agenda –

- ▶ What is an ITS Public Information Program?
- ▶ Is It Necessary in our Field ?
- ▶ What are the Program Benefits ?
- ▶ Where are Industry Benefits ?
- ▶ What Does this Mean to You?



# ...So What Exactly is an “ITS PIO” ?

- ▶ **Public Involvement Professional Dedicated to Your ITS Program 24/7/365!**
  - In-House PIO that is an Integral Part of Your Operations Team!
  - Accessible, Attends regular meetings. Knowledge of every ITS Service and Discipline. In tune with the Staff, Developed Relationship with Consultant & Client.
- ▶ **Extension of the Department’s PI Team**
  - Representative that integrates ITS with the Department’s other Services & Projects, e.g. District, Construction, PD&E PIOs, Commuters Services Teams, MPO etc.
  - Allows ITS to fully materialize the benefits of our resources & services with the Department & ultimately in the community: “Bridge The Gap.”



# That's It ?

- ▶ **ITS Representative in the Public Arena**
  - Program Liaison & Contact for the Media, Industry Professionals and the Community!
    - Traffic Management (95 Express, Ramp Signaling)
    - Incident Management (TIM Team, Road Ranger Program)
    - Traveler & Public Information (511, Community Outreach)
- ▶ **Contact for All Public Inquiries**
  - Media Interviews
  - Tour Requests
  - Citizen Complaints
  -



# Is Public Information Necessary in ITS?

- ▶ Specialized Ops Requires Specialized PIOs
  - ITS is a *Relatively* New & Unique Program
  - Requires a PIO that Understands, Appreciates, Values & Communicates ITS Program Mission Across the Board
  
- ▶ To Help Your Program Grow!
  - How Can the Public Support a Program it Does not Know Anything About?
    - Internal Understanding & Acceptance = Solid Foundation
    - Public Understanding & Acceptance = Future Growth!



# Is Public Information Necessary in ITS?

- ▶ ITS PIOs Help Raise Program Awareness
  - Low-Cost Initiatives Make a Difference!
    - ITS Program Website: [www.sunguide.org](http://www.sunguide.org)
    - On-Line Public Information Tool
    - Community Contact
    - Frequent Updates
      - News Flash Section (E-Mail Notification & RSS Feeds for On-going Connection)
      - Traffic Videos, Calendar of Events, Published Materials
      - Public Tour Request
    - E-Mail Blasts
    - Media Availabilities
    - Public Tours
    - Collateral Materials
    - Networking Events



# Why Else?

- ▶ **Allow Ops Team to Focus on Ops!**
  - Tune Out Distractions & Get Your Job Done!
    - PIO serves as Contact for ALL ITS Public Inquiries
    - Filter Out Minutia, Queries & Requests that Bog Down Operations Team
- ▶ **Maintain Active Role in Industry & Public Events**
  - Position Yourself as a Valuable Resource in ITS, DOT & the Community
    - Disseminate Pertinent Program Information; Activities & Accomplishments
    - Submit Your Projects for National, Regional & Statewide Awards
    - Recognize Your Own Staff Members, Improve Working Environment within your TMC



# What Are the Benefits to your ITS Program?

- ▶ **Increased Production!!!**
  - **Management, Operations & Administrative Dept.**
    - **Citizen Complaints & Public Inquiries**
      - 450+ Complaints in FY 09/10
      - Research, Contact, Follow Up and Close Out
    - **Tour Coordination**
      - 40+ Tours in FY 09/10 (Elected Officials, ITS Pros & Public)
    - **Media Interview Coordination**
      - 20 + (Local & National Coverage)



# What are the Benefits to Your ITS Program?

- ▶ Improved Operations
  - Public Feedback Creates Better Service Results
    - ITS Projects have a direct & real-time impact on motorists
    - ITS PIOs serve as Conduits b/w Public & Ops Staff, especially helpful in complex projects, e.g. 95 Express and Ramp Signaling



# What is the Added Value to the Industry?

- ▶ **Public Acceptance**
  - **Ramp Signaling**
    - 300+ Complaints in Phase 1A
    - 40+ Complaints in Phase 1B
    - Public Outcry SB Ives Dairy Road
      - Built relationship with affected motorists, invited media to discuss conditions, resulted in positive coverage & decreased complaints!
  - **95 Express**
  - **High Toll Rates Message**
    - Congestion on LL, Better Speeds on EL
    - Toll rates based on change in level of demand on EL *only*, higher demand = higher toll rate.



# What is the Added Value to the Industry?

## ▶ Improved Public Profile

- General ITS
  - 40+ tours, 7 Awards
  - 20+ Published Articles, 20+ E-Mail Blasts
- Incident Management
  - 8 Newsletters, RROTM Feature
- Traveler Information
  - 40+ Public Events, 511 PSA Space for Transit Agencies & Airport
- Traffic Management
  - 2 PI Campaigns (RS & 95 Express Support), 10 Media Availabilities, 450 Customer Service Complaints
  - 1 ITS Website: [www.sunguide.org](http://www.sunguide.org)





# How Can you Develop a PIO Program?

- ▶ **Operations Consultant**
  - PIO Dept. is a Component of Ops Contract
    - 5 – Year Contract
- ▶ **Develop Scope of Services**
  - Detailed Description of PI Services to Meet Your Program Needs
    - On-Site
    - Full-Time Schedule & Flexibility
    - Contract Requirements
    - Defined Deliverables
    - Performance Measures (Fines, Invoice Reductions, Incentives)
    - Budget for Potential of Additional PI Support



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Thank you,

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