SHRP2

STRATEGIC HIGHWAY RESEARCH PROGRAM

Accelerating solutions for highway safety, renewal, reliability, and capacity

Regional Operations Forum

Communicating the Value of Operations within an Agency, to Customers and Among Regional Decision-makers

TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

Key Topics

- Why communicate the value of TSM&O?
- How do you build a case for TSM&O?
- Audiences
  - Who are the key stakeholders?
  - What matters to your audience? (motivators)
  - How can you engage your audience?
- Tools and Examples to Promote the Value of Operations

Why communicate the value?

- Compete for funding
- Gain support for TSM&O as a field/practice
- Build partnerships/collaboration
- Explain what taxpayers/investors got for their money

What are other reasons?

Challenges to Communicating the Value of TSM&O

- Defining and describing TSM&O
  - Still a relatively new field
  - Draws pieces from other DOT functions - TE, safety, maintenance...so can be hard to explain that it's different and should be separate field
- DOT cultures are changing but are still rooted in a traditional construction culture
  - Operating the system may be an afterthought and only noticed when there are problems
  - High value placed on delivering visible projects

Challenges to Communicating the Value of TSM&O (cont.)

- Often distributed nature of TSM&O
  - May not be a separate unit/program with staff, leadership, and a dedicated/single funding source
  - Variety of audiences

What are other challenges you see?

Is there a TSMO culture here?

Building the Case

- What is the “it” you are promoting?
- Why is it a good idea for us? What needs does it address?
- How effective is it?
- Who has used it before? Were they glad they did it?
- How much does it cost?
- What is the ROI?
- Does it really work? What’s my risk?

Case Building Takes Strategy

1. Be intentional
2. Know what you're "selling"
3. Identify and collect/compile key information
4. Know your audiences
5. Tell the story

1. Be Intentional

- **Communicating the value of operations and building culture for TSM&O "is not just going to happen by osmosis"**
  - Effort
  - Strategy
  - Data
  - Leveraging opportunities
  - Effective messages
  - Communicating
    - Internally and externally
    - Repetition

2. Know What You're "Selling"

- Do you have a consistent definition of TSM&O that you use in Caltrans?
- Is it well-known and understood?

Recommended Product:

SHRP2 L17 Business Case Primer
Communicating the Value of Transportation Systems Management and Operations

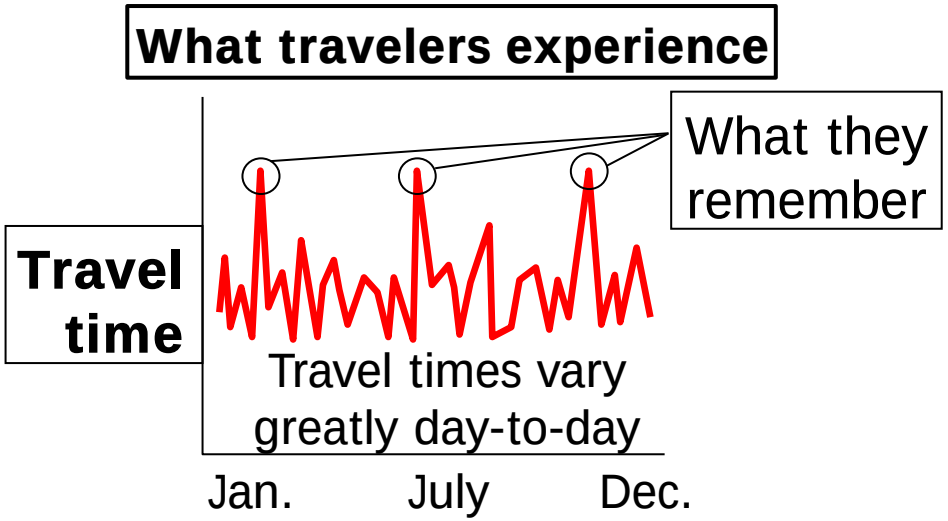
3. Identify and Compile Key Info

- TSM&O-related performance measures
  - Caltrans mobility report
- Cost and benefit information for TSM&O strategies
  - California's experience
  - Nationally
  - Peers
- Deployment success stories

What other information would be useful?

3. Key Info: Travel Time Reliability

- **Reliability**: Consistency or dependability in travel times, as measured from day to day or across different times of day
- Matters to the public – less tolerance for unexpected delay
- **What affects Reliability?**
- **How is the role of TSMO?**
- **Do you measure Reliability?**



3. Key Info: TSM&O Deployment Success Stories

- **What are some that you have had in District 11?**

- Other Examples
  - FSP testimonials from comment cards
  - Special events that went smoothly
  - Work zone management efforts like "Carmageddon"
- Are these recognized as TSM&O in action?

3. Colorado – I-70 Mountain Corridor

CDOT focusing on a corridor to show deployment success

- Efforts spread out statewide can lose their significance
  - Easy to spread the peanut butter really thin across the State/Region
- Picking corridors can enable you to tell a meaningful story to the public and others
  - Can do enough to show the difference
  - Can provide specific examples of what TSMO can do
- Focused coalition building
- End of season performance report for I-70 corridor

Source: Colorado DOT, 2015

4. Who is Your Audience?

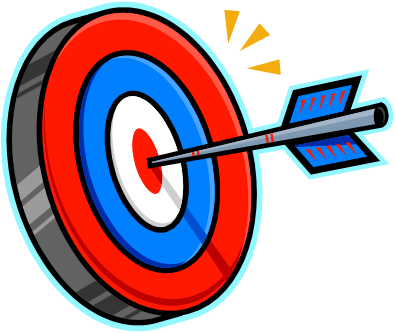
- Decision makers vs. influencers vs. implementers
- Agency organizational leadership
- Elected officials
- Regional agencies
- Partner agencies
- Private sector
- Public
- Media

Recommended Product:

SHRP2 L17 Business Case Primer
Communicating the Value of Transportation Systems Management and Operations

4. Identifying Your Audience

1	2	3	4
Target Audience	**Decide or recommend funding?**	**Part of my Network?**	**If no, then who can help me ("Influencer")?**
Sarah Jones, Chief Engineer	Yes --- decides budget allocation for all engineering programs; recommends lists of projects to include in TIP	No	John Smith, Assistant Chief Engineer
John Smith, Assistant Chief Engineer	Yes --- recommends allocation of state funds among state funded programs	Yes	
Mary Henderson, Safety Program Manager	Yes—recommends allocation of Safety Program funds to individual projects	Yes	
Harrison County MPO Board	Yes --- approves improvements to be put in long range plan and projects to receive funding in MPO TIP	No	DOT Planning and Programming Division Director; Carrie Peterson, DOT Liaison to Harrison County MPO
Carrie Peterson, DOT liaison to Harrison County MPO	No	Yes	



5. Tell the Story

Getting to <u>the most compelling reason</u>

to implement TSM&O

is a matter of

<u>identifying the most compelling problem</u>

the audience faces

<u>that can be solved</u> with a TSM&O strategy.

5. Communicating Value

- "Value" can be subjective…
  - Different audiences need different value propositions
- Where is the value proposition for your stakeholders? It varies by audience...
  - Mobility improvements and time savings
  - Safety improvements
  - Cost/benefit of operations vs. capital improvements
  - Jobs generated or preserved
  - Performance under budget
  - Customer perception/strong public opinion
  - Regional leveraging and partnering
  - Project delivery schedules

5. Is Your Story Compelling?

Good Reason

- Congestion is increasing and we need to address mobility on freeways

Compelling Reason

- Voters will decide in 2 years whether to extend our transportation funding tax. TSMO strategies provide “early winners” to show we are investing funds wisely and it is making a difference to travelers in reducing delay on freeways. We can show <u>time</u> and <u>safety</u> benefits from new incident management and operations strategies.

5. Is Your Story Compelling? (cont.)

Good Reason

- Freight is important to our regional economy, and our system management strategies will factor in needs of freight.

Compelling Reason

- We will partner with those major freight operators that might be impacted by this long-term work zone. This region depends on freight mobility and access to warehouses near this freeway project.
- We can collaborate and get feedback on new traveler information alerts or custom information feeds so they are notified of major delays or restrictions.

5. Is Your Story Compelling? (cont.)

- "What you are doing with TSMO is buying the most mobility at the lowest possible cost."
- Using examples
  - Relatable
  - Specific
- Nothing tells the story like performance measures
  - Communicate the before and after

Why TSMO for CDOT?

- **486** traffic fatalities in Colorado in 2014
- **3,326** serious injury crashes in Colorado in 2014
- **49** hours of annual delay for Denver commuters
- **59%** of our system's lane miles are congested
- **$1.6** Billion annual cost of congestion
- **$3** Billion annual economic cost of crashes
- **22** minutes of average daily delay, **44** minutes in 2022
- Incredible impacts to health, the environment, and the economy

Fixing these problems with only traditional methods is cost and time prohibitive.

Source: Colorado DOT, 2015

Why TSMO for CDOT?

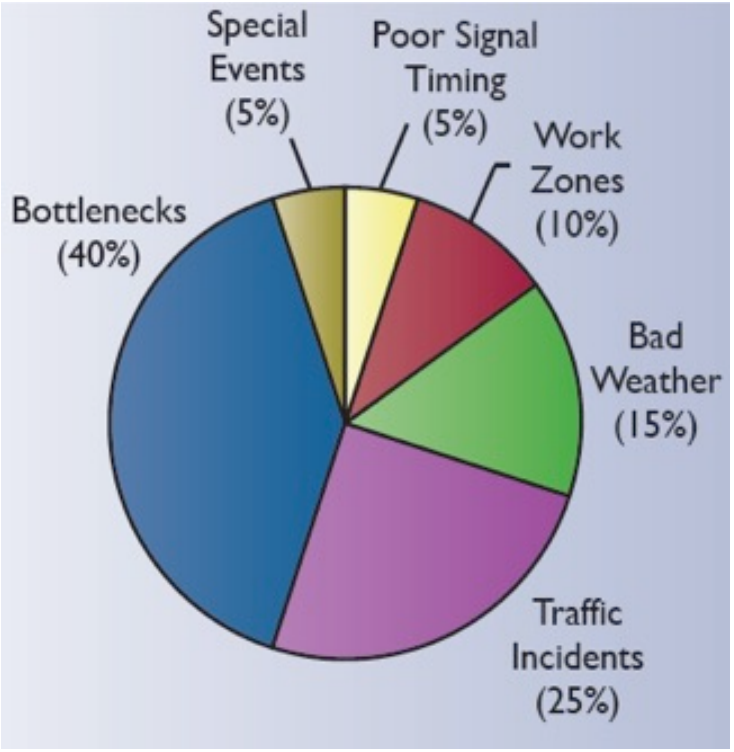
COLORADO Department of Transportation

Traditional Approach to Managing Congestion

- Predict future (long-range) traffic volumes
- Fund major capital projects to provide additional capacity

This only addresses 40% of the congestion problem

- Also becoming more and more difficult to provide new capacity



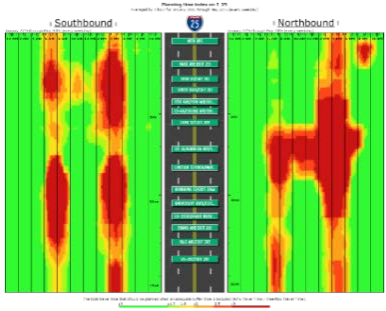
Causes of Congestion
(Source: FHWA, 2005)

Source: Colorado DOT, 2015

Why TSMO for CDOT?

TSMO as a "Surgical Solution"

- Cost to address all the needs is astronomical
  - To build your way out of congestion and engineer yourself out of all the safety problems is cost-prohibitive
- Capacity addition is a one-size-fits-all solution
- TSMO is a surgical mitigation focused on fixing specific congestion and safety problems
  - Not a one-size-fits-all approach
  - Requires analyzing underlying/root causes of congestion and crashes to know how best to apply targeted solutions
- Because TSMO solutions are targeted – you get better/more measurable results for less money



Source: Colorado DOT, 2015

Audiences: Influencing Decision Makers/Elected Officials

- Deal with many issues - limited time to address any issue
- Their own interest areas
- Broader policy context
- They are very dependent on staff
- Inter-personal relationships often key to getting things done
- Like to be given credit and recognition (shorter timetables)
- Sensitive to fiscal constraints
- Prefer “plain speak” to jargon
- Can help to get them involved - panelist at key meetings

SHRP2 L31 “CEO” focused presentations:

Operations in the 21st Century DOT: Meeting Customer Expectations

Packaging the Message for Agency Decision Makers

- Concise Facts/Numbers and Narrative
  - Pros/Cons
  - Costs (funding, staff)
  - Benefits
  - Risks

- Trade-offs: If we do that, what else can't we do?
- Consider who they rely on in making decisions (influencers)

Packaging the Message for Elected Officials

Back to basics

- Focus on limited number of issues or programs that THEY can influence
- Focus on what will be gained by their support
- Provide the right information to the right people
- What are the bottom line fiscal, job or economic benefits
- Public perception

Audiences: Engaging Regional Leaders

- Understand the environment in which they operate
- Demonstrate how operations can leverage regional fiscally constrained budgets/resources
- Make sure issues are easily understood and communicated
- Consider possible influence of industry leaders
- Get to the right advisory staff
  - Agency senior leaders may be a viable conduit

Strengthening Regional TSMO Relationships

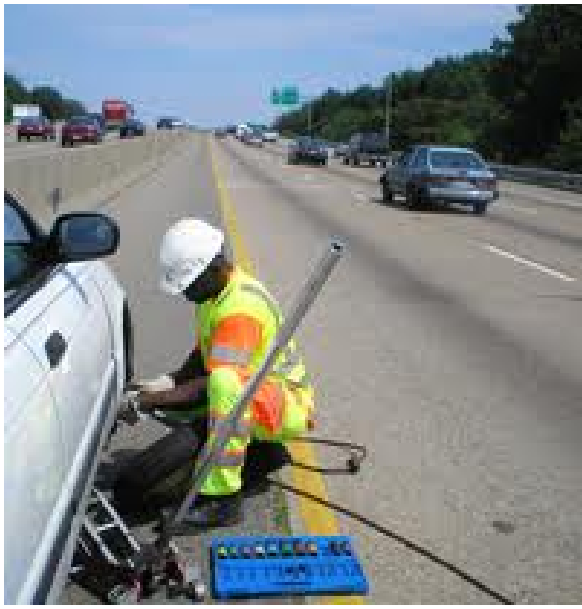
- Collaborative momentum to advance TSMO
- Leverage regional funding and resources
  - shared communications infrastructure
  - shared operations responsibilities
  - consistent approach to infrastructure selection and deployment
- "Regionalism"
- Increase visibility
  - program branding
  - highlight achievements

Audiences: Impact of Public Perception

- Public is an important audience, but also an important influencer
  - Are taxpaying customers - and voters
  - Speak up on social media
  - Contact elected officials
  - Can affect Agency reputation
- Effective public outreach = effective decision maker outreach

Public/Customer Outreach

- Importance of customer service
  - Tangible links to the public
    - Traveler Information
    - Freeway Service Patrol
  - Capitalize on successes
  - Address issues
- Tools for gauging public perception
  - Social media
  - Customer feedback surveys
  - Process for following up on feedback



Audiences: Building Relationships with Media

- Media has different objectives
- Educate media about transportation processes, and vice versa
  - Educational “Media Summits”
  - Educate new traffic reporters about available tools
  - Open house at TMC – asset/info available
- Collaborate with your PIOs
  - They have the best relationships with media outlets
  - They know what will resonate with the public

COMMUNICATING THE VALUE OF OPERATIONS:

TOOLS AND EXAMPLES

Value of Signal Retiming - Houston

HOUSTON CHRONICLE
HOUSTON

WORLD | SPORTS | BUSINESS | OPINION | ARTS & ENTERTAINMENT | LIFESTYLE

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Traffic light timing keeps congestion in sync

- 20% time savings for synchronized signals
- 20 min vs. 16 min average trip
- Reducing delay saves fuel
- 800 of 2300 timed this year
- Analysis and updates as conditions change

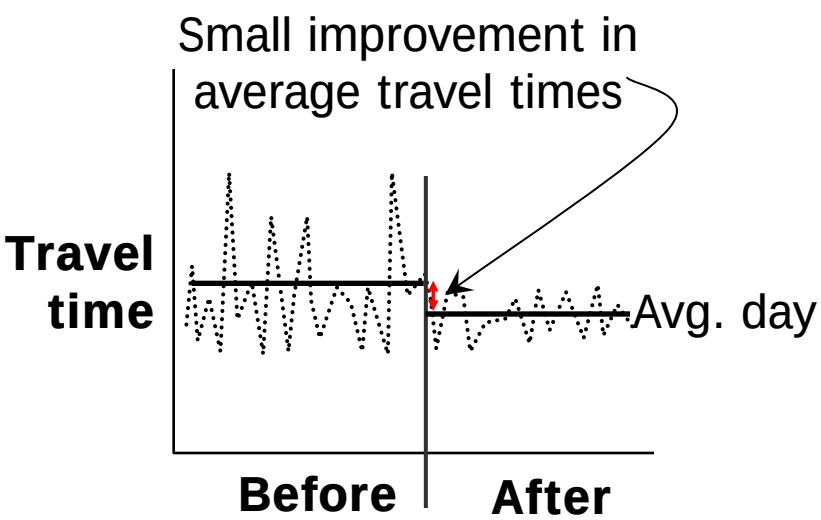
High Visibility Examples

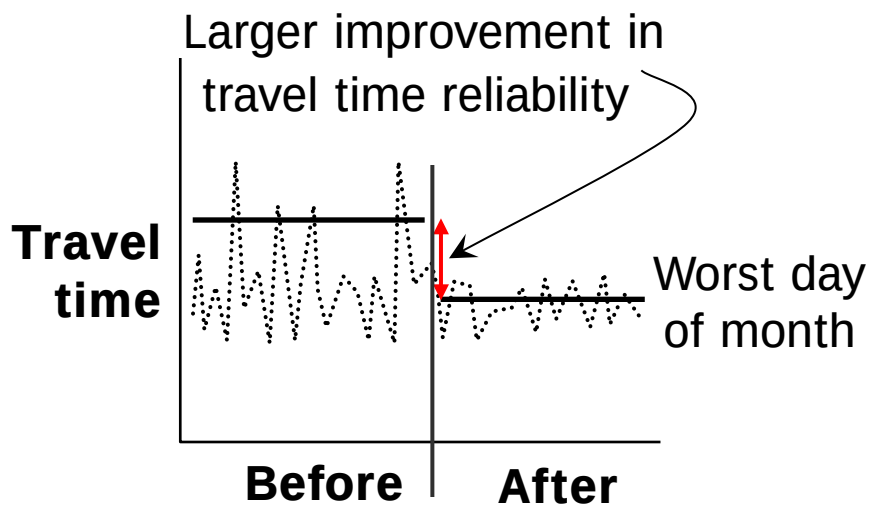
- Integrated Corridor Management
  - Combines freeway, arterial and transit operations
  - Collaborative operations
  - Data and infrastructure sharing
- Traffic Incident Management Programs
  - Transportation, Public Safety, EMS, private tow companies
  - Successful in bringing partners together
  - Strong link to safety
- MnDOT Shut Down of Ramp Meters

MnDOT Ramp Meter Study

- Required by Legislature in 2000
  - Study effectiveness of ramp meters (RM) by conducting a shutdown study
- Results
  - RM is cost-effective (B/C 15:1; $40M savings; reduced TT and crashes, improved TTR)
  - Public thought trips were longer and congestion was worse in study, and had more appreciation for RM
  - Some optimization needed; added auto-monitoring and adjustment

Minneapolis Ramp Meter Benefits





When MnDOT's ramp meters were turned back on in 2000:

22-percent decrease in average travel times

91-percent improvement in travel time reliability

SHRP2
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TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

Florida DOT Newsletter

SUNGUIDE® DISSEMINATOR

Florida Department of Transportation's Traffic Engineering and Operations Newsletter

FDOT

ITS on I-75 in Southwest Florida Nears Completion

By Chris Birosak, FDOT District One

Drivers traveling I-75 through southwestern Florida will enjoy even more benefits of the Florida Department of Transportation's (FDOT) intelligent transportation systems (ITS) when the new ITS goes live later this year in Manatee and Sarasota Counties. Dynamic message signs (DMS) and highway advisory radio (HAR) stations will relay real-time information about traffic conditions that prepare motorists for what is ahead. ITS allows drivers the time to make decisions about their routes depending on crashes, congestion, lane closures, or poor weather ahead on the highway. If a crash occurs, ITS enhances emergency response times to incident locations and reduces secondary crashes that can create extended delays. Drivers with disabled vehicles also typically receive assistance more quickly.America's Missing: Broadcast Emergency Response (AMBER) and Silver alerts can be posted on DMSs to assist law enforcement in locating people.

District One is installing 81 closed-circuit television cameras as part of their ITS on I-75.

Continued on next page...

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- Promotes/highlights different TSMO Areas
  - TIM
  - Traveler Info
  - Freeways/expressways
  - Disaster response
- Success stories, awards
- Performance measures
- New projects/programs
- New technologies

FDOT District 5 TSM&O Newsletter

"The development of a successful TSM&O practice is all about sharing."
John Moore, Systems Planner, FDOT D5

DEVELOPING THE TRANSPORTATION SYSTEM MANAGEMENT & OPERATIONS PRACTICE

FDOT DISTRICT 5

The D5 TSM&O Implementation Plan

Mainstreaming the practice in D5

With fewer funds available to build our way out of congestion, improving our current roadways has become critical. The FDOT board has endorsed the working definition of TSM&O, the TSM&O Business Plan, and the outline of a Strategic Plan. The D5 TSM&O Implementation plan will build on this progress and set the foundation for the District's TSM&O practice and program. Within D5, the Department has set the following goals for the TSM&O practice: (1) Integrate a management and operations approach to develop cost effective strategies (2) Develop and continuously upgrade a well maintained district-wide intermodal system and (3) Support mode choice, minimization of connection gaps and establish system reliability.

The Implementation Plan will set a foundation for achieving these goals and mainstream the D5 practice by establishing sound business processes, developing a regional TSM&O culture, and focusing on a strong organization and staffing base. Other tasks within the TSM&O Implementation Plan include the drafting of a TSM&O Planning Guidance Guidebook, conducting research on both pilot projects (from planning to construction and TSM&O improvement strategies such as alternative intersection treatments), and lastly creating District-wide performance measures and dashboards which are both user friendly, technically informative and specific to the needs of the region as a whole.

> "AS THE DEPARTMENT EVENTUALLY MOVES TOWARD CONNECTED, THEN AUTOMATED VEHICLES, THE PRACTICE OF TSM&O WILL BE THE VEHICLE DRIVING THE TRANSPORTATION BUSINESS INTO THE FUTURE."
>
> JOHN PHILIP MOORE

WHY TSM&O? WHY NOW?

TSM&O is the practice to develop less intensive, and low cost improvement strategies to improve and optimize the existing transportation system network. In an effort for transportation planning to focus on context sensitive solutions and support sustainable and livable communities, it is essential to enhance the existing network for optimal performance and provide mode choice to the users. What are some of the goals that will be accomplished?

- Improved travel time reliability;
- Improved safety;
- Cost savings;
- Real-time traveler information;
- More efficient incident management;
- Reduced emissions;
- Improved work zone management
- Interagency coordination

June 2015 Volume 1

FDOT District 5

The Planning for TSM&O Guidebook

A guide for planners and engineers to apply the practice of TSM&O

The purpose of the guidebook is to provide a comprehensive methodology for the TSM&O practice to define how planners and engineers work together to advance the TSMO initiatives.

In addition, it will identify TSM&O partners and their respective roles; how TSM&O fits into the project development life cycle; how to effectively pass the torch from planning through implementation (and beyond); and finally the level of coordination necessary between planning and engineering.

The guidebook is intended to be used by DOT staff, Metropolitan Planning Organizations, Transportation Planning Organizations, local governments, community planners, transit agencies, and traffic engineers. The methodology outlined in the guidebook will describe the process starting with system wide evaluation and prioritization, to project planning, to the programming and management of the project and ultimately to system retirement.

TSM&O Consortium Group

In order to gain consensus and discuss current transportation management issues within the district, the Department hosts bimonthly TSM&O Consortium meetings. This group consists of Department Planning and Operations staff, local city and county staff, Metropolitan Planning Organizations, and Transportation Planning Organizations. This meeting is hosted by the ISD Planning group in coordination with the ITS / Operations group. Valuable feedback and lessons learned on various projects and programs will be utilized in the development of both the Implementation Plan and the Planning Guidebook. Upcoming Consortium meetings are scheduled for April 30th and June 25th.

Big Data (What is Big Data? Why do we need it?)

Big Data is a buzzword, or catch-phrase, used to describe a massive volume of data, both structured and unstructured, that is so large that it's difficult to process using traditional database and software techniques. Here in D5, we have a plethora of data available, HERE, Sensors, Sunguide, and the list can go on and on!

The practice of TSM&O is a data driven process, everything from system wide evaluation to the development and monitoring of performance measures is based on the collection and interpellation of data. One of the goals of the TSM&O practice is to understand what data is most useful, what data in needed, and how best to use it. For this task department and agency partners are participating as part of the Team of Champions to identify and develop a data management process.

To learn more about the status of the TSM&O Practice in D5, please contact:
Mr. John Moore
Systems Planner, FDOT D5
Email: john.moore@dot.state.fl.us
Phone: 407-482-7882

June 2015 Volume 1

Conveying Benefits to the Public

REGIONAL TRANSPORTATION COMMISSION
Planning • Streets and Highways • Public Transportation
Metropolitan Planning Organization

Transit Alerts: SIERRA SPIRIT, RTC INTERCITY, RTC RAPID, RTC RAPID CONNECT, 2, 3, 4, 5, 6, 7, 9, 11, 13, 14, 15, 16, 17, 18, 19, 21, 25, 26, 28, 2s, 3cc, 3CL, 54, 56, 57

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- The SouthEast Connector
- Pyramid Highway / US 395 Connection EIS
- West Plumb Lane Reconstruction Project
- Roundabouts
- Traffic Signalization
- Impact Fees (RRIF)
- Orange Book

Planning

Links to Resources
Transit News
Special Events
Transit Security
Advisory Committees

HOME > Streets & Highways > Traffic Signalization

Traffic Signalization

New Phone Number to Report Traffic Signal Issues: 775-335-ROAD

MyRTC Email Updates

RTC will operate a central traffic signal hotline for public comments about traffic signal operations in the Truckee Meadows. Reports of issues with traffic signals will be made to a one-stop shop hotline answered by RTC at 335-ROAD (335-7623). When a report is called in, the appropriate local government that operates and maintains the specific signal will be contacted.

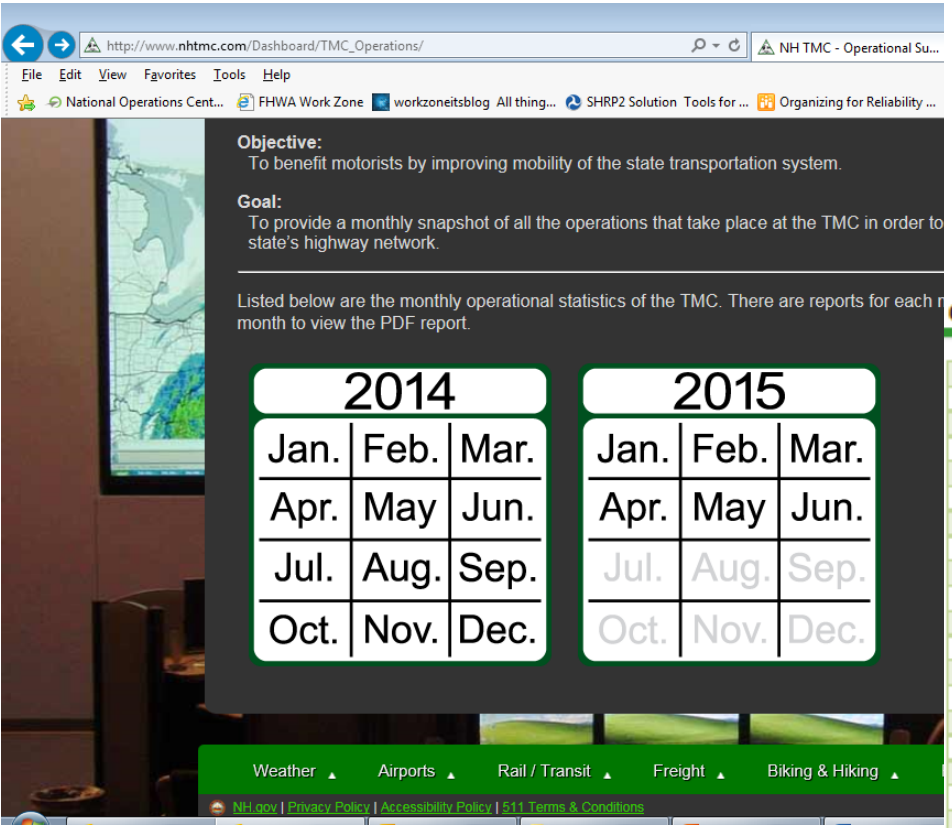
Three agencies operate the more than 350 traffic signals in the Truckee Meadows. The City of Reno, the City of Sparks, and Washoe County each have their own signal responsibilities. Economic conditions have strained the agencies' resources for operating the signals efficiently. Since the public needs efficient traffic operations without regard to political boundaries, the RTC Board asked staff to work with local agencies to develop a proposal to coordinate regional traffic operations. In addition to the hotline, the new proposal provides local agencies with additional technical resources that will help improve traffic operations, while maintaining local control. Together with local agencies and the University of Nevada, Reno, RTC staff will identify potential traffic operations issues and propose solutions and with agency staff will review and select proposed solutions. The partners will make changes and evaluate them for effectiveness, saving money and providing for quicker and more localized response.

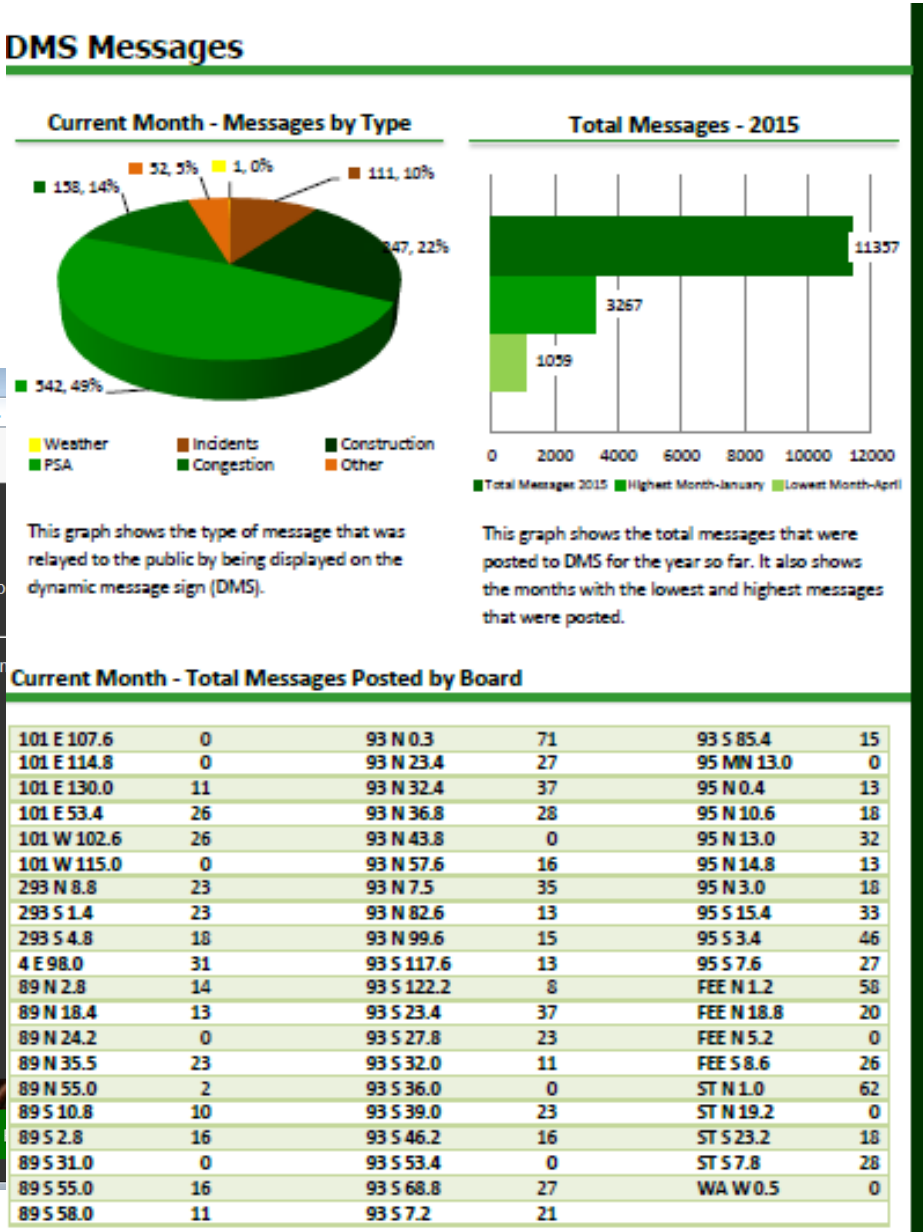
Currently, the City of Reno operates and maintains approximately 250 signals, the City of Sparks is responsible for 110, and Washoe County has 17. The RTC does not operate or maintain any traffic signals but retains engineering consultants to assist agencies in developing coordinated timing plans and to review signal operations. RTC staff also assists local agencies in signal timing.

- NEW: View the RTC Traffic Signal Demonstration Video
- View the RTC Traffic Signalization video
- Traffic Signalization Fact Sheet

Conveying Benefits to the Public

NH DOT Dashboard – TMC Operations





101 E 107.6	0	93 N 0.3	71	93 S 85.4	15
101 E 114.8	0	93 N 23.4	27	95 MN 13.0	0
101 E 130.0	11	93 N 32.4	37	95 N 0.4	13
101 E 53.4	26	93 N 36.8	28	95 N 10.6	18
101 W 102.6	26	93 N 43.8	0	95 N 13.0	32
101 W 115.0	0	93 N 57.6	16	95 N 14.8	13
293 N 8.8	23	93 N 7.5	35	95 N 3.0	18
293 S 1.4	23	93 N 82.6	13	95 S 15.4	33
293 S 4.8	18	93 N 99.6	15	95 S 3.4	46
4 E 98.0	31	93 S 117.6	13	95 S 7.6	27
89 N 2.8	14	93 S 122.2	8	FEE N 1.2	58
89 N 18.4	13	93 S 23.4	37	FEE N 18.8	20
89 N 24.2	0	93 S 27.8	23	FEE N 5.2	0
89 N 35.5	23	93 S 32.0	11	FEE S 8.6	26
89 N 55.0	2	93 S 36.0	0	ST N 1.0	62
89 S 10.8	10	93 S 39.0	23	ST N 19.2	0
89 S 2.8	16	93 S 46.2	16	ST S 23.2	18
89 S 31.0	0	93 S 53.4	0	ST S 7.8	28
89 S 55.0	16	93 S 68.8	27	WA W 0.5	0
89 S 58.0	11	93 S 7.2	21		

Communicating TSMO Value to the Public and Others – D12

Preferred Alternative Recommendation for I-405 Improvement Project

CALIFORNIA DEPARTMENT OF TRANSPORTATION

The I-405 carries more than 370,000 vehicles per day. Traffic volumes are expected to increase 35% by 2040.

transportation network.

Sustainable, integrated and efficient.

Alternative 3 is consistent with the goals of the Southern California Association of Governments (SCAG) Regional Transportation Plan (RTP) and Senate Bill 375 requirements:

- Mobility and Accessibility—HOT lanes manage travel demand and offer commuters and other users more travel choices
- Congestion Management—Managed lanes provide long-term mobility by preserving a part of the roadway for assured free-flow operation
- Managed Lanes Network—Meets goals of RTP's Managed Lanes Network; closes Managed Lanes interconnectivity gaps to provide access to all part of the region
- Transportation Demand Management—Incentivizes carpooling, vanpooling and use of transit; reduces dependence on solo travel
- Greenhouse Gas Reductions—Improved system performance generated by managed lanes improves air quality and greater roadway and vehicle efficiency

Sustainability and enhancing California's economy.

Regional population and employment growth is expected to continue. Therefore, demand for goods and services throughout the region will also increase.

- Maximizing travel time savings and reducing congestion allow businesses to operate more efficiently and maintain their competitiveness.
- Alternative 3 provides safe and reliable movement of goods and services, including services from emergency responders.
- Alternative 3 adds a new general purpose lane in each direction with an added benefit and choice of a free flow lane for many years to come.

Caltrans and OCTA have worked together in collaboration and partnership for more than two decades in finding solutions to the many challenges facing the State Highway System in Orange County.

Caltrans' statutory authority over the State Highway System entails a responsibility for sustainable improvements on the system. Caltrans is complementing M2 by optimizing system performance. Alternative 3 connects the I-405 Managed Lanes corridor directly to SR-73-I-605 and the existing toll road network in Orange County.

Caltrans District 12

Public Information
(949) 724-2000

www.dot.ca.gov/dist12

caltransD12

@caltrans12

Vision: A performance-driven, transparent and accountable organization that values its people, resources and partners and meets new challenges through leadership, innovation and teamwork.

Alternative 3 is consistent with the goals of the Southern California Association of Governments (SCAG) Regional Transportation Plan (RTP) and Senate Bill 375 requirements:

- Mobility and Accessibility—HOT lanes manage travel demand and offer commuters and other users more travel choices
- Congestion Management—Managed lanes provide long-term mobility by preserving a part of the roadway for assured free-flow operation
- Managed Lanes Network—Meets goals of RTP's Managed Lanes Network; closes Managed Lanes interconnectivity gaps to provide access to all part of the region
- Transportation Demand Management—Incentivizes carpooling, vanpooling and use of transit; reduces dependence on solo travel
- Greenhouse Gas Reductions—Improved system performance generated by managed lanes improves air quality and greater roadway and vehicle efficiency

Sustainability and enhancing California's economy.

Regional population and employment growth is expected to continue. Therefore, demand for goods and services throughout the region will also increase.

- Maximizing travel time savings and reducing congestion allow businesses to operate more efficiently and maintain their competitiveness.
- Alternative 3 provides safe and reliable movement of goods and services, including services from emergency responders.
- Alternative 3 adds a new general purpose lane in each direction with an added benefit and choice of a free flow lane for many years to come.

Caltrans and OCTA have worked together in collaboration and partnership for more than two decades in finding solutions to the many challenges facing the State Highway System in Orange County.

Caltrans' statutory authority over the State Highway System entails a responsibility for sustainable improvements on the system. Caltrans is complementing M2 by optimizing system performance. Alternative 3 connects the I-405 Managed Lanes corridor directly to SR-73-I-605 and the existing toll road network in Orange County.

Working with the Media

berkeleyside.com http://www.berkeleyside.com/2015/07/28/coming-soon-less-traffic-with-a-smart-interstate-80/

Coming soon: Less traffic with a smart Interstate 80

By Frances Dinkelspiel

July 28, 2015 7:00 am

When the I-80 Smart Corridor Project is completed in late 2015, motorists will see signs telling them about the traffic flow before them. Photo: Smart Corridor Project

Motorists driving south on Interstate 80 near Gilman might have been surprised recently by a new sign with flashing "Xs," yellow and green arrows, or a "30" or "55."

The sign is part of the I-80 Smart Corridor Project, an ambitious and technologically advanced $79 million endeavor to smooth the travel of the 270,000 cars that traverse from the Carquinez Bridge to the Bay Bridge each day.

That stretch of road is frequently regarded as the worst in the Bay Area. Driving the eight miles from Richmond to Emeryville can take as little as 20 minutes or more than an hour, according to transportation planners.

To alleviate that congestion, Caltrans, along with local county transportation agencies, is constructing a network of integrated electronic gantries that will provide real time traffic information that has been collected by sensors and cameras on the freeway and nearby roads. In addition, Caltrans is adding 44 metered on-ramps and signs on auxiliary streets like San Pablo Avenue.

smart corridor
INTERSTATE 80
INTEGRATED CORRIDOR MOBILITY

I-80 SMART Corridor Project

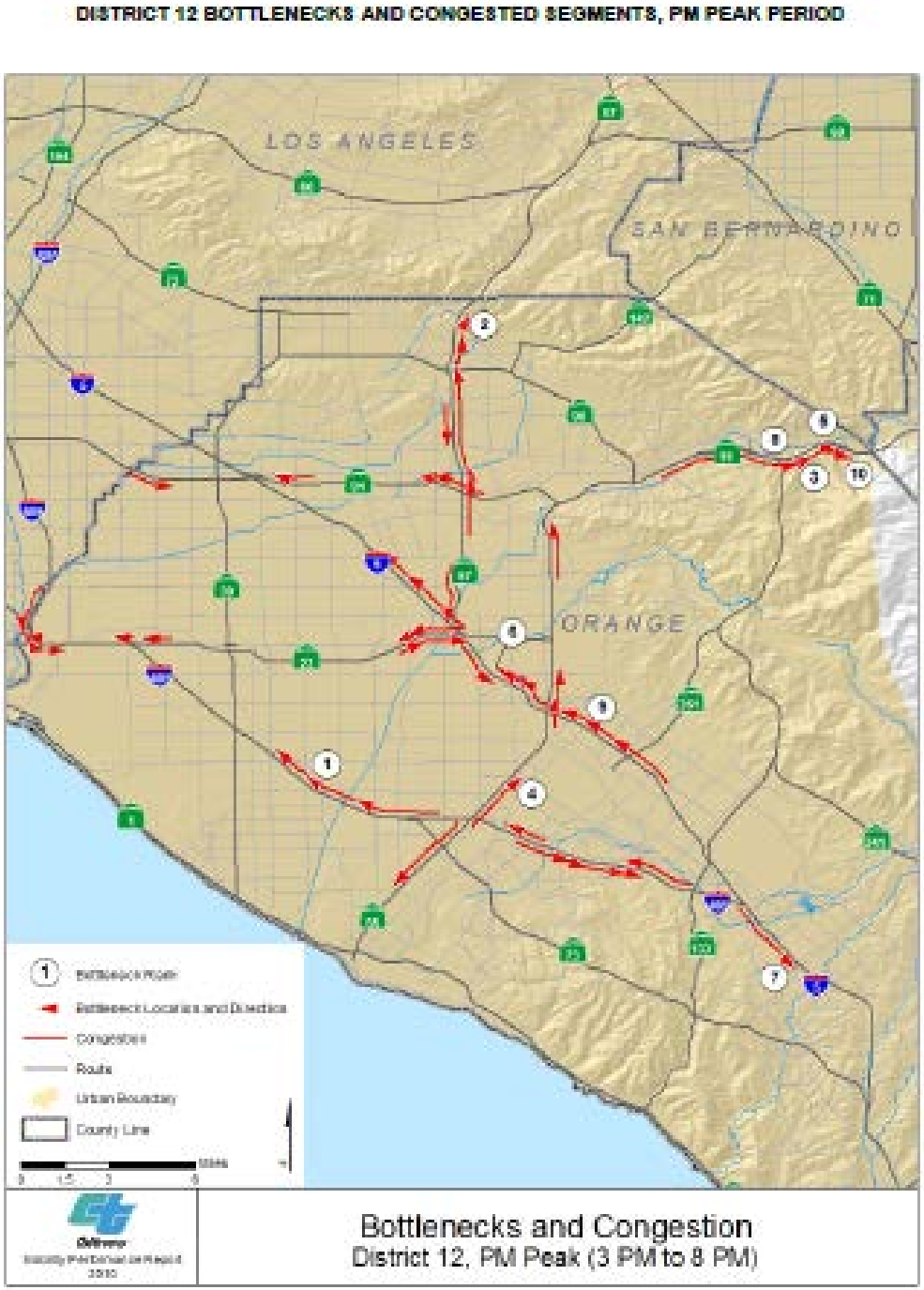
Using Soundbites

- TSMO strategies help address congestion in the near term at a lower cost than options which require additional pavement
- Traffic signal timing is rated one of the most cost-effective urban transportation improvements
- Strategies that improve traffic flow and reduce congestion also reduce emissions and improve air quality
- It is important to make the most effective use of the *existing* infrastructure before adding capacity
- Providing real-time information to travelers allows them to make choices about when and how they travel

Using Key Facts/Data

- Cost of adding lanes to an existing highway can be more than 10 times the yearly cost of effective management
- Electronic toll collection can yield substantial savings in travel time: 10 to 30% participation rate in ETC yielded B/C ratios from 2:1 to 3:1
- Traffic signal optimization can decrease delay substantially (13% to 94%) while improving safety at a fraction of the cost of infrastructure capacity expansion
- Congestion costs the average traveler an extra 38 hours of travel time and 26 gallons of fuel each year

Using Visuals



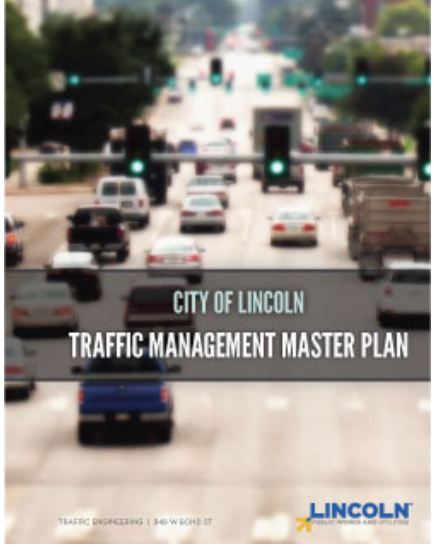
California Department of Transportation
Mobility Performance Report 2010

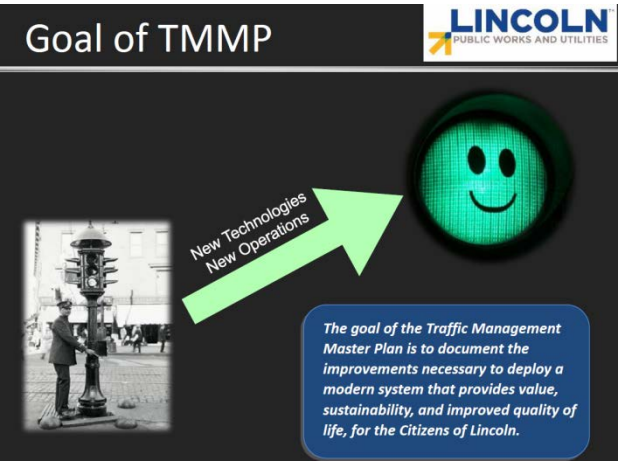
More Tools for Communicating the Value of Operations

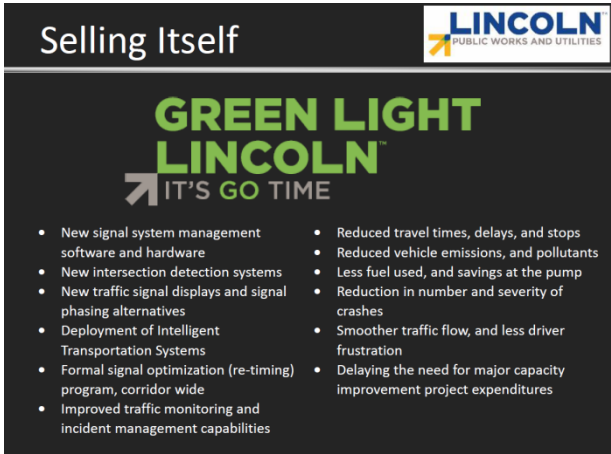
- Annual reports and dashboards
- Social media to promote success stories
  - Share TSMO achievements and performance statistics
  - Announce new programs and services
  - Track ‘likes’ and re-tweets for specific features and stories
  - Partner with PIO
- Infographics
- Executive/Decision Maker Edition of Materials

Green Light Lincoln

- TSM&O initiative in Lincoln, NE
  - Explaining the initiative
  - Making the case for it







Source: City of Lincoln, NE, 2016

Tailoring to the Specific Audience

- **Decision-maker:** TIM can decrease incident duration by 30% to 40%
- **Implementer:** Combined traveler info and TIM can increase peak period freeway speeds 8 to 13%, reduce crash rates, and improve reliability by 1 to 22%
- **Public:** Every minute a freeway lane is blocked, there is at least a 10-minute backup after the incident is cleared
- **First responders, Safety staff:** Likelihood of a secondary crash increases by 2.8% for each minute the primary incident continues

For sound bites and key facts, see SHRP2 L17 Business Case Primer - Communicating the Value of Transportation Systems Management and Operations

Communicating the Value at NH DOT

- Incorporates communicating the value of TSMO and creating a culture supportive of TSMO
- Branding strategies/efforts as TSMO
- Living in both worlds - Interact with Planning and Design
  - Make sure they understand what TSMO is, what strategies are available, why it's important
  - Encourage them to look for opportunities to include TSM&O in plans and in project designs
- Train rising leaders and other key staff about TSMO
- Look for/create opportunities to brief leadership
- Consider TSM&O in agency structure and processes

Group Exercise

- Identify a target audience (individual or group) that can help you advance TSMO
- Identify their role – influencer, decision-maker, makes decisions about funding for TSMO, implementer
- Craft a message about the value of TSMO that you think will influence them

“Homework” to Take Back

- Know your audience – their hot buttons, their priorities
- Identify local/regional TSMO successes and prepare compelling stories
- Develop a focused strategy for effective decision maker and elected official outreach and engagement
- Consider:
  - How can you make better use of available tools to communicate value of operations?
  - What are some things you can change about your strategy and message to shape perception of TSMO?
  - What are some ways you can better engage PIO and media to help advance your message?

Resources

- SHRP2 L17 Business Case Primer: Communicating the Value of Transportation Systems Management and Operations
- SHRP2 L31 “CEO” focused presentation: *Operations in the 21st Century DOT: Meeting Customer Expectations* and guide book
- FHWA Operations Story (FHWA-OP-04-059)
- AASHTO Subcommittee on Transportation Communications
  - New tools and strategies (incl. social media)

Resources: National Operations Center of Excellence

- THE place to go for TSM&O information and peer exchange
- Launched January 2015
  - Collaboration of AASHTO, ITE, ITSA with support from FHWA
- Website and Technical Services Program
  - **“Why TSM&O?” business case info**
  - Technical resources
  - Calendar of events from many sources
  - Discussion forums
  - Peer exchanges
  - Webinars
  - Case studies, and much more

NOCoE

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