

Phase 1 Public Outreach Plan

Vehicle-to-Everything (V2X) Accelerator: Connecting the West – Utah Department of Transportation

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16. Abstract <p>The Public Outreach Plan was created for the Connecting the West (CTW) Program, which is part of the United States Department of Transportation's (USDOT) Saving Lives with Connectivity: Accelerating Vehicle-to-Everything (V2X) Deployment grant program. The Public Outreach Plan outlines the project's public outreach-related goals, measurable objectives, and implementable strategies and tactics. The plan is designed to build awareness, foster collaboration, and address concerns as Vehicle-to-Everything (V2X) technologies are deployed across Utah, Colorado, and Wyoming. The program emphasizes safety, efficiency, and sustainability, showcasing how improved connectivity reduces crashes and congestion while promoting healthier communities.</p> <p>Key strategies include media outreach, stakeholder engagement, digital platforms, and crisis preparedness. Press releases, media advisories, and live demonstrations will highlight major milestones like Roadside Unit (RSU) installations and Vulnerable Road User (VRU) detection systems, with localized stories showcasing regional benefits. A robust media strategy will target local, national, and industry outlets to emphasize the CTW Program's transformative potential. Digital tools will expand the program's reach, including a comprehensive website offering updates, resources, and event details. Social media posts and monthly email newsletters will maintain consistent engagement and keep stakeholders informed.</p> <p>A crisis communications plan ensures readiness to address potential challenges, providing transparent updates and framing solutions positively. Overall, the plan builds trust, drives understanding, and highlights the collaborative effort behind the CTW Program, positioning it as a national model for intelligent transportation.</p>					
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List of Acronyms and Abbreviations

AASHTO	American Association of State Highway and Transportation Officials
AMPO	Association of Metropolitan Planning Organizations
APWA	American Public Works Association
CCD	City and County of Denver
CDOT	Colorado Department of Transportation
CI	Connected Intersection
CRM	Customer Relationship Management
CTW	Connecting the West
CV	Connected Vehicle
DOT	Department of Transportation
FCC	Federal Communications Commission
FHWA	Federal Highway Administration
GHSA	Governors Highway Safety Association
GHz	Gigahertz
GM	General Motors
ITE	Institute of Transportation Engineers
ITS	Intelligent Transportation Systems
ITS America	Intelligent Transportation Society of America
KPI	Key Performance Indicator
LIDAR	Light Detection and Ranging
LTE	Long-Term Evolution
MCDOT	Maricopa County Department of Transportation
NACTO	National Association of City Transportation Officials
NARC	National Association of Regional Councils
NLC	National League of Cities
OBU	On-Board Unit
OEM	Original Equipment Manufacturer
OIS	Outreach Implementation Schedule
RLVW	Red Light Violation Warning
RSU	Roadside Unit
RTCM	Radio Technical Commission for Maritime Services
RWIS	Road Weather Information System
SCMS	Security Credential Management System
SEO	Search Engine Optimization
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TIM	Traveler Information Message
TRB	Transportation Research Board
TTI	Texas A&M Transportation Institute
TTG	Transportation Technology Group
UDOT	Utah Department of Transportation

USDOT	United States Department of Transportation
UTA	Utah Transit Authority
UVX	Utah Valley Express
V2X	Vehicle-to-Everything
VRU	Vulnerable Road User
WYDOT	Wyoming Department of Transportation

1. Program Overview

The Utah Department of Transportation (UDOT) is leading the Connecting the West (CTW) Program, an initiative funded by the United States Department of Transportation's (USDOT) Saving Lives with Connectivity: Accelerating Vehicle-to-Everything (V2X) Deployment grant program (often referred to as the V2X Accelerator program). Awarded a \$20 million grant in June 2024, supplemented by \$6.54 million in matching funds, the CTW Program aims to advance V2X technology deployment across Utah, Colorado, and Wyoming.

In partnership with the Wyoming Department of Transportation (WYDOT), Colorado Department of Transportation (CDOT), Salt Lake City, Utah Transit Authority (UTA), the City and County of Denver (CCD), and General Motors (GM), the CTW Program is designed to expand V2X deployments and ensure interoperability across the three states.

The CTW Program's overarching goal is to enhance transit safety and mobility, mitigate congestion, and address air quality issues by increasing the scale and effectiveness of V2X technology in the region. Through collaborative efforts, the CTW Program seeks to establish a model for seamless and interoperable transportation systems that can be adopted nationwide.

2. Public Outreach Plan Overview

The CTW Public Outreach Plan is designed to advance public awareness, stakeholder engagement, and community education as V2X technologies are deployed across Utah, Colorado, and Wyoming. This initiative, led by UDOT and key partners, focuses on integrating V2X systems to improve safety, efficiency, and mobility in the region. The outreach strategy leverages media engagement, digital platforms, stakeholder outreach, and crisis communications to ensure public and industry support for this transformative transportation initiative. To support these efforts, Blaine Leonard has been elected as the official Outreach Lead and Spokesperson for the project, ensuring clear and effective communication with stakeholders and the public.

2.1. Key Objectives

- **Build** public trust and understanding of V2X technology.
- **Highlight** the program's safety, mobility, and air quality benefits.
- **Engage** decision-makers, industry leaders, and system users.
- **Foster** collaboration across state agencies and transportation sectors.
- **Establish** a scalable model for V2X adoption nationwide.

2.2. Communications Strategies and Tactics

- **Media Awareness and Engagement:** Develop targeted press releases, media advisories, and strategic partnerships to highlight key program milestones and industry advancements.
- **Earned and Owned Media:** Utilize press coverage, social media, and internal digital content to maintain engagement and promote V2X benefits.
- **Digital Communications:** Implement a comprehensive website, email campaigns, and a social media strategy to engage stakeholders and the public.
- **Crisis Communications:** Prepare for potential risks, ensuring timely, transparent responses to concerns related to data security, deployment delays, and system performance.
- **Events:** Organize live demonstrations, community events, and industry conferences to showcase the program and public benefits.
- **Operational Scenarios:** Highlight progress on major initiatives such as Roadside Unit (RSU) installations, Vulnerable Road User (VRU) safety measures, and system interoperability through targeted campaigns.
- **Stakeholder Outreach:** Engage transportation agencies, local governments, and industry groups through regular briefings, meetings, and updates.

- **Community Outreach:** Address public concerns through targeted messaging, multilingual materials, and accessibility measures to ensure broad program understanding.
- **Industry Association Partnerships:** Collaborate with transportation industry groups and trade associations to amplify program visibility and best practices.
- **Site Partnerships:** Coordinate with federally funded deployment sites in Arizona and Texas to share insights and promote national V2X adoption.
- **Demonstrations:** Develop real-world use case demonstrations (e.g., VRU detection, truck transport, and snowplow preemption) to illustrate V2X technology's impact.

2.3. Performance Metrics

- **Media Analytics:** 20+ positive/neutral media mentions per quarter; 75% positive sentiment score.
- **Social Media Engagement:** 5% engagement per post; 25% increase in impressions within 6 months.
- **Event Participation:** 20% increase in attendance compared to initial outreach events.
- **Website Traffic:** 30% increase in unique visitors over 12 months.
- **Survey Response Rate:** 50% stakeholder, 30% public engagement.

This Public Outreach Plan will be continuously evaluated and adapted to maximize public awareness, stakeholder engagement, and industry collaboration. By integrating innovative communication strategies and leveraging multi-channel outreach, this initiative will position Utah, Colorado, and Wyoming as national leaders in Intelligent Transportation Systems (ITS).

3. Public Outreach Goals

The CTW Program focuses on achieving key goals to establish a nationwide standard for V2X technology. By deploying innovative solutions across Colorado, Utah, and Wyoming, the program aims to enhance road safety, improve traffic flow, and strengthen regional connectivity. By focusing on these primary goals, the CTW Program aims to demonstrate the transformative potential of V2X technology and build a foundation for a broader adoption across the country.

- **Support National V2X Deployment:** Communicate the importance of interoperable V2X technology between WYDOT, UDOT, and CDOT to enhance driver safety and mobility.
- **Foster Public Understanding and Support:** Educate the public on V2X's life-saving benefits and its role in improving traffic flow to enhance the overall travel experience.
- **Strengthen Stakeholder Collaboration:** Maintain alignment between project partners (UDOT, CDOT, WYDOT, Salt Lake City, UTA, and USDOT) to ensure cohesive messaging and unified outreach efforts.
- **Position UDOT, CDOT, and WYDOT as Leaders in Innovation:** Position CDOT, WYDOT, and UDOT as leaders in advancing V2X deployment through strategic communications, thought leadership, and industry engagement, emphasizing sustainability and efficiency improvements.
- **Enhance Public Confidence in V2X Data Security:** Educate the public on V2X technology's data privacy protections by transparently communicating how information is collected, used, and safeguarded. Address concerns about personal data security through clear, accessible messaging; stakeholder engagement; and proactive outreach efforts.

4. Public Outreach Objectives

Objective 1: Develop and Implement a Comprehensive Public Outreach Plan

- Align with the project's overarching scope by creating a detailed Public Outreach Plan that defines audience engagement strategies, key messages, and measurable objectives.
- Ensure consistent coordination with USDOT communications staff through the certified approval process and coordination meetings.
- Regularly update the Public Outreach Plan (assumes two revisions) based on stakeholder feedback and project milestones.
- Address the role of V2X in enhancing safety for all road users, including pedestrians, cyclists, and freight operators.

Objective 2: Execute a Targeted Public Relations Strategy

- Develop and disseminate messaging to national and local media outlets to highlight V2X deployment progress and its economic and safety benefits.
- Provide media training for designated project spokespersons and manage media relations in collaboration with UDOT, CDOT, WYDOT, UTA, and Salt Lake City.
- Generate earned media coverage through strategic press releases, advisories, and media outreach efforts.
- Highlight how V2X contributes to streamlined freight operations and reduced congestion.

Objective 3: Enhance Digital and Social Media Engagement

- Develop digital content for project-related social media channels to communicate key developments, achievements, and economic impact.
- Manage monthly email blasts (30-month timeline) to keep stakeholders informed and engaged on safety, efficiency, and sustainability improvements.
- Optimize online visibility through search engine optimization (SEO) best practices on the UDOT Transportation Technology Group (TTG) website.

Objective 4: Strengthen Crisis Communications Capabilities

- Develop a proactive crisis communications plan that outlines potential risks, response strategies, and messaging frameworks.
- Establish a crisis response team with defined roles and responsibilities to ensure coordinated messaging during unforeseen events.
- Ensure the crisis plan includes responses related to public safety concerns and potential disruptions to freight and commuter traffic.

Objective 5: Engage Industry Leaders Through Trade Shows and Webinars

- Identify and execute a trade show strategy, ensuring presence at eight key industry events to promote interoperability.
- Organize six public webinars featuring subject matter experts to share progress, insights, and deployment lessons.
- Showcase the cost savings and economic benefits of V2X at trade shows and through webinar discussions.

Objective 6: Coordinate High-Impact Deployment Showcases

- Organize six public demonstrations to illustrate the real-world benefits of V2X technology.
- Manage event logistics, stakeholder coordination, and public messaging to maximize visibility and support.
- Highlight how V2X improves traffic flow, freight operations, and safety for VRUs.

4.1. Outreach Analytics

Establishing clear percentage and metric goals is essential for evaluating the success and effectiveness of the CTW Program's communication efforts. These goals provide measurable benchmarks across all tactics and platforms, ensuring alignment with program objectives and fostering continuous improvement. By tracking progress and analyzing performance data, the CTW team can adapt strategies to maximize engagement, enhance stakeholder relationships, and build trust in V2X technology. These metrics will be measured until the end of the project based on the established timeline.

Email Blasts

- Maintain an average open rate of 25% and a click rate of 10% across all emails.
 - How: Tracked via email marketing platform via MailChimp analytics, which automatically records open and click rates per campaign.
- Increase email subscriber base by 10% over 12 months.
 - How: Subscriber growth tracked through the same platform, comparing current list size against baseline at program launch.

In-Person Events

- Secure approximately 100 people per every in-person event.
 - How: Registration and sign-in sheets will be used to track attendance.
- Secure participation from at least three to five key industry entities, including trucking/freight companies, farmers, automobile manufacturers, and transportation agencies.
 - How: This will be measured based on the number of successful partnerships established throughout the project.

- Collect feedback from 10% of attendees to assess event effectiveness and inform future outreach strategies.
 - How: Digital or printed post-event surveys will be distributed to all attendees and tracked through response rate in the form of a QR code/Google Form.
- Publish post-event summaries within two weeks, incorporating key insights, attendee feedback, and potential next steps.
 - How: Summaries will be drafted based on event notes, survey analysis, and team debriefs and shared on the website or via email.

Public Relations

- Generate regular reports to track media mentions.
 - How: Media monitoring platforms (e.g., Meltwater) will be used to capture media coverage and compile into monthly reports. Each mention will be logged and sentiment scored using a manual review and/or AI-based tools that classify tone as positive, neutral, or negative. This can also be done in platforms like Meltwater and generated into a report.
- Maintain an average sentiment score of 75% positive/neutral across coverage.
 - How: Calculated as a percentage of total mentions based on sentiment scoring.
- Identify and engage with at least 20 relevant media contacts by the end of the project.
 - How: Media list managed through a customer relationship management (CRM) system or spreadsheet will track outreach frequency and engagement.
- Achieve at least three media placements per major event to maximize visibility and public awareness.
 - How: Monitored through media tracking and post-event coverage reviews. Utilization of existing relationships with media will also prove helpful as well as the development of media and reporter lists through research in Meltwater (or similar platforms).

Social Media

- Maintain a bi-monthly posting schedule on UDOT's LinkedIn with project updates.
- Achieve an average engagement rate of 2-5% per post depending on platform (likes, shares, and comments).
 - How: Calculated as total engagements (likes, comments, and shares) divided by total impressions per post, using platform-native analytics. According to current UDOT engagement rate metrics, LinkedIn typically retains 2-11%, Facebook retains 1-2%, and Instagram retains 5%.
- Track internal "tags," a tool used to help organize posts, track content performance, and help create deeper levels of data to measure engagement.
 - How: Monitored using the Reporting suite in Sprouts, currently utilized by the UDOT social media team.
- Set platform-specific engagement goals for milestone update posts, such as achieving at least 100 likes on Instagram (a historically high-engagement platform) and 50 shares or reshares on LinkedIn, which consistently yields higher impressions.

- How: Measured using native platform insights and ensured by utilizing top-performing hashtags, succinct but relevant copy, and captivating images/videos as well as through tagging the appropriate partners.
- Monitor post-driven traffic to project-related webpages, tracking referral clicks from social media.
 - How: Google Analytics' Monster Insights third-party tool will track the number of users arriving via social channels.
- Track YouTube video performance over the project, utilizing the following metrics:
 - Monitor total clicks on the video from other media platforms, specifically via LinkedIn, Facebook, and Instagram, along with total video views.
 - How: Individual platform analytics, as well as YouTube analytics for view count.
 - Track audience retention, with a goal of 35% watch time on CTW videos.
 - How: Tracked through average view duration in YouTube Analytics.
 - Analyze engagement metrics, including likes, comments, and shares, with a goal of 10+ engagements per video (likes, shares, and comments combined).
 - How: Measured via YouTube's public engagement stats (likes, shares, and comments).

Webinars

- Achieve an average attendance rate of 50% of registrants for each webinar.
 - How: Webinar platform data (e.g., Zoom) tracks registrants and attendance rates automatically.
- Secure a 70% completion rate (attendees who stay until the end).
 - How: Completion rate tracked using built-in attendance reporting in Zoom that includes session duration per participant in webinars.

Website Analytics

- Increase monthly unique visitors by 30%.
 - How: Tracked using Google Analytics' Monster Insights platform or similar platform, comparing traffic to baseline month.
- Achieve an average bounce rate of <40% for key pages (e.g., program updates and resources).
 - How: Bounce rate calculated in Monster Insights by page, based on user sessions that end without interaction.
- Drive 20% of email blast clickthroughs to the website.
 - How: Utilize Monster Insights' traffic sources to determine where visitors are coming from.

5. Audiences

The success of the CTW Program relies on effectively engaging and informing key audiences that play critical roles in its implementation, amplification, and acceptance. These audiences—decision-makers, the broader transportation industry, and the system users—each bring unique value to the program. By tailoring communication strategies to address their interests and concerns, the program can secure support, build momentum, and foster trust in V2X technology.

5.1. Key Audience: Program Decision-Makers

This group holds the authority to shape transportation policies, allocate funding, and drive the CTW Program's success. Their understanding of program goals, progress, and achievements is essential for aligning efforts, resolving challenges, and ensuring future expansions.

Who They Are

- USDOT officials
- Highway transportation officials in Utah, Colorado, and Wyoming
- UTA
- Automotive manufacturers
- Elected officials
- Neighboring Departments of Transportation (DOTs) and industry leaders
- UDOT regions

Engagement Objectives

- Provide consistent updates on key milestones, including RSU installations, VRU safety measures, and V2X technology integration.
- Highlight performance metrics, system interoperability, and state coordination to align with broader transportation goals.
- Secure support to maintain program momentum, resolve challenges, and prepare for future expansions.

5.2. Key Audience: Connected Vehicle Industry

The success of the CTW Program relies on effectively engaging and informing key audiences, each of whom plays a critical role in its implementation, amplification, and acceptance. By tailoring communication

strategies to address their specific interests and concerns, the program can secure support, build momentum, and foster trust in V2X technology across all stakeholder groups.

Who They Are

- Intelligent Transportation Systems America (ITS America)
- Automakers and suppliers
- Vehicle technology developers

Engagement Objectives

- Keep stakeholders informed about technological advancements, system performance, and interoperability testing.
- Highlight how outcomes align with industry trends and future vehicle infrastructure integration.
- Encourage automakers and technology developers to adopt V2X technologies into their vehicles, ensuring safer and more connected vehicles.
- Collaborate with ITS America to advocate for policy changes supporting ITS integration and broader V2X deployment.

5.3. Key Audiences: System Users and Media

The system users and media play a critical role in building awareness, trust, and acceptance of V2X technology. Their understanding of the CTW Program's tangible benefits—improved safety, reduced congestion, and enhanced driving experiences—is vital for the success of current deployments and future adoption.

Who They Are

- Drivers, commuters, and residents in Utah, Colorado, and Wyoming
- Local and regional media outlets

Engagement Objectives

- Communicate the practical benefits of V2X technology in an accessible and user-friendly manner.
- Emphasize improved safety, smoother traffic flow, and integration of smart technologies that enhance daily driving experiences.
- Utilize media to share public-focused narratives that highlight the program's real-world impacts.
- Foster public awareness and compliance with new systems, such as Traveler Information Messages (TIMs), to maximize the effectiveness of V2X deployments.

6. Outreach Plan Overview

The strategies and tactics outlined within this Public Outreach Plan will assist in achieving the CTW Program's goals through driving awareness, engagement, and collaboration across key stakeholders, industry leaders, and public audiences. Through proactive and well-established collaboration, all audience members will be kept informed of the program's progress, which will be vital as concerns over data security and vehicle-sharing technology inevitably arise. The Public Outreach Plan aims to amplify the program's impact by promoting the advantages of V2X technology, showcasing its transformative role in improving road safety and traffic efficiency, and fostering public understanding of the long-term benefits of smart infrastructure.

Through aligning communication efforts with the CTW Program's main goals, this plan will contribute towards building momentum as technologies like the TIM, Connected Intersection (CI), and VRU systems are fully implemented. The plan will focus on driving engagement with partners such as UDOT, WYDOT, and CDOT, while verifying that the public and industry leaders understand the significance of the program's outcomes and progress. This strategic approach ultimately aims to help establish the CTW Program as a national model for interoperability and vehicle technology.

7. Background and Research

The success of the CTW Program is built on a strong foundation of technical expertise and proven advancements in V2X technology by UDOT, WYDOT, and CDOT. These agencies have demonstrated their readiness through the deployment of innovative systems and infrastructure, showcasing their ability to implement and scale V2X solutions effectively. This section provides an overview of the research and accomplishments that have positioned these agencies as leaders in connected transportation, highlighting their readiness to drive the CTW Program forward.

Examples of Technical Readiness

- Established state fiber networks in both Utah and Colorado for connected infrastructure.
- Deployed key infrastructure, including cameras, RSUs, and Road Weather Information Systems (RWIS).
- Operational V2X communication technologies, with RSUs and On-Board Units (OBUs) deployed since 2017.
- Utilized SAE J2735 messages to ensure standardized interoperability across systems.
- Supported safety, mobility, and air quality applications through active V2X systems.
- Implemented secure credentialing with operational Security Credential Management Systems (SCMS) and active security credentials.
- Obtained Federal Communications Commission (FCC) waivers for Long-Term Evolution (LTE) V2X use in the 5.9 Gigahertz (GHz) band for UDOT, WYDOT, CDOT, and CCD.
- Developed advanced management systems for operations, data sharing, and monitoring in UDOT and CDOT.
- Delivered unique Radio Technical Commission for Maritime Services (RTCM) message broadcasting for position corrections at several intersections in Utah.
- Collaborated with automotive OEMs to ensure accurate and secure V2X messaging at intersections.
- Conducted interoperability testing through WYDOT's Connected Vehicle (CV) Pilot Deployment initiative and in partnership with organizations like Georgia Department of Transportation, California Department of Transportation, and Maricopa County (Arizona).

7.1. Strengths, Weaknesses, Opportunities, and Threats

7.1.1. SWOT Analysis of Technical Implementations

The CTW Program's technical implementations represent a transformative approach to enhancing transportation infrastructure across the region. This SWOT analysis evaluates the program's strengths,

such as cutting-edge technology and innovative integration, while identifying weaknesses that may challenge its deployment, including resource limitations or system compatibility. Opportunities to leverage emerging trends, partnerships, and technological advancements will be explored, alongside potential threats like regulatory hurdles or cybersecurity risks. This analysis aims to provide a comprehensive understanding of the technical factors influencing the CTW Program's success and sustainability.

To address the weaknesses and threats identified for technical applications in this program specifically, several strategies can be implemented. For data security concerns, it is crucial to comply with privacy regulations and clearly communicate the CTW Program's commitment to protecting user data to build trust. To tackle interoperability challenges, standardized protocols should be established and close collaboration with technical experts across jurisdictions should take place. Market volatility and cost risks can be mitigated by continuously monitoring market trends and maintaining flexibility in budget planning. To combat public misunderstanding, it is necessary to develop clear, concise, and accessible messaging that simplifies the complex technology while emphasizing its benefits and security measures.

Strengths

- **Proven Technologies and Infrastructure:** The program builds upon existing V2X infrastructure across the states of Utah, Colorado, and Wyoming.
- **Strong Partnerships:** Participation from organizations like GM, UTA, UDOT, CDOT, and WYDOT provides credibility and widespread resources.
- **Safety and Mobility Improvements:** Provides a strong focus on the enhancement of traffic safety and mobility through real-time alerts, emergency vehicle preemption, VRU detection, and the like. These improvements will directly affect the lives and safety of drivers, this program's largest audience.
- **Geographic and Traffic Efficiency Scope:** The program covers both urban (Salt Lake City and Denver) and rural areas, addressing mobility and traffic efficiency challenges such as air quality and congestion, speaking to the program's comprehensive nature.
- **National Model Potential:** The program aims to demonstrate a cohesive, interoperable V2X system across multiple states, providing a framework for other US regions to utilize in the future.

Weaknesses

- **Data Security Concerns:** The collection and transmission of vehicle data across jurisdictions may raise privacy concerns within the system users, potentially affecting acceptance of the system.
- **Interoperability Challenges:** Ensuring seamless communication and data exchange across state borders, vehicles, and systems requires meticulous standardization and coordination, which could prove to be highly complex and time-consuming.
- **Market Volatility and Cost Risks:** While the program has secured significant funding commitments, the evolving nature of V2X technology and market fluctuations introduce potential financial uncertainties. Variability in vendor stability, infrastructure costs, and emerging technologies may impact long-term budget planning. Proactively monitoring these factors will help mitigate risks and ensure continued progress toward deployment goals.

- **Public Misunderstanding:** Due to the technical nature of this program and its complex technology, it may be difficult to effectively disseminate the details and functions of the V2X system to the system users. This will require tactful and strategic communication that simplifies but effectively informs the system users.

Opportunities

- **Air Quality Improvements:** Improved traffic efficiency through real-time data and signal prioritization can contribute to reduced vehicle pollutants, benefiting areas with high pollution such as Salt Lake City. This will be especially helpful in Utah, a state known for its low air quality grading.
- **Technological Leadership:** Establishing a robust, interoperable V2X system positions Utah, Wyoming, and Colorado as leaders in transportation technology and innovation, potentially attracting additional federal support and investments and incentivizing OEM deployment of V2X systems.
- **Scalability to Other States:** The success of this three-state model could serve as a blueprint for national V2X deployment, increasing demand for V2X systems and contributing to nationwide road safety and mobility.
- **Additional Use Cases:** Additional use cases, such as pedestrian detection and work zone alerts, enhance the program's scope and relevance, appealing to a broader range of stakeholders.

Threats

- **Cybersecurity Risks:** The transmission of real-time data across vehicles and RSUs could be vulnerable to cyberattacks or data breaches.
- **Public Resistance:** Widespread concerns over privacy, data security, and government surveillance may cause resistance from the public, affecting user adoption and overall trust in the system.
- **Technological Barriers:** Potential delays, market disruptions, or technological issues related to the integration of systems, compatibility of OBUs, and deployment of RSUs could hinder the completion and effectiveness of the program.
- **Regulatory Changes:** Additional shifts in federal policies (particularly around the use of the 5.9 GHz spectrum) could disrupt the deployment of V2X systems or require significant adjustments to the program.

7.1.2. SWOT Analysis of Communications and Outreach

The communications and outreach efforts of the CTW Program are critical to building public trust, fostering stakeholder engagement, and ensuring the program's visibility and support. This SWOT analysis examines the program's strengths in delivering clear and impactful messaging, alongside weaknesses such as potential gaps in outreach coverage or audience engagement. Opportunities to amplify the CTW Program's reach through strategic partnerships, digital tools, and public education are also assessed. Finally, threats like misinformation, public skepticism, or data privacy and safety concerns are considered, offering a roadmap to strengthen communications and maintain robust community and stakeholder alignment.

To address communications-specific weaknesses and threats, technical messaging will be simplified and adjusted to improve public understanding and ensure transparency regarding data collection and privacy

measures. For limited visibility, strategic messaging and social media campaigns will showcase less visible technologies and highlight milestones. To combat resistance, clear communication on data policies and a crisis plan for privacy concerns will be implemented. Proactive media engagement and crisis communication will address negative coverage, while tailored outreach will ensure rural areas feel included and informed. The communications plan will also adapt to address delays and maintain progress.

Strengths

- **Real-Time Public Safety Messaging:** Concurrent alerts present an opportunity to introduce the program's direct benefits to public safety. In turn, this will make communications efforts impactful and relevant for emergency vehicles, weather impacts, etc.
- **Multistate Collaboration as Credibility:** Joint efforts between UDOT, CDOT, and WYDOT can reinforce credibility and provide a strong narrative for media and public engagement as well as create a framework for other states to adopt similar technology.
- **Educational Campaigns and Air Quality Benefits:** The focus on air quality improvements aligns well with system users' interest in Utah's air quality conditions, which could provide a positive and relatable communication angle. There is also the potential to partner with organizations or influencers both in and outside Utah to broaden awareness of these benefits.

Weaknesses

- **Complexity of Projects' Technical Aspects:** The technical nature of V2X technology may hinder public understanding; this will require simplified, accessible language that provides both clarity and information.
- **Public Mistrust in Data Collection Process:** Concerns around privacy and data security may create hesitancy or misconceptions. To combat concerns, regular public updates on data use and protection should be announced and distilled to the public/stakeholders, along with the possibility of independent privacy audits.
- **Limited Direct Visibility for Public:** Much of the program's infrastructure (like RSUs and OBUs) is not directly visible to the public, making it harder to showcase tangible progress and maintain public interest. Messaging and social media campaigns will require tactful representation of the less visible technologies as well as a strategic plan as deployments and program milestones are developed.

Opportunities

- **Public Information Campaigns concerning Safety Benefits:** Utilize public-friendly materials to highlight safety features (e.g., VRU detection, emergency alerts), improving public perception and trust. Apply previous public safety data and predictions to solidify the safety benefits of interoperable technology. Additionally, targeting specific audiences like cyclists, parents, elderly populations, etc., would permit tailored messaging to these specific audiences' concerns.
- **Use Spokesperson to Promote Trust:** In using a technical spokesperson or engineer throughout this program, the system users/media may feel less skeptical or hesitant about the effects of V2X technologies, particularly where data privacy is concerned. The consistency of a "mascot" or spokesperson could ignite a sense of trust, serving as an educational tool or navigator as drivers are introduced to complex systems that will directly impact their lives.

- **Leverage Regional Identity in Messaging:** Emphasize the program's regional focus (unique traffic/weather conditions, familiar roads/popular intersections, etc.) in storytelling, appealing to local pride and fostering a sense of ownership among residents. Redwood Road in Utah is a great example of a familiar deployment site.
- **Engagement through Interactive Experiences:** Consider using simulation tools or community events to demonstrate V2X technology in action, allowing the public to experience benefits firsthand before and during deployments. Virtual engagement tools, such as VR or AR demos online, could prove beneficial and educational. This would expand reach to those unable to attend in-person demonstrations and create an interactive experience within the wider, digital space.
- **Partnership between UTA and UDOT:** Highlight the relationships between UTA and UDOT as collaborative partners in a larger, scalable transportation landscape. This partnership is notable given the groups' abilities to collaborate over complex transportation issues in Utah despite their agencies' distinct roles and responsibilities.
- **National Scope:** The CTW Program, supported by influential partners like ITS America, aims to set a national standard for V2X technology by demonstrating its potential to enhance road safety and efficiency at scale. Tailored public campaigns will highlight key benefits, such as VRU detection and emergency alerts, fostering transparency and trust while positioning V2X as an essential and trusted technology nationwide.

Threats

- **Resistance to Technology Due to Privacy Concerns:** The collection of vehicle data may raise concerns about government surveillance, making proactive and transparent communication on data use policies essential. Clear, consistent updates and a crisis communication plan will address privacy concerns promptly, providing reassurance through transparency and responsiveness.
- **Media Bias:** Negative media coverage focusing on cybersecurity risks or government overreach could undermine the program's goals. Proactive media engagement to share milestones, benefits, and safety measures, along with interviews or hands-on tours showcasing V2X technologies, can help alleviate concerns. A crisis communication plan will ensure swift responses to security-related issues, emphasizing transparency and the program's robust protective measures.
- **Perception of Disproportionate Benefits:** Public backlash may arise if urban areas like Salt Lake City and Denver are seen as receiving disproportionate benefits compared to rural areas. To address this, messaging should emphasize the program's commitment to enhancing transportation systems across all regions. A tailored outreach plan for rural communities should highlight the program's long-term benefits for these areas, ensuring balanced communication and fostering support statewide.
- **Unforeseen Scheduling Blocks:** Delays are an inherent part of any major program and may impact the implementation timeline or this communications plan. In such cases, the CTW team will proactively adapt by reassessing the calendar, adjusting priorities, and maintaining momentum to ensure continued progress and prevent stagnation.

8. Key Messages

The CTW Program's key messages highlight its mission to improve safety, enhance connectivity, and promote collaboration through V2X technology. These concise statements are designed to build awareness, inspire confidence, and demonstrate the program's value to stakeholders, industry leaders, and the public.

- **Interoperability:** This program showcases the strength of seamless integration, uniting multiple states, agencies, and organizations to ensure transportation systems work together efficiently, promoting safe and connected travel across the western United States.
- **Safety First:** The CTW Program is committed to saving lives by deploying innovative V2X technologies that enhance safety for all road users, including drivers, cyclists, and pedestrians.
- **Reducing Congestion and Crashes:** Improved connectivity through V2X technology will streamline traffic flow, reduce congestion, and enhance transportation efficiency in both urban and rural areas while significantly lowering the risk of crashes.
- **Air Quality Impact:** By optimizing traffic efficiency, CTW is contributing to cleaner air and healthier communities across the region.

9. Strategies and Tactics

Effective communication and public relations strategies are critical to the success of the CTW Program. By leveraging tailored messaging, targeted outreach, and collaborative media efforts, the CTW team aims to engage key stakeholders, inform the public, and amplify the benefits of V2X technology. These strategies will not only build awareness and trust but also foster collaboration across states, agencies, and industries, ensuring broad support for the CTW Program's goals and positioning it as a model for innovation in transportation. (For examples of specific, measurable metrics, see Section 2.3, Performance Metrics.)

9.1. Strategy: Media Awareness and Engagement

Strategy: Build awareness and engagement through media outreach.

In order to successfully drive awareness and engagement, a robust media outreach strategy will serve as a cornerstone of the communications plan. This strategy will leverage targeted press releases, media advisories, and strategic partnerships with local, regional, and national media outlets to highlight the CTW Program's milestones, benefits, and impact.

By tailoring messaging to a wide range of audiences, from industry experts to the system users, and utilizing a mix of traditional and digital media platforms, the outreach efforts will ensure consistent and compelling communication.

This strategy, and the below prescribed tactics, aims to position the CTW Program as a national model for intelligent transportation while addressing potential concerns and fostering a strong understanding of how V2X technologies can improve safety, mobility, and traffic efficiency outcomes.

Audience(s): *General Media*

9.1.1. Tactics

Media Releases, Media Advisories, Media Strategy, Media Relations, Media Engagement, Media Support, and Digital Media Kit

Media Releases

- **Key Milestone Announcements**
 - Draft press releases for significant milestones, such as the completion of RSU installations at intersections, VRU detection system launches, and interoperability testing achievements.
 - **Example:** Highlight the deployment of VRU safety systems in urban areas, emphasizing improved pedestrian and cyclist protection.

- Distribute press releases through UDOT, CDOT, WYDOT, Federal Highway Administration (FHWA), and ITS America media channels and to national and Utah-, Colorado-, and Wyoming-specific media outlets.
- **Localized News Hooks**
 - Customize press releases to focus on regional impacts, such as traffic efficiency in Denver, rural safety improvements in Wyoming, and air quality benefits in Salt Lake City.
 - Include testimonials or data showcasing the technology's direct benefits.

Media Advisories

- **Event and Deployment Alerts**
 - Create concise advisories for workshops, deployment days, and public V2X demonstrations.
 - Ensure advisories are brief, including key details such as time, location, speakers, and the significance of the event, rather than including technical verbiage and details.
 - **Example:** Announce a live demo of RSU-VRU interaction in Salt Lake City, with time, location, and spokesperson details.
- **Technical Demonstrations**
 - Schedule media invitations for demonstrations of interoperability between vehicles and infrastructure, targeting key transportation reporters.
 - Coordinate these advisories to coincide with larger program milestones, such as V2X deployments, to maximize press interest.

Media Strategy

- **Targeted Media Outreach Calendar**
 - Develop a calendar for engagement around key milestones: deployment updates, quarterly performance reviews, and Phase 1/2 progress announcements.
 - Plan media engagement around pivotal points such as technology launches, regulatory approvals, and program completion in targeted regions.

Media Engagement

- Identify and target different media segments: national industry publications for technical updates, local news outlets for community engagement, and transportation-focused media for in-depth features on the program's significance to infrastructure development and public safety.
 - **National outlets** (*Wall Street Journal*, *Forbes*): Focus on the broader implications of V2X technology.
 - **Local news** (*The Denver Post*, *The Salt Lake Tribune*): Emphasize community benefits and specific V2X deployments.

Media Relations Support

- Foster relationships with key reporters and editors in both local and national media, including those with expertise in transportation, technology, and infrastructure.

- Provide them with regular updates on the program's progress and offer exclusive access to high-profile program leaders and stakeholders for interviews.
- Develop proactive talking points to address concerns about data privacy or delays.

Digital Media Kit

- Create a digital media kit that provides a complete overview of the program, including a high-level summary of its objectives, key technologies, and anticipated impact on Utah, Colorado, and Wyoming.
 - The kit will be readily available for journalists and stakeholders to access and download.
 - The Digital Media Kit will include contact information for UDOT's, CDOT's, WYDOT's, Salt Lake City's, UTA's, and CCD's media relations team; bios of key program stakeholders; previous press releases; and links to relevant video footage or additional resources.
- Create fact sheets on each of the program's six deployments (e.g., RSU installations, VRU systems, and interoperability testing); a timeline of key milestones; and talking points that articulate the program's broader significance for geostrategic competition and national security.
- Provide high-quality visuals such as images/videos (both long and short form) from deployment events or technical demonstrations, webinar recordings, and/or the 6-12 promotional video about the deployment.
 - Visuals will be designed for both digital and print use and, where appropriate, can be translated into Spanish and other commonly requested languages. Select materials will also be optimized for Section 508 compliance to enhance accessibility for individuals with visual impairments.

9.2. Strategy 2: Earned and Owned Media

Strategy: Utilize earned and owned media to enhance visibility, establish credibility, and drive engagement among key stakeholders.

Earned media efforts will focus on securing media coverage through strategic press releases, media advisories, and industry partnerships, positioning the CTW Program as a leader in intelligent transportation. Owned media will ensure message consistency and accessibility by maintaining a strong digital presence through the CTW Program website, social media channels, and multimedia content.

Audience(s): *Industry stakeholders, Broader Transportation Industry, System Users, and Media*

9.2.1. Tactics

Media Releases, Media Advisories, Media Engagement, Localized News Hooks, Operational Scenario Demonstrations, Digital Media Kit, Website and Social Media, Email Campaigns, and Multimedia Content

9.2.1.1. Earned Media Opportunities

Earned media will amplify program visibility through organic mentions, media coverage, and stakeholder advocacy. The following approaches highlight opportunities to generate earned media:

Media Releases

- **Earned Media Action:** Distribute milestone announcements to targeted local, regional, and national media outlets. These releases will position the program as a trailblazer in intelligent transportation and generate coverage by journalists and industry professionals.
 - **Example:** A press release announcing RSU installations can lead to articles in publications like *The Denver Post* or *The Salt Lake Tribune*.
 - Highlight testimonials from local stakeholders or communities to increase appeal for localized coverage.

Media Advisories

- **Earned Media Action:** Use advisories to invite reporters to attend key events, such as live demonstrations of V2X interoperability. Media attendance can result in articles, blog posts, and live coverage on social media platforms.
 - **Example:** A live demo of VRU-RSU interaction in Salt Lake City could gain coverage from local television and transportation trade publications.

Media Engagement

- **Earned Media Action:** Build relationships with reporters and editors in transportation, technology, and infrastructure sectors to secure in-depth feature stories, interviews, or op-eds on the program.
 - **Example:** A feature in *Forbes* about the program's impact on geostrategic transportation innovation.

Localized News Hooks

- **Earned Media Action:** Provide localized narratives that resonate with regional audiences, showcasing specific benefits such as rural safety improvements or air quality enhancements. This approach increases the likelihood of coverage in smaller, community-focused outlets.

Operational Scenario Demonstrations

- **Earned Media Action:** Invite transportation-focused media to attend and cover operational scenario demonstrations. Position these events as exclusive opportunities to showcase cutting-edge technology and its real-world implications.

9.2.1.2. Owned Media Opportunities

Owned media ensures that the CTW Program retains control over its messaging and serves as the primary source of information about the program. The following owned media tactics will strengthen the outreach strategy:

Digital Media Kit

- **Owned Media Action:** Host the digital media kit on the CTW Program website, making it easy for journalists to access press releases, fact sheets, and high-quality visuals. This kit will support earned media by equipping reporters with detailed, accurate information.

- Include downloadable infographics, videos, and bios of key stakeholders to facilitate media use.

Website and Social Media

- **Owned Media Action:** Use the CTW Program website as the central hub for updates, FAQs, and milestone announcements. Post multimedia content (e.g., infographics and deployment maps) regularly to provide easy access to program highlights.
 - **Example:** Share high-quality visuals and updates on social media platforms, linking back to the website to drive traffic and inform audiences directly.

Email Campaigns

- **Owned Media Action:** Leverage monthly email newsletters to share program progress, upcoming events, and engagement opportunities with stakeholders. These updates can encourage stakeholders to amplify CTW content through their networks.

Multimedia Content

- **Owned Media Action:** Publish polished, shareable videos and time-lapse footage of RSU and VRU installations on YouTube and embed these on the CTW Program website.
 - **Example:** Produce whiteboard animations explaining V2X technology and its benefits, ensuring accessibility through multilingual subtitles.

9.3. Strategy 3: Digital Communications

Strategy: Utilize digital platforms for information-sharing and engagement.

Utilizing digital communications is essential for effective information-sharing and engagement in the CTW Program. This strategy focuses on creating dynamic, accessible, and user-friendly online content that keeps stakeholders, partners, and the public informed regarding program developments.

By utilizing the CTW Program website, email campaigns, social media platforms, and multimedia content, program transparency and engagement will be achieved. These digital efforts will ensure that the program's progress, milestones, and community impact are widely accessible, fostering trust and enthusiasm among various audiences and stakeholders.

Audience(s): *System Users*

9.3.1. Tactics

Website, Email, Social Media, Videos, Multimedia Content

Website

- Central Hub

- Create a visually appealing CTW Program webpage on the UDOT TTG website with sections for milestones, infographics, FAQs, and downloadable resources.
 - The webpage will be optimized for SEO to ensure it appears prominently in search results, driving more traffic and making information easily accessible.
 - The webpage will feature key project updates, announcements, downloadable resources, videos, and links to social media.
 - The Hub will act as a one-stop shop for stakeholders, partners, and the public to stay updated on the program.
 - **Example:** Interactive map showing RSU and VRU deployment progress.

Content Updates

- Will provide monthly updates with new visuals, milestone tracking, and success stories.
 - This will ensure that the audience always has access to the latest news and progress about the program, contributing to trust and engagement.

Email

- Over a 30-month period, monthly newsletters will feature milestones, community events, and ways to get involved.
 - Email blasts serve as a direct line of communication to targeted audiences, ensuring that they receive regular updates without having to seek information.

Social Media

- Curate and post monthly content for the four main platforms that reflects program milestones, upcoming events, and important updates.
- Posts will be tailored to each platform and optimized for maximum engagement using visuals (infographics and videos), hashtags, and strategic post timing.
- Regular posts will help build anticipation for milestones, gather feedback, and create a two-way communication channel between the program team and the public.
 - LinkedIn: Post technical updates bi-weekly with infographics.
 - YouTube: Video series documenting installation progress and success stories.
 - Facebook/Instagram: Post reels, stories, and behind-the-scenes updates.
 - X: Real-time updates and hashtag campaigns
 - Hashtags: Across all platforms
 - #SmartTalk
 - #ConnectingTheWest
 - #SaferRoadsUtah
 - #TeamUDOT
 - #V2X

- #V2Technology
- #ConnectedVehicle
- #Transportation

Multimedia Content

- Produce short, accessible videos that simplify V2X technology concepts and showcase benefits, with closed captioning and multilingual subtitles.
- Highlight personal stories and real-world examples of how V2X technology is improving safety and mobility.
- Share videos or photo series of installation processes, including expert insights from technicians and engineers.
- Develop time-lapse videos of RSU and OBU installations, paired with narration explaining their significance.
- Capture footage of public events, town halls, and community reactions, including interviews with attendees.
- Create whiteboard animation videos to explain how V2X technology works and address common concerns like data privacy and reliability.
- Create dynamic infographics and maps to illustrate deployment progress, safety improvements, and program milestones.

9.4. Strategy 4: Crisis Communications

Strategy: Assess potential crises to identify risks, develop response protocols, and ensure timely and transparent communications.

Proactively addressing potential crises is essential to maintaining trust, minimizing disruption, and ensuring the success of the CTW Program. This strategy focuses on assessing potential risks, such as deployment delays, data privacy concerns, or unforeseen technical challenges, and preparing comprehensive response plans to handle them effectively. Scenario planning will play a critical role in identifying potential crisis situations and crafting tailored response strategies for each.

Clear and consistent talking points will be developed to address concerns with transparency and empathy, ensuring all team members and stakeholders communicate a unified message. Additionally, the crisis communications plan will include protocols for rapid response, internal role designations, monitoring tools for early issue detection, and strategies to maintain public confidence. By preparing for the unexpected, the CTW Program can uphold its commitment to transparency, stakeholder engagement, and public safety.

Audience(s): *Program Decision-Makers, Broader Transportation Industry, System Users, and Media*

9.4.1. Tactics

Planning, Talking Points, Spokespeople, and Media Engagement

Scenario Planning

- Identify potential crisis scenarios, such as deployment delays, public safety incidents, data privacy concerns, or technical failures.
 - **Example:** If RSU deployment faces delays, issue a statement focusing on long-term benefits and contingency plans.
- Develop tailored response strategies for each scenario, outlining specific actions, timelines, and communication channels.
- Implement tools and processes to monitor social media, public sentiment, and stakeholder feedback for early signs of potential issues.

Talking Points and Templates

- Draft clear, empathetic, and solution-oriented talking points for crisis scenarios.
- Talking points will be shared internally with team members and stakeholders to ensure consistency in public messaging across all channels.
- Spokespeople will be appointed from internal teams and external partners.
- Develop pre-approved templates for press releases, social media updates, and FAQs to accelerate response time during a crisis.
 - Include messaging that emphasizes transparency, solutions, and the program's commitment to public safety and progress.

Crisis Communications Plan

- Please access the following [Crisis Management and Communication Plan](#) for an updated and detailed plan on crisis communications efforts.

9.5. Strategy 5: Events

Strategy: Plan participation in varying events and trade shows to showcase program milestones, foster public engagement, and educate stakeholders on the benefits of V2X technology.

Engaging with audiences at events and trade shows provides an invaluable opportunity for the CTW team to demonstrate its achievements, build partnerships, and generate excitement around V2X technology. By showcasing CTW Program milestones through interactive displays, live demonstrations, and tailored presentations, the program can effectively communicate its impact on safety, mobility, and connectivity.

Participation in these events will be strategically aligned with the CTW Program's goals, ensuring that the benefits of smart transportation systems are shared with a wide range of audiences, including industry leaders, policymakers, and the public. Additionally, feedback gathered through event interactions will be used to refine outreach efforts and foster stronger connections.

Audience(s): Program Decision-Makers, Broader Transportation Industry, System Users, and Media

9.5.1. Tactics

Tradeshows, Webinars, Conferences and Community Events, and Technology Demonstrations.

Tradeshows

- Coordinate presentations from the partner DOTs at ITS World Congress 2025 to showcase program progress and the transformative potential of V2X technology.
 - Highlight successes in interoperability, safety, and community impact.
- Identify and secure speaking opportunities at three additional industry trade shows.
 - **Examples:** [National Rural ITS Conference](#), [ITS America Conference & Expo 2026](#), and [Transportation Research Board \(TRB\) Annual Meeting](#).
- At demonstrations and other events, include visual displays.
 - **Examples:** Deployment maps, live data streams from RSUs, and interactive kiosks.

Conferences and Community Events

- Participate at large conferences to engage broad audiences, showcase V2X technology through interactive experiences, and build awareness of its impact.
 - **Examples:**
 - [Silicon Slopes Summit](#): January 14-17, 2025
 - [Utah Transportation Conference](#): November 5-7, 2024
 - [Zero Fatalities Safety Summit](#): April 28-29, 2025
 - [Institute of Transportation Engineers \(ITE\) Mountain District Spring Conference 2025](#): June 4-6, 2025
 - [ITE Annual Conference 2026](#): August 10-13, 2025
 - [Governors Highway Safety Association \(GHSA\) Fall 2025 Conference](#): August 23-27, 2025
 - [American Public Works Association \(APWA\)](#): August 17-20, 2025
 - [National Association of City Transportation Officials \(NACTO\)](#): May 28-31, 2025
 - [Association of Metropolitan Planning Organizations \(AMPO\)](#): September 16-18, 2025
 - [National Association of Regional Councils \(NARC\)](#): February 9-12, 2025
 - [National League of Cities \(NLC\)](#): March 10-12, 2025
 - [American Association of State Highway and Transportation Officials \(AASHTO\)](#): April 7-10, 2025
 - Wyoming industry event(s): Associated General Contractors

- Colorado industry event(s): Identify high foot traffic community events and venues to engage and educate the public on the program and benefits of V2X technology.
(**Examples:** Farmers markets, transit hubs, libraries, recreation centers, universities, malls, and shopping centers.)

Webinars

- Organize two webinars throughout the program to address topics like deployment progress, technical advancements, and community benefits.
 - Structure sessions around key phases of the program, such as early deployment milestones, midterm results, and lessons learned from interoperability testing.
 - Partner with engineers, policymakers, and community leaders to provide varying perspectives and enhance the credibility of webinar content.
 - Two of the six webinars will be hosted by ITS America.
 - Record and archive all webinars on the CTW Program website to create a valuable resource for stakeholders and the public.

9.6. Strategy 6: Operational Scenarios

Strategy: Develop targeted campaigns, media outreach, and project-specific updates to effectively communicate progress and impacts of operational scenarios.

Strategic communications of progress and outcomes across the CTW Program and key areas is critical to fostering stakeholder engagement, public trust, and partnership collaboration.

Focusing on key project areas, such as RSU installations, VRU safety measures, system interoperability, and performance metrics, the CTW Program can highlight its transformative impact on safety, connectivity, and traffic efficiency across Utah, Colorado, and Wyoming. Through themed campaigns, targeted media engagement, and strategic updates, each project area's milestones and benefits will be showcased in ways that resonate with different audiences.

By leveraging compelling narratives, visuals, and case studies, this approach will emphasize the tangible improvements brought by V2X technology, fostering widespread understanding, support, and enthusiasm.

Audience(s): *Program Decision-Makers, Broader Transportation Industry, System Users, and Media*

9.6.1. Tactics

Program-Specific Campaigns, Localized Messaging, and Operational Scenarios

Program-Specific Campaigns

- Launch targeted campaigns focused on distinct program areas.
 - **Examples:** #SaferRoadsUtah (VRU installations and RSU performance) and #1400MileLoop (interstate loop progress).

- Highlight regional benefits, such as improved pedestrian safety or enhanced connectivity across state lines.

Localized Messaging

- Partner with local media outlets to generate stories around milestones like RSU installations and safety enhancements.
- Create state-specific press releases to maximize regional engagement and interest.

Operational Scenarios

- **Project 1 (RSU Installations):**
 - Share updates on state-owned and local intersection RSU deployments, focusing on improvements to signal timing and traffic flow.
- **Project 2 (RSU Installations):**
 - Provide progress reports on RSU deployments along interstates and rural areas, emphasizing connectivity and safety improvements for underserved regions.
- **Project 3 (VRU Safety):**
 - Launch a dedicated campaign promoting VRU safety measures at 20 urban intersections, featuring video demonstrations of Light Detection and Ranging (LiDAR)-based detection technology.
 - Partner with local media to emphasize benefits for pedestrians and cyclists.
- **Project 4 (RSU Expansion):**
 - Highlight the expansion of RSUs along I-70, collaborating with local organizations and community events to showcase the regional benefits of enhanced technology.
- **Project 5 (System Integration and Interoperability Testing):**
 - Distribute technical blogs, webinars, and case studies that explain interoperability testing and its role in ensuring seamless functionality across all V2X components.
- **Project 6 (Performance Measurement):**
 - Publish regular reports and infographics demonstrating the effectiveness of RSUs, OBUs, and VRU systems, focusing on data like reduced traffic incidents and improved efficiency.

9.7. Strategy 7: Stakeholder Outreach

Strategy: Build awareness and engagement through stakeholder outreach.

To drive public awareness and engagement effectively, a targeted stakeholder outreach strategy will be a critical component of the communications plan. This strategy focuses on fostering transparent and ongoing communication with key stakeholders, including government agencies, industry leaders, and communities.

Tailored outreach efforts, such as stakeholder meetings, interviews, and updates, will address specific concerns, highlight CTW Program benefits, and build trust. Emphasis will be placed on public-private collaboration and open communication to ensure alignment and engagement with stakeholders at all levels.

Audience(s): *Program Decision-Makers*

9.7.1. Tactics

Stakeholder Engagement and Cohort Meetings

- **Stakeholder Engagement**
 - **Stakeholder Mapping:**
 - Identify key stakeholders such as local governments and industry leaders.
 - Tailor outreach strategies, including monthly updates for government officials and quarterly meetings with industry leaders.
 - Continued support in monthly cohort meetings.

9.8. Strategy 8: Industry Association Partnerships

Strategy: Partner with industry associations to amplify the impact of V2X and the CTW Program by sharing key lessons learned from deployment sites.

A strong partnership communication strategy will leverage established relationships with industry associations and stakeholders. By instigating collaboration, facilitating knowledge-sharing, and strategically aligning with influential organizations like ITSA and USDOT, findings will be broadly communicated.

This strategy prioritizes the creation of impactful content, public relations efforts, and engagement at varying partnership events to ensure CTW Program visibility and influence within the public sphere and transportation community. This strategy aims to foster meaningful partnerships across sectors and states while driving V2X awareness and adoption and amplifying the program's long-term impacts.

Audience(s): *Broader Transportation Industry*

9.8.1. Tactics

Partnership Events, Digital Communications, Media Relations, Trade Journals, and ITS America Communications

Partnership Events

- Coordinate combined presentations from the three partner DOTs at major annual conferences to strengthen cross-association collaboration.
 - **Examples:** NACTO, AMPO, NARC, NLC, ITE, and AASHTO.

- Create presentations from the program at ITS World Congress 2025 to highlight project successes and innovations.

Digital Communications

- Regularly work with ITS America to update their website with fresh content from the program.
- Work with ITS America to post monthly updates on their social media platforms to maintain engagement.
- Create and disseminate quarterly content for ITS America's newsletter subscribers.
- Publish four in-depth articles on ITS America's blog, showcasing insights and progress.

Media Relations

- Identify and pitch stories to leading industry news outlets to maximize media coverage.
- Assist in drafting and reviewing messaging, talking points, news releases, and media advisories to ensure alignment with overall strategy.

Annual Article Publication

- Publish three high-quality articles per year in top industry trade journals. Topics will include:
 - Focus on breakthroughs in V2X technology from the CTW Program.
 - Highlight how the program informs regulatory and legislative advancements.
 - Share case studies showcasing tangible outcomes from deployment projects.

ITSA Communications

- Organize two presentations for [ITS America's V2X Connected Transportation Standing Committee](#) from the CTW Program sites.
- Schedule quarterly updates from the program for ITSA's V2X working group.
- Facilitate bi-monthly updates from the program sites during ITS America's weekly policy calls.
- Arrange bi-annual updates for five major ITS America state chapters to foster state-level alignment.

9.9. Strategy 9: Site Partnerships

Strategy: Highlight and collaborate with the other federally funded deployment sites, including Maricopa County, AZ, and Texas A&M Transportation Institute, and their use of V2X technology to showcase progress, share lessons learned, and promote national adoption of interoperable V2X technologies.

The federally funded deployments represent critical opportunities to test, evaluate, and document successful strategies for secure and interoperable connectivity. These sites, supported by USDOT, demonstrate varied approaches to deploying and managing V2X technologies in different contexts. Through strategic partnerships and documentation efforts, insights from these deployments will be shared broadly to inform stakeholders and encourage scalable, nationwide implementation.

This strategy focuses on promoting key site activities, disseminating knowledge through curated content, and leveraging federal and local partnerships to enhance visibility. The initiative will ensure findings from these sites, and the CTW Program, are accessible to transportation professionals, policymakers, and the public via an Implementation Guide.

Audience(s): *Broader Transportation Industry*

9.9.1. Tactics

Joint Communications and Outreach, Digital Content and Social Media, Events, Media and Public Relations, Training and Educational Materials, and Stakeholder Engagement

Joint Communications and Outreach

- Partner with Maricopa County Department of Transportation (MCDOT) and TTI to create joint quarterly updates on deployment progress, to be shared with USDOT, state partners, stakeholders, and the public.
- Participate in bi-annual webinars featuring presentations from all sites, focusing on lessons learned and innovations.
- Cross-share relevant content, including videos, articles, and infographics.

Digital Content and Social Media

- Include feature sections on the CTW Program website to highlight joint collaborations with MCDOT and TTI V2X programs with updates on milestones and success stories.
- Post monthly social media updates to highlight site progress.
 - Use visual media to drive engagement on platforms such as X, LinkedIn, YouTube, and Instagram.

Events

- Collaborate with the three sites to present joint sessions at key industry events to highlight interoperability and scalability of V2X technologies.
 - **Examples:** ITS World Congress, AMPO, and AASHTO.

Media and Public Relations

- Issue quarterly joint press releases with the three sites to highlight milestones and major achievements.
- Pitch stories to transportation industry publications, local news outlets, and national media to promote the significance of the V2X programs across all sites and the interoperability successes.

9.10. Strategy 10: Operational Scenario Public Demonstrations

This section highlights the various real-world scenarios in which V2X technology will be deployed to enhance road safety, improve traffic efficiency, and support VRUs. These demonstrations, focused on public and media outreach, are distinct from the technical and interoperability demonstrations that will occur at different times during the project. From emergency vehicle preemption to pedestrian safety at busy intersections, these operational use cases demonstrate the transformative potential of V2X technology.

To ensure widespread understanding and adoption, we will develop targeted marketing campaigns and communications strategies, referred to as “demonstrations,” tailored to educate the public, engage the media, and inform stakeholders. These efforts will focus on illustrating the tangible benefits of V2X, addressing potential concerns, and fostering trust in this innovative technology as it becomes integrated into daily transportation systems.

9.10.1. Demonstration 1: Refrigerated Truck Transporting Fresh Food

This demonstration highlights how V2X technology can improve roadway safety, reduce delays, and ensure on-time deliveries for truckers transporting critical goods, such as fresh produce. By utilizing real-time data sharing, automated alerts, and seamless communication between states, V2X-enabled systems address challenges like adverse weather, road closures, variable speed limits, and work zone safety. These tools will be represented by a truck driver transporting fresh food/produce across state lines, showcasing the benefits of V2X technology along the long route.

- Operational Scenarios Addressed: 3, 4, 5, and 7
 - Spot Weather Impact Warning
 - Adjacent State Coordination
 - Wyoming I-80 Road Closed to Commercial Vehicles
 - Variable Speed Limits
 - TIM messaging focused on approaching construction zone

9.10.2. Demonstration 2: Family Road Trip Over Three States

This demonstration uses a relatable family road trip to demonstrate the benefits of V2X technology as a GM vehicle equipped with an OBU travels through Wyoming, Utah, and Colorado. By focusing on real-life operational scenarios, the plan highlights how V2X improves safety, reduces delays, and enhances travel efficiency for everyday drivers and families. Key messaging will emphasize how timely, data-driven alerts from V2X technology create a safer and more efficient travel experience while also raising public awareness about connected infrastructure advancements.

- Operational Scenarios Addressed: 3, 4, 5, and 7
 - Spot Weather Impact Warning

- Adjacent State Coordination
 - Wyoming I-80 Road Closed to Commercial Vehicles
 - Colorado I-70
- Variable Speed Limits
- TIM messaging focused on approaching construction zone

9.10.3. Demonstration 3: VRU Detection at Signalized Intersections

This demonstration focuses on improving safety and awareness for VRUs by leveraging advanced CV technologies at signalized intersections. Emphasizing the operational scenario of Driver Warning of Vulnerable Road User Conflict at a Signalized Intersection, this plan incorporates two additional scenarios:

- Operational Scenarios Addressed: 2 and 6
 - Vehicle Equipped with OEM Red Light Violation Warning (RLVW) Application (SI-2, RLVW Applications)
 - Driver Warning of Vulnerable Road User Conflict at a Signalized Intersection (VRU-1, Couple VRU Detection with CV Communications)

9.10.4. Demonstration 4: UVX at Equipped Intersections

This demonstration highlights how preferential treatment at Connected Intersections (CIs) with Utah Valley Express (UVX) buses enhances traffic flow and reliability. By processing real-time data from equipped fleet vehicles and optimizing signal timing, this scenario improves transit efficiency, reduces delays for buses, and promotes sustainable transportation options.

- Operational Scenarios Addressed: 1
 - Connected Intersection Issuing Preferential Treatment

9.10.5. Demonstration 5: Snowplow Preemption

This demonstration highlights how snowplow preemption technology improves safety and efficiency on winter roads by enabling faster and more effective snow removal. By demonstrating the real-life benefits of reducing road hazards and crash rates through V2X technology, the initiative seeks to build public trust and awareness. This foundational understanding will help the public, local businesses, policymakers, etc., feel more confident and supportive of the CTW Program, which will utilize this preemption technology.

- Operational Scenarios Addressed: 1
 - Connected Intersection Issuing Preferential Treatment

9.11. Strategy 11: Final Summary and Performance Evaluation

We will produce a high-level summary of the CTW Program outreach efforts. The summary will include measures of the effectiveness of public engagement initiatives, media outreach, stakeholder involvement, and digital communication efforts. The findings will provide valuable insights for future transportation outreach initiatives and serve as a reference for best practices in V2X public engagement.

9.11.1. Report Development

The final report will be developed based on the outreach strategies outlined in this plan. It will consolidate all measurable objectives, audience engagement data, and qualitative feedback to assess the overall impact of the CTW Program. The report will include:

- A summary of outreach activities conducted throughout the program period.
- Key performance indicators (KPIs), including media reach, website traffic, social media engagement, and event participation.
- Stakeholder feedback and survey results evaluating the effectiveness of outreach efforts.
- Case studies, testimonials, and success stories from community partners and participants.
- Integrate FHWA contacts into key communications to ensure alignment and visibility and establish a clear timeline for approvals, ranging from three weeks to three months.

9.11.2. Data and Performance Metrics

Quantitative and qualitative data will be collected from all outreach channels to evaluate program performance. This will include:

- **Media Coverage:** Number of earned media placements, media impressions, and sentiment analysis.
- **Digital Engagement:** Website analytics, social media performance, and email campaign metrics.
- **Event Participation:** Attendance figures, engagement levels, and post-event feedback.
- **Stakeholder Engagement:** Participation rates, key partner contributions, and qualitative feedback.

9.11.3. Reporting and Dissemination

The final report will be compiled and presented to UDOT, CDOT, WYDOT, USDOT, and other key stakeholders. A public-facing summary may also be developed to highlight major achievements and key findings. Infographics, charts, and visualizations will be included to illustrate the impact of the outreach efforts. This report will not only document program successes but also identify opportunities for improvement in future V2X outreach initiatives.

10. Outreach Implementation Schedule

The Outreach Implementation Schedule (OIS) is a comprehensive roadmap for program outreach efforts. It will guide all outreach efforts, ensure alignment with the CTW Program's timeline, and serve as a visual representation of progress.

Initial Development

- The OIS will be created based on the approved Phase 1 Public Outreach Plan and will include a detailed work breakdown structure.
- It will outline all activities required to implement the approved Public Outreach Plan within the CTW Program's performance period.
- The OIS is being developed in parallel with this plan, ensuring alignment with CTW Program objectives and incorporating feedback throughout the process.

Monthly Updates

- Following approval, the OIS will be updated monthly until the end of Phase 2.
- Monthly updates will:
 - Address comments on format and content.
 - Document progress made since the last update.
 - Track and report risks/issues, including mitigation actions taken.
- Each update will provide:
 - A concise summary of activities underway.
 - Progress made since the last update.
 - Technical issues and risks, along with mitigation actions taken.

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