



SUNGUIDE TRANSPORTATION MANAGEMENT CENTER
FLORIDA DEPARTMENT OF TRANSPORTATION - DISTRICT 6



ITS and the Value of a Strong Public Information Program

Alicia Torrez, FDOT District Six ITS PIO

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Overview –

- ▶ What is an ITS Public Information Program?
- ▶ Why is it Necessary?
- ▶ What are the Benefits to the Industry?
- ▶ Lessons Learned



...So What Exactly is an ITS PIO?

- ▶ **Public Involvement Professional Dedicated to Your ITS Program 24/7/365!**
 - Specialized PIO that is an Integral Part of Your Operations Team!
- ▶ **ITS Representative in the Public Arena**
 - Program Liaison for the Department, the Media, Industry Professionals & the Community!
 - Traffic Management
 - Incident Management
 - Traveler & Public Information





Why is a PI Program Necessary?

- ▶ Specialized Ops Requires Specialized PIOs
 - ITS is a *Relatively* New & Unique Program
 - Requires a PIO that Understands, Appreciates, Values & Communicates ITS Program Mission Across the Board
- ▶ To Help ITS Grow!
 - How Can the Public Support a Program it Does not Know Anything About?
 - Public Understanding & Acceptance = Future Growth!
 - ITS PIOs Help Raise Program Awareness
 - Low-Cost Initiatives (Public Presentations, E-Mail Blasts, Media Availabilities, Website Updates, Public Tours, Collateral Materials, Networking Events, etc.)



Why Else?

- ▶ **Allow Ops Team to Focus on Ops!**
 - Tune Out Distractions & Get Your Job Done!
 - PIO serves as Contact for ALL ITS Public Inquiries
 - Filter Out Minutia, Queries & Requests that Bog Down Operations Team

- ▶ **Maintain Active Role in Industry & Public Events**
 - Position Yourself as a Leader in ITS, DOT & the Community
 - Share Your Achievements with the Public & other ITS Pros
 - Submit Your Projects for National, Regional & Statewide Awards
 - Recognize Your Own Staff Members, Improve Working Environment within your TMC



What Are the Benefits to YOU?

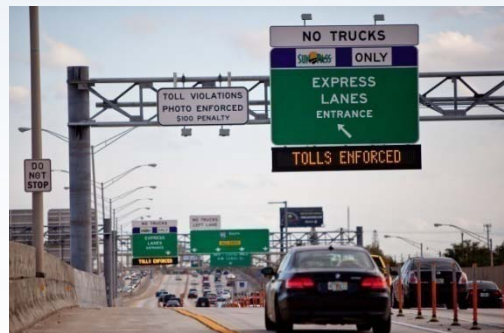
- ▶ Increased Production
 - Management, Operations & Administrative Dept.
 - Citizen Complaints & Public Inquiries
 - 200+ Complaints in FY 09/10
 - Research, Contact, Follow Up and Close Out
 - Tour Coordination
 - 40+ Tours in FY 09/10 (Elected Officials, ITS Pros & Public)





What are the Benefits to You

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





What is the Added Value of an ITS PIO?

- ▶ **Public Acceptance of your Projects**
 - ITS PIO evolved into 95 Express & Ramp Signaling PIO
- ▶ **ITS PIO Responsible for:**
 - Media Inquiries
 - Customer Service
 - Public Presentations
 - Crisis Communications



What is the Added Value of an ITS PIO?

*Case in Point

- ▶ **“Lexus Lanes” Concept**
 - Benefit to ALL customers &
 - Pre-existing: 20 mph - After Launch: 57 MPH EL & 41 MPH LL
- ▶ **High Toll Rates Message**

Congestion on LL, Better Speeds on EL

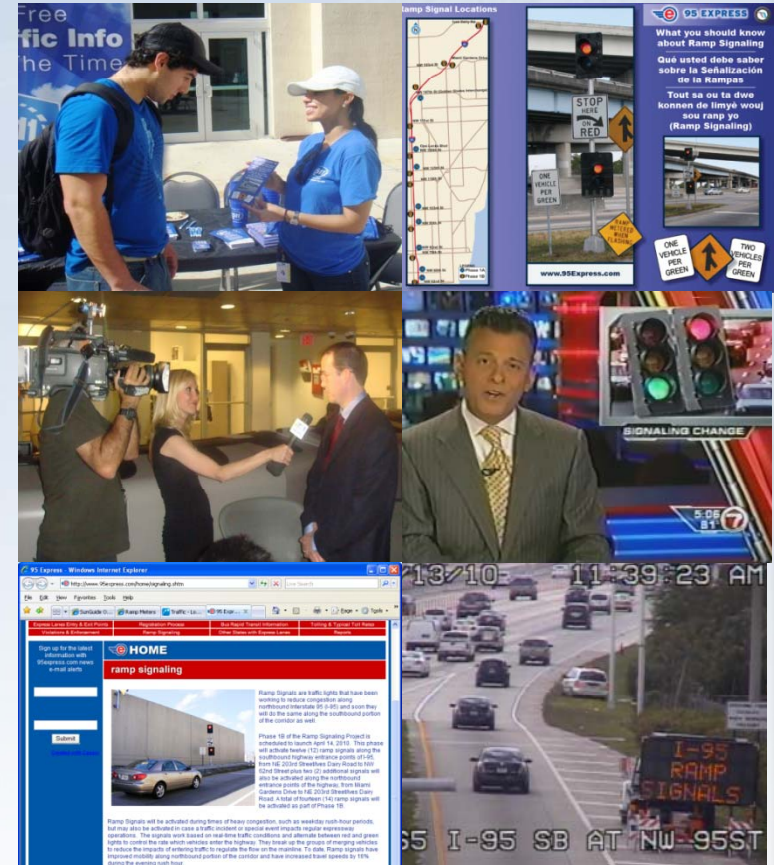
Toll rates based on change in level of demand on EL *only*, higher demand = higher toll rate.
- ▶ **95 Express is Unsafe**
 - Increased IM Resources on EL and LL
 - (RR, IRV, FHP, TMC)
 - Travel lane Blockage Times reduced by 55%



What is the Added Value of an ITS PIO?

*Case in Point

- ▶ Ramp Signaling
 - 300+ Complaints Phase 1A
 - 40+ Complaints Phase 1B
 - Public Outcry SB Ives Dairy Road
 - Built relationship with affected motorists, invited media to discuss conditions, resulted in positive coverage & decreased complaints.





What is the Added Value of an ITS PIO?

- ▶ Improved Public Profile
 - General ITS
 - 40+ tours, 9 Awards,
 - 22+ Published Articles, E-Mail Blasts
 - Incident Management
 - 8 Newsletters, 15+ E-Mail Blast, RROTM Feature
 - Traveler Information
 - 20+ Public Events, 511 PSA Space for Transit Agencies & Airport
 - Traffic Management
 - 2 PI Campaigns (RS & 95 Express Support), 10 Media Availabilities, 150 Customer Service Complaints
 - 1 ITS Website: www.sunguide.org



*FDOT received 2010 ITS America Award
for Best Innovative Project for 95 Express.*



Buckle Up, Everytime.

Thank you,

Alicia Torrez

**Intelligent Transportation Systems Public Information Officer
Florida Department of Transportation District Six**

Alicia.Torrez@SunGuide.org

(305) 470-5757