

Operations and Travel Information Integration Sharing (OTIIS) Project

Marketing / Public Education Plan

By:

Levi Ewan

&

Steve Albert

of the

Western Transportation Institute

College of Engineering

Montana State University

A report prepared for the

The North/West Passage Program

Montana Department of Transportation

2701 Prospect Avenue

PO Box 201001

Helena MT 59620-1001

June 19, 2014

TABLE OF CONTENTS

1. Executive Summary.....	4
2. Introduction	6
3. Situation Analysis.....	6
3.1. Market Summary.....	6
3.2. Market Needs	7
3.3. Lessons Learned.....	7
4. Filling the Need and Mission.....	10
5. Target Audiences.....	11
5.1. Primary.....	11
5.2. Secondary.....	11
6. Opportunities	11
7. Obstacles.....	11
8. Marketing Strategy	12
8.1. Marketing Objectives	12
8.2. Channels of Distribution	12
8.3. Action Plans with Timelines and Personnel Assignments	13
8.4. Performance Management.....	14
8.5. Financials/Budget.....	15
9. References	16
10. Appendix A: ITRR Data.....	17
11. Appendix B: USDOT RITA ITS JPO Lessons Learned	18
12. Appendix C: Marketing / Public Education Materials	23
13. Appendix D: Marketing Cost Estimates.....	24

LIST OF TABLES

Table 1: Marketing Plan Summary 5
Table 2 Action Plan 13
Table 3 Performance Management 14
Table 4 Potential Marketing Strategies and Budget 15

LIST OF FIGURES

Figure 1: NWP Corridor CVO AADT 6
Figure 2: OTIIS Website Illustration 10
Figure 3: Annual Visitations from ITRR Data and DOT CVO Traffic Data 17

1. EXECUTIVE SUMMARY

This marketing plan aims to help guide strategies for widespread Operations and Travel Information Integration Sharing (OTIIS) system awareness and adoption by target audience users. A situation analysis shows that thousands, and sometimes tens-of thousands, of potential OTIIS users travel on the North/West Passage (NWP) corridor every day. Documented market needs and valuable lessons learned from other traveler information marketing efforts from around the country are included and create a basis for potential OTIIS marketing strategies. The target audience for the marketing plan is defined as commercial vehicle operators (CVOs) and long-range recreational travelers of the NWP corridor. A secondary target audience is defined as the NWP state DOT Operations personnel that may utilize OTIIS for cross border coordination efforts. Opportunities, obstacles, marketing objectives, channels of distribution, and an action plan detailing specific upcoming tasks, timelines, and parties involved are included. Ongoing performance management tasks are proposed and a draft budget with rough cost estimates for marketing tasks is also included and centers on a possible Labor Day marketing/media blitz launch. The next steps in developing and implementing this marketing plan will include Steering Committee input and brainstorming during the June in-person meeting and early coordination with state Public Affairs Offices from each NWP state. Table 1 summarizes the marketing plan.

Table 1: Marketing Plan Summary

Target Audience	Characteristics	Targeted Message	Messenger	Lessons Learned	Strategies
CVOs	90%+ Male 80%+ Caucasian Ave. Age ~43 yrs 25% < H.S. Diploma ~50% = H.S. Diploma 25% > H.S. Diploma	saves you time single source real-time en-route notifications unique planning tools unique safety messages	ATA State Trucking Associations DOTs NWP	<i>social media is an increasingly powerful tool</i> <i>traditional press releases are still effective at reaching large media outlets</i> <i>marketing efforts should not only be directed at consumers but at transportation professionals' networks</i>	posting links on established CVO websites and social media traditional public education materials trucking association meetings and/or webinars target transportation professionals' networks
Long-Range Recreational Travelers	All (or most): Ages Income Levels Education Levels	saves you time single source real-time en-route notifications unique planning tools unique safety messages	DOTs NWP State Tourism Departments	<i>integrate traveler information web site development with existing systems and other organizations</i> <i>ensure a strong relationship with the public affairs office</i> <i>take advantage of marketing paid for by others</i> <i>reach out to tourism stakeholders; leverage their expertise and capacity for reaching tourists</i>	posting links on established travel info websites and social media traditional public education materials target tourism business providers and educate on benefits target state tourism organizations target transportation professionals' networks
DOT Operations Personnel	Very specific knowledge and skills related to OTIIS.	single source communication and coordination tool	NWP	<i>educate tourism businesses and tourism organizations about the benefits of ITS, particularly economic benefits</i>	internal correspondence webinar to educate on usage target transportation professionals' networks

2. INTRODUCTION

This document is intended to help define a marketing plan to raise awareness of the OTIIS system. Feedback gathered from the Steering Committee review of this document and from the annual in-person meeting will be used to enhance the marketing plan. The plan includes a situation analysis with known market needs, how OTIIS will fill those needs, a definition of the target audiences, opportunities and obstacles for OTIIS adoption, and marketing strategies. This document was developed in accordance with the FHWA’s Guide to Creating an Effective Marketing Plan (FHWA, 2007).

3. SITUATION ANALYSIS

This section will summarize the current state of traveler information in the NWP including the market summary, needs identified in previous project tasks, and valuable lessons learned with traveler information projects elsewhere. For additional information regarding the market summary and identified needs, please visit Tech Memo 1.

3.1. Market Summary

The overall size of the market has been loosely quantified by examining the measured traffic along the NWP corridor. CVO traffic along the entire corridor is monitored by each state DOT. Figure 1 shows the CVO annual average daily traffic (AADT) along the NWP Corridor ranging from a minimum of approximately 900 on I-90 in WY to a maximum of approximately 7100 on I-90 in WA. CVO AADTs show that thousands of truck drivers per day could potentially use OTIIS for planning trips and receiving en-route notifications.

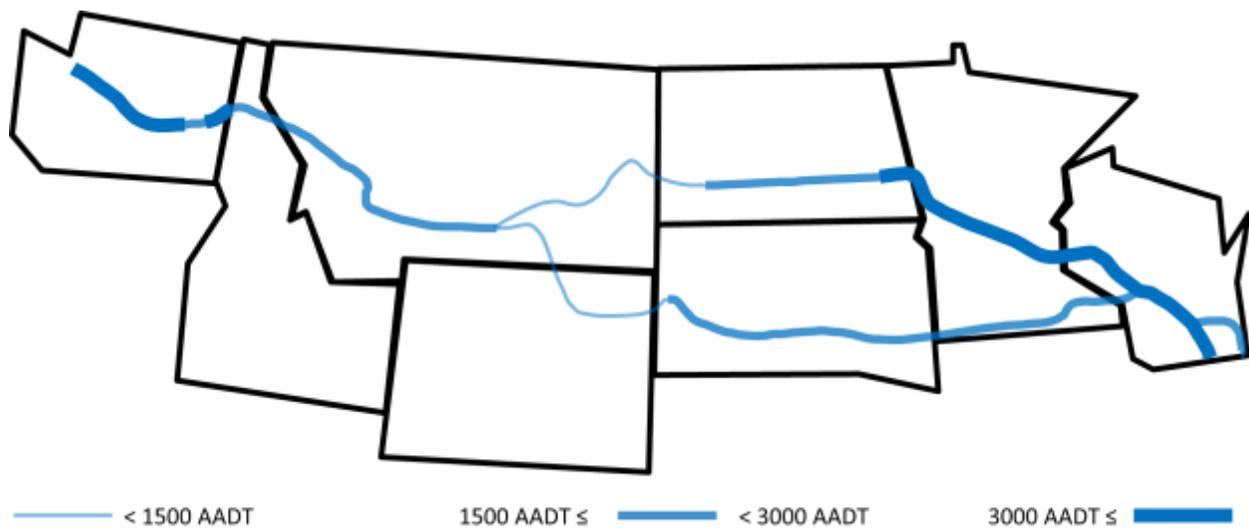


Figure 1: NWP Corridor CVO AADT

Other traffic, including long-range recreational trips, is more difficult to quantify for the NWP corridor, but insight is available from the Institute for Tourism and Recreation Research (ITRR) at the University of Montana. ITRR keeps track of visitors to Montana and other tip metrics. ITRR data shows that, on average, approximately 3,600 NWP states’ residents enter Montana on NWP corridor Interstate highways every day. Seasonal variations in traffic likely result in many

more than 3,600 NWP resident visitors in the summer, and fewer in the winter months. While this data only applies to trips destined for Montana, it does show that a large market of long-range travelers on the NWP Interstate corridor do exist and may benefit from the OTIIS system. Additional detailed ITRR data is available in Appendix A.

These tens of thousands of daily travelers can currently access traveler information websites provided by all of the NWP states individually. These websites contain important information for the roads within a single state. Some state DOTs within the NWP also provide mobile apps with travel information for their state's roadways. Private industry also provides traveler information both via websites and mobile apps. Many popular private sector traveler information systems are mobile applications. These mobile apps are typically in one of these three forms: 1.) traffic conditions, 2.) replicas of existing State DOT sites (ex. cameras, road conditions, closures), or 3.) CVO focused apps with truck stop locations, fuel prices, amenities, and services.

3.2. Market Needs

The needs of the OTIIS market have been established in previous project tasks. Highlights include:

- Corridor-wide traveler information that extends beyond an individual state is desired,
- Real-time information is desired,
- Personalized information is desired, and
- Push type notifications are desired.

3.3. Lessons Learned

Previous work on traveler information systems throughout the country has been compiled with valuable lessons learned documented by the United States Department of Transportation (USDOT) – Research and Innovative Technology Administration (RITA) – Intelligent Transportation Systems (ITS) – Joint Program Office (JPO) in their Knowledge Resources: Lessons Learned catalog. The following list contains highlights from the lessons learned in marketing traveler information (see Appendix B for complete list):

I-95 Corridor and California (Miller et. al., 2011)

- ***Highlight the increasing role of traditional and innovative marketing in transportation systems.***
 - *Marketing related to the SafeTrip-21 deployments turned out to be a more significant issue than anticipated. Marketing entails a variety of techniques for making users aware of opportunities to access a particular application, including traditional press releases, advertisements, or direct invitations for participation. Marketing of travel information systems was critical to success regardless of the method by which the information is accessed by the public.*
 - *Providing travel information in public places necessitates creativity to make potential users aware of the service.*
 - *Social media is an increasingly powerful tool, especially in promoting mobile applications.*
 - *Traditional press releases are still effective in reaching large media outlets.*

- *Marketing efforts should not only be directed at consumers but at transportation professionals' networks.*
- **Identify aspects of information delivery and design which appeal to users and improve the user experience.**
 - *When presenting travel information to travelers, the user experience is critical to success. The SafeTrip-21 Initiative highlighted the importance of adopting a customer-oriented approach to travel information and recognized that customers had varying needs.*

MD, RI, WA, NY, OR, IL, IN, WI, KY (Volpe, 2006)

- **Integrate traveler information Website development with existing systems and other organizations.**
 - *When implementing a new traveler information website, it is important to consider the compatibility of the website with the agency's existing systems. Various functional units that can contribute to implementing a better traveler information website include: operations, maintenance and construction, public affairs and marketing departments.*
- **Ensure a strong relationship with the public affairs office.**
 - *The Maryland State Highway Administration (MDSHA) utilizes its public affairs office to work with the media to ensure good local coverage. Traffic reporters use information from the MDSHA website, and in return refer the public to the site in their broadcasts. Especially in an emergency situation, having a strong relationship with the public affairs office can be crucial.*

AZ, KS, NC, UT, VA, WA, FL (511 Deployment Coalition, 2006)

- **Take advantage of marketing paid for by others.**
 - *For example, the Utah Department of Transportation launched their 511 deployment as part of the 2002 Winter Olympics.*
- **Continue to keep customers aware of the 511 service and utility after the system has been launched.**

Arizona (BMI & UA, 2005)

- **Pursue a vigorous 511 marketing program, especially to promote new types of information targeted to specific user groups.**
 - *Awareness of 511 and its various features is a necessary prerequisite to system utilization and the benefits associated with its usage. Therefore, marketing is a critical activity. Deployers should include a robust marketing program as a core component of 511 roll-outs and on-going operations. Advertisement of 511 via messages on DMS is an effective way to market motorists.*
- **Be sure to market new information to the types of users who would be most interested in that information.**
 - *The Model Deployment indicated that simply adding new information is not necessarily sufficient to stimulate use of that information. This suggests deployers may not necessarily assume there is latent demand for new information, or that interested users will become aware of it without targeted marketing.*

Acadia, Bar Harbor, Branson, Shenandoah Valley, Salt Lake City (Zimmerman & Burt, 2004)

- ***Conduct vigorous marketing and promotion with the goal of educating tourists on the benefit of traveler information and how best to utilize the system, rather than simply promoting awareness.***
 - *Travelers often face a large amount of information, especially in high-density tourist areas. Based on survey data, key informant interviews, and on-site observations by the study team, most traveler information systems are not very visible, for they do not stand out within the dense information environment and ubiquitous roadside clutter. It is likely that tourists who may be less motivated to actively seek out information that may allow them to avoid congestion and figure out transportation alternatives are even harder to attract. Intensive and continued marketing efforts are necessary. In addition to simply establishing the name, phone number, and website address, those efforts should include education on how to use the system and its benefits to users.*
- ***Reach out and coordinate with tourism stakeholders; leverage their expertise and capacity for reaching tourists directly and educating them regarding the value and the use of traveler information systems.***

Acadia National Park (Zimmerman et. al., 2003)

- ***Develop ways to raise awareness among businesses to promote advanced traveler information sources to their customers.***
- ***Market ITS to enhance its effectiveness.***
 - *Informing tourists about ITS-based traveler information can be a major marketing challenge. Major tourist destinations draw visitors from all over the country and abroad and it can be difficult to determine the sources of information they use in planning a trip. Once they are at the destination, visitors are barraged with all sorts of written material and visual information and it may be difficult for them see the traveler information material amidst all the clutter. Word of mouth, especially from a reliable source such as a shop owner, hotel manager, or tourism bureau worker can be a very cost-effective means for raising awareness about ITS in a tourist setting.*
- ***Educate tourism businesses and tourism organizations about the benefits of ITS, particularly economic benefits.***
 - *Getting tourist related businesses and tourism organizations to provide information to tourists about the benefits of ITS is more likely when they themselves are aware of the benefits of ITS. Businesses will be most receptive to such overtures when they perceive an economic benefit for themselves and the local economy in general.*

4. FILLING THE NEED AND MISSION

The OTIIS website and mobile app will fulfill the identified market needs. Real-time traveler information across all eight states will be gathered and provided by both the website and mobile app. The ability to personalize the information is provided by both the website and mobile app. Push notifications while en-route will be provided by the mobile app. OTIIS will save travelers much time and provide them unique trip planning information in a single location rather than monitoring many sources of travel information for a trip across multiple states. Figure 2 provides a visual representation of the main OTIIS website.

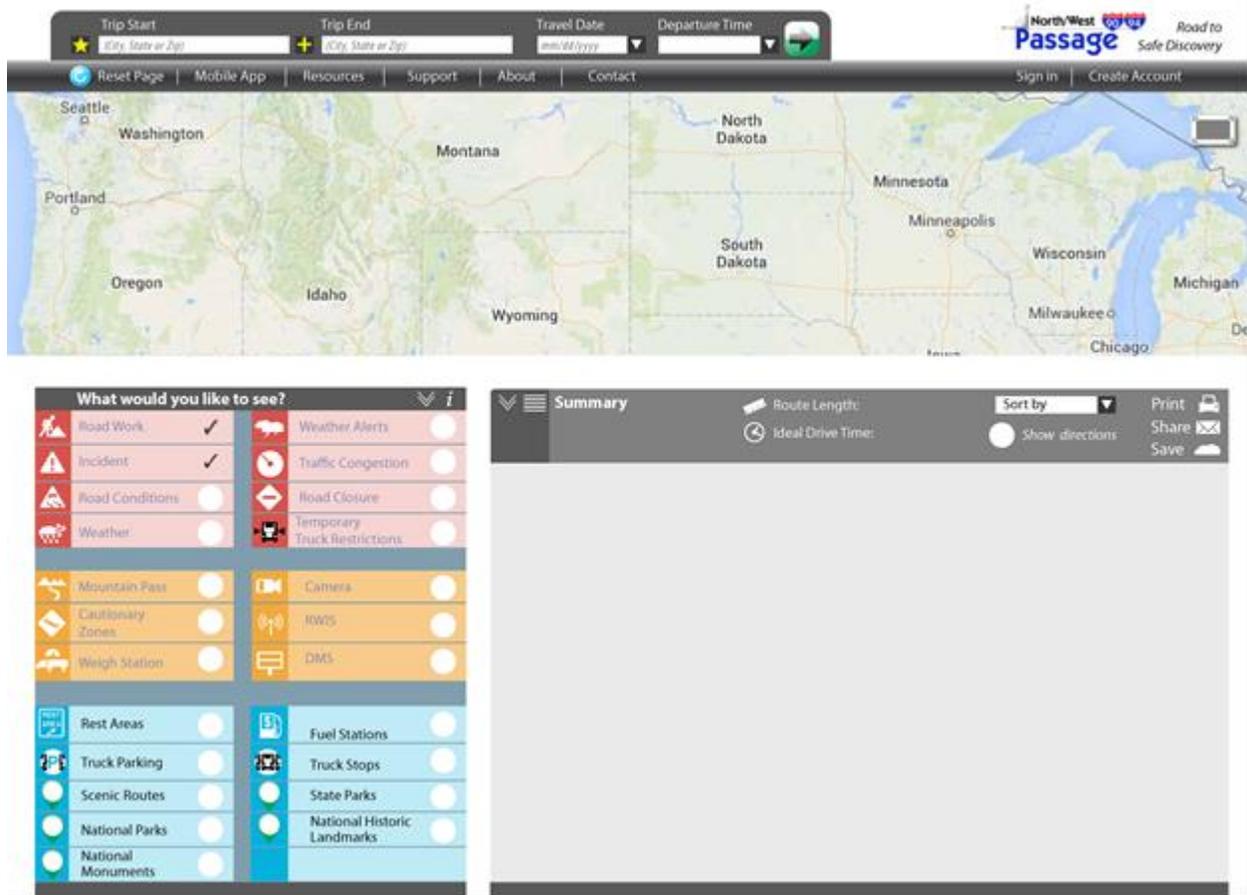


Figure 2: OTIIS Website Illustration

Mission Statement:

OTIIS will improve trip planning and en-route information for long range travelers. Long range recreational travelers and CVOs on the NWP corridor will save time, avoid the use of multiple sources of information, and have access to unique trip planning information and en-route notifications.

5. TARGET AUDIENCES

The target audiences for the OTIIS system include all long range travelers and select DOT personnel.

5.1. Primary

The primary audience will be long range travelers namely: CVOs and recreational travelers. CVOs that cross multiple states on the NWP corridor constitute a major portion of long range traffic and represent an important stakeholder group. The other primary target group that generates long range traffic on the NWP corridor is recreational travelers.

Long range recreational travelers are a diverse group. Multiple age groups with varying income levels, occupations, and education levels, living and traveling in both rural and urban areas use the NWP corridor for long range travel. CVOs are slightly less diverse than other long range NWP travelers. CVOs are over 90% male, with an average age approximately 43 years old, over 80% are Caucasian, and approximately 50% have a high-school diploma, 25% have less than high-school diploma, and 25% some level of college education (Global Insight, 2005).

5.2. Secondary

The secondary audience will be DOT operations personnel. Coordination across state borders between multiple agencies can be very beneficial and this type of coordination is made possible by OTIIS. The DOT personnel will be a select group of specific individuals with specialized knowledge used with the OTIIS aggregated information.

6. OPPORTUNITIES

Some opportunities for OTIIS to become widely known and used by travelers and CVOs may include:

- technology transfer programs that might produce or publish a self-produced write-up and/or video about OTIIS,
- inclusion of OTIIS materials and presence at upcoming DOT media days,
- inclusion of OTIIS materials and presence at upcoming Trucking Association meetings and/or webinars,
- and *others to be brainstormed with Steering Committee.*

7. OBSTACLES

Certain obstacles exist that may create issues for OTIIS system adoption including:

- infrequent long-range recreational travel leading to users forgetting about the system in subsequent travel,
- somewhat unknown revenue generation could potentially lead to underfunded ongoing operations,

- liability concerns with providing proactive safety advisories, and certain other CVO information that would be beneficial to users,
- nomenclature of events and conditions may be different from state to state especially for DOT operations personnel,
- and *others to be brainstormed with Steering Committee.*

8. MARKETING STRATEGY

The overall marketing strategy including objectives, strategies, action plans, and other information is included in this section. Potential public education and marketing material mockups that conceptualize possible targeted messages are included in Appendix C.

8.1. Marketing Objectives

The marketing objectives for the OTIIS system include:

- reach as many NWP travelers as possible,
- reach the travelers most in need of OTIIS information,
- educate truckers & long distance travelers about the unique aspects of OTIIS specifically tailored to their needs,
- reach a diverse range of demographics
- reconnect with NWP travelers twice yearly at the start of the Fall and Spring seasons,
- and *others to be brainstormed with Steering Committee.*

8.2. Channels of Distribution

The channels of distribution for marketing OTIIS will likely include developing new channels as well as utilizing successful existing channels. Existing channels of distribution that may help market OTIIS include:

- state DOT traveler information websites and/or information pages,
- state DOT social media postings,
- state tourism department websites,
- tourism destination websites,
- state trucking association websites,
- ATA websites,
- and *others to be brainstormed with Steering Committee.*

New channels of distribution that may benefit the marketing of OTIIS include:

- OTIIS specific social media accounts (YouTube, Facebook, Twitter, etc.),
- traditional public education materials for DOT distribution,
- materials specifically for rest areas distribution,
- radio advertisements around website launch,
- newspaper advertisement around website launch,
- billboards,
- transportation professionals networks (from lessons learned),
- launch near a major travel holiday (Labor Day September 1, 2014),

- and *others to be brainstormed with Steering Committee.*

8.3. Action Plans with Timelines and Personnel Assignments

This section details what may be done and by whom to market OTIIS.

Table 2 Action Plan

Action	Timeline	Personnel
Develop marketing materials for Steering Committee approval	5/1/14 – 7/1/14	WTI
Hold teleconference with the 8 State Public Affairs personnel for initial contact and future planning	6/16/14 – 6/20/14	WTI
Create OTIIS social media profiles	7/1/14 – 8/1/14	WTI
Contact ATA and State Trucking Associations for linking to OTIIS on their websites	7/1/14 – 8/1/14	WTI
Contact corridor tourism destination websites for linking to OTIIS (pending business plan)	7/1/14 – 8/1/14	WTI
Contact state DOT traveler information website operator, DOT social media account operator, and state tourism department for marketing OTIIS	7/1/14 – 8/1/14	Steering Committee Members
Provide contacts with approved marketing information for Labor Day (9/1/14) Launch	8/18/14 – 8/22/14	WTI
Provide contacts with approved marketing information for Labor Day (9/1/14) Launch	8/18/14 – 8/22/14	Steering Committee Members
Conduct Spring and Fall planning calls/meetings to update members on performance metrics and decide on the best current marketing strategies/messages	Ongoing	Steering Committee Members
<i>Others to be brainstormed with Steering Committee</i>	<i>TBD</i>	<i>TBD</i>

8.4. Performance Management

As suggested in the marketing objectives and action plan sections, performance management could include a Steering Committee call/meeting every six months to review performance metrics and prepare for changing seasons. This meeting would also be a time to revisit and update marketing messages/strategies if needed. Table 3 shows possible performance metrics associated with each marketing objective.

Table 3 Performance Management

Objectives	Metrics
reach as many NWP travelers as possible and, educate truckers & long distance travelers about the unique aspects of OTIIS specifically tailored to their needs	number of website visits number of app downloads number of registered users number of Facebook likes number of YouTube views specific User Surveys – task 8 question results TBD (ex. “how did you hear about us”, “any unique features you like?”, etc.)
reach the travelers most in need of OTIIS information about OTIIS	number of repeat visitors to website number of repeat or multiple device app downloads number of app users with multiple trips registered over time number of registered users specified as CVOs vs. other travelers
reach a diverse range of demographics	future metrics with demographics from user surveys TBD in task 8
reconnect with NWP travelers twice yearly at the start of the Fall and Spring seasons	NA
<i>others to be brainstormed with Steering Committee</i>	<i>TBD</i>

8.5. Financials/Budget

Possible marketing activities beyond the initial plan development and their associated cost estimates are included in Table 4. Additional cost details can be found in Appendix D.

Table 4 Potential Marketing Strategies and Budget

Strategy	Cost
Develop marketing materials	Included in dev. costs
Create OTIIS social media accounts	Included in dev. costs
Coordinate with public affairs offices, truck associations, and recreation destination locations (pending business plan)	Included in dev. costs
Radio campaign around Labor Day (9/1/14) launch	\$500 - \$8,000 per week per station
Billboards campaign around Labor Day (9/1/14) launch	\$1,500 - \$30,000 per ad per month
Newspaper campaign around Labor Day (9/1/14) launch	TBD
Direct Mail campaign around Labor Day (9/1/14) launch	TBD
<i>others to be brainstormed with Steering Committee</i>	TBD

9. REFERENCES

511 Deployment Coalition. 511 Deployment Costs: A Case Study. <http://www.deploy511.org/minutereports.htm>, 2006.

Battelle Memorial Institute (BMI) and University of Arizona (UA). Model Deployment of a Regional, Multi-Modal 511 Traveler Information System. 2005.

Economic and Industry Analysis Division, John A. Volpe National Transportation Systems Center, USDOT (Volpe). Best Practices for Traveler Information Websites: Lessons Learned from Top Traffic and Transit Website Winners. 2006.

USDOT Federal Highway Administration (FHWA). Guide to Creating an Effective Marketing Plan. Highways for LIFE Program, 2007.

Global Insight. The U.S. Truck Driver Shortage: Analysis and Forecasts. Report prepared for American Trucking Association, 2005.

Miller, S., Rephlo, J., Armstrong, C., Jasper, K., Golembiewski, G. National Evaluation of the Safetrip-21 Initiative. Science Applications International Corporation (SAIC) Report No. FHWA-JPO-11-088. 2011.

Science Applications International Corporation (SAIC). I-95 Corridor Coalition Evaluation of the Advanced Traveler Information System Field Operational Test (TravTIPS). 2001.

Science Applications International Corporation (SAIC). Miami Regional Advanced Traveler Information System Project. 2002.

Wetherby, B. Seattle Wide-Area Information for Travelers Institutional Issues Study. SAIC, 1998.

Zimmerman, C. and Burt, M. Traveler Information and Tourism. Battelle Memorial Institute Report No. FHWA-JPO-04-090. 2004.

Zimmerman, C., Coleman, T., and Daigle, J. Evaluation of Acadia National Park ITS Field Operational Test. Battelle Memorial Institute Report No. FHWA-OP-03-130. 2003.

10. APPENDIX A: ITRR DATA

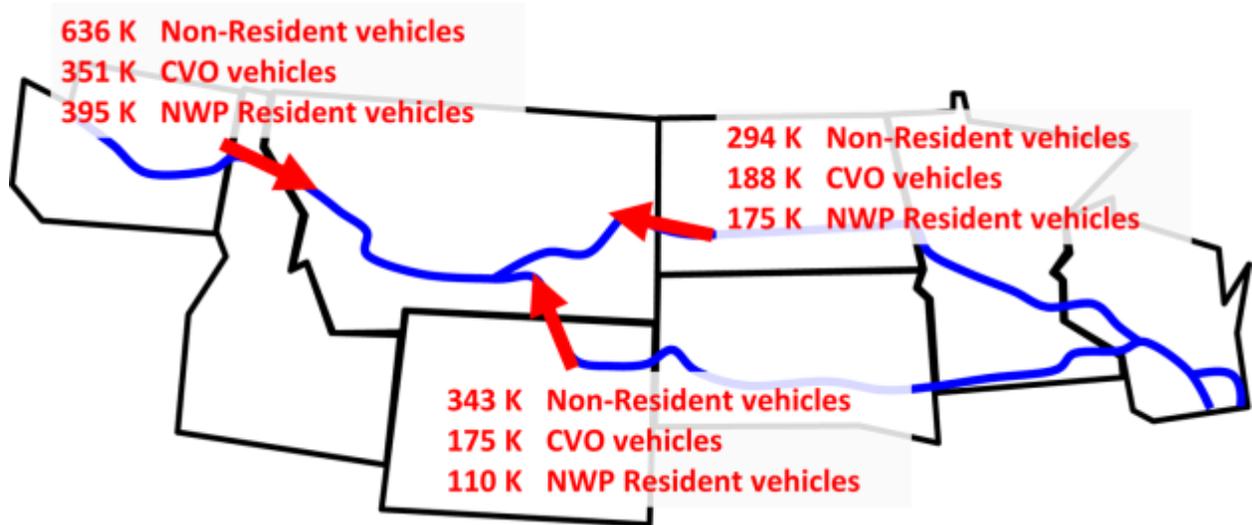


Figure 3: Annual Visitations from ITRR Data and DOT CVO Traffic Data

Note that Figure 3 shows ITRR data in units of vehicles while section 3.1 provides ITRR data in units of persons.

Average Daily NWP Resident Visitations to Montana on NWP Interstates (persons):

- WA via I-90 ~1650
- ID via I-90 ~530
- WY via I-90 ~380
- ND via I-94 ~320
- SD via I-90&94 ~90
- MN via I-90&94 ~460
- WI via I-90&94 ~190
- **TOTAL via I-90&94 ~3620**

11. APPENDIX B: USDOT RITA ITS JPO LESSONS LEARNED

Acadia, Bar Harbor, Branson, Shenandoah Valley, Salt Lake City (Zimmerman & Burt, 2004)

- ***Make traveler information system more useful to tourists.***
 - *It is important to target tourists in the marketing and promotion efforts and ensure that user interfaces (e.g., websites, 511) are oriented towards tourists, instead of focusing solely on adding tourist-specific content.*
- ***Conduct vigorous marketing and promotion with the goal of educating tourists on the benefit of traveler information and how best to utilize the system, rather than simply promoting awareness.***
 - *Travelers often face a large amount of information, especially in high-density tourist areas. Based on survey data, key informant interviews, and on-site observations by the study team, most traveler information systems are not very visible, for they do not stand out within the dense information environment and ubiquitous roadside clutter. It is likely that tourists who may be less motivated to actively seek out information that may allow them to avoid congestion and find transportation alternatives are even more difficult to attract. Intensive and continuing marketing efforts are necessary. In addition to simply establishing the name, phone number, and website address, efforts should include education on how to use the system and its benefits to users.*
- ***Reach out and coordinate with tourism stakeholders; leverage their expertise and capacity for reaching tourists directly and educate them on the value and the use of traveler information systems.***
 - *The ability of transportation agency-operated traveler information systems to provide significant benefits to tourists and tourism is greatly enhanced through coordination with tourism stakeholders. These stakeholders are the experts on how to reach tourists and what information is important to them. If tourists are considered a significant subset of traveler information system users, tourism stakeholders should be involved in the design and operation of the system. Such partnering during design will also promote long term support from the tourism community, which represents a valuable existing resource for delivering traveler information to tourists.*
- ***Be patient and persistent and don't count on dramatic near-term successes.***
 - *As with traveler information in general, significant benefits of traveler information for tourists and promotion of overall tourism will come only over time. Many travelers are not yet in the habit of proactively consulting information in order to avoid delays and hazards. It will take time and persistent efforts to modify those ingrained attitudes and behaviors, and it is likely more difficult to achieve with tourists than with daily commuters. In addition, do not promote a traveler information system as a means to generate dramatic short-term benefits to travelers in general or to tourists. Those who commit funding and determine the future of the system must understand not only the importance of traveler information, but that the benefits will increase over time.*

I-95 Corridor (SAIC, 2001)

- ***Integrate market research in the planning process for consumer-oriented projects.***
 - *The business planning should be flexible and responsive to changing market conditions. Market research conducted early in the TravTIPS project may have enabled the planners to develop more promising avenues or realistic approaches to developing an ATIS of I-95. The advancing Internet market made the fee-based plan for ATIS obsolete.*
- ***Clearly define and establish the roles and responsibilities of the different partners in a public-private partnership.***
 - *Public agencies and private organizations differ in aspects that can affect their expectations, their needs, and their goals and intentions. For a public-private partnership to work well and move a project forward, it is important that each party is aware of what it is expected to deliver, and what to expect from the other agencies. In TravTIPS, there appears to have been confusion over responsibilities, which hindered progress on the project.*

Seattle (Wetherby, 1998)

- ***Include market research and end user-system prototyping to ensure that the final system is well received by the public.***
 - *During the project, participants expressed concern about how well the SWIFT system would be accepted by users because user inputs and prototyping were minimal during the design phase. The significance or implication of this issue is that customer acceptance is crucial to the overall success of this type of traveler information application. Therefore, it is crucial to obtain end-user inputs throughout the system's design, development, testing, and fielding process.*

Miami, Ft. Lauderdale, Hialeah (SAIC, 2002)

- ***Consider using the public-private partnering method to provide ITS services.***
 - *Forming public-private partnerships can be a cost effective and efficient way to obtain and deploy ITS resources. When seeking to implement an advanced traveler information system (ATIS) in the Miami tri-county region, the Florida Department of Transportation (FDOT) chose to use a public-private partnership approach, drawing upon private sector funding and experience.*
- ***Design partnerships to accommodate changes in the market, with an ability to add and subtract partners and services.***
 - *This enables private parties to respond to market conditions and discontinue or reduce unprofitable services. Both SRS and FDOT felt that the SunGuide model was weak in this regard. The scope of services for the project included language actively encouraging the ISP to develop revenue sources from the sale of advertising and customized information. A process was established for accommodating changes in the market. When a particular service proved unprofitable (cable TV), no process existed for changing the scope of*

services to be provided by the ISP. Additionally, there was no clearly defined process on how decisions to change service deliveries should be agreed upon and implemented.

I-95 Corridor and California (Miller et. al., 2011)

- ***Highlight the increasing role of traditional and innovative marketing in transportation systems.***
 - *Marketing related to the SafeTrip-21 deployments turned out to be a more significant issue than anticipated. Marketing entails a variety of techniques for making users aware of opportunities to access a particular application, including traditional press releases, advertisements, or direct invitations for participation. Marketing of travel information systems was critical to success regardless of the method by which the information was accessed by the public.*
 - *Providing travel information in public places necessitates creativity to make potential users aware of the service.*
 - *Social media is an increasingly powerful tool, especially in promoting mobile applications.*
 - *Traditional press releases are still effective in reaching large media outlets.*
 - *Marketing efforts should not only be directed at consumers, but also at transportation professionals' networks.*
- ***Identify aspects of information delivery and design which appeal to users and improve the user experience.***
 - *When presenting travel information to travelers, the user experience is critical to success. The SafeTrip-21 Initiative highlighted the importance of adopting a customer-oriented approach to travel information and recognized that customers had varying needs.*

MD, RI, WA, NY, OR, IL, IN, WI, KY (Volpe, 2006)

- ***Integrate traveler information Website development with existing systems and other organizations.***
 - *When implementing a new traveler information website, it is important to consider the compatibility of the website with the agency's existing systems. Various functional units that can contribute to implementing a better traveler information website include: operations, maintenance and construction, public affairs, and marketing departments.*
- ***Ensure a strong relationship with the public affairs office.***
 - *The Maryland State Highway Administration (MDSHA) utilizes its public affairs office to work with the media to ensure good local coverage. Traffic reporters use information from the MDSHA website, and in return refer the public to the site in their broadcasts. Especially in an emergency situation, having a strong relationship with the public affairs office can be crucial.*

Arizona (BMI & UA, 2005)

- ***Pursue a vigorous 511 marketing program, especially to promote new types of information targeted to specific user groups.***
 - *Awareness of 511 and its various features is a necessary prerequisite to system utilization and the benefits associated with its usage. Therefore, marketing is a critical activity. Deployers should include a robust marketing program as a core component of 511 roll-outs and on-going operations. Advertisement of 511 via messages on DMS is an effective way to market motorists.*
- ***Use dynamic messages signs (DMS) to advertise 511 systems to travelers en-route.***
 - *The Model Deployment DMS marketing consisted of posting the message, "Road Conditions, Dial 511," simultaneously on all ADOT DMS located on Interstate and state highways throughout the state, 24 hours per day for a 7-day period. During the DMS campaign, daily call volumes increased over 30-fold (3,300%): From 500 to 1,000 calls per day before the campaign to 11,000 to 17,000 calls per day during the campaign. Call volumes dropped dramatically after the campaign but remained somewhat higher than before the campaign. The percentage of cell phone calls also increased dramatically during this period, suggesting that many travelers who saw the 511 DMS message called 511 while still en-route.*
- ***Be sure to market new information to the types of users who would be most interested in that information.***
 - *The Model Deployment indicated that simply adding new information is not necessarily sufficient to stimulate use of that information. This suggests deployers may not necessarily assume there is latent demand for new information, or that interested users will become aware of it without targeted marketing.*

Acadia National Park (Zimmerman et. al., 2003)

- ***Develop ways to raise awareness among businesses to promote advanced traveler information sources to their customers.***
 - *Evaluators of the Acadia FOT found that ITS contributed to a positive visitor experience and increased visitors' willingness to use transit rather than their own vehicles. Greater use of the Island Explorer appeared to be associated with improvements in air quality and possibly overall traffic and motor vehicle crashes. Visitors used and reacted positively to the real-time parking information, despite the limited deployment of signs at three locations and the Park website. In addition to the positive reviews of the ITS enhancements, length of stay by visitors, a measure of economic impact, was positively correlated with use of the Island Explorer and with use of ITS technologies associated with the bus. Despite these benefits many business managers did not know of the ITS based traveler information technologies, particularly the parking availability information at locations around the Park and the Park's web page.*
 - *There was also a great deal of uncertainty among business managers about whether visitors who use the Island Explorer tend to stay longer. Thus, regardless of the increased positive experiences that might result from customer use of the ITS technologies and*

probable use of the Island Explorer bus, managers did not necessarily perceive economic benefit to businesses in terms of increased length of stay. This may have contributed to a substantial minority of business managers being "neutral" to parking and Island Explorer traveler information being helpful to their business.

- **Market ITS to enhance its effectiveness.**
 - *Informing tourists about ITS-based traveler information can be a major marketing challenge. Major tourist destinations draw visitors from all over the country and abroad and it can be difficult to determine the sources of information they use in planning a trip. Once they are at the destination, visitors are barraged with all sorts of written material and visual information and it may be difficult for them see the traveler information material amidst all the clutter. Word of mouth, especially from a reliable source such as a shop owner, hotel manager, or tourism bureau worker can be a very cost-effective means for raising awareness about ITS in a tourist setting.*
- **Educate tourism businesses and tourism organizations about the benefits of ITS, particularly economic benefits.**
 - *Getting tourism businesses and tourism organizations to provide information to tourists about the benefits of ITS is more likely when they themselves are aware of the benefits of ITS. Businesses will be most receptive to such overtures when they perceive an economic benefit for themselves and the local economy in general.*

AZ, KS, NC, UT, VA, WA, FL (511 Deployment Coalition, 2006)

- **Make aggressive use of marketing to increase call volume and improve cost efficiency of 511 services deployment.**
 - *Higher call volume leads to greater system efficiency of 511 systems because O&M costs can be distributed over many callers. Despite this fact, marketing and evaluation was the smallest cost category in almost every 511 deployment studied. The case study's authors suggest that deployers use marketing as an effective tool to attract travelers and leverage benefits from their 511 system technology investment.*
- **Take advantage of marketing paid for by others.**
 - *For example, the Utah Department of Transportation launched their 511 deployment as part of the 2002 Winter Olympics.*
- **Continue to keep customers aware of the 511 service and utility after the system has been launched.**
- **Consider the use of specialized marketing channels to boost usage of the 511 service.**
 - *For example, Southeast Florida (Miami, Fort Lauderdale area) used Spanish language television and radio to promote its bilingual 511 service.*
- **Understand that marketing costs vary widely based on the size of the service area, range of 511 content being promoted, and other factors.**
 - *In general, the marketing cost in a metropolitan area with expensive media markets will be higher than in rural areas with less costly markets.*

12. APPENDIX C: MARKETING / PUBLIC EDUCATION MATERIALS

Here we will have mockups of foldout brochures on OTIIS for rest area card racks, press release drafts, mockup social media profiles, and others TBD from brainstorming sessions and meeting(s) with State Public Affairs personnel

Placeholders:

Are you tired of visiting over a dozen different state dot traveler information (511) websites, weather forecast websites, and .gov recreation websites to check conditions for your trip? OTIIS has it all in one location, etc...

TRUCKERS: plan your trip and receive real-time en-route alerts to your smartphone when unexpected delays occur on the road ahead.

Should I take I-90 or I-94? OTIIS knows.

13. APPENDIX D: MARKETING COST ESTIMATES

From: Blue Line Media via <http://www.bluelinemedia.com/billboard-advertising>

Large Billboard costs range \$1,500 - \$30,000 per ad per 4 week (typical minimum) period depending upon timing and market.

Minimum purchase of 5 to 20 billboards depending on timing and market.

Government and non-profits discounts available.

NWP States' Markets available:

WA – Seattle, Spokane, Yakima

ID – Boise, Idaho Falls, Twin Falls

MT – Billings, Butte, Bozeman, Glendive, Great Falls, Helena, Missoula

WY – Casper, Riverton

ND – Fargo, Valley City, Minot, Bismarck, Dickenson, Williston

SD – Rapid City, Sioux Falls

MN – Mankato, Minneapolis, Rochester

WI – Superior, Green Bay, La Crosse, Madison, Milwaukee, Wausau

From: Tony Brueski (President of V Marketing & Media Inc.) via

<http://localmarketingideas.com/how-much-does-radio-advertising-cost/>

As an example – Let's say you wanted to air your commercial once per day, Monday – Friday in the morning, midday and afternoon and twice on Saturday and Sunday. (This is an example of a solid entry level schedule to build awareness) Here is what you can expect to pay based on market size. (This is just a rough estimate for example purposes only, and do not include agency discounts, or other factors that could decrease or increase costs)

- *Markets 1 -5 (ex: New York City, Los Angeles, Chicago, etc.)*
 - *from \$4000 to \$8000 per week/per station for a top performing station.*
- *Markets 6 – 20 (ex: Dallas/Ft.Worth, Houston, Phoenix, San Diego, etc.)*
 - *from \$2000 to \$5000 per week/per station for a top performing station.*
- *Markets 21 – 50 (ex: Denver, Cleveland, Kansas City, etc.)*
 - *from \$1000 to \$3000 per week/per station for a top performing station.*
- *Markets 51- 150 (ex: Akron, Wichita, Baton Rouge, etc.)*
 - *from \$800 to \$2000 per week/per station for a top performing station.*
- *Markets 150+ (ex: Myrtle Beach SC, Green Bay, Topeka, etc.)*
 - *from \$500 to \$1500 per week/per station for a top performing station.*