FLORIDA CONNECTS

Moving To Safe and Congestion-Free Transportation

Program Delivery and Messaging Plan

JULY 2019

Florida Department of Transportation

FDOT

Contents

1. Introduction

The Move Florida program (also known as Connected and Automated Vehicles [CAV] program) at the Florida Department of Transportation (FDOT) is gaining significant momentum. With that momentum comes the need for consistent program delivery, messaging, awareness outreach, and developing public-private partnerships that allow for the deployment and testing of connected and automated vehicle hardware and software. This document outlines the steps and processes to help the Move Florida program to achieve sustainable safety, mobility, and economic development benefits. The goals and outcomes of this effort are:

- Develop Move Florida program materials and information that are consistent with the [Connected and Automated Vehicles (CAV) Business Plan](#) and other plans developed by the FDOT.
- Implement statewide and nationwide CAV awareness outreach by hosting meetings and webinars, developing educational materials, and participating in committee meetings, seminars, and conferences.
- Create opportunities for industry partners to collaborate with the FDOT in developing/testing hardware and software solutions.

Our goal is to increase awareness of the Move Florida program and to educate both public and private stakeholders on how this program can create opportunities in Florida. The program's objective is to implement these goals successfully at both internal (in-reach) and external (outreach) levels. The in-reach efforts include coordination with the FDOT Central Office and district offices stakeholders. The in-reach effort also includes collaborating with local agencies to work in tandem with the FDOT on projects. The outreach efforts include working with the transportation industry and universities.

2. Develop Move Florida Program Materials and Information

Listed below are the proposed strategies for developing the Move Florida program materials and information.

Consistent Message

The Move Florida program message will utilize content from the *CAV Business Plan*, such as the CAV vision, the safety, mobility, and economic development objectives, importance of the Vision Zero initiative, general CAV terminology and focus areas, and the CAV implementation roadmap.

In addition to the general message, an ongoing effort is underway to create state-of-the-industry materials on lessons learned as well as further exploration and evaluation of the implementation projects.

Outreach Materials

The following items will be created as outreach materials:

- Develop a Style Guide for Move Florida program materials
    - Fonts, color scheme, style, use of logo and elements, etc.
- Move Florida program logo
- Move Florida program website
    - Geographical Information System (GIS) Map of all projects

- Presentation template
- Brochures
- Newsletters

All outreach materials will be consistent in message, using specific Move Florida program logo(s) and colors as outlined in the Style Guide. Before publishing, all materials will be reviewed by the State Connected Vehicles and Arterial Engineer and the TSM&O Leadership team.

3. Implement CAV Awareness Outreach

Utilizing the materials listed in Section 2, listed below are the strategies for awareness outreach.

Meetings, Conferences, and Webinars

Host and attend meetings, conferences, and webinars statewide and nationwide to spread awareness about the Move Florida program and its benefits. The Move Florida program will host two internal meetings at a regular frequency in a year:

1. The first meeting will include the leaders from different offices of the Central Office to discuss opportunities, challenges, and roles for delivering CAV projects.
2. The second meeting will include the leaders from over 15 offices within the Central Office to meet with leaders from FDOT District Design, Planning, and Traffic Operations Offices to discuss opportunities, challenges, and roles for delivering CAV projects.

Move Florida program representatives will attend other statewide meetings and conferences to present on the latest CAV projects and lessons learned. Those meetings include, but are not limited to:

- FDOT Transportation Symposium
- AASHTO Committee Meetings
- ITS Florida Annual Meetings
- ITS America Annual Conference
- FSITE Meetings
- Automated Vehicle (AV) Symposium
- Florida AV Summit

Social Media

A social media page within the FDOT main page will help disseminate information about the Move Florida program. All social media posts will be approved by the FDOT Central Office Public Information Office before publishing. These social media platforms include:

- Twitter
- Instagram
- LinkedIn
- Facebook

A social media calendar will be created to publish major events, training, conferences, and dates. The calendar will be submitted for approval the month before release. Individual posts will be submitted for approval the week before publishing.

4. Create Opportunities for Industry Partnerships

Through networking at different statewide and nationwide conferences, the FDOT will leverage the opportunity to build relationships with the industry. To help foster and build relationships, the FDOT will create opportunities for the industry to participate in deploying/testing connected and automated vehicle hardware and software solutions.

Partnership Opportunities

The Move Florida program will create partnership opportunities throughout the state. This program includes developing a data-sharing agreement, project partnership opportunities, and testing opportunities. The following coordination will need to occur:

- Central Office and district coordination through the CAV Working Groups to determine statewide needs from the industry
- Central Office and Florida's Turnpike Enterprise to utilize the SunTrax facility
- Central Office TSM&O and Traffic Engineering Research Laboratory (TERL) to test equipment

Industry Forums

Attend different industry forums and participate in the discussions. Bring back lessons learned and action items to the FDOT Leadership Team and CAV Working Group. Potentially host a forum at the SunTrax facility for the industry to test different hardware and software.

Information Materials

The following information materials will be created through the collaboration with Central Office and the district offices.

- Standards development process (including operations and maintenance practices)
- Defined roles and responsibilities of public versus private entities
- Policy for CAV and private industry engagement
- Clear expectations of what the FDOT is looking for from the industry

All documentation will be reviewed by the State Connected Vehicles and Arterial Management Engineer, CAV Working Group, and the TSM&O Leadership team.

5. Timeline

Below is the proposed timeline of the program. Dates are subject to change based on review and approvals by the FDOT.

Month	Activity	Detail
June 2019	Move Florida Program Presentation Template Creation	Create a PowerPoint template to be used for all presentations
August 2019	Move Florida Program Logo Creation	Create Move Florida program logo options

Month	Activity	Detail
August 2019	Website Outline and Options Creation	Create Options for the Move Florida program website; Meet with OIT for coordination
August 2019	Brochure Creation	Update the CAV brochure
August 2019	Social Media	Create social media accounts and proposed calendar
September 2019	Website Approval	Get website approved
October 2019	Industry Forum Coordination	Coordinate with Florida's Turnpike for Industry Forum and Demonstrations
October - November 2019	CAV Workshop – Statewide	Host CAV Workshop
Ongoing	Newsletters	Create newsletters and articles as needed on CAV projects
Ongoing	Website Updates	Update as needed
Ongoing	Presentations	Create presentations as needed for meetings and conferences