

# ALASKA IWAYS ITS ARCHITECTURE UPDATE

## ***DRAFT Stakeholder Education and Outreach Plan***

*prepared for*

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and Public Facilities

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# 1.0 Introduction

## 1.1 Project Technical and Process Goals

This Education and Outreach Plan (EOP) presents the project team’s strategy for engaging stakeholders in the Alaska Iways ITS Architecture Update Project, a project undertaken by the Alaska Department of Transportation and Public Facilities (ADOT&PF). The project has two primary goals: The first is to update the existing Alaska Iways Architecture (AKIA) to incorporate present and future stakeholder needs and provide an integration framework for implementing ITS projects related to transportation within the State of Alaska. The update will incorporate changes that have occurred to the National ITS Architecture to reflect advances in technology and growing sophistication in transportation and transportation management. The second primary goal is to ensure that the updated AKIA is easy to use, as well as useful and understandable to agency personnel.

This Education and Outreach documents the pathway for achieving those project goals. It presents a plan for both **Outreach** and for **Education**.

 **Outreach:** to identify and involve stakeholders to determine AKIA needs (in terms of both function and ease of use) and to develop approaches to meet those needs.

 **Education:** To improve stakeholder understanding of the AKIA. This will include helping stakeholders become familiar with and comfortable using AKIA documents and resources.

The team has established the following objectives for this stakeholder Education and Outreach Plan (EOP). The Alaska Iways ITS Architecture Update Project EOP will develop, articulate, and facilitate a stakeholder participation program that:

- Is meaningful and appropriate for stakeholders.
- Provides clear information to assist in understanding the problem, alternatives, opportunities, and solutions.
- Obtains input on analysis, alternatives, and/or decisions.
- Works directly throughout the process to ensure concerns and aspirations are consistently understood and considered.
- Clearly communicates decisions to be made and the decision-makers, so that the EOP builds from this shared understanding.
- Is consistent with ADOT&PF guidelines for stakeholder involvement and required public participation.

## 1.2 Decision-Makers, Decisions, and Technical Milestones

Key to a project's and a participation program's success is a shared understanding of the decisions to be made and who is making those decisions.



On this project, a Project Management Team will make decisions related to the project's scope, content, and results. The Project Management Team will consist of Alaska Department of Transportation and Public Facilities (ADOT&PF) staff from Statewide, Central Region, Southcoast Region, and Northern Region; the Alaska Department of Public Safety; the Municipality of Anchorage ITS Architecture Project Manager (for coordination), and the consultant team (see Chapter 2 for the list of members). The Project Management Team will provide input and/or concurrence with project activities and documents at project milestones.

Another key to a project's success is a shared understanding of the project's technical milestones. This EOP, therefore, strives to clearly articulate the technical work, as well as the role of stakeholders in the process. Major technical and process milestones are summarized below; these will be referenced throughout this document.



**Technical Milestone 1: Review, Recommendations & Project Work Plan.** This first milestone essentially develops the roadmap for the AKIA update process. Work will result in a project work plan and recommendations that will guide the direction for the rest of the project. Technical components involved in the completion of this work include: development of a stakeholder list, engagement of stakeholders (meetings/interviews) to share and shape information, review and analysis of AKIA, development of a project work plan and recommendations, and development of this EOP. The EOP and the recommendations/project work plan are developed simultaneously to allow synergy – the recommendation and project work plan will inform the education and outreach plan, and the education and outreach plan will inform the recommendations and work plan.



### Concurrent Stakeholder Engagement

Stakeholder input is critical to all technical milestones. The project team will elicit stakeholder input as they review the existing system, establish needs, and prepare recommendations.

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**Technical Milestone 2: AKIA Update.** This milestone involves updating the architecture and documents as recommended and articulated in the project work plan (and per stakeholder input). Technical components include an update of individual AKIA documents, as well as a final ITS Architecture report.



**Technical Milestone 3: Implement the Educational Component of the EOP.** This milestone involves implementing educational webinars as identified in the EOP and developing educational content to be placed on the Iways web site. The team will also implement other educational outreach activities identified during the project and included in subsequent updates of this EOP.

### 1.3 Program's Participation Tools to Meet Participation Goals

To integrate the project's technical and participation goals the following tools will be used:

- **Use of a *participation plan*** to establish and communicate a meaningful role for stakeholders in the process. This document communicates the participation opportunities in relationship to the overall project process, decisions to be made, and input needed as part of the project. This plan will be updated to reflect any changes as the project progresses.
- **Use of *participation groups***, each with clearly defined purposes and input points. In general these are people and agencies that use the AKIA, but also those who will use the systems that the AKIA incorporates. Chapter 2 provides more discussion on the purpose and membership of stakeholders. In summary, these groups are:
  - The **Project Management Team**, consisting of ADOT&PF staff from Statewide, Central Region, Southcoast Region, and Northern Region; the Alaska Department of Public Safety; the Municipality of Anchorage ITS Architecture Project Manager (for coordination), and the consultant team. This is a select group of people working collaboratively to guide the content and outcome of this project to maximize value for the state.
  - The **Core Stakeholder Group**, consisting of state, municipal, or governmental agencies who currently own, operate, maintain, or derive a great deal of benefit from the ITS services described in the architecture.
  - The **General Stakeholder Group**, consisting of people or entities who have few, if any, systems that would be incorporated in the architecture and therefore derive lesser benefit.
  - Note regarding participation of the general public: The development of the AKIA update and associated documents is a technical process and the resulting products will be used internally. Therefore, this project does not justify extensive public involvement meetings. This project welcomes any public comment through the Iways website ([iways.alaska.gov](http://iways.alaska.gov)) or submitted to the ADOT&PF Project Manager Lisa Idell-Sassi

([lisa.idell-sassi@alaska.gov](mailto:lisa.idell-sassi@alaska.gov)). Likewise, the results of this project will be posted to the Iways website, which is available to the public.

- **Use of stakeholder interviews** to introduce concepts and the process, answer questions, solicit feedback on ITS Architecture use and needs, and to determine effective educational strategies and opportunities. Pre-interview packets containing information will be provided prior to the interview. Two sets of interviews will be conducted with two user groups:
  1. Conducted with current stakeholders to gauge their use and perspective of the current architecture.
  2. Conducted with new stakeholders not currently in the architecture, or using it, but who would possibly benefit from use of the architecture.

More information on interview format, timing, and participation is included in Chapter 3.

- **Use of webinars** to educate and solicit feedback. The webinars will present:
  - What the AKIA is—its purpose and why it is required.
  - The documents and resources that make up the AKIA and the purpose of each.
  - How to determine if a given project or application is included in the architecture.
  - How a stakeholder’s project or application can be linked to other applications.
  - How to use the architecture to help develop contract specifications, especially for specifying standards.
  - How to use the systems engineering checklist

More information on webinar topics, format, timing, and participation is included in Chapter 3.

**Development of educational content (also known as outreach material)** presented in plain English, using readily-interpreted graphics to support understanding and use of the Iways Architecture. This material will include an educational presentation that could be used at a multitude of venues. More information on webinar topics, format, timing, and participation is included in Chapter 3.

- **Use of a project (Iways) website** for document transfer and review. Stakeholders participating in the project will have use of the project’s web-based document library for easy access to reports and report progress. This website will also be an efficient method of communication. In addition, the Project Team will have access to documents through a project collaboration website to facilitate reviews.

## 1.4 Report Organization

The sections above present an introduction to the project, including technical goals, participation goals, decision-makers and decisions to be made, and participation tools that will be used to support good project decisions. The remainder of this participation plan is organized as follows:

- **Chapter 2: Stakeholders for the Alaska Iways ITS Architecture project.** This chapter describes the various stakeholder groups, participating members, and their roles and responsibilities. This chapter will be updated to reflect revisions or additions to stakeholder
- **Chapter 3: Detailed descriptions of key participation tools** such as interviews, webinars, outreach materials or others identified during the first two phases of the project. This chapter will be updated prior to beginning Technical Milestone #3, Implementation the Educational Component of the EOP.
- **Chapter 4: Coordination with other projects.** This chapter describes the opportunities for coordination between this project and the MOA's ITS Architecture project.

## 2.0 Stakeholders for the Alaska Iways ITS Architecture Project

### 2.1 Introduction

Stakeholders for the Alaska Iways Architecture Update Project consist of (a) state, municipal, or governmental agencies that currently own, operate, maintain, or derive benefit from the Intelligent Transportation System (ITS) services described in the architecture or (b) other entities who have interest or expertise in the subject even though they have few or no systems that would be incorporated in the architecture. Project stakeholders are categorized into three stakeholder groups: Group 1, Project Team; Group 2, Core Stakeholder Group; and Group 3, General Stakeholder Group. These stakeholder categories reflect expectations for role and participation in the Alaska Iways Architecture Update Project, as described below. A comprehensive stakeholder list, prepared as a Microsoft Excel file, is attached as Appendix A.

### 2.2 Group 1: Project Team

**Membership:** Consists of Alaska Department of Transportation and Public Facilities (ADOT&PF) staff from Statewide, Central Region, Southcoast Region, and Northern Region; the Alaska Department of Public Safety; the Municipality of Anchorage ITS Architecture Project Manager (for coordination), and the consultant team. See the stakeholder list below.

**Role:** This team guides the content and outcome of this project to maximize value for the state in three key ways: (A) This group will manage the consultant team in delivery of the following components: interview process with Group 2 Core stakeholders about current architecture use; review and assessment of the current architecture and documents; recommendations for new or revised ITS applications; final ITS product; outreach and training on the updated architecture; and Iways website support, as needed. (B) Project Team members will provide information via the interview process and workshops. (C) Project Team members will participate in workshops geared to train stakeholders on the use of the updated architecture.

**Level of participation:** Collaboration

**Tool for participation:** bi-weekly teleconference, participation in consultant-led interviews, review of project work products, participation in workshops and educational outreach.

## 2.3 Group 2: Core Stakeholder Group

**Membership:** Consists of state, municipal, or other governmental or non-governmental agencies who currently own, operate, maintain, or derive a great deal of benefit from the ITS services described in the architecture.

**Role:** Members will be asked to (a) provide information via the interview process and workshops and (b) participate in workshops geared to train stakeholders on the use of the updated architecture.

**Level of participation:** consult/involve

**Tool for participation:** project-team led, web-based interviews/dialogue, as well as on-line workshops and education. Participation by this stakeholder group will be strongly encouraged (directly targeted).

## 2.4 Group 3: General Stakeholder Group

**Membership:** Consists of people or entities who have few, if any, systems that would be incorporated in the architecture and therefore derive lesser benefit.

**Role:** these members will be informed of the project, given an opportunity to provide comment, and encouraged to participate in web-based workshops. Participation by this level of stakeholder will be voluntary (not leveraged).

**Level of participation:** inform and provide opportunity for comment and education.

## 2.5 General Public

The development of Iways ITS Architecture and the associated documents is a technical process and the resulting products will be used internally. Therefore, the Iways process does not justify extensive public involvement meetings. Members of the public have access to project information on the Iways ([iways.alaska.gov](http://iways.alaska.gov)). Comments may also be submitted to ADOT&PF Project Manager Lisa Idell-Sassi ([lisa.idell-sassi@alaska.gov](mailto:lisa.idell-sassi@alaska.gov)).

See the complete stakeholder list included in Appendix A.

## 3.0 Education and Outreach Tools

### 3.1 Stakeholder Interviews

A primary tool used in the stakeholder outreach and education program is the stakeholder interview. Twelve stakeholder interviews will take place, some with individuals, some with groups, to introduce concepts and the process, answer questions, solicit feedback on use and needs, and determine effective educational strategies and opportunities. Pre-interview packets containing information will be provided prior to the interview. Two sets of interview packets will be prepared to respond to two different levels of familiarity with the ITS Architecture:

1. Interviews with stakeholders (from the Project Team and Core stakeholder groups, see Appendix A) to gauge their use and perspective of the current architecture.
2. Interviews with new stakeholders (from the Project Team and Core stakeholder group, see Appendix A) not currently in or using the architecture but who would possibly benefit from use of the architecture.

The following presents example interview questions that will be tailored to each stakeholder group.

- Are you familiar with either the Statewide or Anchorage ITS architectures?
- If so, in what context?
- Have you used either one?
- If so, tell me about your experience? Was it easy to use? Was it clear how to use it? Does the current architecture meet your needs and include the ITS elements that you use or interface with?
- What ITS/computer system elements or subsystems do you use or interface with in your job?
- What other offices or agencies do you interact with or exchange data with?
- What are your plans for implementing new technology?
- Are there barriers to operating or implementing technology? If there are, what are they?
- If there are, do you have ideas on how to get past those barriers?
- Are there other technologies or systems that you see on the horizon that you think should be reflected in the ITS architecture?

These interviews will be conducted via an on-line teleconference with subgroups of stakeholders as noted in Table 3.1. Interview summaries will also be provided.

Table 3.1 Stakeholder Interviews

Interview Topic: Use and Needs; Education Opportunities		
ITS Technical Theme	Stakeholders Interviewed	Date
1. Freight	See the accompanying Stakeholder List, Appendix A, which notes Interview Groups 1 to 12.	
2. ADOT&PF Statewide, Measurement Standards & Commercial Vehicle Enforcement (MSCVE)		
3. Emergency Responders & Military and Emergency Management		
4. ADOT&PF Central Region: Pre-Construction and Planning (focus: both architectures, MOA and Statewide)		
5. ADOT&PF Headquarters Preconstruction and Planning & FHWA		
6. Transit: ADOT&PF Headquarters, FTA, others		
7. Traffic: ADOT&PF Headquarters and Regions		
8. Statewide Maintenance and Weather: ADOT&PF Headquarters and Regions, plus Air Quality and National Weather Service, Avalanche Forecasting		
9. [working to make two groups out of the above group]		
10. Marine/Alaska Marine Highway System (AMHS)/US Coast Guard (USCG)		
11. Aviation/Airports (cargo/passenger mode/traveler information; intermodal connection)		
12. ADOT&PF Northern and Southcoast Regions: Pre-construction and Planning		

### 3.2 Education and Training Webinars

Central to the EOP is the use of educational and training webinars to provide information, answers, and discussion to a statewide audience regarding the following key concepts.

General Webinar Content

- What is AKIA?
- What is its purpose and why it is required?
- The documents and resources that make up the AKIA and the purpose of each one.
- How to determine if a given project or application is included in the architecture.
- How a particular project or application can be linked to other applications.

After the stakeholder interviews are complete, this section will be revised to respond to educational needs identified. In this way, this EOP is a living document; it guides the process and is updated to respond to project findings.

- How to use the architecture to help develop contract specifications, especially for specifying standards
- The purpose and use of the systems engineering checklist

The consultant team will work with the Project Team to identify specific pieces of educational material that will need to be included in the webinar to best respond to user needs. Webinar material presented will be in plain English, using readily interpreted graphics to support understanding and use of the Iways Architecture. The project is scoped to include development of one webinar presentation, offered during three online webinar sessions.

The educational content of the webinar will include the ideas noted in Table 3.2. Appendix B to this EOP will contain the presentation in its entirety.

Table 3.2 Education and Training Webinars: Content (note: to be completed at the end of Task 2)

<b>Webinar Content</b>			
<b>Content</b>	<b>Purpose/Goal for Presenting this Information</b>	<b>Target Audience for this Information</b>	<b>Date</b>
Use and Maintenance			
Other: To Be Determined During Task 1 and 2			
Other: To Be Determined During Task 1 and 2			

Table 3.3 Education and Training Webinars: Dates and Anticipated Participation Groups (note: to be completed at the end of Task 2)

<b>Webinar Dates and Participation</b>	
<b>Date</b>	<b>Audience</b>
Session 1	
Session 2	
Session 3	

### 3.3 Other Education and Outreach Tools

During Task 1 and 2 the Project Team will engage stakeholders to identify other potential outreach and education activities. This section of the EOP (and Table 3.4) presents ideas for other activities, and will be revised after completion of the interviews and Tasks 1 and 2.

Table 3.4 Other Education and Outreach Tools

Other Education and Outreach Tools			
Tool	Purpose/Goal of its Use	Audience/Venue	Timing
E-newsletter or Flyer	Engage all identified stakeholders; ensure access to project and opportunity to comment	<ul style="list-style-type: none"> <li>• Full mailing list</li> <li>• Post via Iways website in addition to email.</li> </ul>	<ul style="list-style-type: none"> <li>• Project kick off</li> <li>• In advance of webinars to invite participation</li> </ul>
Presentation(s)	To provide material for development of a “Speakers Bureau” consisting of agency representatives willing to present the ITS Architecture to groups. Could also be a mechanism for periodic webinar training.	<ul style="list-style-type: none"> <li>• ITS Alaska Annual Meeting</li> <li>• XX</li> <li>• XX</li> </ul>	Date:  Date:

### 3.4 Iways Website

The Iways website, [iways.alaska.gov](http://iways.alaska.gov), will be used for sharing project information. Stakeholders participating in the project will have use of the document library for easy access to reports. Updated architecture documents and outreach material will also be placed on the website for long term use. Table 3.5 provides an overview of the use of this tool.

Table 3.5 Iways Website

Topic	Stakeholders Use	Date	Materials Available
Background Material	Project Team and Core Groups		
Workshop Material and Meeting Notices	Project Team and Core Groups		
Updated Architecture	All Stakeholders		

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Documents			
Outreach Material	All Stakeholders		

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## 4.0 Project Coordination

Another element of this project is coordination between the Alaska Iways ITS Architecture, the Anchorage Regional ITS Architecture, and other statewide planning, programming and project development processes. To facilitate this task, ADOT&PF has chosen an Iways consultant team with personnel that overlaps Anchorage Regional ITS Architecture consultant team. Also, the MOA ITS project manager is a member of the Iways Project Team. In conducting the work, the Project Team will leverage all efforts for the best outcome for ITS in Alaska.

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