



ABA & AZTech™

3rd Annual Media & Transportation Agency Summit

From Roadways to Airwaves

September 15, 2008

Meeting Overview: Agenda and Participant Demographics

On September 15, 2008, the Arizona Broadcasters Association (ABA) and AZTech™ partnered to host the 3rd Annual Media and Transportation Agency Summit, intended to serve as an interchange of ideas to improve communication among media, transportation agencies, public safety, and public information officers.

The workshop was dedicated to synchronizing efforts in the dissemination of information to the public, building relationships between different disciplines, continuing to understand the “system” and the products available, better understanding the media side, focusing on how to get alternative route information to the public, and improving after-hours flow of information. The meeting was attended by over 70 representatives from the following diverse public and private groups:

- Transportation agencies from Local, County, State, and Federal jurisdictions (streets, planning, safety, IT, public information / media relations / marketing)
- Public Safety
- Incident Management
- Media – Radio and Television
- Transportation/ITS Consultants
- Public

Introductions: Purpose, Goals

Opening Remarks

Art Brooks, President and CEO, Arizona Broadcasters Association

Art Brooks, President and CEO of the Arizona Broadcasters Association enthusiastically welcomed the attendees, asking the group to enjoy the opportunities of the day and to continue working on ways to improve systems and develop data gap solutions and tools to inform the traveling public.

With the development of traffic channels and new technologies in broadcasting and transportation, the need for all involved disciplines to be informed and working together is crucial. Art emphasized the importance of continuing to build and foster relationships that were

formed as a result of the first two Media & Transportation Summits. Art Brooks introduced Victor Mendez, Director of Arizona Department of Transportation (ADOT).

Victor Mendez, Director, ADOT and Co-Chair of the AZTech™ Executive Committee

Victor welcomed participants and asked the group to keep both safety and mobility in mind as we move forward in informing the public regarding traveler information. Stressing the importance of developing systems and information flows to notify drivers of approaching congestion, Victor also conveyed the essential role the economy will play in current and upcoming planning. He noted that the final link in the freeway system was completed in July, six months ahead of schedule and that good news needs to be known by the public. However, the same vision and courage will be necessary to implement solutions and deploy new technologies necessary for the traveling public. As we move toward the future, helping citizens of Arizona move forward in a safe and efficient manner is crucial.

Victor Mendez introduced John Hauskins, Director of Transportation at Maricopa County Department of Transportation (MCDOT).

John Hauskins, Director, MCDOT and Co-chair of the AZTech™ Executive Committee

John greeted guests, noting the diversity of the group represented and the variety of roles we play in working together to create significant results. John addressed three issues we are experiencing on roadways that are the primary focus of the day's discussions: congestion, construction and crashes. The way in which information is provided to the public is heavily dependent on the media and transportation community, as well as others in the room. John stressed that as a person who frequently uses the system, the bits of information provided to the public are of immediate use on a daily basis. The way in which information is received not only affects our ability to get to our destinations, it also helps travelers save time and contributes to our overall quality of life. John further stressed that the more communication and transfer of information to the public we can provide, the better off we will all be.

John Hauskins introduced Claudia Murphy, Principal of Claudia Murphy Consulting, Inc.

Claudia reviewed the outcomes and agenda for the day. A brief overview of AZTech™ was provided and Claudia led the group in introductions, encouraging participants to share any novel or significant happenings in the environment related to transportation. A cumulative list of responses from the group follows below:

1. Growth in ListServe lists
2. ADOT launched service to allow subscribers to access their updates
3. Not just one technology, many different ways to get info, but traffic reports getting better
4. City of Surprise cameras at Bell Road upcoming
5. Map updates are already out of date
6. Gaps in communication between cities and agencies
7. Major construction efforts – arterials impacted by freeway and freeways impacted by arterials
8. Originally planned RTP freeway system is now complete

Planned Events: Information Tools and Practices

Claudia introduced the next topic on the flow of information during planned events, which fall into two buckets: construction and special events and invited Roger Ball, Community Relations Manager/Public Information Officer (MCDOT) to give a presentation using Phoenix International Raceway (PIR) NASCAR events as an example of the planning and coordination already developed among agencies.

PIR Event - Roger Ball, Community Relations Manager/Public Information Officer (MCDOT)

Roger Ball, Community Relations Manager/Public Information Officer with Maricopa County Department of Transportation (MCDOT), reported on multi-jurisdictional agency coordination efforts utilized for Phoenix International Raceway (PIR) each year. With over 100,000 fans attending the event, carefully constructed traffic flow plans and 12,000 traffic cone moves per day guide attendees in and out of the area. Inbound and outbound traffic flow plan maps were shown in addition to a sample news release and media contact list.

Roger reported the I-10 construction project will have a major impact on traffic this year, in addition to the regular Gila River restrictions. The media continues to play a large role in educating the public on traffic routes in and out of the area, and 511 is continually updated with current road information. Monitors at Sky Harbor Airport provide visitors with traffic condition information, and both exit numbers and names are provided on 511's special event message.

Victor Mendez encouraged MCDOT to partner with the media to determine how to best relay construction information impacting PIR to the traveling public during the November event.

Following Roger Ball's presentation, Brock Barnhart, Public Information Officer (ADOT) updated the group on the I-10 West Valley construction project as an example of how ADOT is using different methods to disseminate information to the public during this large project.

Freeway & Arterial Construction Events: Brock Barnhart, Public Information Officer (ADOT)

Brock Barnhart, Public Information Officer with Arizona Department of Transportation (ADOT) provided an overview of ADOT outreach strategies utilized during the 3-year I-10 construction project already underway. Noting public involvement will occur before, during, and after construction, Brock provided a number of resources available for current project information including websites, email alerts and e-newsletters, podcasting, VidCasts, and portable message boards. Additionally, 24-hour project hotlines provide up-to-date information, as well as 511, az511.gov, and both local and statewide media. Specialized outreach efforts at truck stops are also underway to inform drivers of possible upcoming delays.

Next steps for outreach include social media efforts such as blogging, Twitter, web comments, viral video and personalization. Brock provided the following media and information line contact numbers as well as a website address for email inquiries: Media Line: 1-800-949-8057, Information Line: 602-712-7355, and email inquiries: azdot.gov/contact_adot.

Planned Event Ideas and Issues

Claudia then led the group to work within their tables to share what information is currently available and to identify gaps and needed information, resources and tools related to planned events. Each group was asked to record ideas and issues on provided flipcharts, and a collective list follows below.

1. Off-hour coverage / information flow
2. Need for city-related information to fill in the gaps
3. More collaborative resources needed
4. Need more radio involvement
5. Need more updates on alternate routes via 511, VMS, media, etc.
6. Coordinate alternate routes between municipalities
7. More public involvement/subscription to email and text ListServes
8. Common notification procedures and formats
9. TV bulletin board channel
10. Improve interagency communication
11. Coordinate detour routes with other jurisdictions and provide more detour information to the public
12. Advance media releases and briefings
13. Early notification to the public and media of early openings
14. For large projects, include sensors in plans
15. Standardized XML format for all organizations
16. Expand information broadcast to outer jurisdictions
17. More information on special events such as number of people attending and vehicles expected
18. Weekend restriction information posted on websites
19. Use of overhead message boards to promote 511 or azdot.gov
20. Success of coverage on very busy weekends
21. Special splash pages on az511 directing viewers to sign up to receive e-alerts for events
22. Celebrate successes
23. XML/RSS feeds from az511.com
24. More media outlet involvement and participation
25. Make 511 a one-stop-shop for breaking news
26. Understand and coordinate deadlines
27. Integrate private sector data
28. Public education on sources of information

Unplanned Events: Scenarios and Table Exercises

One of the goals of the Summit was to address the information flow issues related to all disciplines and brainstorm ideas for improving traveler information flow during unplanned events on freeways and arterial streets during weekends. Specifically, the information is usually lacking for the roads that are not instrumented with sensors and cameras. To facilitate the

discussion, Claudia introduced two hypothetical scenarios that had been developed by the Summit planning committee with input from the AZTech ATIS Working Group. Scenario #1 was a fatality on I-17 north of the 101 and just south of Carefree Highway. Scenario #2 was a double fatality at the intersection of Bell Road and 83rd Ave. Copies of Scenario 1, with corresponding map (see attached), were provided to half of the tables and copies of Scenario 2, with corresponding map (see attached), were provided to the other half of the tables. In addition, an *Incident Information Flow* diagram was provided to everyone depicting public safety, transportation and media processes in dealing with unplanned events. The two groups presented the issues and ideas for improving the traffic information flow to the public for the two scenarios as summarized below:

Unplanned Event Issues

1. Time of day/week
2. Alternate routing information – knowledge and condition of roadways including exit names and numbers
3. Traffic volume
4. Getting information relayed immediately and in real-time
5. Smaller staff availability on weekends – getting media in the right places
6. Push of information to the public
7. Coordination with media and agencies
8. Getting information from ADOT to the media to smaller agencies
9. Figuring out which agency arterials are impacted
10. TMC coordination
11. Deploying portable units to provide information on other approaches
12. Providing information to the control center regarding the closure
13. On-site PIO arranging a media staging area
14. News helicopters providing information to agencies – none fly on weekends unless it's a “big” event
15. Field staff reviewing media information via PDA, etc.
16. Getting the message out far enough in advance to offer options
17. Pushing information from media back to transportation

Following the exercise, Claudia asked participants to use the scenarios to create a list of ideas to make the situations more seamless. The collective list follows below.

Ideas

1. Instantly updating signs with indicators – red/yellow/green
2. All-traffic radio
3. Reverse information flow – Obtain information from the media through live web pictures, helicopter shots, assignment desk, crews have PDA's and other technology to receive updates
4. Need system to get after-hours information
5. Need central information center – designate one person from each agency to get the information out
6. Use of TV “scroll bars”
7. Follow-up media alert calls to keep outlets up to date on information

8. Contacts for music stations who don't have regular traffic reports
9. Importance of after-hours contact lists – both media and agencies
10. Set up priority system for alerts
11. Harness video signals to provide web streaming to az511 or TV stations
12. Set up links from street cameras to TV stations
13. Mass text messages to media and PIO's
14. Hook into Arizona Information Association
15. Develop Amber Alert-type system for all alerts
16. Criteria of alternate routes
17. Blinking beacon
18. Route information provided by DPS command post
19. Enter alternate route information into 511
20. Explore reverse 511
21. Text messages with radio frequency to tune into
22. Small communities grab XML file
23. Seamless interagency communication via master email lists
24. Greater access to non-ADOT CCTV's by the media
25. Expand days and hours of news helicopter operation
26. Regional system (Twitter) to distribute text-based alerts
27. VII- like deployment to communicate with individuals
28. Debriefing meeting with emergency response teams on major events

Media Panel: Enhancing Dissemination Through Media

Gil Estrada, Senior Producer/reporter (Total Traffic Network)

Andy Ramirez, Assignment Manager (KNXV-TV ABC 15)

Bruce Haffner, NewsChopper Pilot/Reporter (KTVK 3TV)

In past summits, we have focused on understanding how information is collected and integrated and how the system works. In order to understand the challenges and interests of media more deeply, a panel was assembled to address the following questions:

- How does the media process work?
- How do you determine coverage of an event?
- How do you prioritize?
- What are the key issues for you?
- What are key gaps?

Gil Estrada, Andy Ramirez, and Bruce Haffner were asked to provide the group with a deeper understanding of media information dissemination and various issues they are currently facing. Andy explained several factors determine coverage of stories, yet the predominant issue is whether the scenario is affecting traffic and the time of day. Information is typically received from DPS scanners, yet can also come from viewers and ADOT cameras.

Gil added that scanners are their primary source of incident and traffic information, however, the ADOT website and tipline calls are utilized as well. Working out of the ADOT Traffic

Operations Center, Gil has the added benefit of using their cameras to see incidents. Bruce provided a number of questions he asks after receiving incident information via scanners and radio, such as how many people are affected, how visual and/or emotional is the story, and how much information do we have? Bruce further added the helicopter is the largest news gathering piece of equipment as it can cover five to six stories before a ground news team can get to one of them. The helicopter cameras feed to the news stations and are often asked to provide views for public safety that otherwise could not be seen.

Current information gaps include receiving the most current information in time for broadcasting, not receiving return calls from information sources, and agencies not utilizing the technologies and resources available to them.

Light Rail Update

Hillary Foose, Public Information Officer (METRO Light Rail)

Hillary provided an overview of the METRO light rail system, including an alignment map for participants to view the starter segment. Connecting Phoenix, Tempe, and Mesa, the 20-mile line takes slightly under an hour to travel end to end, and opens to the public December 27, 2008.

With a capacity of 200 people per train, one train moves five times the number of people one bus can hold. The trains will operate 20 hours each day, from 4:00 a.m. until midnight with first and last full trips beginning at 4:40 a.m. and ending at 11:00 p.m. Trains will arrive at all stations every 10 minutes between the hours of 6 a.m. and 7 p.m. during the weekday. Weekend and holiday frequency will be every 15 minutes and all other times every 20 minutes. 28 stations feature bench seats, shade structures, drinking fountains and emergency call boxes. They are fully accessible to people with disabilities and station entrances and crosswalks are marked with textured warning strips. Each station offers fare vending machines which accept cash or charge and include options for verbal, Braille and Spanish-language instructions.

Eight park-and-ride locations will offer 3,500 parking spaces and are free to the public. Monitored by security cameras, security officers and police officers, no overnight parking is permitted and cars left after the end of a service day will be ticketed or towed.

With regard to security, closed-circuit cameras view cars both inside and out, and a PA system is built into each train. Blue call boxes are available at each station, and security patrols and fare inspectors will be on hand throughout the train.

METRO's safety education campaign is teaching Valley residents to learn and follow the rules of light rail safety. New signals throughout the downtown area require drivers to wait for a green arrow before turning right, and several countdown crosswalk signals have been added as well.

The grand opening is Saturday and Sunday, December 27 and 28, 2008 with all train rides free. Celebrations will occur Saturday with music, activities and exhibits at many park-and-ride station locations. Transit passes will be required starting December 29 and METRO's proof-of-payment system shares the same fare system as Valley Metro buses.

Closing

Claudia Murphy thanked everyone for attending the 2008 Media & Transportation Summit and asked for assistance in populating the fields of the Contact Information Template distributed earlier in the day. The Summit Planning Committee was acknowledged and Art Brooks thanked Janice Todd, General Manager of ABC-15 for hosting the event.

Unplanned Events: Scenarios and Table Exercises Scenario Attachments

Scenario – Unplanned Event #1

A car and a tractor-trailer collide on southbound I-17, north of the 101 and just south of Carefree Highway on a summer weekend Sunday, at 5 pm. The tractor-trailer rolls on its side and is blocking all but one lane of traffic. The car has been smashed and lies just off the shoulder of the road. A passerby calls 911. The dispatcher puts the information into the DPS CAD and the nearest DPS officer responds. The information goes out on the DPS radio. The DPS officer arrives at the scene to find three people with severe injuries. He radios for fire/emergency response and additional help from ALERT, who arrive at 5:20. The truck driver is critically injured and the car driver and passenger are declared dead at the scene.

An incident command structure is activated, a DPS PIO is alerted, and a staging area is created for media updates. ALERT moves to further secure the scene and to check the viability of a detour route.

Travelers coming into the Valley from North Country are quickly impacted as are alternative north and south arterials.

The Goal

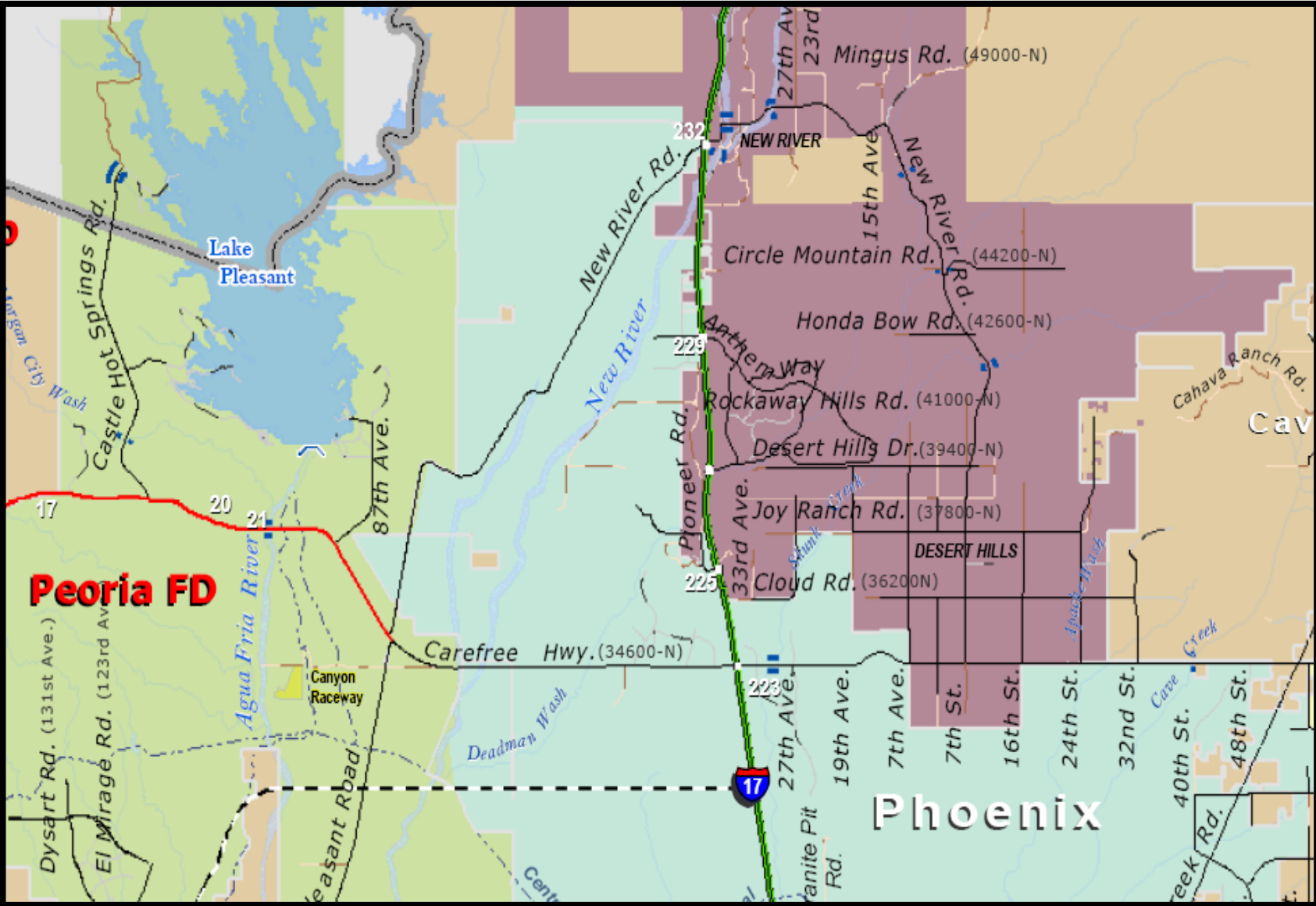
The goal of all agencies/organizations is to keep the public safe and informed and as far away from the incident as possible and to maintain the safety of those involved in responding to the scene.

The Roles

DPS	Affect as few people as possible and clear the incident as quickly as possible
Media	Provide the most current, usable information to allow people to choose different routes
Transportation	Provide traffic management and get information to as many distribution channels as possible
PIOs	Act as information conduit between public safety and the media
ALERT	An ADOT service that provides traffic management at the scene so that DPS can focus on investigation

Questions:

- What are the key issues here?
- How do we keep information flowing after hours?
- How do the smaller affected agencies get information?
- What information can the media push to transportation, and how?
- What tools are not available or not effective?
- How do we communicate alternative routes to the public?



SCENARIO 1: Southbound I-17, South of Carefree Highway, between Mileposts 22 & 23

Scenario – Unplanned Event #2

Two cars with multiple passengers collide at the intersection of Bell Rd and 83rd Ave at 3 pm on Saturday, December 23rd. One car rolls and lies on its roof; the other is smashed on the median. The accident leaves two people dead and three others badly injured. A witness calls 911. The Phoenix Fire 911 dispatcher puts the information into the CAD and the nearest City of Glendale or Peoria officer responds. The first officer arrives at the scene and radios for fire/emergency response who arrives within minutes. Both roads are closed.

An incident command structure is activated, a PIO is alerted, but officers have to play the role of PIO stand-in until the PIO arrives. A staging area is created for media updates. REACT is called in to further secure the scene and to check the viability of a detour route. REACT (MCDOT) sends a media alert.

Alternative arterials and the 101 are quickly impacted.

The Goal

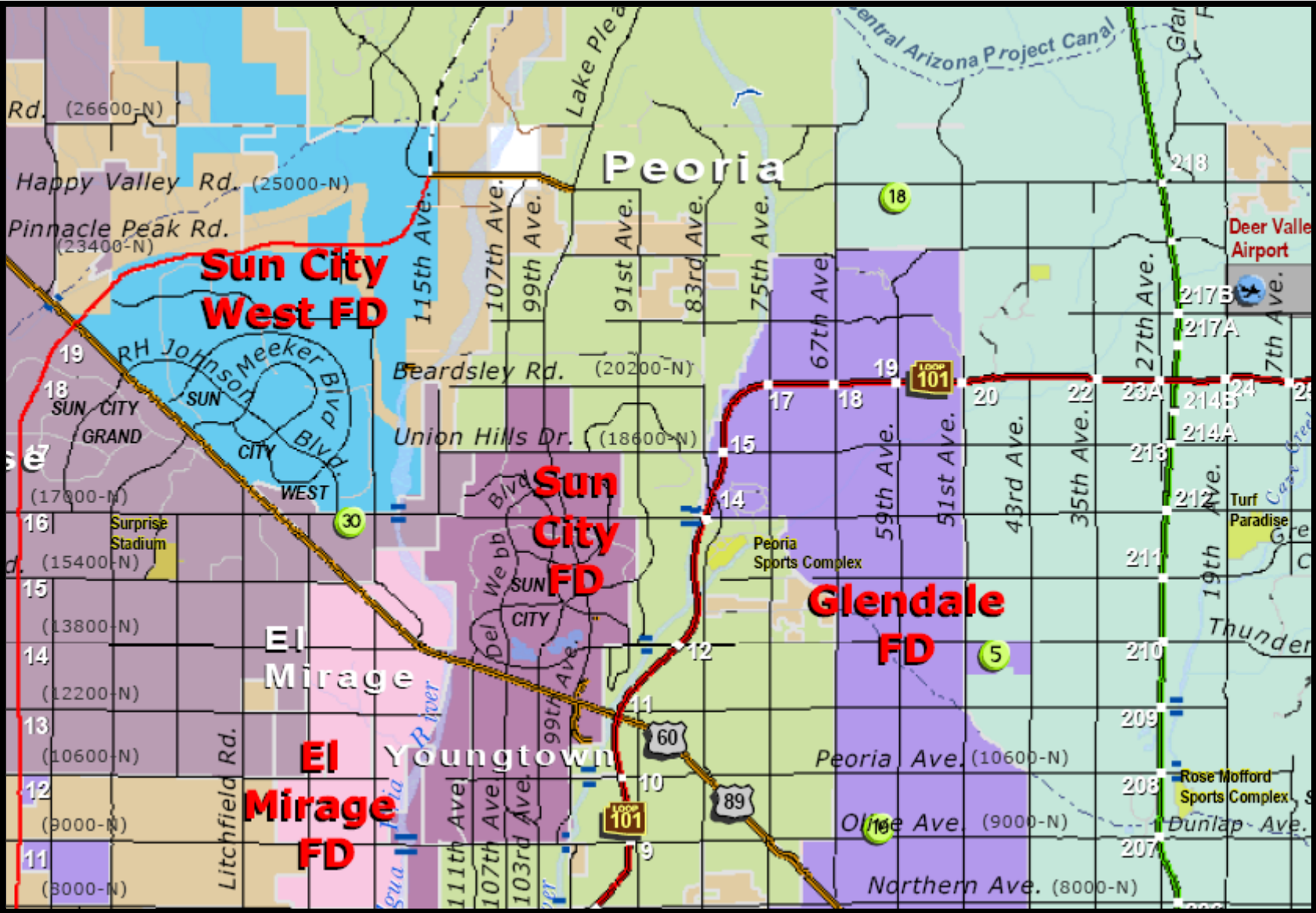
The goal of all agencies/organizations is to keep the public safe and informed and as far away from the incident as possible and to maintain the safety of those involved in responding to the scene.

The Roles

Public Safety – Police, Fire and MCSO	Affect as few people as possible and clear the incident as quickly as possible
Media	Provide the most current, usable information to allow people to choose different routes
Transportation	Provide traffic management and to get information to as many distribution channels as possible
PIOs	Act as information conduit between public safety and the media
REACT	A MCDOT service that provides traffic management at the scene so that police and fire can focus on investigation

Questions:

- What are the key issues here?
- How do we keep information flowing after hours?
- How do the smaller affected agencies get information?
- What information can the media push to transportation, and how?
- What tools are not available or not effective?
- How do we communicate alternative routes to the public?



SCENARIO 2: The Intersection of Bell Road and 83rd Avenue