



Module 4: Deep Dive Communicating the Value of TSMO

Courtesy:



U.S. Department of Transportation
Federal Highway Administration



Session Purpose

- Introduce Communicating the Value of TSMO
- Provide understanding of:
 - What is Communicating the Value of TSMO about?
 - Why is it important?
 - What are the benefits?
 - Leadership actions for communicating



What is Communicating the Value of TSMO?

- Conveying key messages to various audiences to help them understand why TSMO is valuable
- Articulating the business case for TSMO



Words Can Make the Difference

- Transportation Systems Management and Operations
- TSMO
- Management and operation
- Operations
- Managing the system

How does your agency talk about it?



Why is it Important?

- Creates understanding of the need to manage transportation system
- Advances knowledge and acceptance of TSMO as tool for managing transportation
- Drives investments toward TSMO strategies
- Builds and sustains a TSMO culture



Photo from MnDOT



What are the Benefits?

- Generates support from key stakeholders
- Demonstrates efficiency and effectiveness of TSMO strategies
 - Impacts need to be demonstrated and explained to gain support and acceptance
- Presents agency as a good steward of public resources
 - Choosing solutions that best address problems within constraints



Leadership Actions for Communicating

- Define and know your audience
- Build the case
- Identify opportunities to engage



Define and Know Your Audience

- Who is your audience?
 - Elected officials and regional leadership
 - Agency leadership
 - Other functional areas
 - Partner agencies
 - Private sector
 - And the public too!

Recommended Product

- SHRP2 L17 Business Case Primer: Communicating the Value of TSMO



Define and Know Your Audience

1	2	3	4
Target Audience	Decide or recommend funding?	Part of my Network?	If no, then who can help me ("Influencer")?
Sarah Jones, Chief Engineer	Yes --- decides budget allocation for all engineering programs; recommends lists of projects to include in TIP	No	John Smith, Assistant Chief Engineer
John Smith, Assistant Chief Engineer	Yes --- recommends allocation of state funds among state funded programs	Yes	
Mary Henderson, Safety Program Manager	Yes—recommends allocation of Safety Program funds to individual projects	Yes	
Harrison County MPO Board	Yes --- approves improvements to be put in long range plan and projects to receive funding in MPO TIP	No	DOT Planning and Programming Division Director; Carrie Peterson, DOT Liaison to Harrison County MPO
Carrie Peterson, DOT liaison to Harrison County MPO	No	Yes	



Define and Know Your Audience



- Understand their interests and concerns
 - What operational issues (e.g. congestion, safety, access) have they talked about most?
 - Are their responsibilities long or short-term?
 - What areas of responsibility are most important to them?

Define and Know Your Audience: Elected Officials

- What do we know about them?
 - Limited time to address any issue
 - Their own interest areas
 - Very dependent on staff for details
 - Interpersonal relationships key to getting things done
 - Like to be given credit and recognition
 - Sensitivity to fiscal constraints
 - Jargon—elected officials prefer “plain speak”
- And remember – elected officials like to get re-elected!

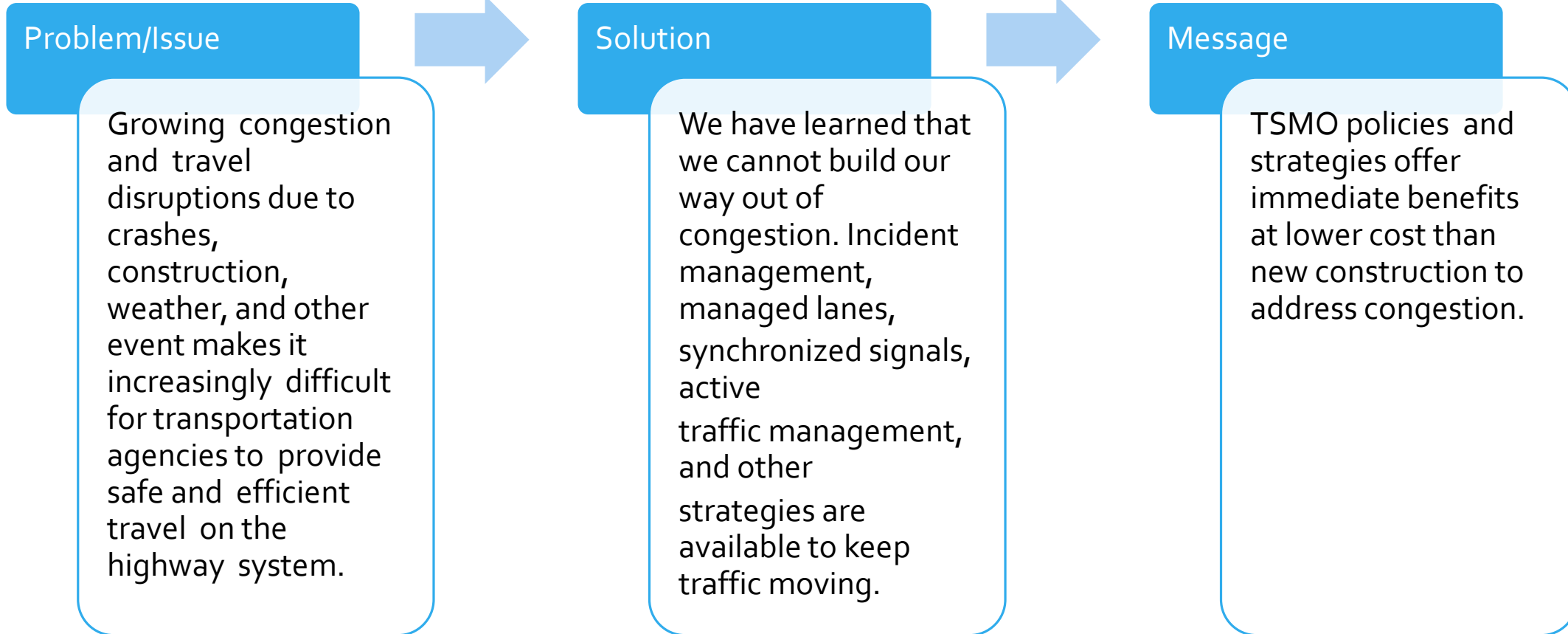




Build the Case

- Once you identify and understand the problem that needs to be solved
- Then, explain how TSMO strategies will solve the problem

Build the Case: Decision-Maker



Build the Case

- Remember the public is an important audience and influencer
 - Decision-making taxpayers
 - Agency reputation
 - Importance of customer service
- Some strategies are more visible than others
 - Traveler information
 - Freeway service patrol



Build the Case: Houston Signal Timing

- Performance measures used as compelling proof
 - 20% time savings for synchronized signals
 - 20 min vs. 16 min average trip
 - Reducing delay saves fuel
 - 800 of 2,300 signals timed this year
 - Analysis and updates as conditions change



Identify Opportunities to Engage

- Effective communication is not just one contact or single event
- Opportunities may be formal...
 - Meetings, presentations, newsletters
- ...or they may be informal
 - Email, “elevator speech”



Identify Opportunities to Engage: Decision Makers

Get them involved

- Keynote or panelist at professional meetings
- Applies to agency executives and external leaders

Legislative outreach plan

- Collaborate on strategies to engage officials and their staff
- Make elected officials part of strategy and solutions



Identify Opportunities to Engage: Media

Educate media about transportation issues

- Informational “media summits”
- Educate new traffic reporters

Collaborate with your PIOs

- They have best relationships with media outlets
- They know what will resonate with the public

Discussion

- What are some ways the value of TSMO can be described in your region?
- What tools are available in your agency to communicate the value of operations?
- What messages can you share to shape the perception of TSMO?
- What are some ways that you can better engage PIO staff and media to help advance your message?



Communicating the Value of TSMO Resources

- SHRP2 L17 Business Case Primer Communicating the Value of TSMO
 - https://transops.s3.amazonaws.com/uploaded_files/SHRP2-L17%286%29-Business-Case-Primer-Communicating-the-Value-of-TSM%2BO.pdf
- SHRP2 L31 Operations in the 21st Century DOT: Meeting Customer Expectations
 - <https://www.nap.edu/read/22543/chapter/1>
- AASHTO Subcommittee on Transportation Communications
 - <https://communications.transportation.org/>
- NOCoE – Why TSMO?
 - <https://transportationops.org/business-case>

