

Iowa DOT Transportation Systems Management and Operations (TSMO)

Internal Training and Communications Plan

October 2017

1. Purpose of this Document

Iowa DOT is developing a structured, programmatic approach to implementing transportation systems management and operations (TSMO) throughout the DOT. The purpose of this training and communications plan is to provide a framework for providing **sustained** TSMO training and communications within the agency. The plan builds on best practices and starts to build an organizational culture needed to support an effective TSMO program. It is intended to provide guidance and education to help employees understand:

- What is Iowa DOT's TSMO program
- How TSMO can benefit their office
- What are key elements of an effective TSMO program
- What steps or activities are required to sustain Iowa DOT's TSMO program
- What TSMO means to daily job functions

It will provide useful guidance to give direction that will increase the consistency and quality of TSMO across the organization, while being flexible to reflect the different needs of districts, offices, and employees based on their unique contexts and existing capabilities (not a prescriptive approach).

This plan lays out a proposed framework for the training and related communications.

FHWA is also developing a primer on TSMO program planning to help State DOTs, MPOs, and regional operations organizations understand key elements for developing an effective TSMO program plan. Primer materials will be integrated into training and communications materials as they become available.

What is involved in Iowa DOT's TSMO Program?

As shown in Figure 1, TSMO program planning at Iowa DOT includes three levels of considerations:

- 1. Strategic-level*
- 2. Programmatic-level*
- 3. Action/deployment-level*

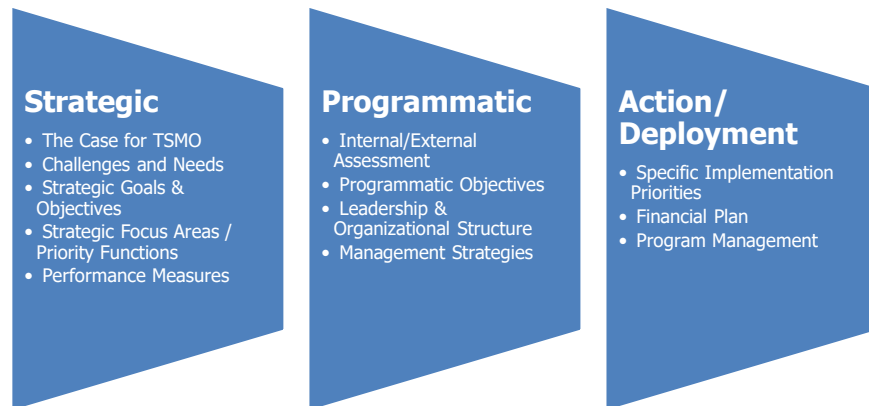


Figure 1. Key Components of TSMO Program Planning

2. Elements of TSMO Training

Table 1 highlights the proposed basic and advanced TSMO training. The training is intended to reach all levels of the organization. The training does not build, meaning you only take one level, not all of them. Each level will automatically contain the same information as the levels above it. The TSMO subcommittee has proposed audiences, but management of each business unit can determine which training is appropriate for each employee.

Table 1. Proposed training opportunities and target audiences

TSMO Training levels	Proposed audiences
<p>New Employee Orientation <i>Duration:</i> 30 minutes <i>Format:</i> Webinar logged in Iowa DOT <i>Description:</i> Provide a brief overview of TSMO at a very high level.</p>	<p>All new employees</p>
<p>TSMO 101 On-Line or in-person Training <i>Duration:</i> 2 hours <i>Description:</i> A series of about 4-30 minute modules that cover the basics of TSMO <i>Format:</i> Webinar or in-person training with scored quizzes <i>Description:</i> Preliminary list of modules include: Introduction to TSMO, the role of the TMC, How TSMO impacts how we plan projects, How TSMO impacts how we design projects, How TSMO impacts how we manage the transportation network</p>	<p>Office of: Location & Environment Driver & Identification Services Aviation Rail Transportation Organizational Improvement Right of way Local Systems Contracts Program Management Operations & Finance Division Information Technology Division Bureau of Investigation & Identity Protection Field staff – clerical</p>
<p>TSMO 201 Advanced On-Line or in-person Training <i>Duration:</i> 3 hours+ - A series of about 6-30 minute modules that cover the basics of TSMO Traffic Critical projects, Traveler information at Iowa DOT, ITS Field Device Design, ITS Communications Design, ITS Maintenance, Planning for TSMO, ITS Data Management – Provide overview of how District TSMO staff are expected to coordinate activities with central office including: budgeting, planning and operations, TSMO project design, Traffic Incident Management, Emergency Management, MDST coordination, etc.</p>	<p>Office of: Research and Analytics Transit Vehicle and Motor Carrier Services Design Bridges & Structures Contracts Systems Planning Construction & Materials (Ames) Program Management Construction & Maintenance field staff. Engineering operations technicians</p>
<p>TSMO 301 - Basic Iowa Operations Academy <i>Duration:</i> 2-4 days <i>Format:</i> Combination of Lectures, Group Exercises, and at least one field visit <i>Description:</i> In depth training on all aspects of TSMO including presentation by national subject matter experts. Potentially work with University of Maryland to be modeled after National Ops. Academy Training could extend to other partners outside DOT.</p>	<p>Office of Strategic Communications Motor Vehicle Enforcement Systems Operations Bureau District Engineers Assistant District Engineers District maintenance managers District operations managers</p>

<p>New OTO Employee Orientation <i>Duration:</i> 24 hours <i>Format:</i> ½ Immersion and ½ self-guided tutorial <i>Description:</i> Immersion training including visits to TMC, Statewide EOC, Emergency Support Center, Maintenance Garage, Safety Service Patrol Ride along, Snow Removal Ride along (as weather permits) and CTRE</p>	<p>Office Traffic Operations new employees</p>
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NEED TO ADDRESS CONTINUING EDUCATION WHEN NEW EMPLOYEES ARE BROUGHT INTO A WORK UNIT – PAST THE NEW EMPLOYEE ORIENTATION PIECE

3. Communications

TSMO Videos

Develop and distribute both internal and external videos relative to TSMO.

TSMO Blog

Provide periodic, on-going updates of activities and successes with TSMO.

TSMO Business Case

Routinely update and promote the business case for TSMO using the latest information available including wide area economic, travel forecasts, incidents, and sources of congestion data.

TSMO FAQs

Develop a series of short FAQs related to TSMO:

- The Basics of TSMO
- The Building Blocks of TSMO
- TSMO at Iowa DOT
- Moving Beyond Current Iowa DOT TSMO Program
 - Organizational Integration
 - Emerging Technologies
 - Decision Support Systems and Big Data Analytics
 - Performance Based Management
 - TSMO Workforce Development
 - Partnering with Industry