



SMART SUNGUIDE TMC

MARKETING PLAN

FLORIDA DEPARTMENT OF TRANSPORTATION DISTRICT IV
BROWARD COUNTY, FLORIDA

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SMART SUNGUIDE BROWARD TMC MARKETING PLAN

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Prepared for:

FDOT DISTRICT IV

C-7408

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Executive Summary

The SMART SunGuide Broward Transportation Management Center (TMC) opened in September 2004. The TMC provides services that can improve the efficiency and safety of major highways in Broward County. These services include:

- Traffic Information Dissemination Services
- Data Archive Services
- Freeway Service Patrol Program
- Incident Management Services
- Incident Management Coordination Services

The TMC is concerned that the general public and public agencies are relatively uninformed about these services and the benefits they will receive from using the TMC services. Therefore, it is vital for the TMC to develop a marketing plan to organize communications with the public and public agencies.

The goal of this marketing plan and the TMC's Marketing Team is to increase the usage of TMC services. The plan provides a foundation to increase customer knowledge of the TMC, usage of the TMC services and interagency coordination.

This marketing plan establishes seven (7) marketing goals:

1. Heighten public awareness of TMC services.
2. Establish the TMC as a reliable source of traffic information.
3. Establish SMART SunGuide TMC as a National Leader
4. Increase integration with other public agencies.
5. Increase integration with other FDOT services.
6. Increase regional and statewide coordination of TMC services
7. Increase funding support for TMC services.

From these goals, markets/customers are identified and further segmented into market sectors and target markets. The target markets were traced backed to the established goals to help develop specific marketing strategies for each target market. The market strategies include forums for reaching target markets, marketing tools (outputs), a message content and expected outcome from the marketing strategy. In addition, a one-year implementation plan was developed that includes specific tasks, task descriptions and task leaders.

Table of Contents

EXECUTIVE SUMMARY	I
TABLE OF CONTENTS.....	II
LIST OF FIGURES.....	III
LIST OF TABLES	III
SECTION 1.0: INTRODUCTION.....	4
1.1 DOCUMENT STRUCTURE.....	5
SECTION 2.0: MARKETING GOALS.....	6
SECTION 3.0: TARGET MARKETS.....	7
SECTION 4.0: MARKETING STRATEGIES.....	9
SECTION 5.0: MARKETING IMPLEMENTATION PLAN.....	15
5.1 IMPLEMENTATION STRATEGY	15
5.1.1 FDOT DISTRICT IV	15
5.1.2 FDOT STATEWIDE	16
5.1.3 MOTORISTS	17
5.1.4 OTHER PUBLIC AGENCIES.....	17
5.1.5 GOVERNMENT OFFICIALS.....	18
5.1.6 ITS INDUSTRY.....	19
5.1.7 MEDIA	19
5.2 MARKETING TOOLS/OUTPUTS.....	19
5.3 MARKETING PLAN SCHEDULE	23

List of Figures

FIGURE 1: ADOPTION STAGES FOR TMC SERVICES..... 15
FIGURE 2: MARKETING SCHEDULE 24

List of Tables

TABLE 1: MARKET SEGMENTATION RESULTS 8
TABLE 2: MARKET STRATEGY #1 10
TABLE 3: MARKET STRATEGY #2 11
TABLE 4: MARKET STRATEGY #3 12
TABLE 5: MARKET STRATEGY #4 13
TABLE 6: MARKET STRATEGY #5 14

SECTION 1.0: INTRODUCTION

The SMART SunGuide Broward Transportation Management Center (TMC) opened in September 2004. Through a series of services, the TMC can improve the efficiency and safety of major highways in Broward County. These services include:

1. **Traffic Information Dissemination Services:** The TMC collects, processes and disseminates real-time traffic information to motorists so they drive safer and smarter, which in turn will make the existing freeway infrastructure more efficient. Real-time information is provided by the TMC through en-route and pre-trip information systems (i.e. dynamic message signs, media, internet, and 511). This information can also be used by incident response agencies to facilitate a more timely response with appropriate resources to help reduce delays and increase the efficiency of the respective agency's resources.
2. **Data Archive Services:** As the TMC collects important traffic related data, such as volumes, types of incidents, etc., the data is stored and easily accessible. This data is useful during planning and design stages of transportation improvements. For example, planners and designers can use "number of injury accidents by location" and "recurring congestion" data to prioritize transportation improvement projects.
3. **Freeway Service Patrol Program:** Florida Department of Transportation (FDOT) District IV provides freeway service patrols also known as Road Rangers. They are dispatched from the TMC during TMC operational hours and from FHP when the TMC is not operational. They provide roadside assistance to stranded motorists and respond to incidents. During incidents they quickly remove vehicles from the travel lanes, when necessary, and provide maintenance of traffic support to responding agencies.
4. **Incident Management Services:** The TMC has initiated a Severe Incident Response Vehicle (SIRV) pilot program. This pilot program was established to improve incident coordination on scene at major incidents along the freeways and follow-up with post incident analysis to improve incident management.
5. **Incident Management Coordination Services:** The FDOT leads a coordinated effort to enhance communication and cooperation among agencies that respond to incidents along the freeway. This effort identifies ways to improve safety and reduce delays during freeway incidents.

The TMC is concerned that the general public and public agencies are relatively uninformed about what TMC services are available, how well they function, and the benefits that can be derived from these services. This limited understanding can have a negative impact on the potential benefits. Therefore, it is vital for the TMC to develop a marketing plan to organize communications with the public and public agencies.

The 2004 SMART SunGuide TMC Annual report included a business plan that identified two key objectives in the area of Customer and Market Focus. They are:

1. Improve and maintain a high level of customer satisfaction
2. Improve and maintain communication with internal and external customers

The first objective listed above is a derivative of how well the SMART SunGuide TMC functions operationally, but also includes managing the customer's expectations. By managing the customer's expectations, there is a greater probability of retaining high levels of customer satisfaction. One key activity was identified for this objective; to develop public survey instruments and methodology. This activity will be used to manage customer expectations and to measure the effectiveness of marketing efforts.

Under the second objective, a list of activities was identified for 2005, as follows:

1. Launch TMC website
2. Produce TMC Annual Report
3. Actively participate in Regional Committees
4. Build an ITS Kiosk

To date, items 1, 2, and 4 have been completed. Item 3 is an ongoing activity and is being accomplished through active participation at the ITS Coalition, Southeast Florida Regional TMC Operations Committee and Traffic Incident Management Team regularly scheduled meetings. As the SMART SunGuide TMC team began to identify other opportunities to improve communications with internal and external customers, there was a clear need to develop a marketing plan to organize the efforts.

1.1 DOCUMENT STRUCTURE

This marketing plan was developed to provide a strategic roadmap of tactical events for the SMART SunGuide TMC. It is intended to be used by the TMC marketing team as a reference during marketing activities and should be updated as needed. Section 2 defines the marketing goals. Section 3 identifies target markets. Section 4 presents marketing strategies. Section 5 is an implementation plan that covers prioritizing marketing efforts, as well as resource requirements for the specific marketing efforts.

SECTION 2.0: MARKETING GOALS

Marketing goals were developed to support the SMART SunGuide TMC's business plan objectives, as well as, the SMART SunGuide TMC's mission (*Lead an integrated operation to proactively monitor and control the surface transportation system within Broward County*). By opening channels of communication with the public and public agencies, the SMART SunGuide TMC marketing team expects to accomplish the following goals.

1. Heighten public awareness of TMC services.
2. Establish the TMC as a reliable source of traffic information.
3. Establish SMART SunGuide TMC as a National Leader
4. Increase integration with other public agencies.
5. Increase integration with other FDOT services.
6. Increase regional and statewide coordination of TMC services
7. Increase funding support for TMC services.

There are dependencies and some overlap across the goals. For example, as the TMC services become more integrated with other FDOT services, there will be an increase in support for funding TMC services. However, it is important to separate these goals to assist in developing effective marketing strategies.

SECTION 3.0: TARGET MARKETS

A broad spectrum of internal and external customers must be reached to achieve the marketing goals previously mentioned. Subsequently, it would not be effective to target all customers with one marketing strategy or message. As such, a market segmentation process was performed to identify target markets. Each target market was aligned with the marketing goals. This will provide a basis for developing marketing strategies to focus on specific goals and customize the message to specific target markets.

The results of the market segmentation process are shown in Table 1. There are two types of customers; internal and external. Internal customers are those within the FDOT agency. External customers are all other customers. Within the FDOT, the customers are broken down into two market sectors; within FDOT District IV and FDOT Statewide. Customers within District IV, are all other departments that may benefit from SMART SunGuide TMC (TMC) services, such that overall FDOT District IV services can be more efficient. The FDOT statewide customer segmentation focuses on departments that share common services, such as other TMCs, to enhance regional and statewide coordination to make TMC services uniform to travelers.

External customers are broken down into five market sectors; motorists, other public agencies, government officials, ITS industry and media. Each market sector was aligned with a primary goal and a secondary goal. Target markets were identified for each market sector to lay down a foundation for determining marketing strategies, which include how they can be reached, what tools are to be used and what message needs to be communicated based on their need for the SMART SunGuide TMC services.

This table should be reviewed at the beginning of the marketing activities to assure the activities contribute to the established marketing goals.

Table 1: Market Segmentation Results

Market Type	Market Sector	Target Market	Marketing Goal
Internal	FDOT District IV	-Traffic Ops -Maintenance -Construction -Public Information -Planning -Design -Environmental	Primary Goal: Increase integration with other FDOT services. Secondary Goal: Increase funding support for TMC services.
	FDOT Statewide	-District PTOEs -Central Office Traffic Ops	Primary Goal: Increase regional and statewide coordination of TMC services. Secondary Goal: Increase funding support for TMC services.
External	Motorists	-Local Travelers -Tourists -Commercial Vehicle Operators -Taxi Companies	Primary Goal: Heighten public awareness of TMC services. Secondary Goal: Establish TMC as a reliable source of traffic information.
	Other Public Agencies	-FHP -Local Police -Local Fire Rescue -Transit -Environmental -Traffic Signal System	Primary Goal: Increase integration with other public agencies. Secondary Goal: Increase funding support for TMC services.
	Government Officials	-MPO -City Officials -Politicians	Primary Goal: Increase funding support for TMC services. Secondary Goal: Increase integration with other public agencies.
	ITS Industry	- ITS Organizations -Other DOT ITS Depts. -FHWA	Primary Goal: Establish Broward SunGuide TMC as a National Leader. Secondary Goal: Increase funding support for TMC services.
	Media	-Television -Radio -Newspaper	Primary Goal: Establish TMC as a reliable source of traffic information. Secondary Goal: Heighten public awareness of TMC services.

SECTION 4.0: MARKETING STRATEGIES

A common marketing concept is “Positioning”. This concept takes a proactive approach in shaping how the customers will view the SMART SunGuide TMC services. In the age of information overload, the marketing message must be consistent, simple and relate to the customer’s experience. This concept along with the market segmentation analysis was used to develop specific marketing strategies.

In addition to the market strategies described below, a general integrated market communications strategy will be implemented in the day-to-day operations at the TMC. This strategy recognizes the added value of assuring that all communication vehicles (all TMC employees who have customer contact) portray a clear and consistent message about the TMC services that illustrates the TMC’s vision and mission.

A market strategy was developed for each market sector and contains; target market, forums (how to reach them), what tools should be used, the message to be communicated and the expected outcome. The recommended market strategies are summarized in Tables 2-6.

Table 2: Market Strategy #1

Target Market	Forums	Marketing Tools (Outputs)	Message Content	Expected Outcome
FDOT District IV -Traffic Ops -Maintenance -Construction -Public Information -Planning -Design -Environmental	-FDOT District IV Events, i.e., Transportation Day -Internal Communication -Meetings -Website	-Pamphlets -Annual Report -Publications -Newsletters -Tours -Presentations	-General information on TMC services (data archived, incident management and incident coordination), how to access services, ITS deployments, hours of operations, regional coordination, performance measures and benefits. -Road Watcher Program -Communicate benefits of integrating services. -Identify common goals among agencies.	-Increased integration of FDOT District IV services. -Increased value of TMC services to other FDOT District IV services -Funding support for TMC services -Other FDOT staff promoting TMC services.
FDOT Statewide -District PTOEs -Central Office Traffic Ops	-PTOE Meetings -ITS Florida -FDOT ITS Working Group meetings -Statewide TIM Meetings -Statewide FDOT Events	-Pamphlets -Annual Report -Publications -Newsletters -Tours -Presentations	-General information on all TMC services, how to access services, ITS deployments, hours of operations, regional coordination, performance measures and benefits. -Lessons learned and success stories	-Statewide TMC services are more uniform and improved. -Requests for information from other Districts and Central Office, i.e., Performance Measures, SOGs, RFPs, Training Materials. -Sharing of resources among Districts

Table 3: Market Strategy #2

Target Market	Forums	Marketing Tools (Outputs)	Message Content	Expected Outcome
Local Travelers	-HSMV -Insurance -Schools -Organizations, i.e. Boy Scouts -Traffic Schools -Media -Website -511 -Road Rangers	-Pamphlets -Articles -Radio Ads -Newspaper Ads -Small Cards -Maps -Tours -Presentation -Billboards, Buses	-General information on TMC services (traffic information dissemination, service patrol and incident management), how to access services, ITS deployments, hours of operation, regional coordination and benefits. -Communicate benefits are cumulative and are realized when everyone participates. -Describe how to use the services and where to get them.	-Increase public awareness and confidence in the TMC services. -Increased usage of services by motorist, which will increase the benefits. For example, the motorist will use information to change travel patterns and reduce delays. -Expectations of the motorists are managed so they don't get frustrated, which will maintain customer satisfaction.
Tourists	-AAA -Car Rental Agencies -Road Rangers	-Pamphlets -Radio Ads -Articles -Newspaper Ads -Small Cards -Maps -Billboards, Buses		
Commercial Vehicle Operators	-ATA -Local Company Operations, i.e. UPS, FED Ex -Port Everglades -Road Rangers	-Pamphlets -Maps -Small Cards -Tours -Presentations		
Taxi Companies	-Local Companies	-Pamphlets -Maps -Small Cards -Tours -Presentations		

Table 4: Market Strategy #3

Target Market	Forums	Marketing Tools (Outputs)	Message Content	Expected Outcome
<ul style="list-style-type: none"> -FHP -Local Police -Local Fire Rescue -Transit -Environmental -Traffic Signal System 	<ul style="list-style-type: none"> -FHP Troop Picnic -Police Chief Association -Fire Chief Association -CTST -Meetings -Website 	<ul style="list-style-type: none"> -Pamphlets -Tours -Presentations 	<ul style="list-style-type: none"> -General information on TMC services (data archived, incident management and incident coordination), how to access services, ITS deployments, hours of operations, regional coordination and benefits. -Communicate benefits of integrating services. -Identify common goals among agencies. 	<ul style="list-style-type: none"> -Increased integration with other public agencies. -Increased value of TMC services to other public agencies. -Funding support for TMC services. -Other public agencies promoting TMC services. -Regional incident management services are more uniform and improved.
<ul style="list-style-type: none"> -MPO -City Officials 	<ul style="list-style-type: none"> -MPO Meetings -Technical Advisory Committee Meetings -League of Cities 	<ul style="list-style-type: none"> -Pamphlets -Tours -Presentations 	<ul style="list-style-type: none"> -General information on all TMC services, how to access services, ITS deployments, hours of operations, regional coordination, performance measures and benefits. -Opportunities for integrated services -Cost benefit ratio 	<ul style="list-style-type: none"> -Regional incident management services are more uniform and improved. -Funding support for TMC services.

Table 5: Market Strategy #4

Target Market	Forums	Marketing Tools (Outputs)	Message Content	Expected Outcome
<ul style="list-style-type: none"> -National ITS Organizations -Other DOT ITS Depts. -FHWA 	<ul style="list-style-type: none"> -ITS Florida -Trade Shows, ITS America, TRB -Operations Committees -Website 	<ul style="list-style-type: none"> -Pamphlets -Tours -Presentations -Publications -Booth, Kiosk -Giveaways 	<ul style="list-style-type: none"> -General information on all TMC services, how to access services, ITS deployments, hours of operations, regional coordination, performance measures and benefits. -Communicate benefits of integrating services. 	<ul style="list-style-type: none"> -Funding support for TMC services. -National recognition of excellence. -Requests for information i.e., SOGs, RFPs, Training Materials. -Sharing of resources among other TMCs

Table 6: Market Strategy #5

Target Market	Forums	Marketing Tools (Outputs)	Message Content	Expected Outcome
<ul style="list-style-type: none"> -Television -Radio -Newspaper 	<ul style="list-style-type: none"> -FDOT PIO -Existing media contacts -Website 	<ul style="list-style-type: none"> -Articles -Tours -Presentations -Meetings 	<ul style="list-style-type: none"> -General information on all TMC services, how to access services, ITS deployments, hours of operations, regional coordination, performance measures and benefits. -Communicate benefits of integrating services. 	<ul style="list-style-type: none"> -Media uses TMC as a source of information. -Media publishes positive articles about TMC services

SECTION 5.0: MARKETING IMPLEMENTATION PLAN

This section communicates how the market strategies identified in Section 4 should be implemented. A strategic implementation plan for successfully reaching market goals was developed to help prioritize tasks. In addition, this section provides a description of various tasks to be accomplished in 2005/2006 as presented below.

5.1 IMPLEMENTATION STRATEGY

Successful implementation of the strategies requires each market sector to adopt or incorporate TMC services into their daily activities. A natural adoption of TMC services will progress through stages, see Figure 1.

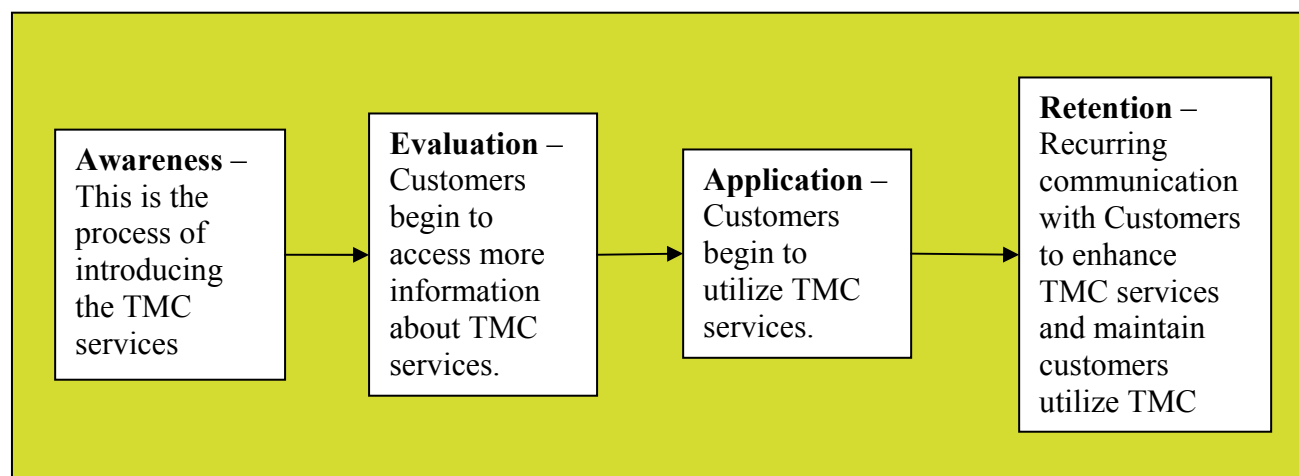


Figure 1: Adoption Stages for TMC Services

5.1.1 FDOT District IV

The Awareness Stage is the initial outreach to FDOT District IV Departments, where customers are educated on TMC services and benefits of TMC Services. The initial outreach will be through a series of presentations to the target markets and participation through FDOT District IV events, such as Transportation day. The marketing team will develop a generic presentation that can be easily modified to emphasize services most likely utilized by the target market. In addition to presentations, the TMC will prepare a generic pamphlet to distribute at events, such as ITS America. The marketing team will also demonstrate services, such as displaying the website at a booth. All initial contact presentations are scheduled to be completed by September 2005.

The Evaluation Stage is the follow-up meetings with FDOT District IV departments to discuss more details on how FDOT services can be integrated to improve FDOT District services. Follow-up meetings should be scheduled within 1-2 months of the initial presentation to maintain momentum. Follow up meetings are scheduled to occur during the latter part of 2005. During the follow-up meetings, a method for

maintaining communication should be established, such as semi-annual meetings to review progress of integrating services.

The Application Stage is the actual integration of services. A schedule for this stage will be developed as part of the follow-up meetings.

The Retention Stage is an ongoing effort of keeping the customers informed and maintaining communications to ensure the integrated services are maintained. This will be determined during the follow-up meetings and will include other efforts, such as:

- Periodic district wide e-mails notifying customers when new services are launched, such as the website
- SMART SunGuide TMC Annual Report
- SMART Moves Quarterly Newsletter

5.1.2 FDOT Statewide

The Awareness Stage is the initial outreach to other ITS Programs within other FDOT Districts and Central Office, where customers are educated on TMC services and the benefits of TMC Services. The initial outreach will be through a series of presentations to the target markets and participation at FDOT Statewide events, such as ITS Working Group Meetings. The marketing team will develop a presentation demonstrating the TMC services and lessons learned. In addition to presentations, the TMC will prepare materials for distribution at the Statewide Events. This stage has been implemented and new presentations should be developed as milestones in TMC services are reached.

The Evaluation Stage will include tours, regularly schedule regional meetings and requests for additional information regarding TMC services. The Southeast Florida Regional TMC Operations Committee (SERFTOC) will be the primary forum for interacting with regional FDOT TMC customers. This stage is currently underway and regional TMC services are being implemented through the SERFTOC Standard Operating Guidelines.

The Application Stage is the application of regional TMC services and the implementation of standard TMC services statewide.

The Retention Stage is an ongoing effort of keeping the customers informed and maintaining communications to ensure the integrated services are maintained. This will be determined during the regularly scheduled meetings and will include other efforts, such as:

- SMART SunGuide TMC Annual Report
- SMART Moves Quarterly Newsletter
- Presentations at Regional and Statewide meetings

5.1.3 Motorists

The Awareness Stage is the outreach to all target markets, where customers are educated on use / access of TMC services and the benefits of TMC Services. Awareness stage will include initial outreach and continuous advertising of TMC services. The initial outreach will be through distribution of the TMC pamphlet at local public buildings, such as the Department of Motor Vehicle offices. In addition, pamphlets will be distributed to car rental counters and other major tourist related locations. Research is required to develop a list of places. Additional research is needed to develop an outreach plan for local commercial vehicle companies and local taxi companies. This outreach plan will include identifying the companies and upper management within the companies to discuss how the truck drivers and taxi drivers can access real-time traffic information for reducing travel times. The marketing team will develop a presentation for the initial meetings and coordinate it with a tour of the facility. The marketing team will develop a plan for advertising TMC services through the media, billboards and other advertising vehicles, such as buses. The advertising plan will address the need for continuously advertising TMC services.

The Evaluation Stage only applies to local commercial vehicle operators and local taxi companies, where follow up meetings are schedule to discuss tailored access to services for these companies.

The Application Stage is where all target markets are utilizing the TMC services. A process for monitoring public perception will be developed and used to measure the use of TMC services by motorists.

The Retention Stage is an ongoing effort of keeping the customers informed through regular advertisement and annual market research efforts.

5.1.4 Other Public Agencies

The Awareness Stage is the initial outreach to other public agencies, such as FHP, local police, local fire rescue, Broward County Traffic Engineering, Tri-Rail and Broward County Transit. The initial outreach will be through a series of presentations given to existing forums, such as the Fire Chiefs Association's monthly meeting. The presentation will be brief (10 – 15 minutes) and contain information on "what TMC services are available", "how to access these services" and "the benefits of TMC services". In addition to presentations, the TMC will distribute marketing materials, such as the pamphlet, during the meetings. The marketing team will develop a list of meetings and present at these meetings by September 2005.

The Evaluation Stage is the follow-up meetings with other public agencies to discuss more details on how TMC services can be integrated with other public agencies' services to facilitate information sharing and improve overall incident management. Follow-up meetings should be scheduled within 1-2 months of the initial presentation to maintain momentum. During the follow-up meetings, a method for maintaining communication should be established, such as semi-annual meetings to review progress of integrating services.

The Application Stage is the actual integration of services. A schedule for this stage will be developed as part of the follow-up meetings.

The Retention Stage is an ongoing effort of keeping the customers informed and maintaining communications to ensure the integrated services are maintained. This will be determined during the follow-up meetings and will include other efforts, such as:

- Periodic e-mails notifying customers when new services are launched, such as the website
- SMART SunGuide TMC Annual Report
- SMART Moves Quarterly Newsletter

5.1.5 Government Officials

The Awareness Stage is the initial outreach to other public agencies, such as Broward County MPO, County Commissioners and City Commissioners. The initial outreach will be through a series of presentations given to existing forums, such as the MPO's Technical Advisory Committee meetings and the League of City meetings. The presentation will be brief (10 – 15 minutes) and contain information on TMC services, regional coordination and the benefits of TMC services. Presentation contents should clearly identify that the TMC services are an efficient use of public funds. In addition to presentations, the TMC will distribute marketing materials, such as the pamphlet, during the meetings. The marketing team will develop a list of meetings and present at these meetings by September 2005.

The Evaluation Stage is when government officials begin to show an interest in learning more about TMC services. This will include tours of the TMC and follow-up one-on-one meetings with government officials who take an interest in solving transportation problems. Follow-up tours/meetings should be scheduled within 1-2 months of the initial presentation to maintain momentum. During the follow-up meetings, a method for maintaining communication should be established, such as annual updates at the forums established during the Awareness Stage.

The Application Stage is when government officials begin to demonstrate support for TMC services. They may show support by attending events or asking the TMC to attend events, such as "Stay Alive on I-95". This stage also includes government officials identifying and supporting federal grant applications.

The Retention Stage is an ongoing effort of keeping the customers informed and maintaining communications to ensure funding support is maintained. This will include other efforts, such as:

- Periodic presentations on progress or e-mails notifying customers when new services are launched, such as the website
- SMART SunGuide TMC Annual Report

- SMART Moves Quarterly Newsletter

5.1.6 ITS Industry

The Awareness Stage is the initial outreach to National ITS Programs to present papers and join national transportation operations committees. This will also include submitting papers for publication in national magazines and newsletters, such as Transportation Monitor.

The Evaluation Stage will include federal peer-to-peer tours and attending regularly schedule committee meetings, where there is an exchange of additional information regarding TMC services.

The Application Stage is the national recognition of TMC services through awards, such as awards given at ITS America.

The Retention Stage is an ongoing effort of keeping the customers informed and maintaining communications. This will include:

- SMART SunGuide TMC Annual Report
- SMART Moves Quarterly Newsletter
- SunGuide website forum.

5.1.7 Media

The Awareness Stage is the initial outreach to the media through press releases of TMC services. The marketing team will develop a press release in coordination with the FDOT District IV PIO office for distribution through existing media sources.

The Evaluation Stage will include meetings with media management and technical staff to discuss how to exchange information and media access to TMC traffic information services. During these meetings, the marketing team should explore advertising options for the access to TMC traffic information services if the media is requesting special access.

The Application Stage is established agreements with the media to access TMC traffic information services and advertising opportunities.

The Retention Stage is an ongoing effort of keeping the customers informed and maintaining communications to ensure the integrated services are maintained. This will be determined during the regularly scheduled meetings and press releases.

5.2 MARKETING TOOLS/OUTPUTS

This section identifies the various marketing tools/outputs to be developed and identifies task leaders from the TMC marketing team. In addition, resources outside the TMC marketing team are identified, when applicable.

Task #1 - Develop Presentation

A comprehensive presentation will be developed to cover all areas of TMC Services and communicate all messages. The presentation will then be tailored for specific target markets based on the customers' TMC service needs. The specific markets include:

- FDOT District IV
- FDOT Statewide
- MPO
- Local Police and Fire Rescue
- Local Cities

Task Leader: Dee McTague

Task #2 – Develop Letterhead / Business Cards / Other Documents

A standard format will be developed for letters, memorandums, business cards and any other documents produced through the SMART SunGuide Broward TMC operations.

Task Leader: Dee McTague

Task #3 – Develop Pamphlet and CDs

A pamphlet describing TMC services, how to access them and the benefits will be developed for distribution.

Task Leader: Craig Vahle, with support from DMJM Harris home office.

Task #4 – Develop Newsletter (SMART Moves)

A quarterly newsletter will be developed and titled “SMART Moves”. The newsletter will be one page and highlight key accomplishments for the quarter. The marketing team will develop and maintain a mailing list for distribution that will include individuals and other publications that may wish to include SMART Moves content in their newsletter.

Task Leader: Dee McTague

Task #5 – Develop Media Access Plan

The media will be contacted and meetings will be set-up to discuss and develop a method for the media to directly access traffic information. The meetings will include management and technical staff.

Task Leader: Craig Vahle

Task #6 – Develop Website and Promotion

A website will be developed and promoted. The website will include information describing the TMC services and key aspects of the operations, such as training. The website will include a forum to facilitate a national dialogue for discussing TMC operations. In addition, the website will include real-time traffic information through text and maps. A promotional plan will be developed for the website, such as e-mail notifications to FDOT staff.

Task Leader: Steve Corbin, with support from DMJM Harris home office.

Task #7 – Develop ITS Kiosk

An ITS Kiosk will be developed to provide customers with a “hands-on” experience of TMC equipment and operations. The kiosk will include a dynamic message sign, CCTV and internet access.

Task Leader: Steve Corbin, with support from TransCore.

Task #8 – Develop Booth for ITS America

The TMC will participate at ITS America and be co-located in the Statewide FDOT booth. Mats, banners and other promotional items will be developed for this event. A team will be established for staffing the booth during the event. This team includes staff that are knowledgeable in the areas of operations, maintenance/technology, incident management and contracts.

Task Leader: Erika Garcia

Task #9 – Develop Promotional Giveaways

Promotional giveaways will be purchased for distribution at events, such as ITS America.

Task Leader: Erika Garcia

Task #10 – Develop Outreach Video

An outreach video will be created to communicate TMC services and benefits.

Task Leader: Steve Corbin, with support from DMJM Harris home office.

Task #11 – Develop Tours

A standard tour will be developed and multiple management staff will be trained to give the tours. The tours will include a brief overview of the building, an interactive session at the ITS kiosk, time in the control room and a viewing of the SIRV vehicle.

Task Leader: Steve Corbin

Task #12 – Develop Advertising Plan

The marketing team will develop an advertising plan. The advertising plan will include research on various types of advertising, such as billboards, buses, radio spots, etc. The advertising plan will be developed for a two-year period and include costs, resources, scheduling and advertising content.

Task Leader: Erika Garcia

Task #13 – Develop Market Research Plan

A market research plan will be developed to measure progress of marketing efforts and maintain communication with customers. The market research plan will include a methodology for collecting and analyzing data. The market research plan will define the survey techniques, such as focus groups, mailing, telephone surveys, etc. The research will be divided into two customer groups: public and partners. The public customer group will be surveyed to collect information regarding:

- TMC awareness
- TMC Awareness sources
- Public perception of TMC
- Public attitude toward TMC components
- The effect of prior TMC publicity in influencing public perception
- The use of traveler information and TMC services by the general public
- Improvements the public would like to see made to TMC

The partner customer group will be surveyed to collect information regarding:

- Local public agencies' perception of TMC
- Benefits achieved by integration of TMC services with agency services
- Cost and operating efficiencies achieved as a result of integrating TMC services
- TMC improvements that would be beneficial to other agencies

Task Leader: Guy Francese

5.3 MARKETING PLAN SCHEDULE

The marketing plan schedule was developed for a one-year period. It is recommended that the schedule be used as a tool for monitoring the progress of the marketing tasks identified in section 5.2.

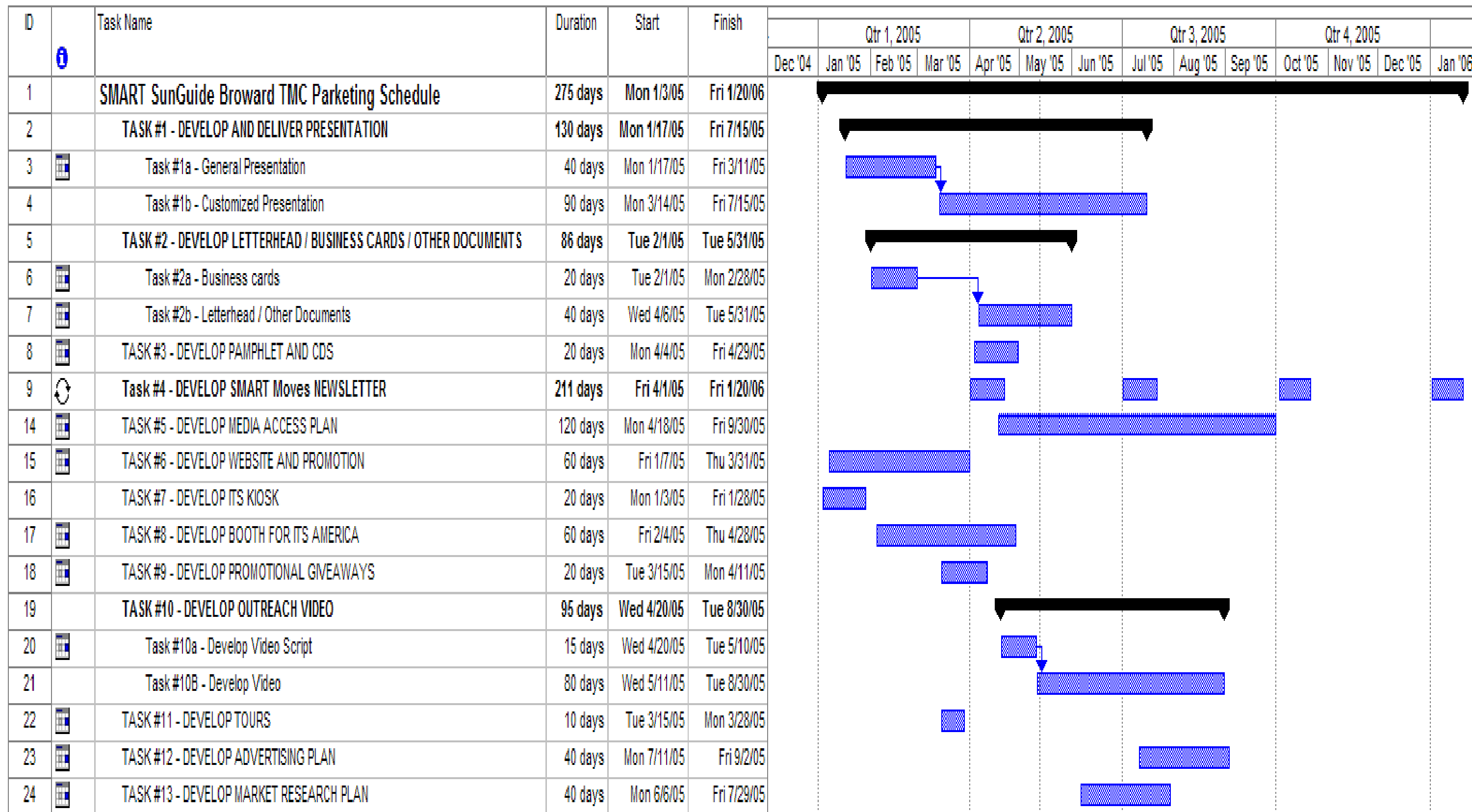


Figure 2: Marketing Schedule