

Communicating the Future of Transportation

Promoting Benefits while Managing Expectations

Jim Windsor, PE

Deputy State Engineer / TSM&O

Timothy Tait, Ed.D.

Communications Director

Arizona Department of Transportation

Focus for Innovative Funding/ Operations Track

Change Management

- Alternative Funding “Another Tool in the Toolbox”

Change Spectrum Status

- Information Dissemination Only

Lessons Learned

- Clear Definitions of P3 Projects and Tolling
- Managing Expectations

Focus for Operations/Technology: Planning and Integration

TSMO Definition

- Benefits for Arizona's Economy and Mobility
- Safety Advancements

Communication (Project Specific)

- Benefits for Arizona's Economy and Mobility
- Safety Advancements

Focus for Operations/Technology: Program Implementation

Change Management

- ADOT Dedicated to Systematic Deployment of Intelligent Transportation Systems

Change Spectrum Status

- Project Benefit Promotion

Lessons Learned

- Don't Get Out Ahead of the Private Sector