

AZTech Media & Communications Task Force Charter



Element	Definition	Focus
History and Business Case	Brief history of the situation leading to the chartering of the AZTech Media & Communications Task Force. Business case addresses organizational relevance and urgency [financial, growth/re-alignment, service and culture]	<p>The AZTech Intelligent Transportation System (ITS) Model Deployment began as an experimental ITS model deployment project that was federally funded from 1996-2003 in the Phoenix metropolitan area. It is a regional collaboration between public and private sectors and has been highly successful. The initial phase of AZTech cleared the path for this next phase by removing institutional barriers, building collaborative relationships and garnering resources to ensure its effectiveness.</p> <p>AZTech established the Advanced Traveler Information System Working Group (ATIS) to promote and enhance regional traveler information dissemination to the public. In 2017, the AZTech ATIS Working Group was phased out and the AZTech Media Communications Task Force was created to engage public information officers from AZTech partner agencies to support AZTech initiatives with input and collaboration from news media representatives. Ultimately, AZTech aims to increase safety and mobility in the region by improving the quality, accessibility, and timeliness of traveler information offered to the public through the following means:</p> <ul style="list-style-type: none"> ▪ Provide accurate and timely traveler information ▪ Facilitate public sector agencies to disseminate information in as many ways as possible ▪ Communicate information from private partners to AZTech ▪ Increase public awareness of AZTech product, services, and partnerships ▪ Include input from traditional media providers and user groups
Mission	What business is AZTech in?	To champion the integration of intelligent communication and transportation systems technologies for regional solutions that provide timely and accurate information, save lives, improve mobility, and enhance quality of life.
Vision	What would we like AZTech to become?	A world class regional transportation and communication system that provides real-time information and on-time services to enable safe and efficient travel in our community.
Values	What common beliefs and ideals does AZTech value?	<ul style="list-style-type: none"> ▪ Collaboration ▪ Leadership ▪ Integration ▪ Results ▪ Public Safety & Mobility ▪ Technology Advancement
Strategies	The strategies needed to achieve the AZTech Mission and Vision	<ul style="list-style-type: none"> ▪ Establish Education and Outreach Programs ▪ Expand and Strengthen Partnerships ▪ Plan, Develop and Deploy Integrated Systems ▪ Optimize Regional Operations and Management ▪ Research and Test New Technological Opportunities

AZTech Media & Communications Task Force Charter



Element	Definition	Focus
Purpose of the AZTech Media & Communications Task Force (core question & deliverables)	Reason the AZTech Media & Communications Task Force exists	<p>The AZTech Media & Communications Task Force exists to improve the quality, accessibility and timeliness of the traveler information offered to the public in order to increase safety and mobility in the Phoenix metropolitan area through better partnerships, collaboration and understanding of all parties' needs and expectations. The Task Force will implement the following initiatives:</p> <ul style="list-style-type: none"> ▪ Plan Media & Transportation Forum to exchange ideas and identify gaps in traveler information ▪ Assess the feasibility of camera access by the media ▪ Identify best practices/protocol to contact other jurisdictions ▪ Develop standard for disseminating information on alternative route information ▪ Promote AZTech Performance Indicators Book
Media & Communications Task Force Structure and Roles	Structure and Roles	<p>Criteria includes: Representatives from the fields of transportation and communications; public information officers from the state, the county, cities, and towns; academia; news media; and other private firms.</p> <p>There will be two co-chairs for the AZTech Media & Communications Task Force. The co-chairs will represent the two AZTech lead agencies MCDOT and ADOT.</p>
Authority & Accountability	Identifies what decisions the AZTech Media & Communications Task Force can make and to whom they are accountable	<p>The membership of the AZTech Executive Committee gives authority to AZTech through commitment of its resources and alignment of initiatives, policy and procedural implementation.</p> <p>The AZTech Media & Communications Task Force will make decisions using a consensus model regarding the direction and focus of the Task Force work. The Task Force chairs will be empowered to make a decision if the group needs to move forward and cannot agree. If there is funding or other resource needs or a change in direction or focus, the chairs of the Task Force will raise the issues with both the AZTech Strategic Steering Committee and the AZTech Executive Committee. The Task Force will also work closely with the AZTech Operations Committee in order to ensure integration of efforts.</p>
Approach	General approach or methods to be used to achieve purpose.	<p>The Task Force will meet at least quarterly. The co-chair(s) of the Task Force will attend the AZTech Executive Committee and AZTech Strategic Steering Committee meetings to update the group on activities and get input where needed.</p> <p>Working Teams will be formed to assist in the implementation of initiatives and may meet additionally between Task Force meetings.</p>
Tasks	General steps and activities the Task Force intends to take	<p>The AZTech Media & Communications Task Force will begin by understanding the current product and the needs of the transportation community, the media and the end-user. They will develop a set of priorities and a plan to achieve them, including timelines and deliverables.</p>
Tracking & Reporting	Project updates & communication of progress, milestones, timelines, etc. Include frequency of communications.	<p>The AZTech Media & Communications Task Force will report progress or obstacles to the AZTech Strategic Steering Committee and the AZTech Executive Committee at their meetings, internally as needed and to the TMC Operators Working Group when requested. The Task Force will provide action plan initiatives and update the status of the initiatives in the AZTech Central Resource Database.</p>
Resources	Staffing, budgets, time & materials the Task Force will need to accomplish its purpose	<p>Resources are requested through the AZTech Strategic Steering Committee and approved by the AZTech Executive Committee as outlined in the annual AZTech Action Plan.</p>