



STAKEHOLDER OUTREACH COORDINATION WITHIN A MEGAREGION FOR FREIGHT PLANNING

Planning at the scale of a megaregion helps to encourage development of practices that can be sustained across jurisdictions and supports implementation that is cognizant of the larger freight ecosystem. The Texas Department of Transportation (TxDOT) has undertaken the Texas Connected Freight Corridors (TCFC) project, which will deploy vehicle-to-infrastructure (V2I) communication within the Texas Triangle Megaregion. TCFC project aims to build a CV ecosystem that will outlive the length of the project and provide a structure for others who are looking to pursue more CV deployments.

A critical component of planning and implementing a project at the megaregional scale is stakeholder outreach. Megaregions cross many jurisdictions, which can bring challenges to coordinating stakeholder outreach. The four-year length of the TCFC project means that stakeholders must be engaged early on and connections must be sustained over a long period, so that their input can be incorporated in every process from planning to design to implementation to evaluation. Within TxDOT's TCFC project, there was a concerted effort early on to ensure that stakeholder outreach is comprehensive and leverages the variety of perspectives within the megaregion. Through stakeholder mapping, message targeting, and diverse communication methods, the TCFC project was able to demonstrate a feasible methodology for executing stakeholder outreach across a megaregion.

This project explores how stakeholder outreach developed and changed over the course of the first year of the TCFC project, and provides the key findings applicable for other megaregions undergoing similar endeavors.

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Coordination within a
Megaregion for Freight Planning:
Stakeholder Outreach
(#CM2-56)

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Project Information Form:
http://sites.utexas.edu/cm2/files/2020/05/Exhibit-F_Year-4_Walton.pdf

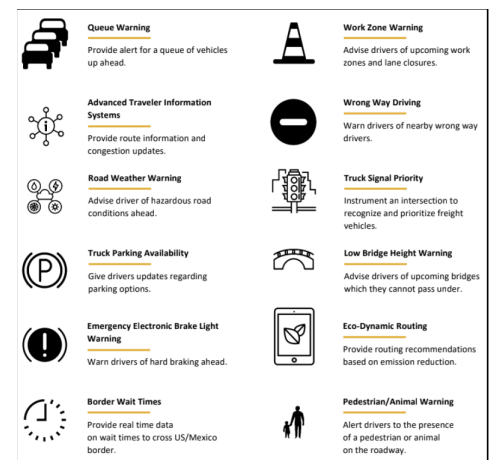


Figure: Twelve Applications Originally Proposed for Development in TCFC