



ADMINISTRATIVE DIRECTIVE

<p>Title: Implementation of Transview for Traffic Alerts Issuing Department: Town Manager's Office / Communications and Marketing Effective Date: November 27, 2017 Approved: Jamsheed Mehta, Interim Town Manager Type of Action: New</p>
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1.0 PURPOSE

The Pima Association of Governments (PAG) has created Transview, a regional tool for all jurisdictions to post and share traffic alerts for on-going construction projects. This tool will allow agencies to anticipate how different projects will affect each other and plan accordingly. Media outlets also use Transview as a primary source of live traffic announcements and as a mobile device traffic app source. The purpose of this Administrative Directive is to set forth the procedures regarding how the Town informs the public about traffic impacts by leveraging the tools afforded by Transview.

2.0 DEPARTMENTS AFFECTED

Any department that manages projects that will affect traffic flow. This includes, but is not limited to, Public Works, Engineering, Planning, Water, and Communications and Marketing.

3.0 REFERENCES

[Reserved]

4.0 DEFINITIONS

- 4.1 Department Publisher: Town employee authorized to create and publish Transview alerts for the employee's department only.
- 4.2 Jurisdictional Publisher: Town employee authorized to create and publish Transview alerts for any department in the Town.
- 4.3 Project Coordinator: Town employee or authorized designee responsible for distributing public information related to Town projects.
- 4.4 Project Manager: Town employee most familiar with the technical details of a particular project; this person is often in a supervisory capacity, overseeing the specific project.
- 4.5 Traffic alert: Any notice to the public about a project that affects the flow of vehicular or pedestrian traffic.

- 4.6 Transview: A tool created and managed by the Pima Association of Governments (PAG) for sharing information on traffic alerts across jurisdictions in Pima County.

5.0 POLICIES AND PROCEDURES

- 5.1 Content Generation. During this phase, the Project Manager or the Project Manager's designee will log onto the website and draft the alert which details the subject, location, impact, dates/times, and anticipated detours. Publish and unpublish dates will be included. Transview will generate a draft alert in the Town of Marana template as a MS Word document. The Project Manager will email the draft alert to the Town's Public Information Officer (PIO), with a copy to the appropriate Project Coordinator.
 - 5.1.1 For projects managed by consultants the responsibility of content generation will fall to the appointed Project Coordinator for each department.
 - 5.1.1.1 Engineering: Engineering Project Coordinator or Right-of-Way Inspector
 - 5.1.1.2 Water: Water Project Coordinator or Water Construction Inspector
 - 5.1.1.3 Public Works: Executive Assistant or designee
 - 5.1.1.4 Parks and Recreation: Engineering Project Coordinator or Right-of-Way Inspector
 - 5.1.1.5 Planning: Engineering Project Coordinator or Right-of-Way Inspector
- 5.2 Content Revision. During this phase, the PIO will review the draft content in Transview to ensure clarity of language, accuracy of description, and potential conflicts with other projects, and make any additions, such as adding detour maps. Once the PIO has reviewed the content, the PIO will notify the Project Manager and Project Coordinator.
- 5.3 Content Distribution. During this phase, the Project Manager will verify dates and any edits from the PIO. Once the Project Manager has verified the content, the Project Manager will notify the PIO that the alert may be published, and the PIO will publish the alert. The Project Coordinator will post the MS Word document from the alert, save it as a .pdf, and forward it to the essential services email distribution list. The PIO will disseminate the alert to traditional media outlets, the Town's website, and social media.
 - 5.3.1 Any changes after publication will be made in Transview by the PIO and re-distributed as needed according to the process described in this section 5.3.
 - 5.3.2 The Project Coordinator will work with the PIO to determine what outlets to distribute content to. The Project Coordinator is responsible for distribution for his/her own department. The PIO is responsible for distribution to the general public and media outlets.
- 5.4 Content Review. The PIO and the Project Coordinators will review Transview monthly for completed/outdated alerts and delete them as necessary.
- 5.5 Timeline of Notification. The publication date for alerts will be determined by the severity of the alert.
 - 5.5.1 Alerts categorized as "Minor" in Transview will be published no more than seven days before the project start date.

- 5.5.2 Alerts categorized as “Moderate” in Transview will be published no more than 14 days before the project start date.
- 5.5.3 Alerts categorized as “Major” in Transview will be published no more than 30 days before the project start date.
- 5.5.4 All staff will make every effort to post alerts as early as possible within this framework. However, in order to ensure flexibility as unexpected delays arise, there is no minimum timeframe specified for how early an alert may be posted or modified; only a maximum lead time is provided.
- 5.6 Traffic Alerts for Unplanned Infrastructure Repairs. When unplanned traffic impacts are caused by emergency repairs to an infrastructure failure or hazard on collector or arterial streets, then the Department Head of the affected department or an authorized designee shall determine if the impacts are expected to be significant enough in scope and duration to warrant a traffic alert.
 - 5.6.1 During normal business hours, department staff shall coordinate such unplanned alerts as soon as practical with the PIO in accordance with this directive.
 - 5.6.2 Outside normal business hours, the Department Head is authorized to create, publish, and distribute alerts directly when deemed in the public’s best interest.

6.0 RESPONSIBILITIES

- 6.1 The Town Manager’s Office Communications and Marketing Division is responsible for the overall management of Town communications.
- 6.2 The Town Manager’s Office Communications and Marketing Division is responsible for developing and managing the Transview alert templates and designating staff publishing rights as Jurisdictional or Department Publishers.
- 6.3 The Project Manager and Project Coordinators are responsible for ensuring accurate information regarding projects is distributed in a timely and effective manner.

REVISION HISTORY

<i>REV</i>	<i>DESCRIPTION OF CHANGE</i>	<i>DATE</i>
OR	Original Release	November 27, 2017

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