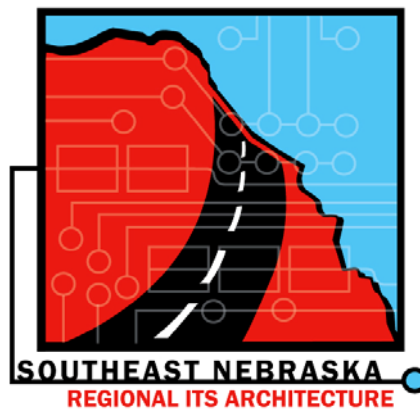

SOUTHEAST NEBRASKA REGIONAL ITS ARCHITECTURE STAKEHOLDER OUTREACH PLAN

DELIVERABLE No. 1

Submitted to

City of Lincoln / MPO



Submitted by



OLSSON ASSOCIATES

In association with



Final Version

October 15, 2004



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1.0 Background

The Federal Highway Administration (FHWA), the Nebraska Department of Roads (NDOR), Lancaster County, and the City of Lincoln have sponsored development of a Regional Intelligent Transportation System (ITS) Architecture for Southeast Nebraska (SENEARCH). The goal of the architecture is to answer questions such as:

- How can we make travel on our highways safe, secure and more efficient?
- How can we make government services, such as transit and emergency response, more efficient?
- What can we do working together, that we can't do as well on our own?

The SENARCH will become a plan of projects for technologies, interagency collaboration, communication and technical integration in the 13-county Southeast Nebraska region. The plan is required by the Federal Highway Administration and the Federal Transit Administration to illustrate and document regional integration so that planning and deployment of ITS solutions can take place in an organized and coordinated fashion throughout Southeast Nebraska to improve transportation safety, efficiency, and security. FHWA and good practice require involvement of multiple stakeholders as the plan is being developed. The Stakeholder Outreach Plan creates the framework and process for identification and involvement of stakeholders in the development of the Regional ITS Architecture for Southeast Nebraska.

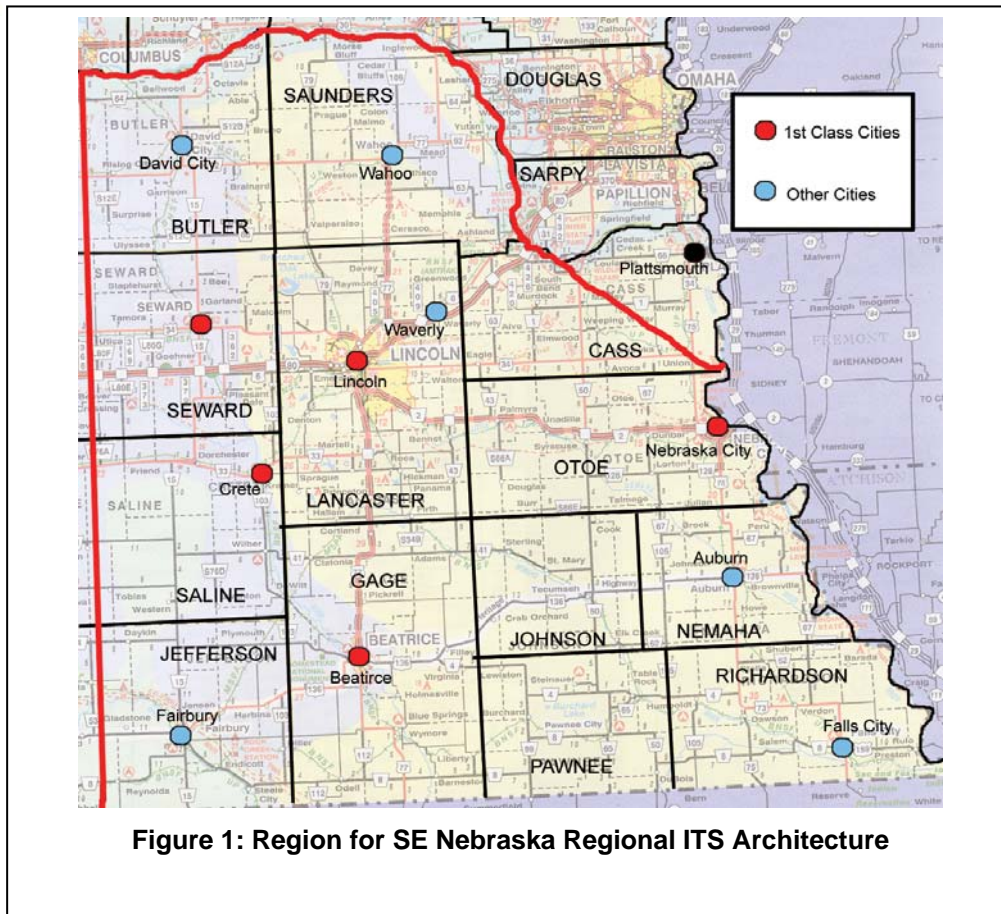
2.0 The Study Process

The overall purpose of the Stakeholder Outreach program is to involve key agencies in identifying potential applications of ITS technology in their respective jurisdictions. The many benefits of Intelligent Transportation Systems will best be realized by effectively involving key stakeholders. Local representatives of law enforcement, health agencies, private business/organizations and departments of transportation all have specific knowledge of the strengths and weaknesses of the current systems.

The Southeast Nebraska Regional ITS Architecture is being prepared under the guidance of a Project Steering Committee. The steering committee includes representatives from the four sponsoring agencies and other key stakeholders. The steering committee has engaged the services of a consulting engineering team. The Iteris Team is comprised of Iteris, Inc. as the prime contractor with Olsson Associates, and TranSmart Technologies to assist with development of the plan. The process follows procedures in the FHWA document entitled: "Regional ITS Architecture Guidance."

3.0 The Region

The first step in the ITS planning process is to define the "region" that the plan will cover. The Southeast Nebraska Regional ITS Architecture will encompass all communities and interested organizations within the following 13 counties in Southeast Nebraska: Butler, Saunders, Seward, Lancaster, Cass, Otoe, Saline, Gage, Johnson, Nemaha, Jefferson, Pawnee and Richardson. Figure 1 on the following page provides a map of the Southeast Nebraska Region. This region is the same as the Nebraska Department of Road's District 1 boundary.



4.0 Additional ITS Planning Efforts

The Nebraska Department of Roads has recently completed the “Statewide ITS Architecture.” The NDOR plan identifies systems and technologies that will be implemented statewide primarily at the state level (NDOR, Nebraska State Patrol, Nebraska Emergency Management Agency, etc.). The NDOR plan also identified some coordination and connectivity to systems within local jurisdictions but does not describe how local jurisdictions become involved in ITS.

The Omaha-Council Bluffs Metropolitan Area Planning Agency (MAPA) is creating a similar plan for the agencies within the MAPA boundaries in both Nebraska and Iowa. Development of the Southeast Nebraska Regional ITS Architecture is being coordinated with the Statewide ITS Architecture and the MAPA Regional ITS Architecture.

The Southeast Nebraska Regional ITS Architecture will coordinate with both these to ensure common nomenclature is used throughout the process, while making sure that the proper connections are included within both of the regional ITS architectures.

5.0 Identification of Stakeholders and ITS Champions

The steering committee identified broad categories of stakeholders. These stakeholders include representatives from the categories shown in the following table:



Federal transportation agencies	State, County, and City street, highway and traffic agencies	Public and private transportation providers (transit, taxi, trucking, railroads, etc.)	State, County, and City public safety agencies
State, County, City, and private emergency service agencies and providers	The University of Nebraska, colleges, schools, and pupil transportation providers	Agencies and organizations representing major traffic generators	Private organizations representing transportation users and the media

Detailed lists of stakeholders and contact information are being maintained in Appendix A. Appendix A will be a “living” document, updated throughout the study. This plan and Appendix A will be maintained on the project website.

Stakeholders can elect to be involved in several ways. Some may be content to receive information and project updates. Others will be involved in more direct ways by attending some of the project meetings and workshops. Finally, some may take on the role of ITS “Champion.” These Champions will have a more active role and provide more input and direction to the study along with the sponsoring agencies. Some stakeholders will become actively involved throughout the plan and will be part of the project Memorandum of Understanding. The Memorandum of Understanding will move the plan elements forward to implementation and operations. Champions who are interested could be added to the steering committee.

5.1 Initial Stakeholder Contact

Throughout the course of the Southeast Nebraska Regional ITS Architecture a number of different methods on communication and contact will take place with the Project Steering Committee and project stakeholders. These methods are described in more detail below.

5.1.1 Phone Calls: Initial stakeholder contact is designed to be efficient and effective. Initial contact will occur over a very short time frame at the study’s inception. Initial contact will occur by phone. E-mail will be used for follow-up. The personal phone contact will allow the project team to effectively manage and document the results of the initial contact effort.

5.1.2 Talking Points: Since several people will be making the initial stakeholder calls, a talking points document has been prepared. The talking points document will ensure that stakeholders receive the appropriate messages and invitations to be part of the study effort. The talking points document is included in Appendix B.

The intent of the initial phone contacts is to:

- Describe the ITS study
- Convey a genuine interest in the involvement and input of each stakeholder
- Update the stakeholder list for needed modifications / additions
- Request opportunities to present study objectives at local meetings



5.2 Initial Stakeholder Input:

The second step in the regional ITS planning process is to develop an understanding of what stakeholders are doing today and an understanding of stakeholder transportation needs that can be addressed by intelligent systems and technology. For those stakeholders with an active interest in the planning effort, the Project Team will initiate a follow-up meeting. The follow-up meeting will have several specific objectives.

- Answering stakeholder questions
- Learning about the stakeholders' existing, planned and futuristic systems and technologies.
- Learning about stakeholder transportation safety, efficiency and security needs.

Database: The Project Team has created a stakeholder outreach and interaction management database. The database will be used to plan and manage the extensive stakeholder outreach effort. The database will be used to provide periodic reports to the steering committee on the status and results of the initial stakeholder contact efforts and follow up.

To the extent possible, this round of stakeholder input will be completed in time to be reported (Inventory Report) and discussed at the Stakeholder Workshop #1.

5.3 On-Going Stakeholder Interaction:

All subsequent steps of the ITS planning process require on-going involvement of appropriate stakeholders. But not all stakeholders will require on-going interaction at the same levels. The Stakeholder Outreach Plan includes several methods to maintain on-going interaction with stakeholders:

5.3.1 Project Website: A project website will be developed at the beginning of the project. The website will be the primary tool for providing basic information on ITS and on the study process to stakeholders. The website will be the primary tool for keeping stakeholders informed about study progress and outcome. With each stakeholder contact, the website and address will be promoted. It is the intention of the steering committee that their respective agencies will create a link to the project website. It is also the intent of the steering committee that a lead agency will agree to maintain the website after the study is complete to promote regional collaboration during on-going efforts to implement the Southeast Nebraska Regional ITS Architecture. The website address is www.iteris.com/senearch.

In addition to the presentation of information, project stakeholders will also be able to communicate with the consultant team via a "contact us". This feature will allow the stakeholders to send emails to the project team. The recipient of these emails will be both the Project Manager, Marc Porter, as well as the Deputy Project Manager, Mike Malone. They will, in turn, forward any pertinent information to both the City's Project Director, Virendra Singh and other team members as appropriate.

5.3.2 Project Logo: A project logo will be developed. The logo will be designed to depict the Southeast Nebraska region and stakeholders. The logo will be displayed on the project website and on all official correspondence, products, and reports produced by the Project Team. Figure 2, on the following page, shows an example logo. The Project Steering Committee will approve the final logo.



Figure 2: Typical Logos for SE Nebraska Regional ITS Architecture

5.3.3 Project Updates: The Project Team will develop a Project Update at key points throughout the study. The update will document project progress and outcomes. Electronic copies of the update will be posted on the project website and e-mailed to interested stakeholders.

5.3.4 Stakeholder Workshops: A series of four Stakeholder workshops will be scheduled during the study. Each workshop will cover specific steps in the ITS planning process. Planned workshops for this study are outlined below:

- Workshop #1: ITS education, systems and needs inventories, operational concepts, and interagency communication networks and technologies
- Workshop #2: System and technology interfaces, projects and project sequencing
- Workshop #3: Interagency agreements, system and technology standards, and maintaining and updating the ITS plan
- Workshop #4: Presentation of the Southeast Nebraska Regional ITS Architecture

Each workshop will have multiple purposes such as:

- Updating attendees on progress and results to date.
- Gathering information and input from stakeholders about results to date and for future steps.
- Providing stakeholders with the opportunity to network with each other (this is a secondary benefit of workshops of multiple stakeholders and often creates momentum for future study efforts and on-going project implementation after the study concludes).

Each workshop will be between two to three hours in duration. A typical agenda for each workshop will include:

- Welcome and Introductions
- Opening Presentation – focusing on key themes of the workshop
- Stakeholder Comments – opportunity for stakeholder questions and input on workshop topics. This session could also include stakeholder prioritization of ITS services for the region.
- Workshop Summary and Next Steps – the project team will summarize the workshop comments and inform stakeholders about next opportunities to provide input.



5.3.5 Supplemental Stakeholder Meetings: Additional stakeholder meetings are planned between workshops. These meetings may be with individual stakeholders or small groups of stakeholders. These meetings could be conducted in person or by conference telephone call or in some combination of the two methods. The purposes of these meetings are to:

- Gain input from key stakeholders who were not able to attend the previous workshop.
- Gain more detailed information on specific study elements.
- Promote interagency collaboration and cooperation leading to system and/or project – related letters of intent to cooperate, memoranda of agreement, and/or interagency agreements.

5.3.6 Post-Study Meetings and Presentations: After Workshop #4 and after approval of the Southeast Nebraska Regional ITS Architecture by the steering committee, the Project Team, steering committee members, and regional ITS Champions will meet with key stakeholders and decision-making bodies. Since the goal of the study is to pave the way for ITS implementation to improve transportation safety, efficiency and security, these presentations and meetings will be designed to promote acceptance or adoption of the plan by key decision-makers and funding authorities. Acceptance and adoption of the plan by multiple regional agencies will create momentum for future project agreements, design, implementation, and on-going operations and maintenance.

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APPENDIX A - Stakeholder Information (As of October 15, 2004)

- The following pages represent stakeholder information for nearly 250 contacts identified and entered into the stakeholder interaction database as of October 15, 2004. Additional information is being added daily.
- The ultimate list will include organizations and contact information distributed to the Project Steering Committee on September 15 and organizations and contacts provided by Marcy Ganow (NDOR).
- Initial contact information for Cities and Counties outside Lancaster County were developed using Listings provided by the Nebraska League of Municipalities and the Nebraska Association of Counties



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Richard	Ruby	NDOR	Engineer - D-1	(402) 471-0850	rruby@dor.state.ne.us	
Mike	Sklenar	NDOR	Const. Eng - D-1	(402) 471-0850	msklenar@dor.state.ne.us	
Roger	Kalkworf	NDOR	Maint. Sup.- D-1	(402) 471-0850	rkalkworf@dor.state.ne.us	
Tim	Weander	NDOR	Engineer - D-2	(402) 595-2534	tweander@dor.state.ne.us	
Marvin	Lech	NDOR	Const. Eng. - D-2	(402) 595-2534	mlech@dor.state.ne.us	
Dale	Butler	NDOR	Maint. Sup. - D-2	(402) 595-2534	dbutler@dor.state.ne.us	
Kristine	Winter	NDOR	Engineer - D-3	(402) 370-3470	kwinter@dor.state.ne.us	
Pat	Boyle	NDOR	Const. Eng. - D-3	(402) 370-3470	pboyle@dor.state.ne.us	
Tim	McCoy	NDOR	Maint. Sup. - D-3	(402) 370-3470	tmccoy@dor.state.ne.us	
V. Charles	McCann	NDOR	DE - D-4	(308) 385-6265	vmccann@dor.state.ne.us	
Keith	Meyer	NDOR	Const. Eng - D-4	(308) 385-6265	kmeyer@dor.state.ne.us	
Allen	Horak	NDOR	Maint. Sup - D-4	(308) 385-6265	ahorak@dor.state.ne.us	
John	Craig	NDOR	Director	(402) 479-4615	jcraig@dor.state.ne.us	
Jim	Schmailzl	NDOR	Ops. & Maint	(402) 479-4787	jschmail@dor.state.ne.us	
Mike	Mattison	NDOR	O&M Eng	(402) 479-4544	mmattison@dor.state.ne.us	
Dalyce	Ronnau	NDOR	Maint. Eng	(402) 479-4544	dronnau@dor.state.ne.us	
Steve	Garbe	NDOR	Adv.Tech	(402) 479-3862	StevenGarbe@dor.state.ne.us	



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Jim	McGee	NDOR	ITS	(402) 471-1811	jmcgee2@dor.state.ne.us	
Jaimie	Huber	NDOR	511	(402) 471-1810	jhuber@dor.state.ne.us	
Jim	Walker	NDOR	Electronics	(402) 479-4371	jwalker@dor.state.ne.us	
Ellis	Tompkins	NDOR	Public Transp.	(402) 479-4785	etompkin@dor.state.ne.us	
Randy	Peters	NDOR	Traffic Eng.	(402) 479-4594	rpeters@dor.state.ne.us	
Mike	Spadt	City of Lincoln	Fire Chief	(402) 441-8350	mspadt@lincoln.ne.gov	Mike is not available until the last week of October. Was referred to the assistance chief, John Huff.
Dan	Wright	City of Lincoln	Fire Training - Dept. Chief	(402) 441-8355	dwright@lincoln.ne.gov	
Sherrie	Meints	City of Lincoln	EMS - Business Mgr	(402) 441-6686	smeints@lincoln.ne.gov	
Richard	Furaseh	City of Lincoln	Operations Asst. Chief	(402) 441-8354	rfuraseh@lincoln.ne.gov	
Carol	Connor	City of Lincoln	Library Director	(402) 441-8510	c.conner@mail.lcl.lib.ne.us	
Suzan	Connell	City of Lincoln	Library Resources Coord.	(402) 441-8575	c.connell@mail.lcl.lib.ne.us	
Lynn	Johnson	City of Lincoln	Parks & Rec Director	(402) 441-8265	ljohnson@lincoln.ne.gov	
Jerry	Shorney	City of Lincoln	Supt. F Parks/Operations	(402) 441-8706	jshorney@lincoln.ne.gov	
Tom	Casady	City of Lincoln	Police Chief	(402) 441-7237	tcasady@cjis.lincoln.ne.gov	
Mike	Woolman, Sgt.	City of Lincoln	Police - Planning	(402) 441-7215	lpd737@cjis.lincoln.ne.gov	
Mike	Kawamoto, Capt	City of Lincoln	Police - Training	(402) 441-7284	lpd342@cjis.lincoln.ne.gov	



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
John	Becker	City of Lincoln	Police: Operations Asst. Chief	(402) 441-7225	lpd325@cjs.lincoln.ne.gov	
Allan	Abbott	City of Lincoln	PWU Director	(402) 441-7566	aabbott@lincoln.ne.gov	
Ken D.	Smith	City of Lincoln	PWU/BO Parking	(402) 441-6097	kdsmith@lincoln.ne.gov	
Roger	Figard	City of Lincoln	PWU - Eng. Serv.	(402) 441-7567	rfigard@lincoln.ne.gov	
Karl	Frederickson	City of Lincoln	PWU - Eng Serv.	(402) 441-5673	kfrederickson@lincoln.ne.gov	
Randy	Hoskins	City of Lincoln	PWU - Traffic Eng.	(402) 441-7570	rhoskins@lincoln.ne.gov	
Scott	Opfer	City of Lincoln	PWU - Traffic Ops./Eng Traffic Mgr	(402) 441-7851	sopfer@lincoln.ne.gov	
Dennis	Bartels	City of Lincoln	PWU - Short Term Planning Mgr	(402) 441-7595	dbartels@lincoln.ne.gov	
Michael	Brienzo	City of Lincoln	PWU - Transp. Planner	(402) 441-6369		
Virendra	Singh	City of Lincoln	PWU - Long Term Planning Mgr	(402) 441-7835	vsingh@lincoln.ne.gov	
Thomas	Shafer	City of Lincoln	PWU - Design/Const. Mgr	(402) 441-7837	tshafer@lincoln.ne.gov	
Tim	Pratt	City of Lincoln	PWU - CEIS Mgr	(402) 441-7593	tpratt@lincoln.ne.gov	
Larry	Worth	City of Lincoln	PWU - StarTran Transit Mgr	(402) 441-8600	lworth@lincoln.ne.gov	
Brian	Praeuner	City of Lincoln	PWU/StarTran - Transit Planner	(402) 441-7673	bpraeuner@lincoln.ne.gov	
Michael	Weston	City of Lincoln	PWU/StarTran - Ops. Supt.	(402) 441-8467	mweston@lincoln.ne.gov	
Bill	Nass	City of Lincoln	PWU - Street Maint. Coord.	(402) 441-7087	wnass@lincoln.ne.gov	



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Andrew	Edwards	City of Lincoln	PWU - Street Maint. Supt.	(402) 441-7088	aedwards@lincoln.ne.gov	
Jim	Dormer	City of Lincoln	PWU/Street Maint - Fleet Serv Supt.	(402) 441-7735	jdormer@lincoln.ne.gov	
Michael	Merwick	City of Lincoln	Bldg/Safety - Director	(402) 441-7049	mmerwick@lincoln.ne.gov	
Bruce	Dart	Lincoln/Lancaster Cnty	Health - Director	(402) 441-8001	bdart@lincoln.ne.gov	
Steve	Beal	Lincoln/Lancaster Cnty	Health - Asst. Director	(402) 441-8042	sbeal@lincoln.ne.gov	
Judy	Halstead	Lincoln/Lancaster Cnty	Health - Program Director	(402) 441-4603	jhalstead@lincoln.ne.gov	
Marvin	Krout	Lincoln/Lancaster Cnty	Planning - Director	(402) 441-6366	mkrout@lincoln.ne.gov	
Kent R.	Morgan	Lincoln/Lancaster Cnty	Planning - Long Range Asst. Director	(402) 441-7491	kmorgan@lincoln.ne.gov	
Logan	Christy	Lincoln/Lancaster Cnty	Planning - GIS Analyst	(402) 441-6267	lchristy@lincoln.ne.gov	
Don R.	Thomas	County of Lancaster	Cnty Eng - Engineer	(402) 441-7681	drthomas@co.lancaster.ne.us	
James	Langtry	County of Lancaster	Cnty Eng - GIS Mapping Div. Head	(402) 441-7681	jangtry@ci.lincoln.ne.us	
James	Plouzek	County of Lancaster	Cnty Eng - Road Const Div Head	(402) 441-7681	jplouzek@ci.lincoln.ne.us	
Robert E.	Jacobs	County of Lancaster	Cnty Eng -Road Maint Div Head	(402) 441-7797		
Don	Killeen	County of Lancaster	Cnty Eng - C/C Bldg Admin	(402) 441-7356	dkilleen@ci.lincoln.ne.us	
Fred	Little	County of Lancaster	Prop Mgmt - Maint Plant Ops Mgr	(402) 441-7355	flittle@ci.lincoln.ne.us	
Richard	Diegel	County of Lancaster	Prop Mgmt - Maint Cleaning/Security Mgr	(402) 441-6333	rdiegel@ci.lincoln.ne.us	



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Terry	Wagner	County of Lancaster	Sheriff	(402) 441-6500	twagner@co.lancaster.ne.us	
Julie	Righter	County of Lancaster	911 - Comm. Manager	(402) 441-7252	jrighter@lincoln.ne.gov	
Al	Yonkey	NDOR	Transp. Imp. Program			
Mary Jo	Hall	NDOR	NDOR - Comm.			
Doug	Ahlberg	County of Lancaster	Emergency Mgmt - Director	(402) 441-7442	dahlberg@ci.lincoln.ne.us	
John	Wood	County of Lancaster	Airport Authority - Exec Director	(402) 458-2400		
Bob	McNally	County of Lancaster	Airport Authority - Director Ops.	(402) 458-2423		
Thomas	Lorenz	Event Centers	Pershing - Executive Director	(402) 441-8744	tlorenz@pershingcenter.com	
Pat	Lloyd	Event Centers	State Fair - Executive Director	(402) 473-4110	plloyd@statefair.org	
Wayne	Venter	event centers	Lancaster Co. Event Center	(402) 441-6545	wventer@lancastereventcenter.com	
Tad R.	McDowell	University of Nebraska	Director - Parking & Transit Services	(402) 472-8445		
Dan	Pudenz	Utilities & Private Stakeholders	LES Contact	(402) 467-7608	dpudenz@les.com	
Al	Schroeder	Utilities & Private Stakeholders	Alltel Contact	(402) 436-5507		
Andy	Amparan	Railroads - BNSF	Public Projects	(913) 551-4964		
Pat	Halsted	Railroads - UPRR	Public Projects	(402) 544-2029		
Transportation Committee		Chamber of Commerce	Chair	(402) 436-2350		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Joyce	Swanson	Chamber of Commerce - Beatrice	Chair	(402) 223-2338	jswanson@chartercom.com	
Shar	Sieck	Chamber of Commerce - Crete	Executive. Director	(402) 826-2136	cretechamber@neb.rr.com	
		River Country Economic Development Corporation	President	(402) 873-4293	rcecdc@alltel.net	Search for new president currently underway. Nancy Hoch is the previous president.
Pat	Coldiron	Chamber of Commerce - Seward		(402) 643-4189	sewcham@sewardne.com	
Larry	Johnson	Nebraska Trucking Assn	Director	(402) 476-8504	ljohnson@nebtrucking.com	
Tonn	Ostergard	Crete Carrier	Director	(402) 475-9521		
Marilyn		AAA Nebraska - Lincoln	Manager	(402) 441-4500		
		KLKN-TV 8	Director			
		KOLN/KGIN 10/11				
Peter	Salter	Lincoln Journal Star	Director			
		Lincoln Independent Business Assn.	Director			



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Polly	McMullen	Downtown Lincoln Association	Director	(402) 434-6900	pmcmullen@downtownlincoln.org	Polly would like the Iteris/OA consultant team to review the Downtown Master Plan currently underway -- specifically the portion related to recommended transportation strategies (includes shuttles and multi-modal). She would like us to follow-up with her
		Skyway Transportation	Director	(402) 477-4400		
Ron	Hippen	Cab - Yellow Cab Beatrice	Owner	(402) 223-3121		
Donna	Corey	Cab - Yellow Cab Lincoln	Director	(402) 477-6074		
Ron or Darlene	Allgood	Cab - Tree City Cab Co.	Manager	(402) 873-6058		Nebraska City
		Farmers Cooperative Company	Director			Grain Elevator Operator
Captain Darrell	Fisher	Nebraska State Patrol - HDQ Troop	Troop Commander	(402) 471-4680		
Trooper	Bybee	Nebraska State Patrol	Motorists Assist Program - Director	(402) 471-4680		
Jeff	Rumery	Transit - Kearney Transit - RYDE	Director	(308) 865-5677	jrumery@mnca.net	Kearney Co. Ryde is keeper of the statewide rural transit ITS Architecture
Sue	Krogman	Nebraska Emergency Management Agency	IT Administrator	(402) 471-7429		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Russ	Inbody	Neb Dept of Education	NDE - Pupil Transp.	(402) 471-4320	rinbody@nde.state.ne.us	There are several dozen school districts in the region with enrollment over 500 pupils and dozens of smaller districts. NE Dept. of Education has a director of pupil transportation who can represent issues and identify some key contacts.
Paul	Mullen	Omaha/Council Bluffs Metro Area Planning Agency	MAPA - Director	(402) 444-6866	paul_mullen@mapacog.org	Could be Bill Christen: wchristen@mapacog.org
Michael	Rhurdanz	University of Nebraska	Director of Communications	(402) 472-5236	mrhurdanz@unl.edu	UNL should also be a contact in the "event center" category
Jeanie	Watson	Nebraska Wesleyan University	President			
George	Frye	SE Nebraska Development District	Director	(402) 475-2560	sendlincoln@alltel.net	
Dennis	Schuster	City of Beatrice	Mayor	(402) 228-5200		
James W.	Bauer	City of Beatrice	Administrator	(402) 228-5200		
Bruce	Lang	City of Beatrice	Chief of Police	(402) 228-5200		
Terry	Burger	City of Beatrice	Fire Chief	(402) 228-5200		
Mike	Ramsey	City of Beatrice	Street Supt.	(402) 223-5200		
Rita	Hydo	City of Beatrice	Planning Comm. Chair	(402) 228-5200		
Rex	Behrends	City of Beatrice	City Engineer	(402) 228-5200		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Jo Dee	Adelung	City of Nebraska City	Mayor	(402) 873-6080		
Lynn	Heng	City of Nebraska City	Administrator	(402) 873-5515	lheng@alltel.net	
William	Muldoon	City of Nebraska City	Chief of Police	(402) 873-5515		
Alan	Viox	City of Nebraska City	Fire Chief	(402) 873-5515		
Gary	Sasse	City of Nebraska City	City- Engineer	(402) 873-5515		
R. Paul	Lambert	City of Plattsmouth	Mayor	(402) 296-2522		
John	Winkler	City of Plattsmouth	Administrator	(402) 296-2522	jwinkler@plattsmouth.org	
Brian	Paulson	City of Plattsmouth	Chief of Police	(402) 296-2522		
Craig	Shrimpton	City of Plattsmouth	Fire Chief	(402) 296-2522		
Alan	Aylor	City of Plattsmouth		(402) 296-2522		
Dan	Berlowitz	City of Seward	Administrator	(402) 643-2928	dberlow00@connectseward.org	Dan also is President of the Seward Area Development Corporation
Roger E.	Glawatz	City of Seward	Mayor	(402) 643-2928		
Alan	Baldwin	City of Seward	Police Chief	(402) 643-2928		
Dean	Fritz	City of Seward	Fire Chief	(402) 643-2928		
Calvin	Nordmeyer	City of Seward	Public Works Supt.	(402) 643-2928		
Judith	Henning	City of Crete	Mayor	(402) 826-4314		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Tom	Ourada	City of Crete	Public Works Supt.	(888) 826-4313		
Steve	Hensel	City of Crete	Chief of Police	(888) 826-4313		
Mahlon	Kohl	City of Crete	Fire Chief	(888) 826-4313		
William	Ficke	City of Crete	Planning	(888) 826-4313		
Gilmore & Associates		City of Crete	City Engineer	(402) 826-4647		
Marshall	Maddox	City of Falls City	Mayor	(402) 245-2851		
Martin	Merz	City of Falls City	City Administrator	(402) 245-2851		
Larry	Merz	City of Falls City	Public Works Supt.	(402) 245-2851		
John	Caverzagie	City of Falls City	Police Chief	(402) 245-2851		
Jim	Hall	City of Falls City	Fire Chief	(402) 245-2851		
Martin	Froeschl	City of Falls City	Planning	(402) 245-2851		
Larry	Merz	City of Falls City	City Engineer	(402) 245-2851		
David	Beasley	City of Fairbury	Mayor	(402) 729-2476		
Rick	Carmichael	City of Fairbury	Police Chief	(402) 729-2476		
Michael	Cottrell	City of Fairbury	Fire Chief	(402) 729-2476		
Eugene	Mueller	City of Fairbury	Planning			
Edgar	Coatmann	City of Fairbury	Street Commissioner	(402) 729-2476		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Mike	Beachler	City of Fairbury	Utilities	(402) 729-3030		
Daryl	Reitmajer	City of Wahoo	Mayor	(402) 443-3222		
Kenneth	Jackson	City of Wahoo	Chief of Police	(402) 443-3222		
Corey	Wagner	City of Wahoo	Fire Chief	(402) 443-3222		
Dave	Jansa	City of Wahoo	Streets Supt	(402) 443-3222		
JEO Consulting Group		City of Wahoo	City Engineer			
Ron	Melbye	City of Waverly	Mayor	(402) 786-2312		
Curtis	Harris	City of Waverly	Planning	(402) 786-2312		
Doug	Rix	City of Waverly	City Clerk	(402) 786-2312	DougR@waverlyne.com	
Matt	Hilger	County of Butler	Emergency Manager	(402) 367-7516	bcema@dtnspeed.net	
Jim	Truksa	County of Butler	Highway Superintendent	(402) 367-7440		
Larry	Jess	County of Butler	Schools Supt.			
Mark	Hecker	County of Butler	Sheriff	(402) 367-7400		
Ronald	Vaca	County of Butler	Health Director	(402) 367-3115		
William	Cover	County of Cass	Emergency Manager	(402) 267-6765	ccema@aol.com	
Randy	Wilkins	County of Cass	Highway Superintendent	(402) 296-9353	randyw@cassne.org	
Kenneth	Riddle	County of Cass	Planning	(402) 296-9359	randyw@cassne.org	



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
H. Neil	Lancaster	County of Cass	Schools			
William	Brueggeman	County of Cass	Sheriff	(402) 296-9370	bill@cass.usa.com	
Mark	Meints	County of Gage	Emergency Manager	(402) 223-1305		
Marlin	Kliewer	County of Gage	Hwy Supt/Planning	(402) 223-1395		
Jerry	DeWitt	County of Gage	Sheriff	(402) 223-1382		
John	McKee	County of Jefferson	Emergency Manager	(402) 729-3602	jeffcoema@diodecom.net	
William	Hansel	County of Jefferson	Highway Superintendent	(402) 729-6373	jeffcohwsupt@diodecom.net	
David	Hohbein	County of Jefferson	Schools			
Nels L	Sorensen	County of Jefferson	Sheriff	(402) 729-2284	jcso@diodecom.net	
Dwight	Weiss	County of Johnson	Emergency Manager	(402) 866-5381		
Linda	Branting	County of Johnson	Health Director			
Keith	Weber	County of Johnson	Highway Superintendent	(402) 335-3789		
David	Watters	County of Johnson	Schools			
James P	Wenzl	County of Johnson	Sheriff	(402) 335-3307		
Roger	Goos	County of Nemaha	Emergency Manager	(402) 274-2522	goos5747@hotmail.com	Planning to attend November 4 meeting in Lincoln
Kay	Oestmann	County of Nemaha	Health Director			
Thomas	Catlett	County of Nemaha	Hwy Supt/Surveyor	(402) 274-3523		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Brent	Lottman	County of Nemaha	Sheriff	(402) 274-3139		
Gregg	Goebel	County of Otoe	Emergency Manager	(402) 873-9588	otoeema@alltel.net	Is planning to attend Nov. 4 workshop.
Bob	Fleming	County of Otoe	Hwy Supt/Planning	(402) 873-9585		
James	Gress	County of Otoe	Sheriff	(402) 873-9560	cs05312@alltel.net	Planning to attend Nov 4 meeting in Lincoln
Michael	Wilcox	County of Pawnee	Emergency Manager	(402) 852-2234		
Robert D	Hickey	County of Pawnee	Sheriff	(402) 852-2969		
James	Gerweck	County of Richardson	Emergency Manager	(402) 245-3054	rcema@sentco.net	Planning to attend November 4 meeting.
Terry	Frank	County of Richardson	Highway Superintendent.	(402) 245-2614		
Dwain	Myers	County of Richardson	Schools Director			
Keith	Hayes	County of Richardson	Sheriff	(402) 245-2479		
B.J.	Fictum	County of Saline	Emergency Manager	(402) 821-3010	scema@ispchannel.com	
Bruce	Filipi	County of Saline	Highway Superintendent	(402) 821-2737	scroads@diodecom.net	
Kim	Zimmerman	County of Saline	Planning/Zoning Director	(402) 826-5090	kimrichzim@alltel.net	
Alan	Moore	County of Saline	Sheriff	(402) 821-2111	amoore@sclec-ne.org	
Bill	Pook	County of Saunders	Emergency Manager	(402) 727-2785		
Linda	Fritz	County of Saunders	Health Dept. Director	(402) 443-4603	schdpt@yahoo.com	
Steve	Milka	County of Saunders	Highway Superintendent	(402) 443-8124	smilka@co.saunders.ne.us	



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
George	Borrson	County of Saunders	Planning/Zoning Director	(402) 443-8123	gborrson@co.saunders.ne.us	
Chuck	Lacey	County of Saunders	Sheriff	(402) 443-8142	clacey@co.saunders.ne.us	
Warren	Erickson	County of Seward	Emergency Manager	(402) 643-4722		
Russell	Daehling	County of Seward	Highway Superintendent	(402) 643-3170	sewardcountyroads@yahoo.com	
Scott	Stuhr	County of Seward	Planning/Zoning Director	(402) 643-4493	sczoning@alltel.net	
Arlene	Sedlak	County of Seward	Director - Rural Transp.	(402) 643-4067		
Joe	Yocum	County of Seward	Sheriff	(402) 643-4578	sheriffjoeyocum@netscape.net	
Judy	Polacek	Transit - Butler County	Director	(402) 367-6131		Rural Transit Providers
Laura	Lindgren	Transit - Saunders County	Director	(402) 443-8168		Rural Transit Providers
Russ	Daehling	Transit - Seward County	Director	(402) 643-4067		Rural Transit Providers. Alternative Phone number 402-643-4493
Tim	Howell	Transit - Lancaster County	Director	(402) 441-7031		Rural Transit Providers
Scott	Bartels	Transit - Salina County	Administrator	(402) 433-4511		Rural Transit Providers
Linda	Schultz	Transit - Johnson County	Director	(402) 729-6475		Rural Transit Providers



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Larry	Ossowski	Transit - Blue Rivers Transit System	Director	(402) 223-1352		Rural Transit Providers - Gage County, Jefferson County, Nemaha County, Otoe Cnty. Larry was aware of Omaha AVL system and had heard a study was needed to find a form of communication that would allow AVL across the state. He was not aware of Statewide R
Ann	Martinez	Transit - Pawnee Co. Handi Bus	Director	(402) 862-3411		Rural Transit Providers
Ann	Martinez	Transit - Richardson Co. Trans. System	Director	(402) 862-2411		Rural Transit Providers
Steve	Schafer	Nebraska Information Technology Commission	CIO	(402) 471-3560		
Decker	Brenda	Division of Communications		(402) 471-2761		
Dennis	Baack	Community College System	Executive Director	(402) 471-4685		
Richard	Baier	Department of Economic Development	Director	(402) 471-3747		Location: 301 Centennial Mall South 4th Floor
Doug	Christensen	Department of Education	Commissioner of Education	(402) 471-5020		Add't Contacts: Polly Feis, Deputy Commissioner, (402) 471-5025 Cheryl Bresseale (402) 471-5024



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Beverly	Neth	Department of Motor Vehicles	Director	(402) 471-3900		Location: Centennial Mall South Mall Level Add'l Contact: Fred Zwonechek, Highway Safety Administrator, (402) 471-3865
Judi	Gaiashkibos	Nebraska Commission on Indian Affairs	Executive Director	(402) 471-3475		Located in the Capitol, 6th Floor
Annette	Hord	Commission of Industrial Relations	Clerk/Administrator	(402) 471-2934	ncir04@nol.org	
Tom	Conroy	Information Management Services	Administrator	(402) 471-4348		Steven Henderson, Deputy Administrator (402) 471-4861
Carla	Patterson	Manufacturing Extension Partnership	Director			Location: 301 Centennial Mall South 4th Floor
Roger	Lempke	Adjutant General, Military Department	The Adjutant General	(402) 309-7100		
Gary	Jones	Army National Guard	Chief of Staff	(402) 309-7113		
Steven	Adams	Air National Guard	Air Commander	(402) 309-1111		
Roger	Lempke	Nebraska Emergency Management Agency (NEMA)	Director	(402) 309-7100		
Rod	Armstrong	Nebraska @ Online	General Manager	(402) 471-6582	rod@nol.org	
Dr. Ben	Johnson	Peru State College	President	(402) 872-2239		



First Name	Last Name	Organizations	Title	Phone	E-Mail	Notes
Dan	Curran	Tourist Information (Department of Economic Development)	Director	(402) 471-3796	tourism@visitnebraska.org	
Jerry	Wray	NDOR	Transit Section		jwray@dor.state.ne.us	Interested in attending Nov. 4 meeting. Provided contact at Nebraska Transit Association: Georgia Janssen
Georgia	Janssen	Nebraska Assoc. of Transportation Providers	Director	(402) 585-4606	georgia@huntel.net	Georgia will help communicate with rural transit providers.
Terri	Dageford	Gage Co Economic Development	Director	(402) 223-6650	tdageford@alltel.net	
John	Huff		asst chief	(402) 441-8351		talked briefly 10/14/04. John was on his way to a meeting. Asked me to call back.
Bill	Kalt	Federal Transit Administration	ITS Manager	(816) 329-3927	William.kalt@fta.dot.gov	
Diane	Podany	Federal Motor Carrier Safety Administration	ITS Manager	(402) 437-5979	diane.podany@fmcsa.dot.gov	
Darrell	Tisor	Federal Railroad Administration	ITS Manager	(816) 329-3840	Darrell.tisor@fra.dot.gov	
Ron	Fuller	University of Nebraska	Director - Special Events	(402) 472-8436		
Tom	Nesbitt	Nebraska State Patrol	Superintendent	(402) 479-4931		
		Nebraska Public Radio Network		(402) 472-2200		
Executive Director		Convention & Visitors Bureau		(402) 343-5335		



APPENDIX B – Stakeholder Initial Contact, Talking Points

Name of Contact:

Agency/Organization:

Role/Position in Organization:

Date of Contact:

Number Called: _____

Confirm who is on the phone

Caller introduction

Make sure the contact has a few minutes to talk to you or get another time to call back:

Callback Date: _____ Time: _____

Confirm that this is the best number to reach them:

Alternative Number: _____

Background for the call:

The Federal Highway Administration (FHWA), the Nebraska Department of Roads (NDOR), Lancaster County, and the City of Lincoln have sponsored development of a Regional Intelligent Transportation System (ITS) Architecture for Southeast Nebraska (SENEARCH). ITS can be defined as the application of advanced sensor, computer, electronics, and communications technologies and management strategies, in an integrated manner, to improve the safety, efficiency, and security of the transportation system.

The goal of the architecture is to answer questions such as:

- How can we make travel on our highways safe, secure and more efficient?
- How can we make government services, such as transit and emergency response, more efficient?
- What can we do working together, that we can't do as well on our own?

The SENARCH will become a plan of ITS projects that include technologies, interagency collaboration, communication and technical integration in the 13-county Southeast Nebraska region. The plan is required by the Federal Highway Administration and the Federal Transit Administration to illustrate and document regional integration so that planning and deployment of ITS solutions can take place in an organized and coordinated fashion throughout Southeast Nebraska to improve transportation safety, efficiency, and security. FHWA, NDOR, and good practice require involvement of multiple stakeholders as the plan is being developed.

The goal of the plan development process is to involve many “stakeholders” throughout the region. You have been identified as one of those potential stakeholders

Other stakeholders include state and local officials concerned with transportation issues: Sheriffs, Police Chiefs, street and highway superintendents, rural transit providers, emergency



service providers, etc. Private organizations such as manufacturers, shippers and haulers are also being invited to participate.

Purpose for the call:

We would like to you to be involved in several ways:

We would like you to visit the project website at: www.iteris.com/senearch to learn more information about intelligent transportation systems and intelligent transportation systems planning in SE Nebraska – specifically the plan is called the SE Nebraska Regional ITS Architecture.

A: We would like to visit with you to provide more information and answer your questions about the plan and the planning process

AND

B: We would like to visit with you to learn about what you may be doing, planning, or envisioning that relates to the plan.

We would like you to attend some upcoming workshops with a wide range of your neighboring stakeholders to hear what they are saying and to provide your input to the group. The first Workshop will be held at (Location) _____, on November (date) __, from (time) _____ to _____.

Call to Action:

We would like to stay in contact with you throughout the plan development process. The plan should be complete by February 2005. We will be updating the project web site with the latest information as the project proceeds. We would like to send project updates to you via e-mail, if that is okay.

What are the best ways to keep in touch with you?

Phone: _____

E-Mail: _____

Other: _____

Can we schedule a time to call or visit (Circle) to answer your questions and learn about what you would like the study team to consider for the region?

If No: (Circle): Please visit our website and we will keep you informed as the study progresses.

If Yes: (Circle): What is the best time and date for our visit. It will take one hour or less?

Date: _____ Time: _____

Location: _____



Others who may be with you or who you think might want to provide input for this plan? (List names and contact information)

Will you be able to attend the November ____ Workshop?

Yes / No / Not sure (Circle one)

We will send you further information about the workshop, and future workshops, as the time gets closer.

Close:

Thanks for taking your time to visit with me today

Be sure to check out the website

If you would like additional information about ITS, and ITS planning or the SE Nebraska Regional ITS Architecture, please contact:

Mike Malone: Phone: 402-476-5201, E-mail: m3m@iteris.com

Steve Bahler: Phone: 402-458-5673, E-Mail: sbahler@oaconsulting.com

If you would like additional information about participating in the workshops or to schedule a visit from the study team, please contact:

Chris Carroll: Phone:402-458-5660, E-Mail: ccarroll@oaconsulting.com