I-80 COALITION 2012 FALL WORKSHOP

RENO, NEVADA SEPTEMBER 25 – 26, 2012

WORKSHOP SUMMARY

The following provides a brief workshop summary of action items. The detailed summary and presentations can be obtained from the "members only" area on the I-80 Coalition website.

ATTENDEES

| Name | Agency | Name | Agency | Name | Agency |
|------------------|---------|--------------------|----------|---------------------------------|-------------|
| Denise Inda | NDOT | Steve Williams | NDOT D2 | James McGee | NDOR |
| Lisa Schettler | NDOT | Michael Murphy | NDOT D3 | Capt. Susan Aller- Schilling | NHP |
| Bill Thompson | NDOT | Randy Hesterlee | NDOT D3 | Lt. Tom Ames | NHP |
| Coy Peacock | NDOT | David Lindeman | NDOT D3 | Jin Zhen | NDOT FHWA |
| Mylinh Lidder | NDOT | Joe Ramirez | NDOT D3 | Rod Schmalhaus | Wal-Mart |
| Rod Schilling | NDOT | Steven Kirkpatrick | Caltrans | James Healy | Wal-Mart |
| Sondra Rosenberg | NDOT | Stan Richins | Caltrans | Mike Baker | Wal-Mart |
| Tim Mueller | NDOT | Jeff Morneau | Caltrans | Jon Mittelstadt | NWS |
| Brad Burge | NDOT D2 | Kevin Griffin | UDOT | Molly O'Brien | Kimley-Horn |
| John Talbott | NDOT D2 | Mike Evans | UDOT | Deanna Haase | Kimley-Horn |
| Mike Fuess | NDOT D2 | Tim Rose | UDOT | Lisa Burgess | Kimley-Horn |
| Thor Dyson | NDOT D2 | Vince Garcia | WYDOT | Ralph Patterson | Narwhal Met |

ACTION ITEMS

General Coalition Action Items

- States need to reinvigorate the TMC communications/coordination and get the TMCs talking across state lines. Suggestion for monthly standing meetings between TMCs. CA to initiate.
- Develop a truck parking map for I-80 across the Coalition states, similar to UDOT Truck Parking Map.
- UDOT has developed a training program to train drivers of new tow plows Kevin Griffin will email and will share with NDOT D2 and D3.
- UDOT has snow plow simulator this is going mobile, but it is currently a third party effort that is expanding without DOT funding right now. UDOT was offered its use to calibrate/test the tool. Could this be offered to other states to calibrate/test?

- Need to get a Trucking Association letter to get published include Owner Operator Independent Driver Association as well in the distribution.
- FHWA is suggesting a second round of grants for Coalition efforts, and the I-80 Coalition group can propose on that new funding but will need to find funding in the interim.

Coalition Formalization Action Items

- There is a need to justify the need for staffing as proof for when storms hit and staffing is needed. This is formally being documented as proof that there was discussion already of the needs. The legislature needs the message, as well as the governor's office and director's office.
- WYDOT suggests that multiple states need to put up money to develop projects for the Coalition to move forward.
- There are activities and structure that the I-80 Coalition can leverage that North/West Passage is doing such as establishing formal projects and champions at the states for those projects.
- The I-80 Coalition members want to maintain some flexibility in how to function such as involving different representatives on a year-to-year basis as the need arises such as the freight community and NWS or other key focus areas.
- It is important to get multiple people from each state at these meetings not just one representative. Projects are great to move forward with, but collaboration among peers and partners is priceless. This has been a strong benefit and unique opportunity that this Coalition has provided.
- All states are on board with moving forward with a pooled fund program of some sort but there needs to be documentation of a formal relationship as well as more effort in publicizing the accomplishments of the Coalition thus far. The I-80 Coalition can leverage agreements that will be done through I-80 CSMP and I-15 Alliance groups. KHA to draft a benefits/justification statement for states to use to lobby for financial participation for the Coalition within their agency.
- Moving the I-80 Coalition meeting location will be helpful to offer new perspectives and representation at the meetings. Locations will have to be specifically chosen to not exclude any partner states from participation due to travel restrictions.
- The I-80 Coalition vision and objective statements are provided on the Coalition website need to package this information in more of a scope/schedule/fee summary that each state can take back to ask for funding to support the Coalition moving forward.
- Needs to be more focused outreach to partner states and Directors as well as articles in national publications/magazines to gain recognition nationally.

Potential Project Ideas

- New performance metric algorithm that was developed by the Idaho Transportation Department (ITD) using RWIS sensors to reflect ice on the road which was shared with UDOT would this be of interest to other states to have as a performance metric?
- Potentially develop training on "how to read" RWIS data to gather information to be able to respond to anticipated road conditions.

- Poll/survey/ask the media about methods that can be undertaken at a DOT level to help them get traffic/traveler information out more efficiently. This leverages what Caltrans did for the media in building a turnout for the media on I-80 so the media can take a good view of the valley at Blue Canyon.
- Expand the WYDOT CVOP to other states along the I-80 corridor. Need to identify what information is needed to include in the portal.

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DETAILED MEETING SUMMARY

All PowerPoint Presentations are available on the "member's only" area of the I-80 Coalition Website.

www.I-80coalition.com.

Username: memberi80 Password: 1snowplowi80

1. STATE DOT PRESENTATIONS

Each state provided presentations to update the Coalition partners on activities that have happened in their state since the September 2011 meeting. Discussion and topics are provided below.

Nebraska

- I-80 is mainly rural in Nebraska and there are clear differences between rural and urban TIM in the rural environment, responders are typically volunteer and training opportunities are on weekends, not on weekdays.
- Nebraska Trucking is a partner in the rural TIM group in Nebraska.
- There is a FHWA webinar on October 16th regarding Rural Traffic Incident Management Training in Nebraska.
 - https://www.nhi.fhwa.dot.gov/resources/webconference/web_conf_learner_reg.aspx?webconfid=25048
- Larry Johnson was mentioned as a good contact for the Nebraska Trucking Association.
- NDOR developed a mobile version of their website to access 511 info: www.ndortraveler.mobi.
- Nebraska Statewide Interstate and Expressway Alternate Route Study was recently developed and is accessible on the TIM website – www.tim.ne.gov
- No towing incentive program in Nebraska yet, but it will go that way likely, for urban areas.

Wyoming

- There was a minimal winter this past year.
- Of a \$27 million winter maintenance budget, WYDOT had \$6 million leftover to apply to construction budgets.
- All plows are now equipped with Automated Vehicle Location (AVL) vendor is CompassCom. This offers statewide coverage for Wyoming and data is collected in Oracle

Database. Currently collecting plyometrics and location information. Wyoming is not making use of plyometrics just yet, but will be taking advantage of it soon.

- The hot spots for wind are I-25 Cheyenne to Wheatland and I-80 MP 272-284. WYDOT has outfitted I-25 to do C2LHPV (closure to light, high profile vehicles), not on I-80 there is a need to instrument on I-80. 65 mph winds is the magic number where trucks are at risk of blowing over.
- WYDOT has utilized the severity index colors from UDOT for road closure status.
- WYDOT has used "responsive web design" in order to format the information available from their 511 site based on what platform is being used to access the info (turns vertical or horizontal).
- WYDOT has deployed flat screen televisions in the event centers to show WYDOT Critical Travel Information they turn on during the event and are maintained by WYDOT. Screens put up for University of Wyoming sporting events.
- 35% of I-80 is covered by Variable Speed Limits (VSL) and has shown a dramatic difference in crashes of CVO's down more than 50%.
- Putting in first VSL on two-lane highway on South Pass going into effect this winter. Scrolling signs lowest mph displayed is 35mph. LED signs can be lowered more. WYDOT uses VSL on a daily basis for incident response purposes. A maintenance worker or public safety person can ask for a reduced speed limit. WYDOT can also use visibility sensors to check if speeds need to be lowered.
- WYDOT has a satellite-based camera (by LiveView) to bypass the lack of cell phone coverage in the rural areas. LiveView cameras have Wi-Fi and VOIP. LiveView owns the infrastructure and installs the cameras where the DOT wants. DOT pays for the service monthly in the winter and a standby fee in the summer.

Utah

- UDOT is doing RWIS upgrades to all in-pavement sensors this year and looking at new locations. Looking at doing non-intrusive detection as a next step.
- Utah is very performance measure driven everything they do has to be related to a performance measure.
- Idaho Transportation Department (ITD) developed a formula using RWIS sensors to reflect ice on the road and is allowing UDOT to use their formula. This establishes a threshold to indicate ice on the road before, during, and after ice treatment. This new performance metric will replace the current MMQA measure and is to be used statewide. This metric helps with funding to maintain or improve performance level.
- UDOT tracks other measures: signing, paint, hard surface conditions, edge measures, fencing, mowing. They are updating measures constantly to understand what the real cost of doing business is. Looking to develop new performance measures around RWIS.
- UDOT has 29 RWIS statewide, 150 cameras and installing an additional 20 cameras.
- DAQ PM 2.5 Requirements state that no grit can be used unless removed from roadway UDOT uses salt operations exclusively.
- UDOT did have money saved over from a slow winter but did not change preparation methods for maintenance of the roadways.
- MAP-21 is based on performance program based on asset management.

- For traveler information regarding road closures, UDOT has used a screen shot of visibility from a camera to post with an alert to show the public a visual of the closure status.
- UDOT has developed a training program to train drivers of new tow plows Kevin Griffin will email and will share with NDOT D2 and NDOT D3.
- UDOT has snow plow simulator this is going mobile, but it is currently a third party effort that is expanding without DOT funding right now. UDOT was offered its use to calibrate/test the tool.

Nevada

Nevada District 3

- NDOT District 3 Maintenance staff experience is low right now. Less than 30% of staff has more than 5 years of experience.
- District 3 is trying a new project management method as an alternate way to put out projects Construction Manager At Risk (CMAR). This offers better design and better constructing of projects. The first project using this new method is upgrading the Carlin Tunnel 15 miles west of Elko. Notice to proceed for the contractor is anticipated in April 2013.
- NDOT will activate the Old Highway 40 to reroute vehicles during construction full construction will take two full seasons (2 years).
- With the CMAR method, NDOT can add scope but cannot add price (GMP = guaranteed maximum price). Change orders are beyond the GMP are a possibility.

Nevada District 2

- Low snowfall this past winter and therefore there were very few problems on I-80.
- NDOT is looking at proposed leased truck parking facilities in three locations (Fernley, Boomtown, and Trinity). NDOT is entering into an agreement with a location in Fernley which is a 10 acre parcel, across the street from a truck stop that does not have truck parking.
- NDOT plans to exercise the interstate conference call this coming winter.
- Maintenance service will be lower this coming year because equipment is 4 years old and the people employed to maintain the roads are generally new. There wasn't much training for entry level personnel last year.
- NDOT Dashboard for field device data is available website http://bugatti.nvfast.org/dashboard2/. NDOT live streaming video is available on http://apps.nevadadot.com/cameras/default-Reno.asp. weather station data http://apps.nevadadot.com/RWIS/, and NDOT video to web is http://v2w.its.nv.gov/. In order to view CCTV video to web site requires a small IT form to be completed. Site will soon have all NDOT cameras on this site.
- RWIS public website shows everything atmospheric but not pavement data. All data is up on the Clarus site, but will be housed at NDOT through the Clarus transition.
- Portable DMS that NDOT uses are the same ones that UDOT uses. They have been used non-stop for the last 6 months.
- Clarus is transitioning into MADIS Metorological Assimilation Data Ingest System.
- NDOT has allowed UDOT to get their statewide RWIS data UDOT is not pulling it just yet.

- NDOT TMC is using the cameras that are on I-80 all the time. NDOT will soon have camera coverage toward the state line that will be available for Caltrans to use. Within one month the technological gap will be fixed to share live images with other states. NDOT will fill out form to get Caltrans PTZ access to NDOT cameras. NDOT is looking at Kingvale cameras and Echo Canyon cameras for Caltrans. NHP views NDOT cameras as well.
- NDOT is completing a HAR Migration Plan in the state as well.

California

- Provided a handout summarizing the winter operations from last winter (2011/2012). There were 818 inches of snow on Donner Pass last winter 335 inches last year. This significant reduction in snowfall did free up some dollars for pavement rehabilitation.
- Caltrans is impressed with Utah's traveler information services and has developed their own http://quickmap.dot.ca.gov
- Over 50% of Caltrans staff is over 50 years old. Caltrans has 22,000 employees and half is maintenance. Therefore, Caltrans is looking at a huge turnover coming up.
- Caltrans launched a copper sting operation which was very successful in catching thieves in the act. Copper theft continues to be a challenge in the state. Caltrans is utilizing more hardscape and less vegetation.
- Caltrans Corridor System Management Plans (CSMP) projects now have a new section inserted on maintainability of the system – an important component that is being planned for now.
- The average age of trucks is three years and Caltrans typically runs them until they die rather than replacing/upgrading them before they die to extend the life. Caltrans is having to share equipment all over the state.
- There is new striping that 3M has developed which is a tape they are using in a pilot effort along segments of I-80 to keep the lines from being worn down. Right now, Caltrans has to paint new stripes every two weeks for litigation mitigation to show good-faith effort in maintaining striping on I-80. UDOT grooves the striping, but even that gets destroyed on Donner Pass.
- Caltrans took a legislative person that ended up in a maintenance disaster. This method of a ride-along worked well to be an eye opener to what is really required to maintain the roads, particularly up at Donner Pass. UDOT utilizes ride-alongs in this way as well.
- Caltrans is moving more toward performance metrics too cost-effective and more efficient to help paint the picture to the legislature. ITS is very important investment and trying to prove it and it has been difficult to get funding for ITS.

Open Discussion

- There is a continued challenge with staffing.
 - NDOT has no middle people (all tenured or new and there is no incentive to keep people if someone quits they cannot fill the positions again).
 - UDOT is seeing the same trend with temporary staff.
 - WYDOT is not seeing as much turnover.
 - Caltrans hires lots of temporary staff but loses people first day it snows. They see a lot of logging and construction operators that cannot work in the snow (a portion that are returning

each year). The winter season over Donner Pass is noted as much different from the rest of the coalition as it is a 24x7 dormitory operation.

■ There is a need to justify the need for staffing as proof for when storms hit and staffing is needed. This is formally being documented as proof that there was discussion already of the needs. The legislature needs the message, as well as the governor's office and director's office.

2. RWIS STRATEGIC PLAN

Ralph Patterson offered a brief review of the RWIS Strategic Plan that was developed for the states to review and provide comments on prior to the Coalition meeting. Discussion regarding the RWIS plan and use of RWIS infrastructure in each state was as follows:

- Caltrans sees RWIS as not a real-time tool in Donner Summit Caltrans uses gauges in vehicles for real-time conditions information. NDOT District 2 uses RWIS extensively because of a shortfall of staffing to cover a larger area. WYDOT has point person to coordinate with Vaisala on maintenance needs. UDOT has a "weather room" they utilize for weather forecasting and road impact reporting. NDOT is working on their RWIS Deployment Plan and using this plan as guidance.
- FHWA 1201 Reporting Requirements deadline of November 2014 for Interstate system to be compliant with 1201 Requirements for traveler information. Urban areas are required to be compliant first and states have the opportunity to designate routes that will require the reporting all states are anticipating identifying I-80 as a route to meet this requirement.
- Freight stakeholders want to know what the road impact will be and when in the form of road closures. They are interested in when ice will be on the roadway and when it will be melted this is better information than telling them there is 3" of snow.
- NHP needs to know basic weather road impact information. Bigger safety issues can somewhat be forecasted and they bring extra staff on for standby. NHP's best partner during bad weather conditions is the local jurisdiction.
- Caltrans built a turnout so the media can take a good view of the valley at Blue Canyon. This partnership in supporting the media to get the information out has been successful. Asking the media what they need from DOTs to report better information may be beneficial for each state to do. Media personnel are located in the UDOT TOC. The NDOT 511 logo is on television stations when media broadcasts traffic updates.
- From a maintenance perspective, the information that is needed is the following: where will it hit, when it will start, how much, how low it will go, and when it will stop.

3. INCIDENT MANAGEMENT

NHP initiated the incident management discussion with a presentation about how and why the impacts to the roads due to incidents can be so detrimental to travel. Discussion about incident management on I-80 regarding guidelines/checklists/operational requirements for reopening roads due to weather was as follows:

• In rural areas, highway patrol does not know what is on scene until they get there and sometimes it can take an hour to get to the scene. Once on scene, then NHP can start asking for resources.

- The Coroner can sometimes take an hour on Nevada roads to reach the scene.
- If DOT is on scene first, they will help dispatch NHP appropriately to the scene as well
- Guardrail is helpful for general safety of the traffic, but is horrible for public safety personnel responding to incidents.
- The Canyon between Reno and Fernley is the toughest area to work.
- NDOT District 3 is looking to interface with Spillman CAD and is interested in gaining access to NHP CAD as well.
- Freight turns their trucks loose when roads are reopened is there a better way of managing that influx of traffic? WYDOT CVO portal is a good start to manage the influx of freight traffic based on when a road is anticipated to be opened.
- There is value in predicted openings, but it can be abused. Caltrans gives an Estimated Time of Opening (ETO) to the media (required on incidents except in a weather closure) and gives them 2 hours more than they expect so they are underpromising and overachieving.
- The question of identifying alternate routes during incidents for the traveling public was asked to the group. The responses were as follows:
- WYDOT implements alternate route if it estimates the incident to last 8 hours.
- Caltrans implements alternates immediately.
- NDOT District 3 does not post any alternate routes.
- NDOT District 2 does not post any alternate routes officially works with NHP to implement alternate routes them unofficially.
- UDOT provides alternates immediately if they will save time doing the route usually interstate-to-interstate alternates. UDOT believes that providing some information is better than offering none.
- NDOR does not specify alternates.

4. Freight

WYDOT CVO Portal

- Commercial Vehicle Operators (CVO) Portal is currently providing 12, 24, 36, and 48 hour forecasts for wind speed/gust, visibility, surface conditions.
- 24 hour forecasts are offered for tactical purposes and 48 hour for strategic purposes.
- Next year, WYDOT will do a wind grid identifying routes and timeframes forecast for wind advisories.
- WYDOT will let freight companies to subscribe to red level conditions through GovDelivery. This is a quick effort in adding segments and permission for freight do access alerts.
- This CVOP has been seen as a successful program by freight stakeholders thus far.
- WYDOT developed the portal internally.
- 4 or 5 dispatch personnel from Wal-Mart use the information and actual drivers from other companies use the tool currently. This portal will be offered in text and email alerts functions in the future.
- The portal is currently not public because of not providing forecasts along every route in the state.

NDOT Truck Parking

- Boomtown location will soon offer 700 truck parking spaces, but there is a new owner so
 NDOT is still working through the process to get that space offering.
- NDOT is looking at the Truck Inn for a public/private partnership to create truck parking spaces on 20 acres 10 acres is designated for truck parking now.
- NDOT is working on a Freight website. A Freight Assessment Study and all future plans will be made public on the website. There are plans to develop a truck parking map between Caltrans and Nevada.
- Truckers will be routed by DMS to truck parking during events.
- CMAQ funds are available to utilize for the electrification program for these lots. NDOT is not spending a lot on infrastructure because they will turn it over to the developer.
- Caltrans started ticketing for parking on the shoulders and that problem was eliminated through enforcement. Word got out fast between truck drivers to stay away from having to park on the side of the road.
- NHP will not enforce parking on the shoulders unless NDOT provides an alternative parking location for trucks.

UDOT Truck Parking Map

- The recently completed UDOT Truck Parking Map for I-15 was distributed to the group.
- Wal-Mart was not aware of this map however, they have facilities along the way that can act as storage rather than having to find truck parking locations.
- There was interest from the Coalition to develop a I-80 Interstate Truck Parking Map developed in atlas/bound form, but also needs to be web-based.

Caltrans Freight

- Agriculture products are carried on I-80 from the Central Valley, Pacific Northwest, and Ports in California. Half of I-80 trucks are refrigerated trucks.
- Caltrans is not expected to increase capacity of I-80 so there is a focus on making the route more efficient.
- Parking is a main issue. At Applegate is where trucks turn around. Not all trucks are aware that they can park at the fairground, so they park on ramps and illegally on I-80.
- There is an I-5 San Joaquin Valley mobile application for determining where parking spaces are available.
- Union Pacific upgraded their Donner Pass route and now can allow double stacking on trains which may have an impact on number of trucks on I-80.
- Many things Caltrans is working on are in progress including a Statewide Freight Plan, Statewide Freight Model, and video truck count study classified by axle type.

5. TRAVELER INFORMATION UPDATES

UDOT Traffic/Weather Application Update

- UDOT provided a live look at their new traffic/weather application available for download at the following website: http://udottraffic.utah.gov/mobile.aspx
- Application offered in November 2011.

- \$70,000 effort to develop by Transcore.
- Incident information is entered by operators through UDOT ATMS software.
- Forecasts are done by UDOT's "weather operations room".
- http://kwkw.udot.utah.gov is the website where the construction information in Utah is entered by UDOT's public information officer.
- Application is viewable on Android and iPhone operating systems.

Caltrans QuickMap

- iPhone app for http://quickmap.dot.ca.gov website was completed in July 2012.
- 50,000 hits on it the first month.
- Website offers live camera video.
- Uses Traffic.com data to put speeds into Nevada on their map.

NDOT's 511 System

- April 2013 is the planned completion date to have the Nevada Next Generation 511 system be live (NNG511).
- This system is planned to be a one stop shop for all multi-modal users.
- System offers third-party application development opportunities to enhance the website.
- Development cost is \$500,000 and O&M is \$40,000 per month currently spend about \$20,000 per month on the existing 511 website.
- NDOT is also looking at revenue generation to help offset some operations and maintenance costs of the system.

FHWA New Guidelines for Disseminating Road Weather Information

- FHWA published Guidelines for Disseminating Road Weather Advisory & Control Information on their website in June of 2012.
- Guidelines are focused on DMS messaging, auditory messages (HAR and 511) and websites (511 and applications).
- Guidelines can be used to develop and present road weather messages and find additional information about traveler needs and preferences for the receipt of information. Guidelines offer the best practices in each area of providing information to travelers as well as examples from states around the country where the guidelines have been proven successful.
- WYDOT has used information provided in the Guidelines thus far to improve their display of road condition information on their website.
- Guidelines have been provided on the I-80 Coalition website for download.

6. CORRIDOR DISCUSSION

The remaining time at the meeting was focused on open discussion in how to proceed with Coalition activities. Discussion included the following:

 States need to get the TMCs talking across state lines. Suggestion for monthly standing meetings between TMCs.

- Include State Freight Plans on I-80 Coalition website.
- WYDOT suggests that multiple states need to put up money to develop projects for the Coalition to move forward.
- There are things that this group can leverage that North/West Passage is doing, but the group wants to maintain some flexibility in how to function moving forward such as involving freight community and NWS or other key focus areas on a year-to-year basis as the need arises to involve additional perspectives.
- The I-15 Alliance will jump start the pooled fund effort between states that the I-80 Coalition can leverage. The I-15 Alliance was selected for a federal funding and is looking to spend all the grant money within two years.
- It was suggested that WASHTO should do a "Coalition of Coalitions" based on the number of Coalitions that are active in the western states.
- The I-15 Alliance is looking to not duplicate what other Coalitions/Groups are moving forward with. They are planning to look at what CVO restriction/regulations there are across states this was an idea that emerged in the original meeting of the I-80 Coalition member states.
- The I-15 Alliance has not done any face-to-face meeting \$200K for 2-3 years per state.
- This I-80 Coalition group has flexed to focusing on three areas: Traffic/TMC, Weather, Freight and has lost the Maintenance focus.
- Each state involved in North/West Passage is currently putting up \$25K and there is a requirement for a state representative to be a champion of each project selected for that project to move forward.
- There was significant recognition that NDOT has funded the I-80 Coalition for three years.
- FHWA is suggesting a second round of grants for Coalition efforts, and the I-80 Coalition group can propose on that new funding but will need to find funding in the interim.
- It is important to get multiple people from each state at these meetings not just one representative. Projects are great to move forward with, but collaboration among peers and partners is priceless. This has been a strong benefit and unique opportunity that this Coalition has provided.
- All states are on board with moving forward with a pooled fund program of some sort but there needs to be documentation of a formal relationship as well as more effort in publicizing the accomplishments of the Coalition thus far.
- The I-80 Coalition can leverage agreements that will be done through I-80 CSMP and I-15 Alliance groups.
- Moving the I-80 Coalition meeting location will be helpful to offer new perspectives and representation at the meetings. Locations will have to be specifically chosen to not accidentally exclude any partner states from participation due to travel restrictions.
- The I-80 Coalition vision and objective statements are provided on the Coalition website need to package this information in more of a scope/schedule/fee summary that each state can take back to ask for funding to support the Coalition moving forward.
- Needs to be more focused outreach to partner states and Directors as well as articles in national publications/magazines to gain recognition nationally.