

RD&T Technology Facilitation Strategy

GOAL

Present research results in a usable format to transportation practitioners.

ROLES AND RESPONSIBILITIES

FHWA RD&T will take initial steps in identification of potential products and opportunities for technology facilitation. CBUs and Resource Centers will take the lead in deployment with support from RD&T. Division Offices, state DOTs and locals will implement new products and provide basis for new products.

FACILITATION MECHANISMS

Product Development and refinement of the product will be done by RD&T staff along with appropriate subject matter experts from CBUs, RCs, Division Offices, state DOTs and private industry. The product will not simply be publication and distribution of final research reports, but will be based on a strategy that explicitly considers the user's needs. Products may consist of handbooks, summaries, brochures, software, new roadside devices, etc. While RD&T will initialize the development of products, input from CBUs and others is imperative in this process.

Program/Product Support This will be primarily an internal FHWA activity and will utilize CBU, Resource Center and Division office staff to provide input to research programs and product development. While primarily an internal FHWA activity, it may include input from state DOT and industry representatives. CBU, RC and Division office staff will also be the initial support team when new products are introduced.

Outreach External organizations such as ITE, AASHTO, TRB will be used to promote activities and products. This may include publication of articles and presentations at conferences Outreach will also include FHWA publications, Transporter articles and Public Roads articles.

Training Products describing research findings and applications may need to be supplemented by workshops, formal training, executive briefings, and materials for use by others. Presentations, workshops and training may be made by RD&T and CBU staff initially with RC and

division staff ultimately responsible for implementation.

Program Integration New products will be related to current program areas and FHWA strategic activities to assist them in being incorporated into CBU program areas, guidelines, and best practices. New products should serve to enhance or further the state of the practice of safety programs and integration will serve to enhance the credibility of new products. Efforts will also be made with AASHTO and NCUTCD on incorporation into existing standards where appropriate.

TECHNOLOGY FACILITATION ACTION PLANS

A Technology Facilitation Action Plan will be developed cooperatively by RD&T, CBUs, Resource Centers and Division Offices representatives. The Action Plan should list proposed product, program goals, potential users, marketing strategy, responsible offices and potential funding needs. The Action Plan will also be used to identify and establish a product support team.



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