



U.S. Department  
of Transportation  
**Federal Highway  
Administration**

Center for  
Accelerating  
Innovation



# STIC Workshop at Transportation Research Board

Sara Lowry, STIC Program Coordinator

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# Thank you!!

## Sponsors:

- Committee on Technology Transfer (ABG30)
- Committee on Conduct of Research (ABG10)

## Presenters and Facilitators:

- David Esse, Wisconsin DOT
- Jan Huzvar, Pennsylvania DOT
- Ben Huot, Utah DOT
- Sonya Badgley, Texas DOT
- Victoria Beale, Ohio DOT
- Joe Horton, California DOT
- Karyn Vandervoort, Pennsylvania FHWA
- Tom Harman, FHWA CAI
- Jeff Zaharewicz, FHWA CAI

# Why?



- Fostering a *Culture of Innovation*



- Strengthening our National **ST/C** Network



- Cultivating the **EDC** Innovation Pipeline

# GOAL: Nurture a *culture of innovation* through leadership within the transportation community

Ingredients for success:

- ✓ Well organized  State Transportation Innovation Councils
- ✓ Broad stakeholder engagement
- ✓ Defined processes & procedures
- ✓ Performance monitoring
- ✓ Engaged leadership



# Workshop Themes



1. Origin of Innovations



2. Outreach & Communication



3. Tell a Compelling Story



4. Change Management



## 1. Origin of Innovations

- Formal process to evaluate & select innovations for advancement
- ...*beyond EDC*

### *What we heard...*

- National Clearinghouse to share innovations & learn from each other
- Encourage collaboration to create a positive innovation climate
- Communicate successful innovations & learn from failures

[https://www.fhwa.dot.gov/innovation/stic/best\\_practices.cfm](https://www.fhwa.dot.gov/innovation/stic/best_practices.cfm)



## 2. Outreach & Communication

- Established plan to build partnerships and share successes
- ...*forum for partnership*

*What we heard...*

- Plan for Strategic Communications
  - with Multiple Messages
  - by Multiple Methods
  - to Multiple Stakeholder Audiences
- Include communication plans in the Innovation-Level Work Plans



### 3. Tell a Compelling Story

- Established metrics to measure and quantify success
- *Innovations provide a benefit toward...*

*What we heard...*

- Include Communications staff on the STIC
- Include both successes & failures to tell the story
- Collaborate with existing data system managers to tap into their stories

[https://www.fhwa.dot.gov/innovation/stic/best\\_practices.cfm](https://www.fhwa.dot.gov/innovation/stic/best_practices.cfm)



## 4. Change Management

- Focused effort to create a culture of innovation
- *successful tools and techniques as well as barriers*

*What we heard...*

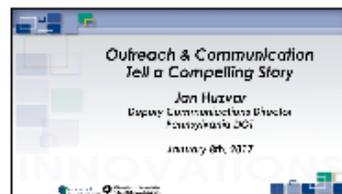
- Develop a framework for Change Management
- Discuss early in the process how the innovation aligns with organizational goals



**STIC Workshop Overview (3:31)** – FHWA wants the STICs to continue to strive for successful collaboration in a rapidly changing environment. Tom Harman, FHWA's Center of Accelerating Innovation, discusses fostering, strengthening, and cultivating a culture of innovation in organizations.



**Origin of Innovations (7:05)** – STICs can look beyond the Every Day Counts initiatives for innovations, there are many other innovations occurring in the transportation community. David Esse, Wisconsin DOT, shares how Local Innovation Teams are bringing forward new ideas into the innovation process.



**Outreach & Communication (7:04)** – STICs highlight benefits that appeal to both the traveling public and elected officials. Jan Huvar, Pennsylvania DOT, discusses how an effective outreach and communication plan should be strategic with multiple messages and methods of communication. Telling a compelling story to showcase success is key.



**Change Management (10:03)** – Adopting new innovations as a standard practice involves change management within each state. Ben Huot, Utah DOT, outlines principles that agencies and STICs can adopt to focus their efforts, such as fostering leadership trust throughout an organization and following through on innovation to maintain momentum.



**New/Emerging STIC perspective (9:09)** – The Texas STIC is looking to learn from peers in order to decide what is best for a new STIC. Sonya Badgley, Texas DOT, presents how she looks for ways to connect with the wide range of stakeholders within a large geographical area.



**Report Out (10:53)** – Common challenges and potential solutions heard at the working session for each of the four themes discussion above. These are some solutions that STICs can implement to overcome challenges.

Links to  
Videos

# Have an idea, thought, success story???

We need to hear it!!!!



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