

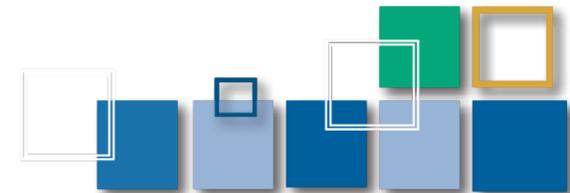
National STIC Meeting

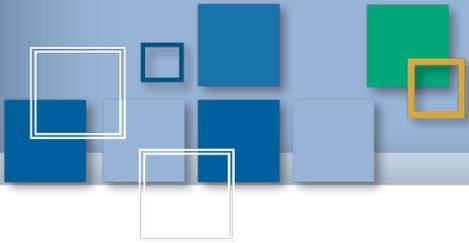
April 11, 2019



Innovation Through Collaboration & Communication

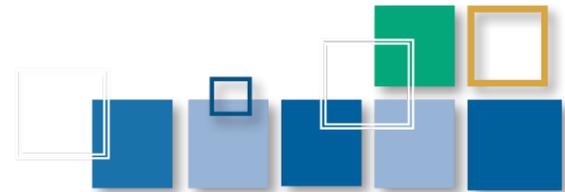
Anja Walker and Danielle Klinger-Grumbine
Pennsylvania Department of Transportation
Bureau of Innovations





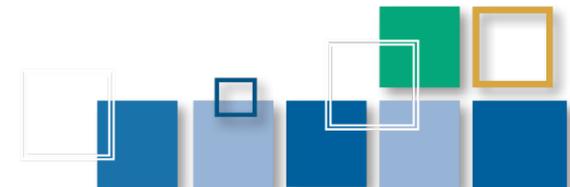
ABOUT TODAY'S PRESENTATION

- **Pennsylvania STIC Overview**
- **Communications & Outreach**
- **STIC Moving Forward**
- **What's Ahead?**



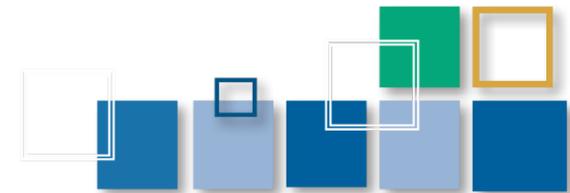
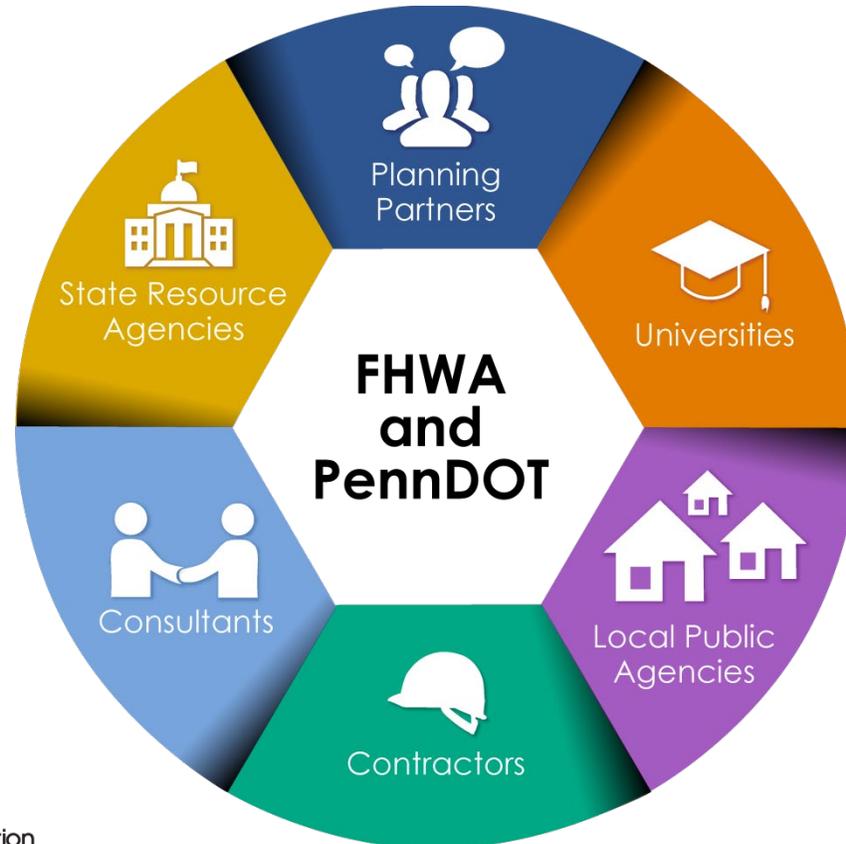
PENNSYLVANIA STIC OVERVIEW

- Established in 2012
- Co-chaired by PennDOT's Secretary and FHWA's Division Administrator
- Supports and promotes deployment of *Every Day Counts* innovations
- Focuses on developing and deploying *grassroots innovations* through the use of Technical Advisory Groups



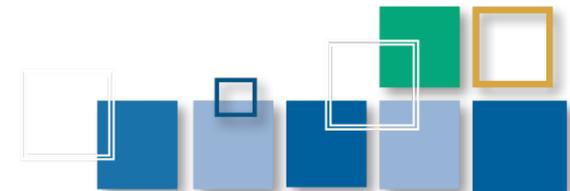
STIC MEMBERSHIP

26 Organizations, One Industry



Communication is Key

- **Strategic communication about innovations**
- **Tailored communications to different target audiences**
- **Collaboration with partner organizations to help promote innovations and reach target audiences**

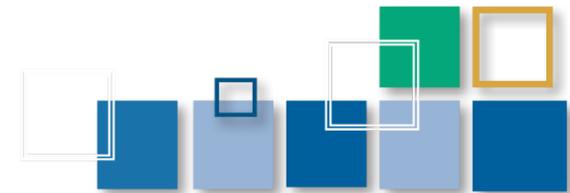


STIC Communication Tactics

- Interactive Models
- Webinars
- Educational Articles
- Videos
- Informational Boards



- Press Releases
- Conferences
- Outreach Events
- Social Media
- Infographics



Innovation Success Story: High Friction Surface Treatment

MAINTAIN CONTROL

Before

After

Stopping distance reduced after treatment

High Friction Surface Treatment (HFST) increases roadway friction allowing vehicles to **stop easier** and **maintain control**. This safety innovation dramatically increases roadway skid resistance from **24** to **71** which **prevents crashes**.

High Friction Surface Treatment

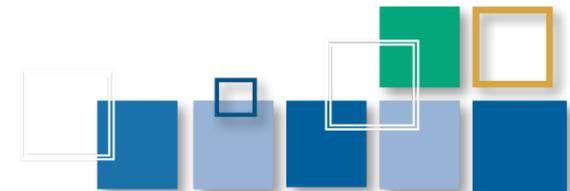
State Transportation Innovation Council (STIC)
ra-pdpennidotstic@pa.gov
www.moderndot.pa.gov

pennsylvania
DEPARTMENT OF TRANSPORTATION

U.S. Department of Transportation
Federal Highway Administration

HFST Applications

- **2007 – 2014: 42 locations**
- **2014 – present: 273 locations**



COMMUNICATIONS & OUTREACH

STIC Website: www.penndot.gov/stic

DOT > About Us > State Transportation Innovation Council

The 2018 STIC Year-End Report is now available.

State Transportation Innovation Council

The Pennsylvania State Transportation Innovation Council (STIC) facilitates the rapid implementation of proven, well-researched and documented state, regional, national and international technologies, tactics, techniques and any other innovations that are new to Pennsylvania. The STIC also supports the implementation of the [Federal Highway Administration's Every Day Counts \(EDC\) Initiatives](#).

The [STIC is comprised of various stakeholders](#) state and federal agencies, local governments, research organizations and industry partners working together to pursue specific innovations. The STIC meets three times a year and all [business meetings](#) are open to the public.

[Technical Advisory Groups \(TAGs\)](#) assist the STIC in selecting innovations that should be developed for implementation and promoted. The TAGs evaluate the potential benefits and uses of an innovation, and guide it through the [Innovation Development Process](#).

Selected innovations are developed for deployment and promoted to become standard practice within the transportation community. Beyond deploying at the statewide or regional level in Pennsylvania, the [STIC assists local governments](#) to deliver a modern and high-quality transportation system to the citizens of the commonwealth at all levels government.

Mission Statement

Facilitate the rapid implementation of technology, tactics, and techniques among transportation professionals at all levels of government, and throughout the private and nonprofit sector to ensure smart, efficient investment in Pennsylvania's highway infrastructure.

Local Government Assistance

The STIC is dedicated to strengthening the partnership between local level officials and PennDOT.

[How We Help](#)
[Training and Partnerships](#)
[Local Government Case Study](#)
[Contact Us](#)

Contact

Email the [STIC Management Team](#).

Stay Informed

Sign up for our Innovation in Motion e-newsletter. It features STIC news, innovation updates, meeting highlights, a question-and-answer section, and upcoming events.

Featured Innovations

Methods such as [Data-Driven Safety Analysis \(DDSA\)](#) save taxpayer dollars by helping to optimize funding through targeted safety improvements.



DOT > About Us > State Transportation Innovation Council > Local Government

Local Government



How STIC Works With Local Governments

Local public agencies are recognized as essential partners. STIC members include [representatives](#) from:

- Rural Planning Organizations (RPOs) and Metropolitan Planning Organizations (MPOs)
- The Pennsylvania State Association of Township Supervisors (PSATS)
- The Pennsylvania State Association of Boroughs (PSAB)

These local members help the STIC to consider how new innovations will impact local governments, including operations and assets. Individuals from local governments may [get involved](#) as an Innovation Owner or Development Team member. In these roles, they can help guide an innovation through the [Innovation Development Process](#).

We also encourage local governments to email the STIC Management Team at RAandDev@Penndot.gov with innovation suggestions.

Resources

- [2018 STIC Year-End Report](#)
- [2017 STIC Accomplishment Summary Report \(PDF\)](#)
- [PennDOT's Local Technical Assistance Program](#)
- [Local Government Safety Seminar Recording](#)

Contact

Email the [STIC Management Team](#).

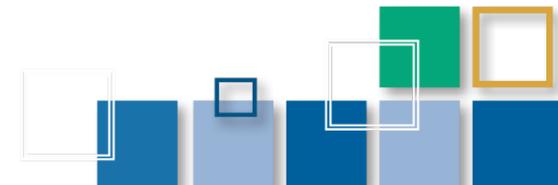
Stay Informed

Sign up for our Innovation in Motion e-newsletter. It features STIC news, innovation updates, meeting highlights, a question-and-answer section, and upcoming events.

[Join Our Mailing List](#)

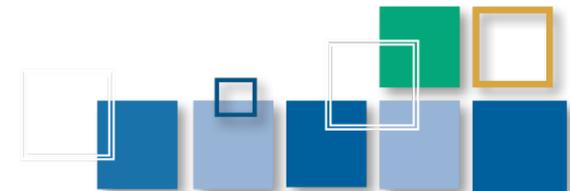
STIC Info

[About the STIC](#)
[Accomplishment Reports](#)
[2018 \(PDF\)](#)
[2017 \(PDF\)](#)
[2016 \(PDF\)](#)
[Business Meetings](#)
[Innovation Development](#)



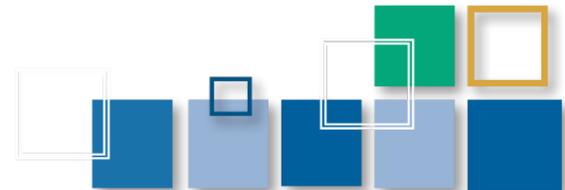
STIC Outreach Events

- Regional Innovation Days
- District Innovation Days
- Design Consultant Innovation Day
- Safety Symposia



Local Government Outreach

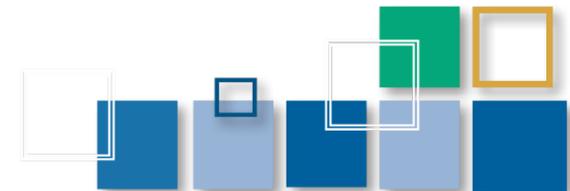
- **Local Government Survey**
- **Local Government Innovation Day**
- **Local Government Safety Seminar**
- **Salt and Snow Management Course**

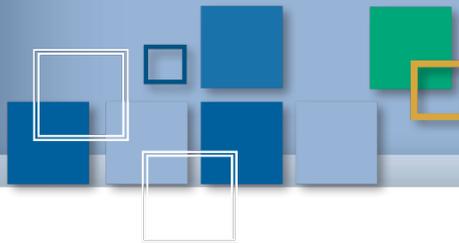


STIC MOVING FORWARD

Reorganize, Reenergize and Rightsize the STIC

- Build upon past successes by creating a vision for the future
- Holistic assessment of current and future states
- Process-driven management structure
- Six new innovations introduced since launch of plan

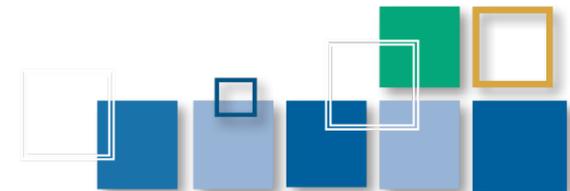


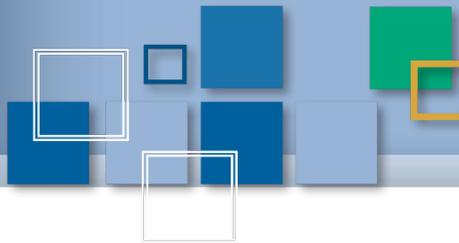


WHAT'S AHEAD?

Comprehensive Marketing Strategy and Communications Plan

- **Reassess target audiences, key message points and tactics**
- **Develop and deploy new tactics**
 - STIC Catalog of Innovations
 - STIC Media Center
 - Expanded In-Person Awareness Briefings and Webinars
- **Leverage existing transportation partner communication channels**





STIC BUSINESS MEETING SCHEDULE

Mark Your Calendar

July 17

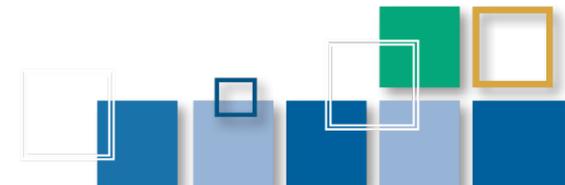
9 a.m.

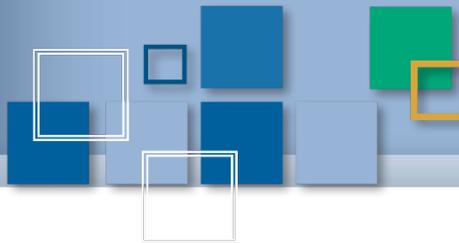
*PEMA Building
Harrisburg, PA*

November 13

9 a.m.

*PEMA Building
Harrisburg, PA*





MOVING INNOVATION FORWARD

Contact Us:

STIC Resource Account: penndotstic@pa.gov

Anja Walker

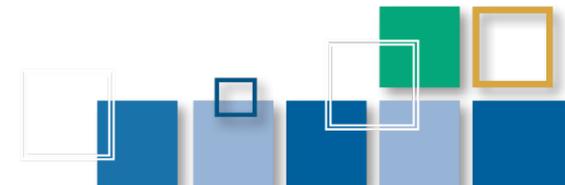
PennDOT Bureau of Innovations
717.425.6288 / anjwalker@pa.gov

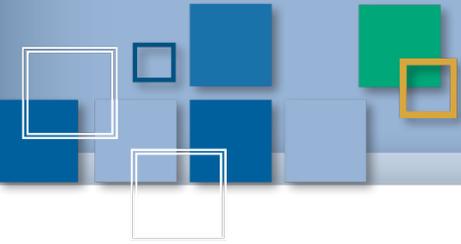
Danielle Klinger-Grumbine

PennDOT Bureau of Innovations
717.787.9880 / dklingergr@pa.gov

Karyn Vandervoort

FHWA Pennsylvania Division
717.221.2276 / karyn.vandervoort@dot.gov





Questions/Feedback

