

# NJ STIC Communications Plan

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# NJ STIC COMMUNICATIONS PLAN (FY20)

- STIC Incentive Grant Funded
- For NJDOT's Bureau of Research
- Major Tasks
  - Prepare Plan
  - Tools Development
  - Innovative Initiatives - Priority Topic Interviews
  - Support Break-Out Sessions



# NJ STIC Charter - Mission



## MISSION

*...identify, evaluate and rapidly deploy new technologies and process improvements that will accelerate project delivery and improve the safety and quality of transportation in NJ.*

# Purpose of Communications Plan

MISSION

*...foster a culture favorable to exploring and advancing innovations in transportation*

*...improve effectiveness of NJ STIC through continuing communications and engagement with STIC stakeholders...*



# Organizational Framework of NJ STIC

ORGANIZATION  
FRAMEWORK

## NJ State Transportation Innovation Council (STIC)

### EXECUTIVE TEAM

Manages STIC Operation  
Point for reporting to Assistant Commissioner & FHWA  
Coordinates with all groups

Innovation  
Advisory  
Team

Core Innovation Area  
**Infrastructure  
Preservation**

Core Innovation Area  
**Safety**

Core Innovation Area  
**Mobility &  
Operations**

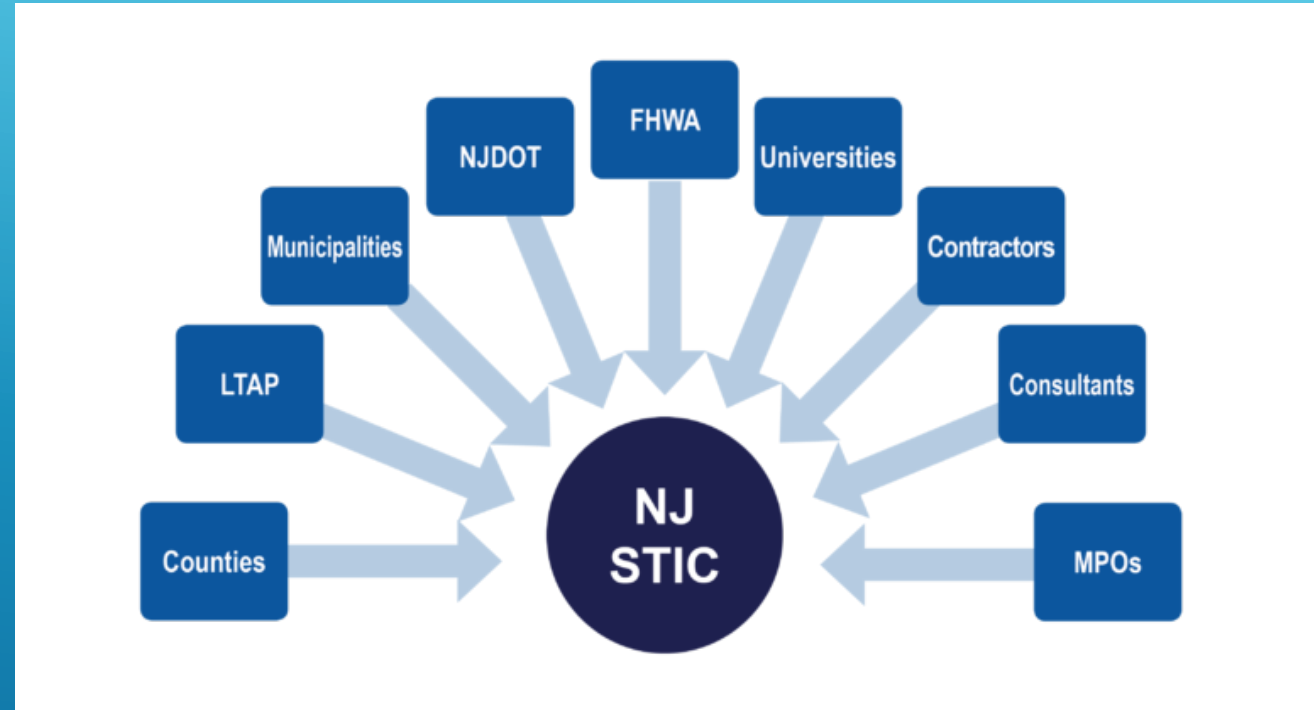
Core Innovation Area  
**Organizational  
Support &  
Improvement**

# Audience



Different communications are needed to reach various:

- NJ STIC Members
- External Audiences



NJ STIC Membership



# Identifying Innovative Practices



**IDENTIFY  
INNOVATIVE  
PRACTICES**

## Featured Presentations STIC Meetings

**PAVEMENT PRESERVATION ON  
HIGH TRAFFIC VOLUME  
ROADWAYS – WHEN, WHERE &  
HOW?**

NJ State Transportation Innovation Council (STIC)  
Summer Meeting, June 13, 2018

### FEATURE LOCAL PRESENTATION:

#### EDC INNOVATIONS - THE LOCAL PERSPECTIVE

Princeton

**Deanna  
Stockton**

Municipal Engineer

Deanna is joined by:

**Joe Ettore**, Monmouth Co.

**Vince Cardone**, Monmouth Co.

**Dan Burke**, Jackson Township

**Clint Dicksen**, Farwood/Garwood

**Heather Vitz-Del Rio**, Wayne Township



**STIC**  
State Transportation Innovation Councils



### FEATURE PRESENTATION:

**MPO**

**IMPLEMENTATION**

OF

**VIRTUAL PUBLIC INVOLVEMENT**



# Identifying Innovative Practices



## STIC Virtual Meetings & Workshops

NEW JERSEY  
STATE TRANSPORTATION  
INNOVATION COUNCIL  
[www.NJDOTechtransfer.net/NJ-STIC](http://www.NJDOTechtransfer.net/NJ-STIC)

SPRING Quarterly Meeting  
May 6, 2020

THIS MEETING IS BEING RECORDED

NEW JERSEY  
**STIC**  
State Transportation Innovation Councils

EDC  
every day counts

**NJ STIC EDC-6 CAUCUS**  
December 14<sup>th</sup>, 2020

**STIC Caucus Summary**  
**EDC-6 –Break-Out Sessions**

Submitted by:  
Alan M. Voorhees Transportation Center  
Edward J. Bloustein School of Planning and Public Policy  
Rutgers, The State University of New Jersey

Submitted to:  
NJDOT Bureau of Research



# Identifying Innovative Practices



- Local Public Agency: Innovative Initiatives Survey
- Priority Topics - Key Informant Interviews
- FHWA EDC – Semi-Annual Progress Reports
- NJDOT Innovative Ideas Database
- NJDOT Tech Transfer Quarterly Meetings
  - Research Showcase
  - Tech Talks!



**NEW JERSEY**  
**STIC**  
State Transportation Innovation Councils

**Innovative Initiatives Survey**

We request your assistance in identifying examples of successful implementation of Every Day Counts (EDC) initiatives and other innovative practices in transportation. Please complete a 10-15 minute survey here: [New Jersey STIC Innovative Initiatives](#)

# Accelerating Innovation through Communications Toolbox



ACCELERATE  
INNOVATION

NJDOT Technology Transfer Website – NJ STIC:  
<https://www.njdottechtransfer.net/nj-stic/>

**NJDOT Technology Transfer**

Home **NJ STIC** Tech Talks! Share Your Ideas Research Library Resources Calendars

## NJ STIC Meetings

NJ STIC meets regularly to advance the identification, evaluation, and rapid deployment new technologies and process improvements to accelerate project delivery and improve the safety and quality of transportation in New Jersey.

Information from recent NJ STIC meetings can be found below.

**NJ STIC 2nd Quarter 2021 Meeting**

The New Jersey State Transportation Innovation Council (NJ STIC) held its second quarterly meeting of 2021, discussing updates on innovative initiatives. ...

**NJ STIC 1st Quarter 2021 Meeting**

The NJ State Transportation Innovation Council (NJ STIC) 1st Quarter 2021 Meeting, held on March 29, 2021, focused on the advancement of the EDC-6 Innovative ...

**NJ STIC 2020 Fall Meeting**

The NJ State Transportation Innovation Council (NJ STIC) Fall 2020 Meeting, held on November 6, 2020, focused on the introduction of EDC-6 Innovative Initiatives and ...

**NJ STIC 2020 Spring Meeting**

The NJ State Transportation Innovation Council (NJ STIC) Spring 2020 Meeting on May 6th focused on the EDC-5 Innovative Initiative Virtual Public Involvement. The topic ...

STIC Quarterly Meetings

**NJDOT Technology Transfer**

Home NJ STIC Tech Talks! Share Your Ideas Research Resources Calendars

## Innovative Initiatives

Every two years, the FHWA works with State Departments of Transportation, local governments, tribes, private industry, and other stakeholders to identify a new set of innovative technologies and practices that merit widespread deployment through the Every Day Counts (EDC) program. Selected innovations share common goals: shortening project delivery, enhancing the safety and durability of roads and bridges, cutting traffic congestion, and improving environmental sustainability.

NJ's STIC has established three Core Innovation Areas—Safety, Mobility and Operations, and Infrastructure Preservation—for evaluating and advancing innovative ideas, techniques and processes. Learn more about the innovative technologies and practices and the status of their deployment in New Jersey.

**All** | Safety | Communications/Operations | Mobility & Operations

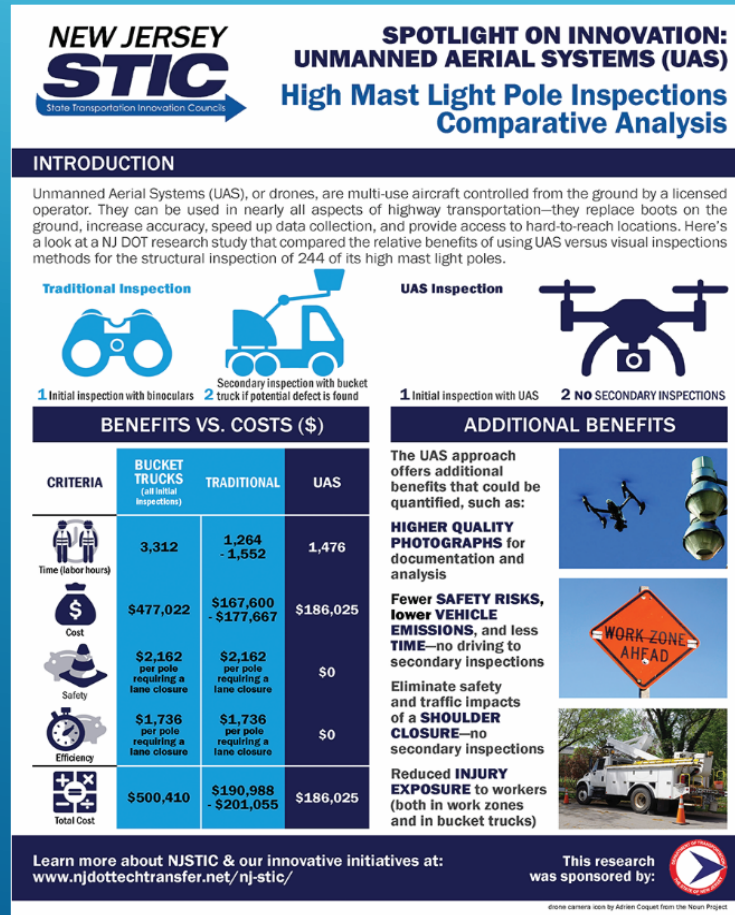
- Adaptive Signal Control Technology
- Advanced Geotechnical Methods In Engineering
- Advanced Traffic Signal Performance Analysis (ATSPA)
- Collaborative Hydrologic Modeling To The Next Generation Of Engineering Challenges
- Communications For Operations
- Data-Driven Safety Analysis
- Construction & Planning
- Design/Build, Performance Based Integrated Bridge System
- Permeable Pavement
- Signal Control
- Reducing Roadway Vulnerability
- Safe Transportation For Every Person (STEP)
- Universal Access Systems (UAS)
- Using Data To Improve Traffic Incident Management
- Weather-Responsive Management Strategies

Innovative Initiatives

# Accelerating Innovation through Communications Toolbox



ACCELERATE  
INNOVATION



Infographics



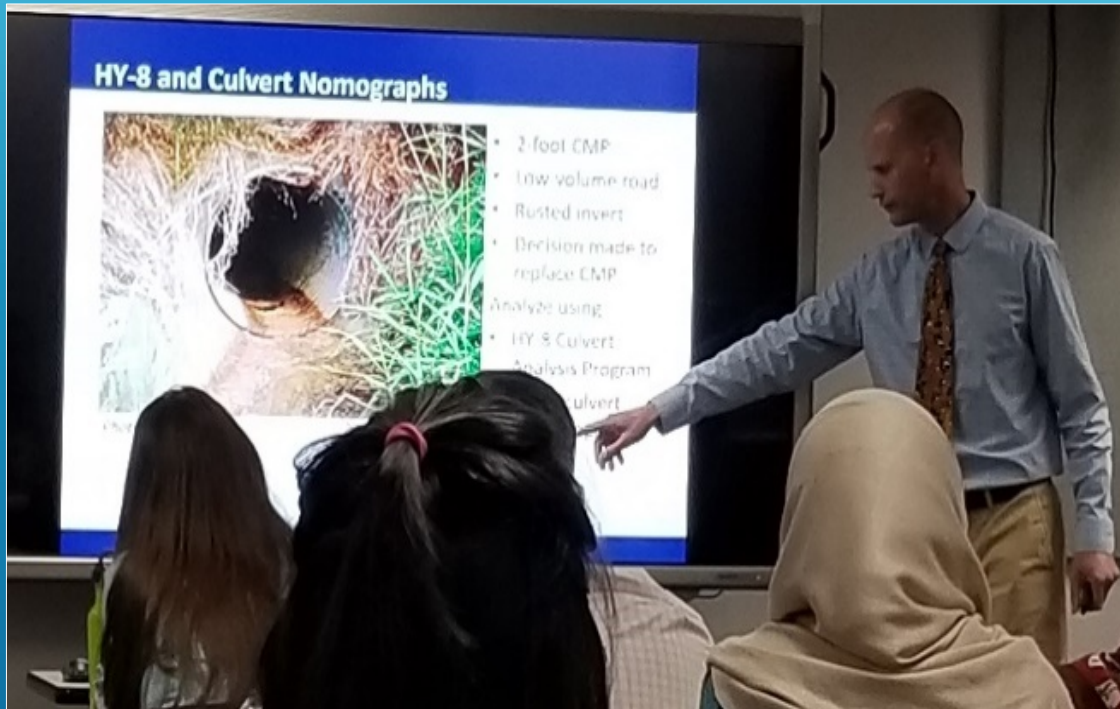
STIC Fact Sheets



# Accelerating Innovation through Communications Toolbox



ACCELERATE  
INNOVATION



Lunchtime and Other Tech Talks!  
Webinars



# Accelerating Innovation through Communications Toolbox



## Peer Exchanges



Unmanned Aerial Systems (UAS)



Local Safety



E-Construction



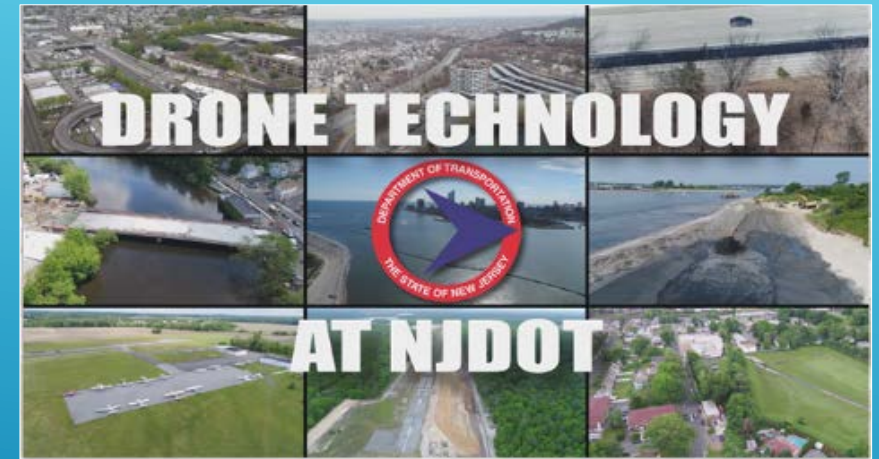
# Accelerating Innovation through Communications Toolbox



ACCELERATE  
INNOVATION

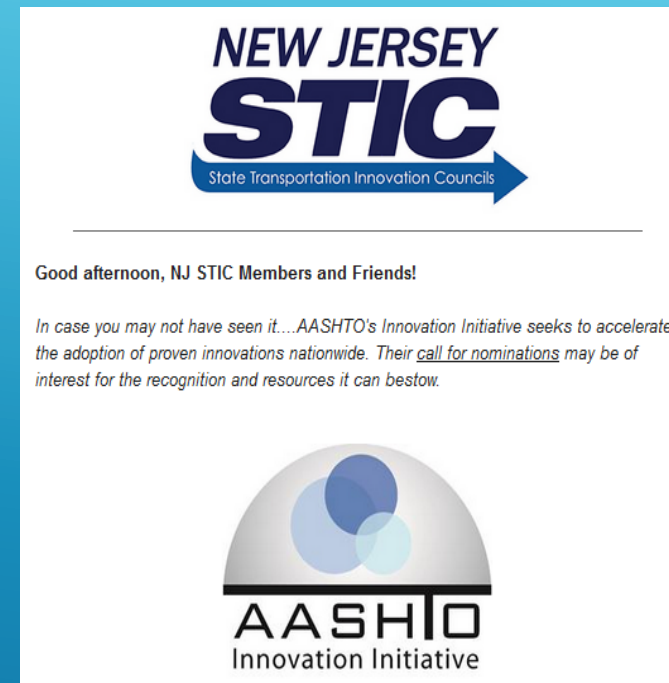
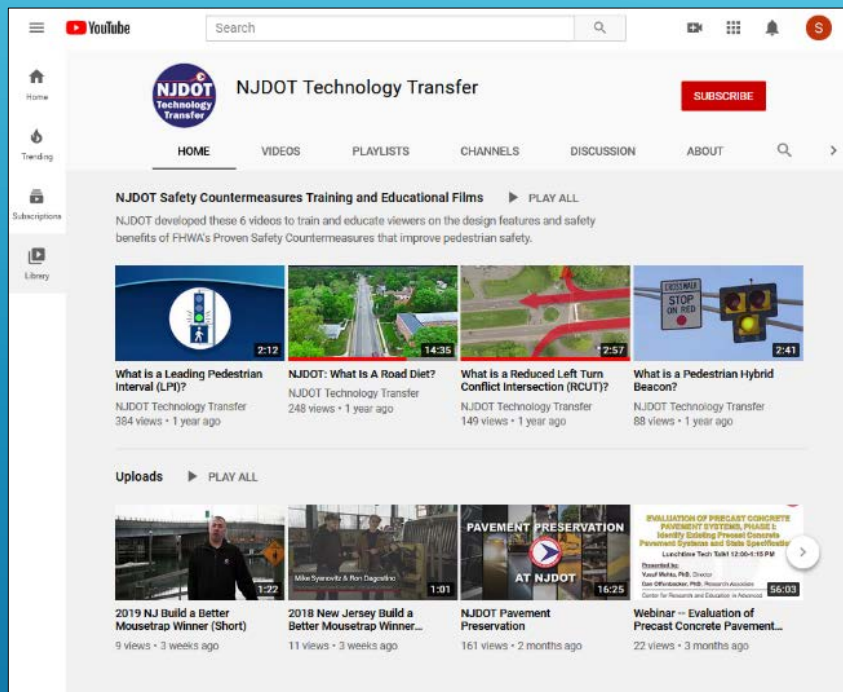
## Videos

The screenshot shows the NJDOT Technology Transfer website. The header includes the 'BUREAU of RESEARCH' logo and the title 'NJDOT Technology Transfer'. Below the header is a navigation bar with links: Home, NJ STIC, Tech Talks!, Share Your Ideas, Research, Library, Resources, and Calendars. The main content area features a video player titled 'NJDOT Safety Countermeasures Training and Education Videos'. The text below the title states: 'NJDOT developed these six videos to train and educate viewers on the design features and safety benefits of FHWA's Proven Safety Countermeasures that improve pedestrian safety.' A red button at the bottom of the video player says 'CLICK TO VIEW ALL SIX VIDEOS'. To the left of the video player are three small images: a traffic light, an aerial view of a road, and a road with red arrows indicating a turn. To the right are two small images: a crosswalk sign and a pedestrian crossing a street.





# Accelerating Innovation through Communications Toolbox



Tech Transfer News –  
STIC Articles

Social Media





STIC Mailing List  
& E-Mail Blasts


# Accelerating Innovation through Communications Toolbox



ACCELERATE  
INNOVATION

The screenshot shows the homepage of the NJDOT Technology Transfer website. The header includes the Bureau of Research logo and the title 'NJDOT Technology Transfer' with social media icons. A navigation bar lists various sections, with 'Calendars' circled in red. The main content area features a large image of a laptop and keyboard, with a central text box asking if the user is looking for a webinar, online training, or conference. To the right, there are links to various event calendars and training resources, with 'Online Training Library' highlighted by a green box.

 **BUREAU OF RESEARCH**  **NJDOT Technology Transfer**

Home NJ STIC Tech Talks! Share Your Ideas Research Library Resources **Calendars** 

**LOOKING FOR A WEBINAR,  
AN ONLINE TRAINING,  
OR CONFERENCE?**

Click on the links below  
for more information

- NJDOT Tech Transfer Event Calendar
- NJLTAP Training & Events
- FHWA Events
- TRB Events
- Online Training Library**

# NJ STIC Communications Tools



**NEXT  
STEPS**

**Table 1. Communications Tools and Frequency**

NJ STIC Communications Tool	Frequency
STIC Meetings	Quarterly
LPA Presentations at STIC Meetings	Quarterly
STIC Workshops at Quarterly Meetings	Annually
NJDOT Innovative Ideas Database	Quarterly update to database; Disseminate regularly

STIC Webpage

STIC Webpage - Innovative Initiatives

Innovative Initiatives Updates: EDC Progress Reports

Innovative Initiatives: LPA Surveys

Innovative Initiative Priority Topics: Key Informant Interviews

Innovative Initiatives – New and Noteworthy Posts

**Table 2. Recent and Proposed Communications Strategies**

Topic	Initiative	Status	Tools							Next Steps
			Article	Fact Sheet	Info-graphic	Tech Talk!	Peer Exchange	Video	STIC email	
	INFRASTRUCTURE									
A-GaME Advanced Geotechnical Methods in Exploration	EDC-5	Demonstration (June 2020)	X						X	Send notice of online webinar availability
Collaborative Hydraulics (CHANGE)	EDC-4 EDC-5	Demonstration (June 2020)	X			X			X	Send notice of online training availability
E-Construction & Partnering	EDC-3 EDC-4	Demonstration (December 2018)	X			X	X			
e-Ticketing and Digital As-Builts	EDC-6	New								Create innovative initiative page. Track progress.
Geosynthetic Reinforced Soil-Integrated Bridge System (GRS-IBS)	EDC-1 EDC-3	Demonstration	X						X	Send notice of online training availability

# NJ STIC Communications Tools



Suggestions?  
Innovation Topics to Share?

*Please contact:*

Amanda Gendek,  
NJDOT Bureau of Research  
(609) 963-2242

or

[ideas@njdottechtransfer.net](mailto:ideas@njdottechtransfer.net)

# NJ STIC Communications Plan: An Interactive Polling Exercise

Go to [www.menti.com](https://www.menti.com) and use the code **6729 7667**



1

Grab your phone

[www.menti.com](https://www.menti.com)

2

Go to [www.menti.com](https://www.menti.com)



3

Enter the code **6729 7667** vote!