NJ STIC Communications Plan

David Aimen
Asst. Director, Planning & Technical Assistance
Rutgers University, Alan M. Voorhees Transportation Center
NJ STIC COMMUNICATIONS PLAN (FY20)

• STIC Incentive Grant Funded
• For NJ DOT’s Bureau of Research
• Major Tasks
  • Prepare Plan
  • Tools Development
  • Innovative Initiatives - Priority Topic Interviews
• Support Break-Out Sessions
...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

...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

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
Different communications are needed to reach various:
• NJ STIC Members
• External Audiences
Identifying Innovative Practices

Featured Presentations STIC Meetings

- **FEATURE LOCAL PRESENTATION:**
  **EDC INNOVATIONS - THE LOCAL PERSPECTIVE**
  Deanna is joined by:
  - Joe Eltore, Monmouth Co.
  - Vince Cardone, Monmouth Co.
  - Dan Burke, Jackson Township
  - Clint Dickson, Fanwood/Garwood
  - Heather Vitz-Del Rio, Wayne Township

- **FEATURE PRESENTATION:**
  **MPO IMPLEMENTATION OF VIRTUAL PUBLIC INVOLVEMENT**
Identifying Innovative Practices

STIC Virtual Meetings & Workshops

NJ STIC EDC-6 CAUCUS
December 14th, 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
- NJ DOT Innovative Ideas Database
- NJ DOT Tech Transfer Quarterly Meetings
  - Research Showcase
  - Tech Talks!
Accelerating Innovation through Communications Toolbox

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

STIC Quarterly Meetings

Innovative Initiatives
Accelerating Innovation through Communications Toolbox

Infographics

STIC Fact Sheets
Accelerating Innovation through Communications Toolbox

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

Videos

NJDOT Safety Countermeasures Training and Education Videos

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.

CLICK TO VIEW ALL SIX VIDEOS
Accelerating Innovation through Communications Toolbox

March 2021 Issue
NJDOT Tech Transfer News

Calling All Innovators!
The 2021 Build a Better Mousetrap Competition Has Begun!

New Jersey’s Build a Better Mousetrap Competition provides a great opportunity to share new ideas with others in the state and across the country. We are looking for submissions from employees of local or state public agencies (municipalities, counties, parole commissioners, NJ Department of Transportation, NJ TRANSIT) that have developed new window to problems or found better ways of doing things. We will gather the best ideas from around the state and judge them using a 5-point rating system. Read more about the 2021 BAMB winners (and see the video) and learn about winners from years past.

Tech Transfer News – STIC Articles
Social Media
STIC Mailing List & E-Mail Blasts
Accelerating Innovation through Communications Toolbox
# NJ STIC Communications Tools

## Table 1. Communications Tools and Frequency

<table>
<thead>
<tr>
<th>NJ STIC Communications Tool</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>STIC Meetings</td>
<td>Quarterly</td>
</tr>
<tr>
<td>LPA Presentations at STIC Meetings</td>
<td>Quarterly</td>
</tr>
<tr>
<td>STIC Workshops at Quarterly Meetings</td>
<td>Annually</td>
</tr>
<tr>
<td>NJDOT Innovative Ideas Database</td>
<td>Quarterly update to database; Disseminate regularly</td>
</tr>
<tr>
<td>STIC Webpage</td>
<td></td>
</tr>
<tr>
<td>STIC Webpage - Innovative Initiatives</td>
<td></td>
</tr>
<tr>
<td>Innovative Initiatives Updates: EDC Progress Reports</td>
<td></td>
</tr>
<tr>
<td>Innovative Initiatives: LPA Surveys</td>
<td></td>
</tr>
<tr>
<td>Innovative Initiative Priority Topics: Key Informant Interviews</td>
<td></td>
</tr>
<tr>
<td>Innovative Initiatives – New and Noteworthy Posts</td>
<td></td>
</tr>
</tbody>
</table>

## Table 2. Recent and Proposed Communications Strategies

<table>
<thead>
<tr>
<th>Topic</th>
<th>Initiative</th>
<th>Status</th>
<th>Tools</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFRASTRUCTURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-GAME Advanced Geotechnical Methods in Exploration</td>
<td>EDC-5</td>
<td>Demonstration (June 2020)</td>
<td>X</td>
<td>Send notice of online webinar availability</td>
</tr>
<tr>
<td>Collaborative Hydraulics (CHANGE)</td>
<td>EDC-4</td>
<td>Demonstration (June 2020)</td>
<td>X</td>
<td>Send notice of online training availability</td>
</tr>
<tr>
<td>E-Construction &amp; Partnering</td>
<td>EDC-3</td>
<td>Demonstration (December 2013)</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>e-Ticketing and Digital As-Builds</td>
<td>EDC-6</td>
<td>New</td>
<td></td>
<td>Create innovative initiative page. Track progress.</td>
</tr>
<tr>
<td>Geosynthetic Reinforced Soil-Integrated Bridge System (GRS-IBS)</td>
<td>EDC-1</td>
<td>Demonstration</td>
<td>X</td>
<td>Send notice of online training availability</td>
</tr>
</tbody>
</table>
NJ STIC Communications Tools

Suggestions?
Innovation Topics to Share?

Please contact:

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

or
ideas@njdottechtransfer.net
NJ STIC Communications Plan: An Interactive Polling Exercise

Go to www.menti.com and use the code 6729 7667

1. Grab your phone
2. Go to www.menti.com
3. Enter the code 6729 7667 and vote!