

TAKE YOUR STIC TO THE NEXT LEVEL

Best Practices, Examples & Resources

State Transportation Innovation Councils (STICs) use different approaches to selecting, deploying, communicating, and institutionalizing innovations within each State. Sharing these different approaches and learning what others are doing is the heart of the National STIC Network. This document highlights several shared best practices, along with details on whom to contact to learn more.

Effective STICs are well organized with **defined processes for identifying all potential sources of innovation**, including those from national initiatives such as Every Day Counts (EDC), the second Strategic

Highway Research Program (SHRP2), and the American Association of State Highway and Transportation Officials (AASHTO) Innovation Initiative.

Additional elements for a successful STIC include **broad stakeholder engagement and partnerships**, **shared performance metrics**, and **engaged leadership**.



POWER OF THE STIC ▶

Watch a video about People Driving Innovation.



ORIGINS OF INNOVATION

Identify all potential sources of good ideas

APPOINT AN INNOVATION ENGINEER. Help innovations take hold by naming an Innovation Engineer—a champion who will drive new ideas forward. A dedicated person (or office) who oversees innovation deployment, without competing priorities, can take innovations from the idea stage and sustain them throughout implementation. An Innovation Engineer provides a central point of contact for all EDC, SHRP2, Accelerated Innovation Deployment (AID) Demonstration, STIC Incentive, AASHTO Innovation Initiative, National Cooperative Highway Research Program, and other innovations being considered and deployed throughout the State.

WISCONSIN—The Wisconsin DOT (WisDOT) Innovation Engineer champions innovations developed from WisDOT’s Innovation Review Committee along with STIC priorities. For more information, contact David Esse at David.Esse@dot.wi.gov or view his presentation at the **Transportation Research Board (TRB) STIC Workshop**.

KENTUCKY—The Innovation Engineer is a senior management position in the Kentucky Transportation Cabinet (KYTC) that is helping standardize and integrate innovation throughout the State. Contact Jason Siwula at Jason.Siwula@ky.gov or view the **April 2017 National STIC Meeting** to learn about the evolution of the position in the KYTC.

MARYLAND—The Maryland DOT’s Innovation Manager analyzes and monitors development of connected vehicle and autonomous vehicle technology and co-chairs the **Maryland Quality Initiative Innovation Subcommittee**. For details, contact Aaron Jones at AJones3@sha.state.md.us.

VERMONT—The Performance, Innovation, and Excellence Division acts as a central innovation leader for the Vermont Agency of Transportation. For more information, visit the **Performance, Innovation, and Excellence** webpage.

FORM INNOVATION SUBCOMMITTEES. Innovation subcommittees can facilitate sharing innovations to best leverage different points of view or to link project development and delivery with the research community, industry representatives, and field practitioners. Using subcommittees to evaluate innovations can help the STIC focus their efforts, hear ideas from all stakeholders, and help rapid deployment of innovations.

MASSACHUSETTS—The Review, Evaluate, Accelerate, Deploy, and Innovation (READi) Committee assists the Massachusetts STIC as a central point to review and recommend innovations for deployment. Watch the [October 2016 National STIC Meeting](#) presentation or read this issue of [EDC News](#) to learn more.

PENNSYLVANIA—Technical Advisory Groups (TAGs) assist the Pennsylvania STIC in evaluating new initiatives. The TAGs develop a deployment plan to guide and track implementation. Each TAG is led by facilitators from the DOT and Federal Highway Administration (FHWA) and the TAG Chair or Co-Chair. Check out the [Pennsylvania STIC member guidebook](#) for more information on TAGs.

WISCONSIN—The Wisconsin DOT Division of Transportation System Development (DTSD) formed an internal Innovation Review Committee to evaluate ideas from each local region and draw frontline staff into the innovation process. Visit the [DTSD Innovation Review Committee](#) webpage for more details.



BRING RESEARCH COMMUNITY ON BOARD. Including staff from the DOT research division in your STIC will help strengthen the linkage between innovation research and implementation in your State, and including representatives from academia will guide researchers in supporting future transportation innovations.

NEW HAMPSHIRE—In New Hampshire, a research engineer in the DOT's Bureau of Materials and Research also serves as the EDC Coordinator. This approach helps the research community better understand the needs in the field, while helping field practitioners accelerate innovations coming out of the research community. To learn more, contact Ann Scholz at Ann.Scholz@dot.nh.gov.

IOWA—The Iowa Highway Research Board (IHRB), in conjunction with FHWA, acts as the Iowa STIC. They decide the direction of transportation research and innovation in the State. Once a project or study is complete, the final report or lessons learned is shared through the IHRB's [annual report](#) and through regular presentations, conferences, and meetings such as TRB. Reports and presentations are posted on the [Iowa Highway Research Board \(IHRB\)](#) website.



OUTREACH & COMMUNICATION

Build partnerships and share achievements

INCLUDE THE LOCAL TECHNICAL ASSISTANCE PROGRAM (LTAP) CENTER. Including the LTAP on the STIC will help provide training and outreach statewide to local agencies. LTAPs share technical information and can also produce State-specific job aids and newsletter articles. They also help facilitate and disseminate reports on product demonstration showcases for deployed innovations.

OHIO—The Ohio LTAP Center is an active member of the STIC and provides training on new innovations statewide. They are also a member of the Ohio DOT's Local Advisory Council and recently solicited local public agencies to use AID Demonstration funds and STIC Incentive funding. For more information, contact Victoria Beale at Victoria.Beale@dot.ohio.gov.

TENNESSEE—The Tennessee LTAP is engaged with the STIC and helps communicate information on

EDC innovations throughout the State. For more information, check out the [Tennessee Transportation Assistance Program](#) website.



POWER OF THE STIC ▶
Watch a video about STICs Partnering with Local Agencies

ORGANIZE INNOVATION EVENTS. Public events designed for sharing information about innovations can help build relationships and increase collaboration and support.

MISSOURI—Missouri DOT employee solutions are making a difference at their annual [Innovations Challenge](#) competition.

PENNSYLVANIA—Outreach about innovation to specific STIC stakeholders happens at [STIC Innovation Days](#).

MASSACHUSETTS—Transportation professionals explore the latest technologies and equipment at the DOT's [Innovation & Tech Transfer Exchange](#).

OHIO—The Ohio DOT holds outreach sessions on innovations with local public agencies during [LPA Days](#).

SET UP A STIC WEBSITE. A website can help communicate about innovations as they are being deployed and enable others to better understand the function of your STIC. A website can also highlight lessons learned from the innovation deployment—both successes and failures—to help others understand what was learned by this investment.

VERMONT—[STIC website](#)

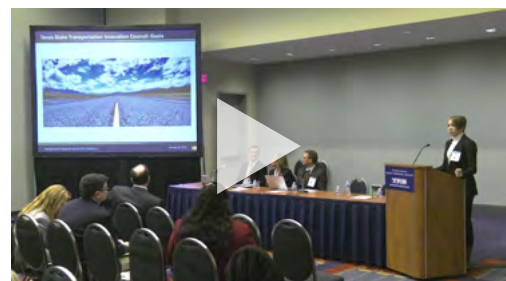
NEW YORK—[Innovation website](#)

PENNSYLVANIA—[STIC website](#) and [e-newsletter](#)

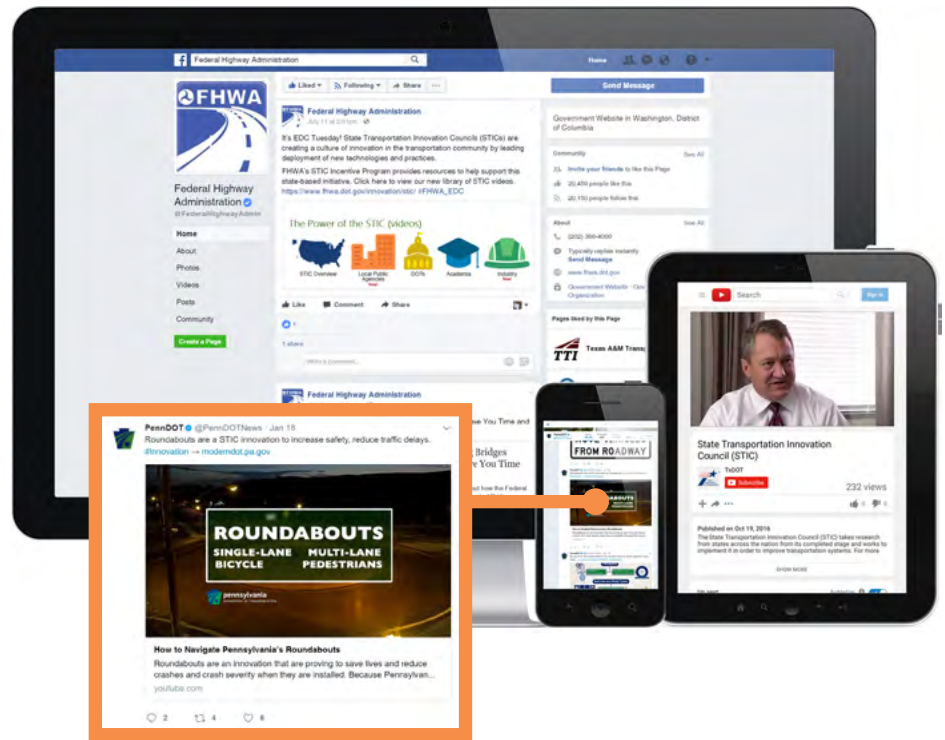
NEW MEXICO—[STIC website](#)

LIVE STREAM STIC MEETINGS. Live streaming can draw in more participants to STIC meetings. Increase your audience further by making the recorded meeting available for on-demand streaming. This increases engagement with stakeholders and encourages inputs from viewers throughout your State.

TEXAS—Due to the size and geographic challenges of Texas, the Texas STIC live streams their meetings to their local agencies, districts, and other stakeholders who cannot travel to attend onsite. The Texas STIC also created a [website](#) and YouTube [video](#) to explain the role of the STIC and share information. View their [TRB STIC Workshop](#) presentation for more information.



ENLIST SOCIAL MEDIA. Use social media platforms (Twitter, Facebook, YouTube, etc.) to communicate with stakeholders about the innovations being deployed throughout the State and to highlight projects built using innovative techniques. Lives, time, and money saved are the statistics of most interest to the public, DOT executives, and elected officials. Adding hashtags to social media posts can help increase engagement and enlarge your audience. Join the conversation at [#FHWA_EDC](#) and [#STIC](#) [#Innovation](#) in [#Transportation](#).



TELL A COMPELLING STORY

Measure and quantify success

INCLUDE YOUR COMMUNICATIONS TEAM. Use your current communications team and tools to help tell your STIC's story. Communicating your successful results is key to acceptance and helps to foster a culture of innovation. Work with your public affairs or public information office to help tell the compelling story of your innovations.

PENNSYLVANIA—Pennsylvania's STIC quantifies benefits for each of the innovations the DOT deploys and communicates the results in an annual report. Check out their [2016 Accomplishment Report](#) and view their presentation at the [TRB STIC Workshop](#).

COLORADO—Through a structured process improvement initiative, Colorado's STIC is setting goals for innovation throughout the State and using performance measures to help communicate results. For more information, visit the [Colorado STIC](#) and [Lean Everyday Innovations & Ideas](#) pages on the DOT's website.

MICHIGAN, WISCONSIN, IDAHO—In each of these States, the DOT communications staff support the STICs by writing news releases and articles that showcase innovations and the lives, time, and money saved. Check out these examples:

- [Innovative MDOT Device Saves Salt and Money](#)
- [Innovative Asphalt Pavement Resurfacing Technique Saves Money, Materials, and Time](#)
- [ITD Saves Taxpayers Millions through Innovation](#)

SEND YOUR EDC SUCCESS STORIES TO FHWA. The FHWA's outreach efforts include descriptions of EDC innovations and their benefits for stakeholders, user testimonials, and estimates of the lives, time, and money saved. See examples in the latest [Innovator](#), [Public Roads](#), and the [EDC-3 Significant Impacts brochure](#).

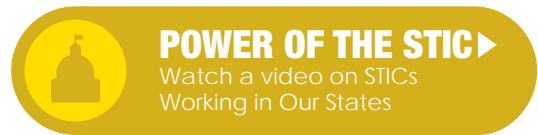
CHANGE MANAGEMENT

Nurture a culture of innovation

MICHIGAN—Michigan DOT leadership communicates a “Wildly Important Goal” for the department each year. The 2017 goal is to build upon their innovative culture by measuring, promoting, and celebrating innovations. Their measure is to highlight 5 to 10 innovations that can yield measurable results and be communicated to the public. For more information, see their [Strategic Plan for 2017](#).

MISSOURI—Through the “Road to Tomorrow” initiative, the Missouri DOT (MoDOT) is making Interstate 70 across the midsection of the State available to the Nation and the world as a laboratory for constructing the next generation of highways. Being bold is one of MoDOT’s seven core values. Being bold means being flexible, taking risks, and being innovative in the pursuit of excellence. Learn more about their [Road to Tomorrow](#).

UTAH—The Utah DOT (UDOT) has built a culture of innovation that gives every employee the opportunity to make changes to improve utilization of resources and service to the public. These innovations are captured in an annual efficiencies report. UDOT also uses formal recognition programs, such as the Trailblazer Award for new, innovative ideas. For more details, see UDOT’s [2016 Innovation & Efficiencies Report](#), [Research Newsletter](#), [Region Newsletter](#), and presentation at the [TRB STIC Workshop](#).



Change management tools and techniques: publicize innovation efforts, embed innovation in State transportation goals, and engage leadership at all levels.

FOR MORE INFORMATION

For additional STIC resources, visit the [STIC Network](#) website. To learn more about what a particular STIC is doing to select, deploy, communicate, and institutionalize innovations in their State, use the [State Innovation Accomplishments Map](#) and this list of STIC Network [points of contact](#).

If you need assistance connecting with your STIC Network or have a successful practice to share, please contact Sara Lowry, FHWA STIC Program Coordinator, at 614-280-6835 or sara.lowry@dot.gov.



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