

Communicating the Value of Transportation Research

Wednesday January 27, 2010



Session duration: 75 minutes

The need for transportation research can be a tough sell to policy makers and the public. Many in the transportation community regard the lack of awareness and knowledge of the value of such research as a major obstacle to securing adequate funding for further advances in safety, mobility, and infrastructure. The approval process for new or continuing research projects requires that the transportation community clearly communicate how these innovations will be applied and how they will affect Americans' lives now and in the future.

This webinar will explore the results of TRB's National Cooperative Highway Research Program (NCHRP) Report 610: Communicating the Value of Transportation Research. Panelists will discuss integrating communications throughout the research process and will provide tips for good communications practices, planning and evaluating communications efforts, and communications geared towards specific audiences.

Panelists for this session include:

Johanna Zmud, NuStats (Principle Investigator for Report 610)

Ann Overton, Virginia Transportation Research Council

Teresa Adams, University of Wisconsin-Madison

Moderator for this session: Hau Hagedorn, Oregon Transportation Research & Education Consortium

Purchase or download Report 610: Communicating the Value of Transportation Research:
<http://www.trb.org/Main/Public/Blurbs/161866.aspx>