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Chair – Lisa Haakon Pogue, Director of Technology Transfer, American Public Works Association,  
Telephone: (202) 218-6724, E-mail: [lpogue@apwa.net](mailto:lpogue@apwa.net)  
Electronic Forum - [http://mail.itapforums.org/mailman/listinfo/t2committee\\_itapforums.org](http://mail.itapforums.org/mailman/listinfo/t2committee_itapforums.org)

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*April, 2006*

## T<sup>2</sup> Committee Update

- **Main Points from the January Meeting**
- **Technology Transfer Toolbox**
- **Members and Friends on the Move** - Committee Member Pat Lees is WIRED

### MAIN POINTS FROM THE JANUARY MEETING

*Wednesday, January 25 at 8:00 AM–12:00 PM Hilton State Room*

#### *Prioritizing Technologies and Innovations - Susanna Hughes Reck*

We began the meeting with two speakers exploring the process by which organizations determine which technologies and/or innovations to advance to their customers.

- **Selection of High Priority Market Ready Technologies** - Barry Zimmer, Operations Support Team, Office of Operations, Federal Highway Administration, addressed how FHWA in general and the Office of Operations in particular selected Market Ready Technologies for the Priority list. He discussed the determination and definition of performance measures and how they identified when a technology should be added, deleted or modified.
- **Investigation of Worldwide Technology & Best Practices In Traffic Operations & Safety** - Kenneth Eugene Lantz, Jr., Senior Research Scientist, Virginia Transportation Research Council, Registered professional engineer, Commonwealth of Virginia explained the process VDOT followed in researching possible new traffic operations and safety technologies and practices, their findings and recommendations, and the practices that have been identified as candidates for pilots. He also discussed the implementation of the pilots, design of the evaluations, and findings of their in-depth literature reviews.

#### *Thoughts from the committee chair – Lisa Pogue*

Lisa Pogue explained the committee's electronic forum (to subscribe go to [http://mail.itapforums.org/mailman/listinfo/t2committee\\_itapforums.org](http://mail.itapforums.org/mailman/listinfo/t2committee_itapforums.org)); the Transportation Information Needs Assessment; the committee's Triennial Self Evaluation which is due this spring; member rotation for 2006; and subcommittees. The Program and Research Subcommittee will be headed by Susanna Hughes Reck and the Committee Meeting Subcommittee will be headed by Kathy DesRoches. We still need subcommittee leaders for communications and outreach.

One of the primary roles of the committee should be to increase the body of knowledge of transportation technology transfer so we'd like to see a bibliography of technology transfer resources developed.

### **T<sup>2</sup> Toolbox**

Mike Bonini explained the progress made on the technology transfer toolbox pooled fund study. Lisa asked for anyone who wants to work on this along with the group to contact her. See the handout below for more information.

### **Mid-year Meeting at International Symposium on Transportation Technology Transfer**

Joe Toole explained that the International Symposium will be a forum for transportation technology transfer and an opportunity to meet with other groups involved in technology transfer. The T<sup>2</sup> Committee will also hold our midyear meeting before the symposium. For more information go to [www.t2symposium.org](http://www.t2symposium.org).

### **TRB Update**

Kim Fisher updated us on the news from TRB. She presented certificates of appreciation to members **Cheri Marti** and **Barbara Harder**.

### **Committee and Friends Free Speech**

- **TRA 2006 conference** - Christopher Patten spoke on the Transport Research Arena Europe 2006 conference June 12-15, 2006 in Göteborg, Sweden. For more information go to <http://www.traconference.com/>
- **Transportation Safety Planning Working Group** – John Schermann talked about the TSPWG's activities in promoting best practices transportation planning safety and the work group's quarterly meetings. For more information go to <http://trb.org/safety/tsp/about.html>.
- Joe Toole suggested holding a workshop for students inviting them to visit committee meetings. We could tap into the Eisenhower and UTC for students.
- Joe Toole spoke on discretionary funds in SAFETY-LU, especially the University Transportation Centers, and its impact on technology transfer. The UT's have three areas of emphasis – research, technology transfer, education. For more information on the UTC program go to <http://utc.dot.gov/>.
- Dick Hanneman gave an update on winter maintenance committee.



## **TECHNOLOGY TRTRANSFER TOOLBOX**

### **Why a T<sup>2</sup> Toolbox?**

Annually hundreds of millions of dollars are invested by state, federal, and university research managers to produce innovations and improvements to the transportation system. However, the benefits of these investments are dependent upon the ability to deploy and implement the results of research - the innovations, technologies, new methods, and procedures. Coupled with this responsibility to put into practice what has been learned, there is a substantial need for effective and continuous sharing of best practices and new information among the transportation community. These factors point to a more basic need - creating and enhancing mechanisms to enable technology transfer, which is the term used for all the activities leading to the adoption of a new-to-the-user product or procedure as an accepted operating practice.

A "Technology Transfer Toolbox Scoping Study" has been developed for FHWA and is available for reference. Also, an NCHRP Synthesis Study, "Transportation Technology Transfer Successes, Challenges and Needs" (NCHRP Project 20-5, Topic 35-12) has been developed to establish a baseline for implementation and technology transfer activities currently being performed in state DOT's.

## What is the T<sup>2</sup> Toolbox?

The main objective of the project is to develop an application-oriented, results-driven Interactive systematic approach to support the implementation of research results. The modules of this tool will enable the user to prepare implementation plans, marketing plans, and executive briefing presentations and reports and other communication materials. The modules will not be mutually exclusive, but will be integrated and come from the same common knowledge-based input system.

- The **Implementation Plan Module** will help the user to strategize implementation - description of the innovation or technology, anticipated benefits of and barriers to implementation, identification of primary users, schedule for implementation, identification of stakeholders and funding sources, technology transfer activities and resources, evaluation strategies, and naming of champions and pathways for approvals.
- The **Marketing or Promotion Plan Module** will focus on a narrower and more in-depth aspect of the implementation process – promotion of the innovation or technology - situation analysis; important characteristics and features, and use of the innovation over current practices; benefits of the innovation; market, opportunities and barriers; goals and objectives; strategies and resources; timing of activities; and measuring the effectiveness of the marketing effort.
- The **Executing Briefing Module** - a briefing presentation for senior management.
- The **Scheduling and Tracking Module** - effective management and monitoring of implementation and technology transfer efforts. This will include activity timelines, critical accomplishments, resources needed or expended, and summary capabilities to present an overview of activities and their status.

## Where are we now?



The screenshot shows the website for the Transportation Pooled Fund Program. The header includes the TPF logo and navigation links: Home, About TPF, Authorized Users, Browse, Search, and Sign Up To Be Notified. The main content area is titled "TPF Studies >>> Detailed View" and displays the following information:

|                                      |   |
|--------------------------------------|---|
| <b>Solicitation Number:</b>          | 974   |
| <b>Status:</b>                       | Solicitation posted   |
| <b>Title:</b>                        | Technology Transfer Toolbox: A Research Implementation How-To Guide   |
| <b>Sponsoring Agency:</b>            | Pennsylvania Department of Transportation   |
| <b>Sponsor Solicitation Contact:</b> | Elizabeth Bonini ( <a href="mailto:ebonini@state.pa.us">ebonini@state.pa.us</a> )<br>Phone: 717-214-9508<br>Fax: 717-783-9152 |
| <b>Technical Contact:</b>            | Michael Bonini ( <a href="mailto:mbonini@state.pa.us">mbonini@state.pa.us</a> )<br>Phone: 717-772-4664<br>Fax: 717-783-9152   |

On the left side, there are navigation menus for "Browse" (Organization, Status, Subject, Recently Added) and "Help" (Status Definitions, General Definitions, Organization Roles, Person Roles, Full Glossary, General Help).

## Solicitation of Transportation Pooled Fund (TPF) Program

<http://www.pooledfund.org/projectdetails.asp?id=974&status=1>

Sponsor Solicitation Contact: Cindy Mershon Scott ([CYSCOTT@STATE.PA.US](mailto:CYSCOTT@STATE.PA.US)), Phone: 717-214-8684, Fax: 717-783-9152

Technical Contact: Michael Bonini ([MBONINI@STATE.PA.US](mailto:MBONINI@STATE.PA.US)), Phone: 717-772-4664, Fax: 717-783-9152

Lead Agency: Washington State Department of Transportation

Partners: CA, IA, MN, MT, NY, OH, PA, TN

Solicitation Expires: 6/30/2006

Commitment Start Year: 2005

Commitment End Year: 2007

Duration: 24 months

100% SP&R Approval: Approved

Commitments Required: \$600,000

Commitments Received: \$270,000

## **MEMBERS AND FRIENDS ON THE MOVE**

### ***Committee Member Pat Lees is WIRED***

Committee member Patricia L. Lees, CAEL has been active in the WIRED initiative. For more information contact her at 312.499.2335, [plees@cael.org](mailto:plees@cael.org), [www.cael.org](http://www.cael.org).

Workforce Innovation in Regional Economic Development (WIRED) is a new initiative that focuses on the role of talent development in driving regional economic competitiveness, increased job growth and new opportunities for American workers.

Revolutions in technology and information have ushered in the era we know as globalization. This era is marked by tremendous advances in communications, travel and trade allowing individuals instant access to commerce from almost anywhere in the world. At the same time, American businesses now work not only with companies across the street, but also with companies around the globe. In the new global economy, talent development is a key factor in each business's and our nation's economic competitiveness.

Global competition is typically seen as a national challenge. In reality, the front lines of the battlefield are regional, where companies, workers, researchers, entrepreneurs and governments come together to create competitive advantage. That advantage stems from the ability to transform new ideas and new knowledge into advanced, high-quality products or services – in other words, to innovate. And those regions that are successful demonstrate the ability to network innovation assets – people, institutions, capital and infrastructure – to generate growth and prosperity in the region's economy. These regions are successful precisely because they have connected three key elements: workforce skills and lifelong learning strategies, investment and entrepreneurship strategies, and regional infrastructure and economic development strategies.

The Federal government invests over \$14 billion every year in talent development through the public workforce investment system. The Labor Department is leveraging those resources with industry and education resources to design innovative education and job training programs. The President's High Growth Job Training Initiative is demonstrating how these partnerships can prepare workers for new and increasing job opportunities in high growth, high demand and economically vital sectors of the American economy.

The President's Community-Based Job Training Grants initiative recognizes that many of the job opportunities available in the 21st century economy require post-secondary education and training, and that our community college system will play a key role in developing the skills of American workers. These grants are competitive and are designed to strengthen the capacity of community and technical colleges to train workers in the competencies and skills required by employers. In short, they will improve their ability to develop talent.

Though each of these initiatives is important in developing the skills of American workers, we also recognize that workforce development is about more than training individuals for current jobs. In today's economy, talent is an asset, bringing new businesses and industries into communities, and successful workforce investment programs can lead to the creation of new jobs.

While many regions have made considerable progress in integrating talent and skills development into their larger economic strategies, there are regions that need additional technical and financial assistance. Similarly, economic regions no longer correspond to state, county, local workforce investment area or municipal boundaries.

The WIRED Initiative is focusing on labor market areas that are comprised of multiple jurisdictions within state or across state borders. It supports innovative approaches to education and workforce development

that go beyond traditional strategies preparing workers to compete and succeed both within the United States and globally.

Through the WIRED Initiative, Governors have a unique opportunity to design and implement strategic approaches to regional economic development and job growth. The WIRED Initiative will take place over the course of three years and is intended to catalyze the creation of high-skill and high-wage opportunities for American workers within the context of regional economies. This initiative is designed for regions that have been affected by global trade, are dependent on a single industry or are recovering from natural disasters.

The U. S. Department of Labor used the following criteria to judge the proposals received under the WIRED Initiative:

- Demonstration of the strategic partnership that is representative of the entire economic region and is comprised of a strong team of regional leaders.
- Presence of impacted economic elements in the region (unemployment, low-wages, low levels of new job creation) and description of the economic and labor market conditions that are driving the need for transformation (such as industries that are declining or industries targeted for growth).
- Demonstration of how the region will undergo transformation through the implementation of new efforts designed to drive integration among workforce, economic development and education systems; innovation in addressing challenges; and utilizing and building upon existing structures, resources and legislatively funded programs.

### ***Planned Actions for Regions Selected under WIRED***

- Strategy Development – Map existing economic landscape and understand region’s strengths and weaknesses and identify opportunities and risks.
- Galvanize Regional Networks – Build a leadership team consisting of civic, business, investor, academic, entrepreneur, and philanthropic members. Form consensus on action agenda and gain leadership commitment.
- Implementation Coaching – Selected team of experts to provide guidance.

### ***Additional ETA Actions***

- Create a WIRED Academy to share successes and challenges between selected regions and capture that knowledge for other regions.
- Develop performance measures and benchmarks of success to track the short and long-term impact of this initiative.