

AASHTO Innovation Initiative

REQUEST

- Support transportation agency engineers and technical experts in accelerating peer adoption of innovations. Rebrand the initiative itself.

RESPONSE

- Provide background to teams of engineers on the science of influence.
- Debrief engineering and technical teams on the details of their innovations.
- Develop implementation-oriented communications strategies that allow experts to focus on transferring their knowledge to peers, relieving them of the need to become expert marketers.
- Develop branded suites of outreach material on each innovation.
- Complete two, consecutive, five-year business plans to inform the development of the program.
- Develop a communications plan to launch the new brand and create supporting materials (print, web-based and multi-media).

RESULTS

- 44 States have explored or adopted program innovations as a result of team outreach.

CUSTOMER

American Association of State, Highway and Transportation Officials (AASHTO)

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