Accelerating Innovation Deployment in Oklahoma

STIC Incentive Award

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**Project Description:**

Tribal Tech created marketing and public relations collateral, developed a communications tool kit for the Oklahoma State Transportation Innovation Council (OKSTIC) and provided an outreach plan for promoting deployment of Every Day Counts (EDC) initiatives, a state based Federal Highway Administration (FHWA) model that identifies and rapidly deploys proven yet underutilized innovations to shorten the project delivery process, enhance roadway safety, reduce traffic congestion, and improve environmental sustainability.

The purpose of this project was to gather information on the implementation successes of three EDC innovations, develop an outreach plan/marketing tool kit, and complete specific outreach products to promote innovations to departments of transportation (Tribal, state, local), the traveling public, staff at ODOT and FHWA and other stakeholders. The three technologies chosen were High Friction Surface Treatment, Safe Transportation for Every Pedestrian (STEP), and Road Weather Management: Integrating Mobile Operations. Tribal Tech provided news releases, one-pagers, innovation reports and social media infographics about each of the technologies. For STEP, Tribal Tech produced a video with cinematography and editing provided by the ODOT visual marketing team, about how Oklahoma communities are integrating STEP safety countermeasures with placemaking to revitalize communities. The Tribal Tech team conducted research and interviews; performed photography, video editing and graphic design; wrote and edited a video script; managed pre-production planning, media production and post-production processes; wrote, edited, and designed press releases, one-pagers, and reports; worked with ODOT's Media and Public Relations department to learn existing processes, and prepared materials for distribution.

**Project Budget:**

To follow from OSU Grants Office.

**How the Work Met the Criteria:**

The Tribal Tech team completed one 4.5 minute video on Safe Transportation for Every Pedestrian (STEP), with the help of ODOT’s Visual Marketing team. The video included important safety countermeasures including curb extensions, Rectangular Rapid Flash Beacons, road diets, crosswalk visibility enhancements, and pedestrian refuge islands.

The Tribal Tech team also completed three press releases, three innovation reports, and three one-pagers on the three technologies. An outreach plan and a media toolkit were provided, so that a communications strategy can be implemented on the technologies. The transportation community will be able to use all of these tools, including photos and webpages to tell the story of innovation in Oklahoma.

**Results:**

* Three one-pagers: HFST, STEP, and RWM-IMO
* Three innovation reports: HFST, STEP, and RWM-IMO
* Three press releases: HFST, STEP, and RWM-IMO
* 4.5 minute high quality video, with the assistance of ODOT’s Visual Marketing team
* 3 short videos of social media use
* An online photo album containing over 1000 images
* An innovation website containing links, photos, and videos
* Three high quality Adobe Spark webpages featuring the technologies.
  + Gaining Traction with High Friction Surface Treatment: <https://spark.adobe.com/page/EqJNxIh4nmGjl/>
  + Making Strides in Pedestrian Safety: <https://spark.adobe.com/page/EqJNxIh4nmGjl/>
  + In Advance of the Storm: <https://spark.adobe.com/page/wOZCY6ACgLjIK/>
* Placemaking Road Diet Video: <https://vimeo.com/277314570>
* Public Photos: <https://www.flickr.com/photos/karlajs/albums>
* Social Media Videos: <https://vimeo.com/user80591427>
* Unpublished Photos (David Ooten: dooten@odot.org ,405-521-2671)
* Tribal Tech Website: <https://tribal-tech.okstate.edu>
* The Tribal Tech team published all the materials and made a presentation of the project at the quarterly STIC meeting on July 12, 2018. The video and website were showcased at this meeting.

**Challenges:**

The greatest challenges faced were the short timeframe and the multi-level approval process, which had never been navigated for STIC projects before. This communications project broke new ground as an effort that highlights innovation for the STIC. All parties learned much from each other that can transfer to future work.

The first day of video production was cut short because of weather. Some participants were unable to re-schedule, so the Tribal Tech team re-wrote the script on the spot to finish a compelling video on schedule. ODOT staff was professional and capable of adapting to this challenge. The re-scheduled shoot had to take place a week after production was originally planned to conclude.

The delayed last shoot put the video editing, review and approval processes behind schedule. Coordinating and directing the re-scheduled shoot delayed the Tribal Tech team's work on the concluding Road Weather Management materials several days into the time allotted for developing the media tool kit and outreach plan. Thankfully, the ODOT visual marketing team edited a polished video on time in spite of the days lost! While their work in spite of shortened time frame was a major success, managing the video post-production process simultaneously with completing the Road Weather Management materials, media tool kit and outreach plan, was a challenging exercise in multi-tasking for Tribal Tech.

The new STIC website in development could not be launched in time to publish the finished works from this project. The Tribal Tech team created a webpage for each technology, housing infographics, photos, story text, interactive links, the news releases, the innovation reports and the video produced in this project.

**Lessons Learned:**

Be adaptable. Mistakes can be turned into a solution. For example, the recording of the opening line of the video to be delivered by Chase Phillips of INCOG was not found among video footage during the editing process. Instead of re-recording the line, the Tribal Tech team substituted a line they had written on the fly for ODOT's Kyle Stevens to deliver, which turned out to be the perfect opening line for the video.

For HFST, Tribal Tech learned that the ODOT will be completing a multi-county curve safety treatment this fall: 11 projects in six counties. ODOT is learning more and more about this technology and ODOT Traffic Engineering discussed recording another HFST video in one of the new locations.

For STEP, Tribal Tech learned that a multitude of STEP projects are being completed in Oklahoma. ODOT ADA Coordinator Kyle Stevens is a wealth of information on this topic. The item to highlight under this innovation is the STEP Action Plan, which is being finalized by ODOT. Community involvement and agency partnerships are key in getting these projects completed.

For Road Weather Management, Tribal Tech learned that the technology is evolving. The deployment of tablet technology in snowplows will continue to expand this fall. Operators have the ability to take eight seconds of video with the push of a button, which will help DPS in locating stranded vehicles. The safety impact to the public, the cost savings of using locally sourced software, and the ability to lessen impact to the environment (more precise measurements of salt and sand) all combine to make RWM a very successful endeavor in Oklahoma.

Tribal Tech recommends that an OK STIC website be implemented as soon as possible so that stories of innovation will have a permanent place of residence.

**Some of Karla’s comments at the STIC meeting on July 12, 2018:**

* “Thank you to the STIC Committee for having confidence in us to complete this project that really showcases the good work that everyone in this room and in transportation is doing in Oklahoma.”
* “Communications is our passion. We love to tell stories, and we feel like there are so many more to be told.”

**Penn DOT** – “Innovation breeds innovation. The more we talk about innovation, the more innovation we generate.”

“If we become experts at something, we’re no longer innovating. Always look for ways to make whatever you’re doing more efficient and more useful.”

**Hazem Refai**-“It’s important not to just look at the future, say 20 years from now. What can we do here and now to make things better? If we see a problem or difficult way to do something, we can look for a better solution now.”

“Always question, where do we go from here? Be willing to advance with the constantly changing technology.

**Kyle Stevenson** – “We have to be creative about bringing people together. “The reality is we need to focus on combining efforts because, alone, no one is going to have enough money to do what they need to do for safety of pedestrians.”

**Elesia Church in Elk City**- “We have 100% occupancy in our downtown. We want to be known as a progressive city. It takes a lot of partners to make it happen…that’s why I write so many grants.”