



Produced by Tribal Tech for the Oklahoma State Innovation Council with the Support of A 2017 Innovation Incentive Award from the Oklahoma Department of Transportation and the Federal Highway Administration

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## OUTREACH PLAN TO ACCELERATE INNOVATION IN OKLAHOMA

WHAT:	FOR WHOM:	WHEN:	WHY:	NOTES:	SUGGESTED NEXT STEPS:	
<b>High Friction Surface Treatment</b>       Page 1 of 3	One Pager	STIC, ODOT, FHWA, Media	September 2018	<ul style="list-style-type: none"> <li>Update staff quickly</li> <li>Inform public</li> </ul>	Abbreviated content from news release & innovation report	July 2018 STIC members coordinate to share document within member organizations, create a place for them for Sept media push
	News Release	Public; ODOT; FHWA	September 2018	<ul style="list-style-type: none"> <li>Share value and benefit of HFST, STIC, ODOT, FHWA with public</li> <li>Demonstrate institutionalization</li> <li>Inform funder of impact/progress</li> <li>Promote project and partners</li> </ul>	Projects begin construction in Mayes, LeFlore, Lincoln, Sequoyah, Tulsa and Rogers counties Sept. 2018	Aug. 2018 STIC member coordinate with Project Engineer Jami Short and communications depts. at STIC member organizations (comm. teams) to release to mass media: <ul style="list-style-type: none"> <li>News release</li> <li>Infographics (social media)</li> <li>Public Photo Albums</li> <li>Online Story Link</li> <li>Innovation Report</li> </ul>
	Infographics	STIC; ODOT; Media; Public; FHWA	August 2018	<ul style="list-style-type: none"> <li>Communicate impact quickly to external and internal audiences</li> <li>Allows STIC to utilize social media to reach media; public; peers</li> </ul>	<ul style="list-style-type: none"> <li>HFST Impact in OKC Metro graph</li> <li>HFST Impact in Mayes County graph</li> <li>HFST in Oklahoma map</li> </ul>	
	Public Photo Albums	ODOT; FHWA; Media; Public	July 2018	<ul style="list-style-type: none"> <li>Resource to share impact visually</li> <li>Images = more likely published</li> <li>Free image content for future pubs &amp; presentations</li> </ul>	STIC members: <ol style="list-style-type: none"> <li>Familiarize themselves</li> <li>and their peers with using these image libraries;</li> <li>Share &amp; Use Images!</li> </ol>	
	Online Story	STIC; Media; FHWA; Public	July 18 (Sept. 18 for Media)	<ul style="list-style-type: none"> <li>Share all content at once</li> <li>Permanent online link for media, funders, partners to link to</li> <li>Promotes and utilizes the ODOT HFST video</li> </ul>	Same text as news release; links to Innovation Report and news release copy in PDF; utilizes ODOT HFST video and Google Earth Map of HFST locations	
	Innovation Report	STIC; ODOT; FHWA; Media; Public	July 18 (Sept. 18 for Media)	<ul style="list-style-type: none"> <li>Contains more info for readers that need a deeper HFST dive</li> </ul>	More details than one-pager; suitable for external and internal audiences	
	Unpublished Photos	STIC; ODOT; FHWA	October 2018 – July 2019	<ul style="list-style-type: none"> <li>Continue tracking and sharing impact</li> </ul>	<ul style="list-style-type: none"> <li>Pictures of Mayes County locations before HFST application for media and publication use</li> <li>Additional photos of HFST existing sites to supplement ones taken by ODOT's Bryan Cooper</li> </ul>	<ul style="list-style-type: none"> <li>July 18 – July 19, STIC member(s) to evaluate if further before/after studies merit worth; submit grant proposals and utilize before pics if so</li> <li>Sept. 18 – Jul. 19, STIC member to coordinate with Project Engineer Jami Short to take photos during &amp; after HFST application, plus before pictures outside of Mayes County</li> <li>Sept. 18 – Jul. 19, STIC member to coordinate with comm. teams to release before/after photos with local media as projects completed</li> <li>STIC member to organize before/after image library on new STIC website/ODOT page</li> </ul>



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Road Weather Management: Integrating Mobile Observations     Page 3 of 3	One Pager	ODOT; FHWA; STIC	July-October 2018	<ul style="list-style-type: none"> <li>To update STIC members so they can serve as info contact at their organization for RWM: IMO status</li> <li>To support ITS in bringing all ODOT staff on board quickly to the benefits, purpose and status of this new technology system</li> </ul>	<ul style="list-style-type: none"> <li>ITS has noted internal communications around this technology and keeping all informed is vital to a smooth and fast rollout</li> <li>ITS excels at this on crucial one-to-one basis, the one pager, social media and other media tools from this project can be used by ODOT to amplify the groundwork already laid effectively by ITS</li> <li>The social media videos allow people outside of ODOT headquarters to help tell the story of road weather management, presenting a unified voice of excitement and support</li> </ul>	<ul style="list-style-type: none"> <li>July-August 2018, STIC member Alan Stevenson to coordinate with ODOT internal media teams to present materials to distribute one-pager, social media videos, photo albums and online article with ODOT internal audiences in avenues such as Centerline, training materials, intranet and internal email announcements</li> </ul>
	Social Media Videos	ODOT; STIC; Other DOTs; Public; Media	July-October 2018	<ul style="list-style-type: none"> <li>To support internal rollout of system and processes to the people who will be tasked with using the new system</li> <li>To enhance ODOT internal communications and maintain high morale already present at ODOT</li> <li>To create a resource for other DOTs to learn from OKSTIC</li> </ul>	<ul style="list-style-type: none"> <li>Sharing photo albums with internal and external audiences will amplify excitement around this project</li> </ul>	<ul style="list-style-type: none"> <li>July-October 2018, each STIC member reviews one-pager and if interested in learning more about the installation process, checks out the short social media videos.</li> <li>At Fall STIC meeting, STIC member(s) suggest places these materials could be shared to tell the story of this phase of completion and a STIC member shares a summary of results with STIC member organization communications teams</li> </ul>
	Photo Albums	ODOT; FHWA; STIC; Other DOTs; Media; Public	July-October 2018	<ul style="list-style-type: none"> <li>To create resources for media publications, presentations</li> <li>To show details for other DOTs</li> </ul>	<ul style="list-style-type: none"> <li>Information is current as of July 2018 and evergreen, can be used and shared as is starting now</li> </ul>	<ul style="list-style-type: none"> <li>September 2018, STIC Member to coordinate with STIC member organization communications teams to support an October push promoting the completion of phase II (installation and training) of the implementation of Integrating Mobile Weather Observations</li> </ul>
	Online Article	FHWA; Media; Public; STIC; ODOT;	July-October 2018	<ul style="list-style-type: none"> <li>To centralize resources for STIC, ITS and comm. teams until the story is ready to be shared</li> </ul>	<ul style="list-style-type: none"> <li>Comm. teams advise on best times to release to enhance public reception of story</li> </ul>	
	News Release	Media; Public; FHWA; Other DOTs	October 2018	<ul style="list-style-type: none"> <li>To support the rapid deployment of the first phase of IMO and build excitement for the next phase</li> </ul>	<ul style="list-style-type: none"> <li>Recommendations from the Project Toolkit include ODOT Research work with STIC member Alan Stevenson to develop a white paper on IMO</li> </ul>	<ul style="list-style-type: none"> <li>September 2018, Each STIC member to coordinate with their organizations media team to determine how to amplify the media push and share resources internally and with their organization's audiences</li> </ul>
	Innovation Report	Other DOTs; ODOT; FHWA; STIC; Media; Public	October 2018	<ul style="list-style-type: none"> <li>To create a deeper dive into RWM-IMO, useful for partners in future phases, reporting to funders and other DOTs looking into IMO</li> </ul>		

### Stories Online:

- **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/wOZCY6ACqLjIK/>

### Other Resources:

- 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](mailto:dooten@odot.org) ,405-521-2671)

*Thank you STIC for the opportunity to be inspired, informed and encouraged by talking with the creative people implementing EDC innovations in Oklahoma! – Karla and Amy*



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*As the State Innovation Council (STIC) is a volunteer-organization staffed by public and private transportation stakeholders within Oklahoma, ideally organizations with individuals currently invited to participate in the council will assist the Oklahoma Department of Transportation (ODOT) in conducting media campaigns, outreach and social media marketing.*

Suggested Media Focus for News Releases:	
AUDIENCE	OUTLET
ODOT	Centerline DOTs (internal video publication) Communications teams
State Policymakers	ODOT Annual Publications* Social Media Marketing
FHWA	EDC news EDC Innovator magazine EDC Website and Publications EDC Conferences Program Officers for AID and other grants
Other DOTs within Oklahoma	STIC Member Oklahoma LTAP at OSU ODOT Director of Tribal Coordination Rhonda Fair STIC Member Michael Lynn (Oklahoma Tribal Transportation Council) Oklahoma Traffic Engineers Association (OTEA) (Conference) INCOG (newsletter)
Other DOTs nationwide	See FHWA EDC outlets above NLTAPA (newsletter; eblast; conference) NTTAP (conference)
Public	<ul style="list-style-type: none"> <li>▪ For HFST – focus on Mayes, Oklahoma, LeFlore, Sequoyah, Lincoln, Tulsa and Rogers counties</li> <li>▪ For STEP –               <ul style="list-style-type: none"> <li>○ focus on Tulsa, Broken Arrow, Collinsville, Norman, Stillwater, Oklahoma City, Elk City, Pawnee Nation, Heavener communities mentioned in video and innovation report/online article.</li> <li>○ seek media, marketing and outreach support with INCOG, ACOG and other STEP partners that can be identified by Shelby Templin, Kyle Stevens and David Glabas at ODOT</li> </ul> </li> </ul> Social media marketing (Facebook; Twitter; Instagram) ODOT Website** Online articles, road diet video, social media videos and public photos are all findable, viewable and available the public already

\*Toolkit recommendations suggest in partnership with ODOT research bureau, STIC produces an annual report of innovation progress that ODOT can disseminate to state legislature and other policy stakeholders each year.

\*\*Toolkit recommends creating a page about the STIC on ODOT website which can link to the new STIC website once it launches and house materials from this project and other STIC communications immediately.