

**RD&T Leadership Council Action Item: D.3. Customer & Partner Focus**

**Council Champion / Project Lead:** Dennis Judycki/Marci Kenney

- (1) TITLE: Communicating the R&T Story
- (2) DESCRIPTION OF INITIATIVE: The development of a clear convincing case for spending tax payer money on R&T, and for a Federal role in research, development and technology transfer related to highways, including how R&T activities support the agency’s strategic goals.
- (3) IMPORTANCE / SIGNIFICANCE OF INITIATIVE: The objective of this initiative is to develop broad support for highway R&T activities. First, HRT needs to show how R&T activities support the agency’s strategic goals. Seond, the agency needs to make a good case to OMB and Congress that its R&T spending produces useful results.
- (4) PRODUCT / OUTPUT: A well-defined message regarding the importance of FHWA R&T activities , including examples of successful FHWA R&T or exciting work underway which could not be done elsewhere (i.e., at the State or University level). *Note: This initiative is closely linked to other initiatives, such as Communicating R&T Activities, and the National Partnership Initiative.*
- (5) CUSTOMER: internal–CBU’s/goal owners; Outside customers include OST, OMB, Congress.
- (6) PARTNERS: CBU’s, Policy SBU, FHWA Resource Centers, FHWA Division Offices, TRB, AASHTO, universities, private sector stakeholders
- (7) COSTS: Professional and administrative support staff time
- (8) SCHEDULE:

Tasks	Month / Year:	9/99	10/99	11/99	12/99	1/00	2/00	3/00	4/00	5/00	6/00	7/00	8/00	9/00
1. Formulate concept and work plan		#####	#####	#####										
2. Discuss w/ CBU’s, SBU’s & others		####	#####	#####	#####									
3. Solicit success stories				#####	#####	#####	#####	#####	#####					
4. Develop/implement legislative strategy					#####	#####	#####	####	####	#####	####	####	####	####
5. Work with Partners to tell R&T story on the Hill							#####	####	####	####	#####	####	####	####

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Updated: 11/22/99