

**R&TS Action Item D6: Communication Plan for of R,D,&T**

**Champion / Project Lead:** John McCracken/Office Directors

- (1) **TITLE:** RD&T Communication Plan
- (2)
- (3) **DESCRIPTION OF INITIATIVE:** Information will be gathered from all R,D,&T offices to develop a communication plan to describe who we are. our priorities, and our message that we want to share with our partners and customers.
- (4) **IMPORTANCE / SIGNIFICANCE OF INITIATIVE:** The communication plan will augment the Technology Facilitation Plan that is a product of the initiative in Task E.5.
- (5) **PRODUCT / OUTPUT:** A communication plan for RD&T.
- (6) **CUSTOMERS:** Internal and external customers, including FHWA, States, Local Government, academic institutions, press.
- (7) **PARTNERS:** CBUs, SBUs, FHWA Resource Centers, FHWA Division Offices
- (8) **COSTS:** No direct expenses anticipated beyond professional and administrative support staff time.
- (9) **SCHEDULE:**

Tasks	Month / Year:	12-99	1/00	2/00	3/00	4/00	5/00
1. Collect existing information for the communication plan		█					
2. Draft Plan					█	█	
3. Review Draft Plan							█
4. Finalize Plan							