

RD&T Leadership Council Action Item: E2.2(Information and Analysis)

Council Champion / Project Lead: McCracken/Moravec

- (1) TITLE: R&T Program Web Site
- (2) DESCRIPTION OF INITIATIVE: Develop and Maintain an overall FHWA Research and Technology Web site. This site will offer “One Stop” shopping for transportation professionals looking for program and technical information on a technology topic basis.
- (3) IMPORTANCE / SIGNIFICANCE OF INITIATIVE: The restructuring of FHWA has mainstreamed the R & T Process to be driven by the CBU’s. The TFHRC Site has focused mainly on the Lab activities and did not include many of the activities in the program offices and certainly nothing in Environment and Planning area. This site will help practitioners understand, navigate and make use of the overall R & T program building on its successes and generating benefits and partnerships for the future.
- (4) PRODUCT / OUTPUT: Roll out of a new web site, including marketing blitz
- (5) CUSTOMER: Transportation professionals
- (6) PARTNERS: CBUs, FHWA Resource Centers, FHWA Division Offices, TRB, and AASHTO
- (7) COSTS: The Avalon Communications Service Contract has been assigned a task with a budget of \$50,000
- (8) SCHEDULE:

Tasks	Month / Year:	9/99	10/99	11/99	12/99	1/00
1. Formulate framework/functionality			
2. Obtain CBU buy in					...	
3. Database developments/adjustments				
4. Link identification and posting				
5. Beta testing				
6. Field Beta testing					
7. Unveil web-site prior to TRB						...
8. TRB Exhibition						...