



Caltrans Division of Research,
Innovation and System Information

Research

Notes

Research
Support

FEBRUARY 2022

Project Title:
Outreach & Technology Transfer:
Communications for Accelerating
Adoption of Innovation

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Technology Transfer: Communications to Accelerate Adoption of Innovation

Supports deployment and widespread adoption of the innovations and research results through communications, training, and technical assistance.

WHAT IS THE NEED?

Economic, political, environmental, and other pressures are making it harder than ever to deliver safe, efficient, effective surface transportation. Caltrans Division of Research, Innovation and System Information (DRISI) is producing valuable research results that can help our public agencies to do their jobs better, build and maintain our infrastructure over a longer lifespan at a lower cost, manage our resources more efficiently, operate our transportation systems and work zones more safely, and reduce congestion and delay to the public. However, convincing an agency to adopt a new technology or process is challenging, even when the research indicates that the new technology or process has obvious advantages over whatever technology or process it is intended to replace.

WHAT ARE WE DOING?

Written communications, in both print and electronic formats, remains a mainstay of the technology transfer process. University of California, Berkeley TechTransfer's publications are produced jointly by subject matter experts who identify timely, relevant topics and provide quality content and technical oversight, and communications and graphic design professionals who understand the audience and how to use the media effectively.



DRISI provides solutions and
knowledge that improves
California's transportation system

Communications and marketing specialists, and library and information professionals ensure that those publications, as well as the research final reports, reach their target audiences and that they are accessible internationally and adequately archived. TechTransfer's training and workshops further support technology transfer goals by expanding the communication and research skills and abilities of Caltrans staff through internal training workshops and fostering communication in open forums with other agencies and stakeholders.

WHAT IS OUR GOAL?

The goal is to support the sustained and multi-pronged effort of achieving successful technology transfer by moving from awareness, to a decision to adopt, and ultimately to implementation.

WHAT IS THE BENEFIT?

The project provides these benefits:

- Communicates the progress of research.
- Provides interactive forums where potential adopters can learn about a transportation innovation, see it in action, and discuss it and its application with colleagues and experts.

WHAT IS THE PROGRESS TO DATE?

The TechTransfer at UC Berkeley continued work on the DRISI 2022: Caltrans' Solution Lab publication. Focused on content development and design simultaneously. The first mock-up was delivered in January 2022.

TechTransfer identified the faculty lead, recruited a Graduate Student Researcher (GSR), and submitted the workplan for approval for the Preliminary Investigation on Small and Disadvantaged Business Enterprise Unsuccessful Subcontracting Bid Processes and the Preliminary Investigation on Caltrans Renaming and Removal of Harmful Names and Monuments in the State Right of Way (ROW).

The first draft of the Research Investment Plan was delivered in mid-December 2021. The lead author met with DRISI leadership to discuss feedback and next step in late December 2021.

TechTransfer continued work on the venue contract and the content development for the Future of Aviation Conference.