Federal Highway Administration
Every Day Counts
Innovation Initiative

2011 AASHTO SOM
Burlington, VT

SafetyEDGE
Your Angle for Reducing Roadway Departure Crashes

Thomas P Harman, Manager
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A little Humor...

- New, innovative, AASHTO approved, Safety barrier???
The Nine Commandments of Technology Transfer, $T^2$

Thomas Harman, former Project Engineer
FHWA Office of Technology Applications
Circa 1990 to 1998
Connor Philip,

“You know Dad if you are on a team, you can do anything.”
How do you...

Affect Change?
Are you the right person to affect change?

1. Knowledge
2. Resource
3. Recognition

Sounds like SOM to me!
The Nine Commandments...

1. User is Right
2. Resistance to Change
3. Human Relations
4. Peer Endorsement
5. Simplicity
6. Network
7. Remembering Principle
8. Written Word
9. Objections
Let’s take a close look at the Safety Edge... does it meet the 9cT²
Researchers often bend users’ problems to suit themselves.

Users research to suit themselves.

Users are usually right.
Resistance to Change

Change for its sake only will fail and ruin trust.

People, especially large organizations, are naturally resistant to change.

Innovations must be seen as producing a “significant improvement” that has benefits exceeding the trouble.
Human Relations

A $T^2$-er is a human relations expert!

They excel in one-on-one communication.

$T^2$-ing is more than information disseminators.

Once is not enough... again and again!
Peer Endorsement

Experience and endorsement of peers is a very, very important element.

Communication between peers is the most desirable channel for successful technology transfer.
Simplicity

Make it simple.

Too much information calls for screening out information.
Establish and use your network
Remembering Principle

Seeing is believing. People retain...

- 10% of what's read
- 20% of what's heard
- 30% of what's seen
- 40% of what's seen & heard
Vigorous writing comes from clear vigorous thinking.

Let every word tell!!!

In 2011...

Many Media Outlets
Objections

Anticipate objections and incorporate them into your program.
Connor Philip,

“You know the best part about today... we tried something new!”
Your time is precious...

Consider the Edge.

One more thought...
“Silly Daddy, don’t you know... Daddy’s aren’t in charge.” – Ashley (4)
“Yes but I have a better plan; ice cream?” – Corey (9)
“When I grow up I want to be a Dad.” – Connor (6)