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Best Practices in Transportation Communications and Applications for UVM's Transportation Research Center

This research examines best practices in communication and outreach efforts among transportation organizations to effectively inform stakeholders and transfer information and research results. Starting with an examination of organizational goals and strategies that define how and what communications tools will be employed, this research reviews the communications efforts of departments of transportation, university transportation centers (UTCs), and other transportation industry organizations. Specifically this involves assessment of (1) website design, (2) social media strategies, (3) newsletters, and (4) media promotion. These areas are assessed qualitatively through observation and analysis of online practices and relevant literature. Interviews with communications professionals in the transportation field inform the results of the observed practices and reveal the underlying strategies, how they are aligned with organizational mission and what metrics are established to measure success and direct future action. This research is applied to incorporate relevant practices in these four areas into the development of the UVM Transportation Research Center's communication strategy and plan.