

## The Transportation Research Board

# Communication Matters: Communicating the Value of Transportation Research

### Communication Matters

#### Communicating the Value of Transportation Research



#### Guidebook

NCHRP REPORT 610  
National Cooperative Highway Research Program

TRANSPORTATION RESEARCH BOARD  
OF THE NATIONAL ACADEMIES

### Objective

To create a guidebook for use by transportation researchers, state departments of transportation, and other transportation authorities to illustrate the communication process and help them effectively communicate the value of transportation research to justify the resources spent on the research and leverage more support for implementing research results. Visit [www.trb.org/main/blogs](http://www.trb.org/main/blogs) to view and read the Guidebook

### Approach

Through a combination of personal interviews, secondary research, and case studies of transportation projects and best practices in other industries, NuStats gathered data on effective communication processes.

### Outcome

Using the data, NuStats created a comprehensive guidebook detailing successful communication processes and step-by-step instructions for communicating the value of research to transportation planners, legislators, policy decision makers, and other stakeholders. NuStats is now conducting workshops for transportation professionals around the country to further enhance the ability to communicate the value of transportation research.

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