



Strategies for reaching decision makers on TCAPP

**FOCUS AREA:
Capacity (C22)**

Using market research, the project developed strategies for communicating the value of TCAPP to executives in transportation and resource agencies.

Communicating the Value of TCAPP

Strategies and messages to promote a new tool that can speed delivery of transportation improvements

Transportation for Communities – Advancing Projects through Partnerships, or TCAPP, is the centerpiece of the capacity focus area research conducted under the second Strategic Highway Research Program (SHRP2). Primary users of TCAPP are expected to be agency practitioners who work directly with external stakeholders to reach consensus on capacity expansion projects.

Changes in business practices, however, are generally empowered from the top. Decision makers at state and local transportation agencies as well as federal agencies need to understand the value, benefits, and utility of integrating TCAPP into their general business practices.

The Solution

This project developed **messages and strategies that effectively convey the value of TCAPP to these executives**. It included extensive market research of the target audience. Based on this research, messages that resonate with decision makers and potential marketing strategies were developed. The effort was directed not only at the transportation agencies, but also at the executives of resource agencies who review, and often approve or reject alternatives for capacity-expansion projects. The lessons learned through this work will inform the implementation of TCAPP in 2014.

How can you learn more?

For more information, contact Gary Jensen at FHWA, gary.jensen@dot.gov; Spencer Stevens at FHWA, spencer.stevens@dot.gov; Matt Hardy at AASHTO, mhardy@aaashto.org. Updates on current implementation efforts can be found at www.fhwa.dot.gov/GoSHRP2 or <http://SHRP2.transportation.org>.

About SHRP2 Implementation



The second Strategic Highway Research Program is a national partnership of key transportation organizations: the Federal Highway Administration, the American Association of State Highway and Transportation Officials, and the Transportation Research Board. Together, these partners conduct research and deploy products that will help the transportation community enhance the productivity, boost the efficiency, increase the safety, and improve the reliability of the Nation's highway system.

Strategic Highway Research Program