



WHRP

**Wisconsin Highway Research Program
2021-2025 Strategic Plan**

Wisconsin Highway Research Program Strategic Plan

Mission:

Lead the identification, execution and implementation of applied research to address the current and future needs of Wisconsin's transportation system.

Vision:

Implement innovative solutions to deliver a safer, more sustainable, efficient and affordable Wisconsin transportation system.

Values:

WHRP embodies WisDOT's values of Integrity, Diversity, Excellence and Accountability and expands on these through the following:

- **Accountability** – Being individually and collectively responsible for providing quality, cost effective and value-added solutions that are inclusive of all people and opinions, and represent the varied perspectives of our partners and the public.
- **Collaboration** – Creating a collaborative environment between the Wisconsin Department of Transportation, the Federal Highway Administration, universities, the construction industry and consultants through communication and teamwork.
- **Excellence** – Providing quality applied research through innovation and constant improvement.
- **Integrity** – Building trust and confidence in all relationships through transparency, a positive attitude and respect.

Goal 1: Improve communication

Strategy – Knowledge transfer

- Action: Map out processes to ensure transfer of information
- Action: Utilize SharePoint site for program and process documentation
- Action: Explore mentoring opportunities similar to the TOC chairs' process

Strategy – Increase web presence

- Action: Conduct a comprehensive review of current web presence
- Action: Work to get other websites to reference WHRP

Strategy – Communicate the value of WHRP research

- Action: Utilize strategies related to WHRP in the WisDOT research program communication plan
- Action: Apply best practices that will be identified in NCHRP 20-44(28) to WHRP communication strategies

Goal 2: Increase engagement

Strategy – Focus on outreach opportunities

- Action: Hold an annual event to showcase WHRP projects/accomplishments
- Action: Offer an annual informational session regarding the program making sure to reach out to counties, academia and industry
- Action: Update the WHRP outreach section of the external facing website
- Action: Continue to engage with Wisconsin transportation organizations through presentations about WHRP projects at conferences (e.g. ACEC, WTBA, WAPA, WCPA)

Strategy – Expand WHRP involvement

- Action: Explore avenues to build a deeper pool for TOC and POC memberships
- Action: Revisit WHRP membership bylaws

Goal 3: Leverage resources

Strategy – Funding

- Action: Explore additional funding options for WHRP research projects (i.e. SPR Part-A, Transportation Pooled Funds, National Cooperative Highway Research Program, consultants/WisDOT doing testing, etc.)
- Action: Explore additional funding set-aside for either new WHRP projects or project amendments as a placeholder in the federal work program
- Action: Present an annual budget update to the WHRP Steering Committee (e.g. 5-year trend analysis)

Strategy – Staffing

- Action: Continue to analyze staffing needs
- Action: Continue to utilize a Technical Support contract to supplement the research program
- Action: Explore the possibility of utilizing interns

Strategy – Time constraints

- Action: Recognize that involvement in oversight committees is on a voluntary basis
- Action: Conduct analysis on TOC/POC time commitments and utilize findings to make improvements to the research program

Goal 4: Improve program management

Strategy – Project management

- Action: Utilize oversight committee meetings to conduct periodic check backs to the scope, schedule and budget to identify additional research project needs
- Action: Explore options for pre-qualifying/approving research institutions
- Action: Review project processes and identify potential improvements (e.g. templates, best practices, closeout process, etc.)

Strategy – Project scoping

- Action: Explore ways to streamline the timeline
- Action: Continue to define boundaries and deliverables

- Action: Continue to identify and engage stakeholders throughout the project scoping process
- Action: Continue to develop better definition(s) of research problems by identifying any special needs including implementation roadblocks and potential implementation opportunities
- Action: Confirm organization’s readiness to respond to research findings

Goal 5: Improve research implementation

Strategy – Implementation funding

- Action: Explore setting aside specific funding for implementation in the federal work program
- Action: Create flexibilities in the program to keep projects rolling when we need to research a nuance or variable to make it implementable

Strategy – Implementation process

- Action: Identify staff with appropriate knowledge, skills, and authority to make decisions affecting implementation
- Action: Adopt a formal research implementation process (i.e. develop a project implementation plan and implementation progress report) that clearly articulates the roles and responsibilities of agency staff and researchers

Strategy – Track and evaluate performance

- Action: Develop a tracking process and system to evaluate and measure research implementation
- Action: Utilize the to be developed research implementation plan and implementation progress report to assist with implementation tracking
- Action: Conduct a five-year analysis of completed research projects to study implementation trends