

2010 National TKN Annual Meeting

June 17, 2010 9:00–2:00 CDT

Purpose:

The meeting serves as the second joint meeting of the TKN community to form a roadmap for National Transportation Knowledge Network (NTKN).

Objective:

1. Begin development of strategic plan for a national TKN and TKN effort
 - a. Use *Implementing Transportation Knowledge Networks* ([NCHRP Report 643](#)) as a guide
 - b. Establish shared goals and values for a NTKN
 - c. Roles of organizations developing the TKN
2. Establish an outline for a communication/marketing/branding plan for to stakeholders
 - a. Consensus on priority groups to target for outreach
 - b. Develop goals? for communication
 - c. Next steps
- Resource: Communicating the Value of Transportation Research ([NCHRP Report 610](#))
3. Evaluation progress and next steps on NTKN projects established in 2009

Location:

Milton H. Latter Memorial Library
New Orleans Public Library system
5120 St. Charles Avenue New Orleans, LA 70115

Agenda:

Time	Topic	Speaker/Facilitator
9:00a-9:10a	Welcome and Logistics	RITA/NTL
9:10a-12:00p	Strategic Planning and Communication discussion*	TKN chairs and NTL
12:00p-1:00p	Lunch (on your own)	
1:00p-1:30p	Debrief Morning Session	All
1:30p-1:55p	Update and next steps for 2009 NTKN projects	project facilitators
1:55p-2:00p	Wrap-up and Adjourn	

[NTKN Meeting Prep](#): To help prepare for the document and our discussion, we are asking participants (remote, in-person) and interested parties to respond to a [short survey](#) about NTKN development, growth, and goals.

Remote Participation:

WEB: <http://fhwa.acrobat.com/translibrarian>

NOTE: Please ensure you have speakers and/or headphones to listen to the audio through your PC.

Contact for more information: Amanda J. Wilson, NTL Director, amanda.wilson@dot.gov, 202-366-2480

*see next page for outline of this segment

9:10a-12:00p

Strategic Planning and Communication discussion TKN chairs and NTL

Discussion ground rules

TKN can't be everything to everyone

This is an evolving vision

Shared vision

Discussion Outline

Why we're here

TKN Roles review

1. Which organizations are needed to achieve our NTKN goals – who should be involved in TKNs?
 - Who are our primary audiences for communication about TKNs?
 - Who makes decisions about elements of the TKNs?
2. What are our common goals for TKNs (near term and longer term)?
 - How do we work together?
3. What are the obstacles for TKN development and growth?
 - What are the opportunities for the TKN effort?
4. How will transportation be changed in two years by the NTKN?