

## Technical communications for transportation professionals

### ABOUT CTC

CTC & Associates provides technical communications services for the transportation sector. Based in Madison, Wisconsin, the firm serves state departments of transportation, local road agencies, associations, universities and national research programs. We help our clients drive change with effective communication of research results, peer practices and management strategies.

#### PROGRAM COMMUNICATIONS

Show the value of your research program in clear, compelling ways. CTC & Associates will help you develop performance measures, annual reports, newsletters (print and online), videos and websites that drive change.

#### TECHNOLOGY TRANSFER

Capture the impacts of your research projects for internal and external audiences. CTC & Associates will develop tailored research summaries for your projects that tell the story of the problem, solution and benefits – in technically accurate yet interesting language that is accessible to both managers and specialists.

### OUR TEAM

CTC's writers, editors, research managers and web designers work closely with our clients in transportation research to develop the most effective ways to communicate technical and policy information. We carefully tailor communications for top management, practitioners, partner organizations and the public, and we pride ourselves on delivering high-quality, effective products and services on time and on budget.

#### INFORMATION SERVICES

Don't reinvent the wheel. CTC & Associates will conduct quick-turnaround research for you on any transportation topic. We'll comb the literature, interview experts and conduct surveys – then package it all in a readable report that highlights gaps and potential next steps.

#### RESEARCH MANAGEMENT

Maximize your research investment. CTC & Associates will help you fill gaps in your research program. We will manage contract research, administer pooled fund studies, facilitate peer exchanges, develop RFPs, and revise guidance documents – whatever your research program needs to succeed.



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# Selected work examples



**TECHNICAL SUMMARY**

**Refined ROI Methodology Shows Added Benefits of MnPASS Lanes**

What Was the Need? MnPASS lanes have provided... What Was the Solution? MnPASS lanes have provided... What Was the Outcome? MnPASS lanes have provided...

PROJECT SUMMARIES

**NCHRP**

**SUPPORTING TRANSPORTATION AGENCY LEADERS**

September 2017

PROGRAM BROCHURES

**better database**

facts and figures on winter maintenance

JOURNAL AND MAGAZINE ARTICLES

**RESEARCH**

**Makes the Difference 2018**

AWARD-WINNING INNOVATIONS FROM STATE DOTs

NATIONAL RESEARCH HIGHLIGHTS

**DRISI**

**Preliminary Investigation of California Winter (Non-Snow and Ice) Level of Service Strategies**

February 13, 2016

RESEARCH SYNTHESSES

**RESEARCH UPDATE**

Michigan Department of Transportation

Receives National Recognition

NEWSLETTERS

**CLEAN ROADS**

Recommendations for Factors Causing Fatigue

RESEARCH MANAGEMENT

**NO BOUNDARIES**

Maintenance Events

POOLED FUNDS

**MPHSIRE**

Partnership for Transportation Research Exchange

PEER EXCHANGES



Links and more examples at [ctcandassociates.com](http://ctcandassociates.com)