



Brian Garmon
July 17, 2025

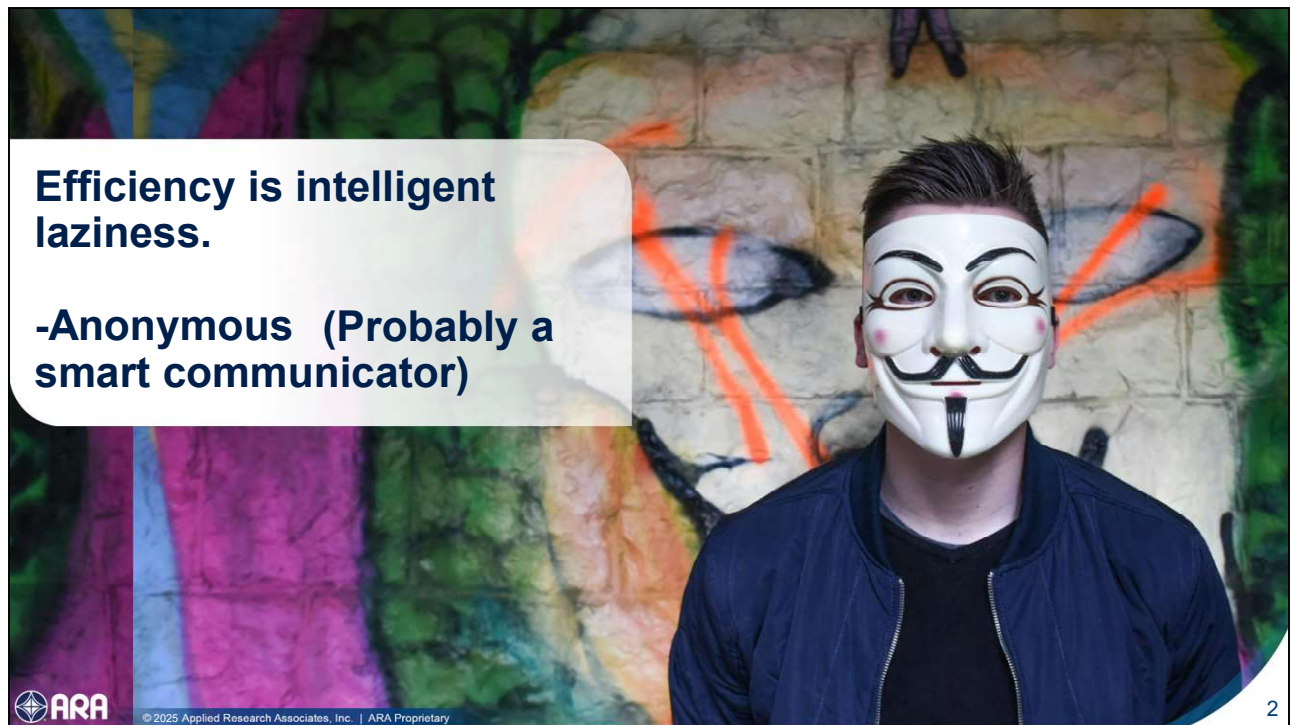
Designing Multi-Use Content



INNOVATIVE SOLUTIONS
TO COMPLEX PROBLEMS



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Most State DOTs have limited time, money, and personnel dedicated to outreach.

The good news is a single research project can generate multiple pieces of content, each serving different audiences or purposes.

My goal today is to show how to design and repurpose content to maximize reach without adding additional resources.



Outline

- ▶ How to Think About Your Project Communication
 - Reuse in Mind
- ▶ How to Repurpose Existing Content Into New
- ▶ Examples
- ▶ Tips
- ▶ Q&A





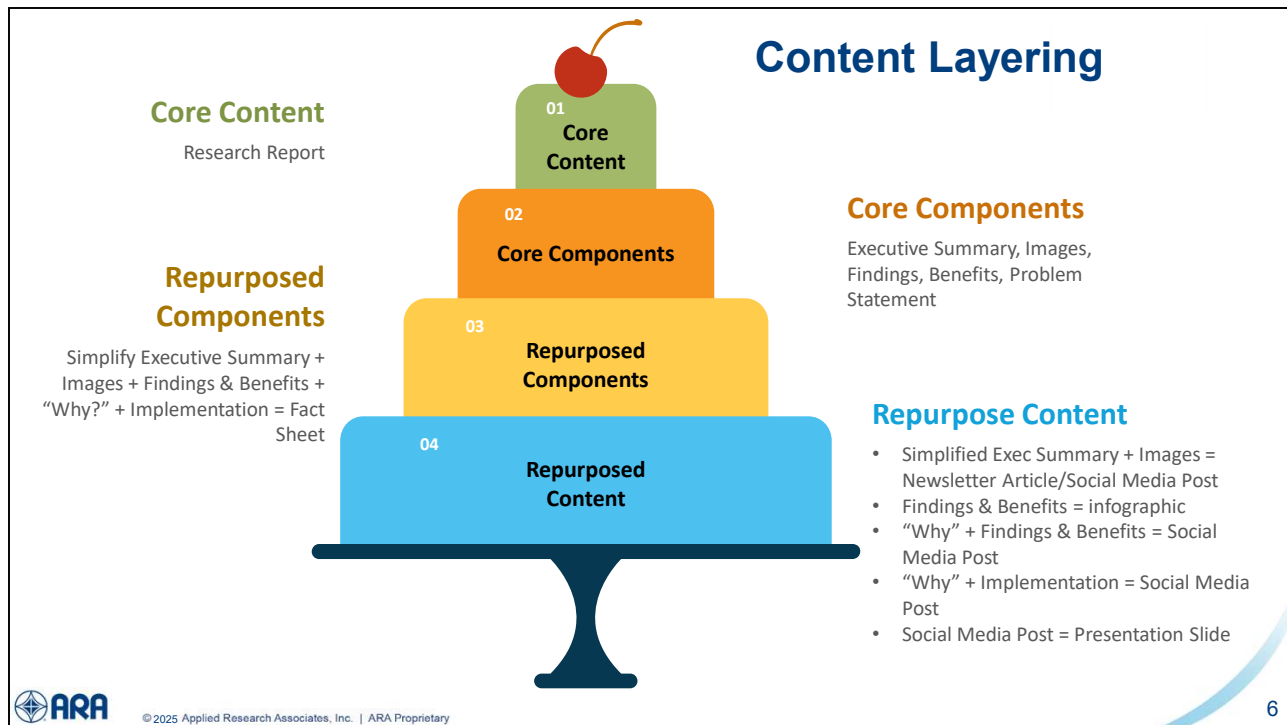
Design your content with reuse in mind. When you create sections or subheadings, ask yourself if they could stand alone as another piece of content.

Plan your future content with the current content.

Think in chunks. Executive summaries, visuals, benefits, and key findings can all be reused in multiple places for different types of content.

Creating content this way also keeps your messaging consistent.





- **Layer 1 – Core Content:** Research report
- **Layer 2 – Core Components:** Executive Summary, Images, Findings, Benefits
- **Layer 3 – Repurpose Components:** Simplify Executive Summary + Images + Findings & Benefits + “Why?” (problem it’s trying to solve) + Implementation = Fact Sheet
- **Layer 4 – Repurpose Content:** Simplified Exec Summary + Images = Newsletter Article/Social Media Post; Findings & Benefits = infographic; “Why” + Findings & Benefits = Social Media Post; “Why” + Implementation = Social Media Post; Social Media Post = Presentation Slide

Example- Vermont Agency of Transportation



Speeding Countermeasures for Vermont
Final Project Report

James L. Sullivan
Dr. Dana Rowingsgold
University of Vermont Transportation Research Center

May 2023
Research Project
Reporting on Project VTBC 21-01
Final Report 2023-XX

Table of Contents

Executive Summary.....	6
1 Introduction.....	13
2 Literature Review.....	15
2.1 Public Agency Literature.....	15
2.1.1 Federal Guidance.....	15
2.1.2 Other National Guidance.....	21
2.1.3 Vermont Guidance.....	23
2.1.4 Guidance from Other States.....	25
2.1.5 Canadian Guidance.....	26
2.1.6 Questions Remaining.....	31
2.2 Scholarly Literature.....	31
2.2.1 Studies using a trajectory along a segment instead of a single point in the measurement of speed.....	32
2.2.2 Studies with findings about the use of signs and perceptual measures for reducing speed.....	33
2.2.3 Studies that used a more comprehensive comparison than change in 85th percentile of speeds.....	34
3 Selection of Speeding Countermeasures for Vermont.....	35
4 Case Studies and Field Tests.....	37
5 Toolbox Development.....	40
6 References.....	44
Appendix.....	51

Figures and Tables

Figure 1: 20 communities featured by Ewing (1999).....	16
Figure 2: Opening web page of the FHWA ePrimer (FHWA, 2017).....	19

► **Research Report**

- **Contains**
 - Abstract
 - Executive Summary
 - Methodology
 - Case Studies
 - Results

Let's walk through an example of what we're talking about here.

This is something you'll all be familiar with- a research report.

This is what we'd refer to as "core content." It has 50+ pages of information, some very technical, but also the information we'll need to build all of our content from. At this stage, the executive summary is extremely important. It will guide "level one" content creation. You identify the nuggets you want to tell folks about then dig through the pages to flesh out anything that needs more detail.

Example- Vermont Agency of Transportation



Speed Countermeasure Toolbox

Point Feedback

Learn more about this project, where University of Vermont researchers evaluated proven speeding countermeasures for Vermont roadways and a toolbox to help local agencies make informed decisions when determining their applicability to jurisdictions. Also, read about how the information toolbox helped a Vermont town implement a median island and road diet.

Background

Speeding on local and state-maintained town highways is a major contributor to traffic fatalities in Vermont. In fact, in 2018, over half of all total crashes on local and collector roadways were speeding-related.

Vermont's towns and villages face a difficult challenge with speeding, especially in transition zones between higher-speed rural highways and their lower-speed streets. Often, these municipalities task local engineers or department of public works superintendents with addressing speeds and improving safety, though they may have limited experience or expertise in the selection and implementation of speeding countermeasures.

What could be done?

This project sought to source and guide communities to help speeding countermeasures be effective and appropriate.

Benefits

Districts, towns, or use this toolbox to effectively reduce severity and number of crashes in their jurisdiction. Informational tools municipalities save time.

Goals & Methodology

This project sought to:

1. Evaluate speeding countermeasures for their applicability on Vermont roadways.
2. Create profile sheets for proven speeding countermeasures including effectiveness in Vermont communities.
3. Create a clear and concise "Traffic Safety Toolbox" to support local communities and towns across Vermont.

The University of Vermont research team conducted an extensive literature review from the Federal Highway Administration, existing Vermont State and state, and Canadian guidance.

Additionally, the team selected four sites across the State to demonstrate speed data collection that a jurisdiction needs to support implementing and provide a site-specific evaluation. The team provided fact sheets on the final toolbox.

Key Benefits

- Multiple countermeasures available
- Presented in a clear and concise format
- Includes Vermont-specific guidance
- Provides space for implementation

Finally, to further demonstrate this project's relevance to Vermont towns, the research team conducted a series of four case studies which provide speeding countermeasure implementation examples as well as lessons learned from each.

Results

Based upon the review, the team identified 15 speeding countermeasures listed in a chart summarizing similarities and differences and created fact sheets for each that cover the context where the countermeasure may be appropriate, design considerations, how often each is used across Vermont, and pros and cons.

These speeding countermeasure and field test fact sheets, along with the case studies, are presented together in the project's toolbox. A separate fact sheet describes the research process and presents the literature review.

Implementation

After this research was completed in June 2023, it served as a useful resource to the Rutland Regional Planning Commission. For this project, the Downtown Rutland Partnership had requested suggestions on speeding countermeasures to address safety, speed, and a lack of driver yielding at a midblock crossing.

The location for this project was on a very wide (~50 feet), two-lane road, which was previously home to a streetcar line. The midblock crossing is adjacent to a children's museum and is a main connection between a parking structure and several large office buildings. This means the crossing is used by many parents with children in addition to those who work in these office buildings.

"While the elected officials were on board with idea of a median island, there were some concerns from other departments within the town," said Pepin. "I developed a short report for both elected leaders and city staff laying out the countermeasure and relevant specific guidance and standards, including the relevant sections of this toolbox."

Pepin notes that the toolbox was a useful resource that took into account the Vermont context. "Being able to point to guidance specific to Vermont helped the community understand that it could work here," he said. "Other guides I've previously used could have been perceived as only for 'big cities.'"

Elise Pepin
Rutland Regional Planning Commission



Figure 1: Sample toolbox included in the project. Credit: ARA.



Figure 2: The median island on Rutland provides setup for pedestrians crossing a very wide road between the crossing, offices, and business community. Credit: Rutland Regional Planning Commission.

More Information

Project webpage
Speeding Countermeasure Toolbox link
Project Final Report
Find these documents and materials for additional ARA projects by searching "VTrans Research."

Research Team

University of Vermont
Transportation Research Center
James L. Sullivan
Dr. Dana Renshaw-Gould



Fact Sheet

- Based on:
 - Project Final Report
 - Follow-up Questions with Local Official
- Key Sections
 - Background
 - Benefits
 - Goals and Methodology
 - Results
 - Implementation
 - Images
 - Quote

Once we identify those core components from the report, we can repurpose those components and generate our first piece of content.

In this example, this is, what we call, an enhanced fact sheet, probably similar to what many of you have seen, but a little more in-depth than a 1-pager.

Some of the key sections include project background, project benefits, goals & methodology, results, implementation, images, & quotes.

Example- Vermont Agency of Transportation

Implementation

After this research was completed in June 2023, it served as a useful resource to the Rutland Regional Planning Commission. For this project, the Downtown Rutland Partnership had requested suggestions on speeding countermeasures to address safety, speed, and a lack of driver yielding at a midblock crossing.

The location for this project was on a very wide (~50 feet), two-lane road, which was previously home to a streetcar line. The midblock crossing is adjacent to a children's museum and is a main connection between a parking structure and several large office buildings. This means the crossing is used by many parents with children in addition to those who work in these office buildings.

Ethan Pepin, a transportation planner for the Rutland Regional Planning Commission, used this toolbox as a resource when researching potential solutions.

"While the elected officials were on board with idea of a median island, there were some concerns from other departments within the town," said Pepin. "I developed a short report for both elected leaders and city staff laying out the countermeasure and referenced specific guidance and standards, including the relevant sections of this toolbox."

Pepin notes that the toolbox was a useful resource that took into account the Vermont context.

"Being able to point to guidance specific to Vermont helped the community understand that it could work here," he said. "Other guides I've previously used could have been perceived as only for 'big cities.'"



Figure 2: The median island and bollards provide refuge for pedestrians crossing a very wide street. It also narrows the traffic lanes, reduces the crossing distance, and improves visibility. Credit: Rutland Regional Planning Commission

Implementation Section

Image

Reuse Possibilities?

- Social Media Posts
- "Research in Action" section of Newsletter
- "Implementation Update" email blast
- Webinar example
- Presentation Slide



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9

What's next?

Let's key in on this section and add to it an image.

Where can we go from here? What are some ideas?

I think this is perfect for writing a social media post from. In fact, you could write a Facebook post, a LinkedIn post, and post on X, all slightly different based on audience and length, from this section.

Additionally, I could see it fitting into a newsletter or email, or even becoming a section in a webinar.

Example- Vermont Agency of Transportation



1 Factsheet section became 7 additional pieces of content.



We took a single report and generated a fact sheet.

Then, we took 1 section of that fact sheet and generated an additional 6 pieces of content.

Now take this method and apply to other sections. You can see how quickly you could have more content than you know what to do with.

That's a good problem to have!

Example- Vermont Agency of Transportation



PLANNING AND SAFETY	MATERIALS AND STRUCTURES
<p>"We need better transportation": Mobility, Community, and Connection of Latin American migrant workers in Vermont (PS7) Presenter: Julia Land (Vermont AOT)</p> <p><i>This project is a qualitative study focused on Latin American migrant mobility and resource access in Vermont.</i></p> <p>Summary: Transportation options provide the means for people to reach desired destinations. The ability to travel varies widely, with many people facing constraints that cause travel barriers and reduce quality of life. Existing research evaluated a variety of travel constraints using proxy variables, but those only partially capture people's experiences and resources, with gaps to explore about these relationships among vulnerable populations underrepresented in traditional travel surveys. This qualitative study focused on Latin American migrant mobility and resource access in Vermont. Legal status and economic access are major contributors to rural migrant workers' mobility, which in turn contributes to the mobility of their families. The research team evaluated travel barriers to construction populations in the US using self-reported and inferred data from a large US survey. These results have led to a deeper application of rural car travel expectations which have a high potential for sustainable and travel equity.</p> <p>Impact to VT: Latin American migrant workers in Vermont face unique mobility challenges and barriers. As such, a full understanding of their needs is essential to develop policies and programs that support their mobility and contribute to the economic and social well-being of the state. This research provides a deeper understanding of the challenges and barriers that Latin American migrant workers face, which can inform policy and program development to support their mobility and contribute to the economic and social well-being of the state.</p>	<p>Use of Recycled Asphalt Shingles in Full Depth Reclamation as Mechanical Stabilizer (MS1) Presenter: Jason Smith (Vermont AOT)</p> <p><i>This project will determine feasibility of using recycled asphalt shingles (RAS) in road reconstruction projects and make recommendations on RAS dosages, timing, selection procedures, and field-studied material mechanical properties.</i></p> <p>Summary: Recycled asphalt shingles (RAS) usage has been extensively researched. Anually, approximately 25,000 tons of shingles are produced in Vermont, and state law requires they be recycled. Many agencies impose restrictions on RAS use in road and water-related applications. Concerns about their use in water in larger projects and in waterways, so research is needed to explore their application to lower pavement layers. Many transportation agencies, including the AOT, prefer using full-depth reclamation (FDR) for reconstructing pavement structure due to its cost effectiveness benefits. This process reduces the need to transport large quantities of material off-site. However, stabilizing agents used in FDR tend to be expensive and have high carbon footprints. FDR is cost-effective and environmental benefits could be further enhanced if RAS could have similar stabilizing effects without compromising performance. This research addresses two critical questions: can RAS be used "as-is" or does a reactive processing to react? Also, does RAS provide mechanical stabilization effects to FDR emulsion?</p> <p>Impact to VT: If this project determines RAS meets the physical/mechanical requirements to be used in full depth reclamation projects, this could allow AOT to reduce the cost of road reconstruction projects, and could allow AOT to reduce the carbon footprint of its projects.</p>
PLANNING AND SAFETY	MATERIALS AND STRUCTURES
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11

Now, let's think bigger.

Last year, for Vermont's Annual Research Symposium, we put together a booklet that outlined more than 20 research projects. We used core components from research reports and four follow-up questions to the research teams to generate one-page summaries of the projects and their impacts to the state.

Using our same model as before, how many pieces of content do you think you could generate from something like this?



Now for a few tips...



Tips

- ▶ Start with the End in Mind
 - Revisit Your Fact Sheet Templates
 - Do They Facilitate This Type of Repurposing?
- ▶ Ask Researchers Targeted Questions
 - Incorporate as part of workflow, e.g. an exit survey.
 - “What is the biggest problem you think this project can solve for our state?”
 - “What is the biggest benefit you think our State could see from this project?”
 - Etc.
- ▶ Use Answers as Quotes





Recap

- ▶ Think Modular
- ▶ Repurpose Your Content **EVERYWHERE**
- ▶ Start With the End in Mind





Are there any questions?