



April 10, 2026

Telling Your Story

2026 TexITE Spring Meeting
Ignite Session

Houston, Texas

Brian Moen, P.E.
Assistant Director of
Engineering/Transportation





Question to Start

How many of you were marketing/advertising or communications majors before getting involved in the transportation profession?





Importance of Communication

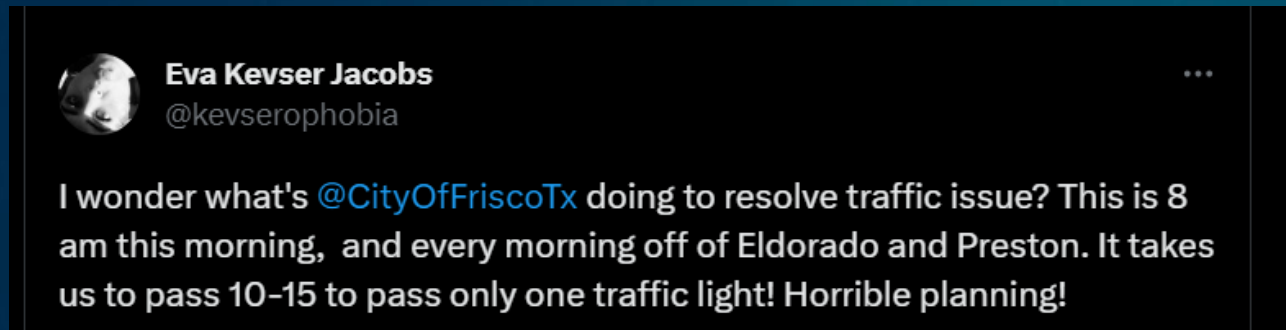
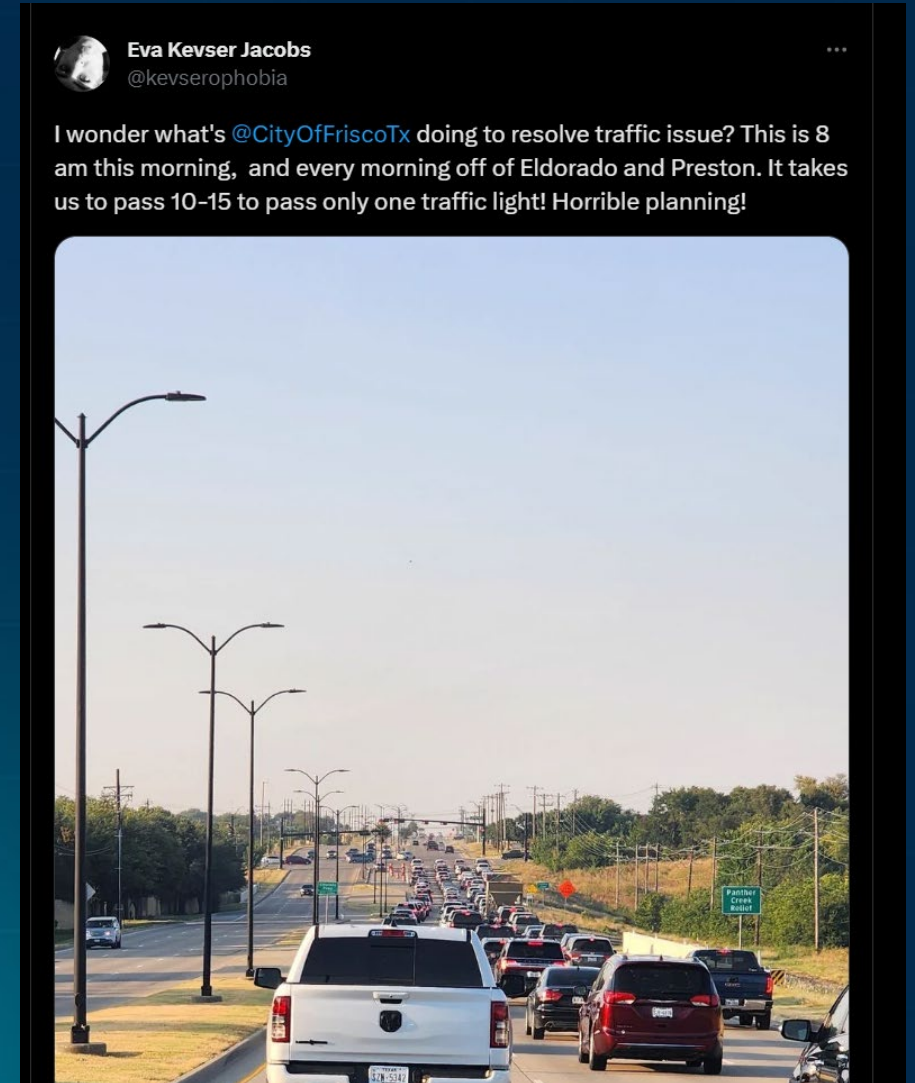
- Many problems are due to a lack of communication or miscommunication.
- Cell phone usage likely not helping.





Transportation Professionals Need to Tell Our Story

- Our work impacts the public daily.
- Technical and can be difficult to explain.
- Public often asks us why or why not.
- Share project lessons you learn with fellow professionals.





Wahki!
PHOTOGRAPHY



Clark Hill

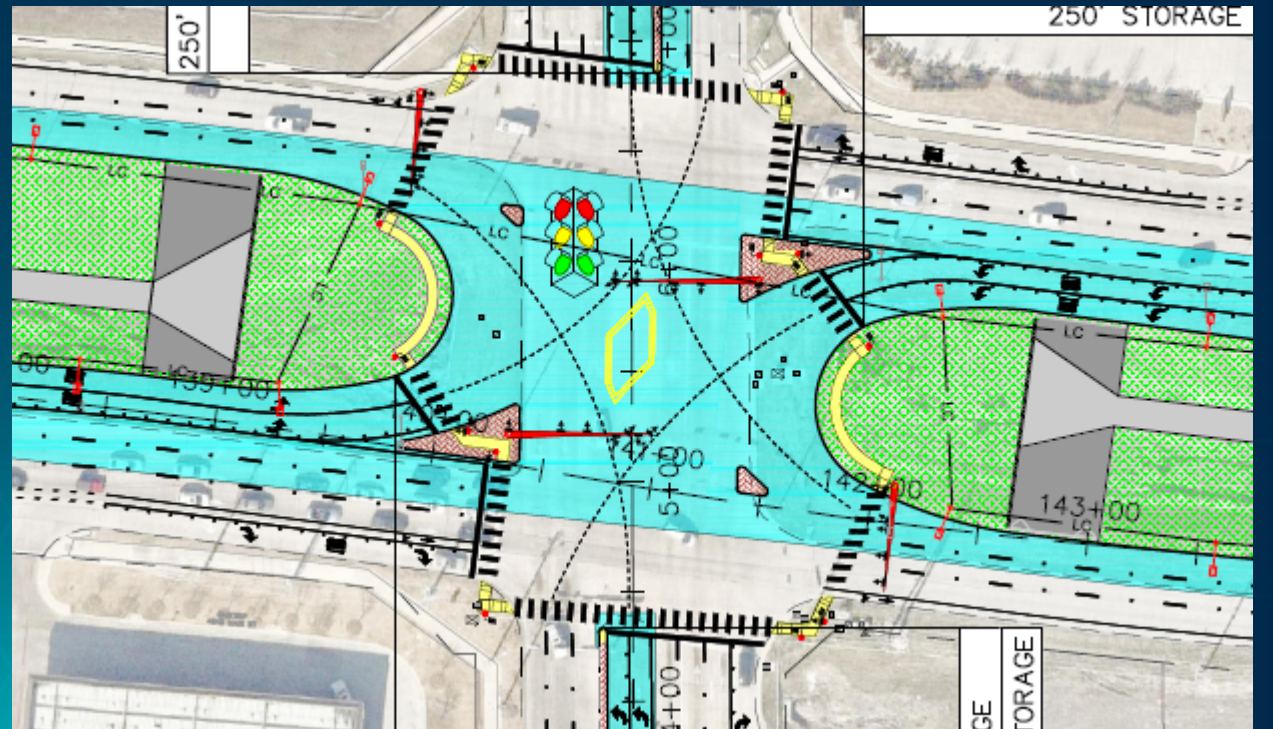
Deary

Sam Rayburn Tollway
Headquarters Dr

CAT

11234

11234



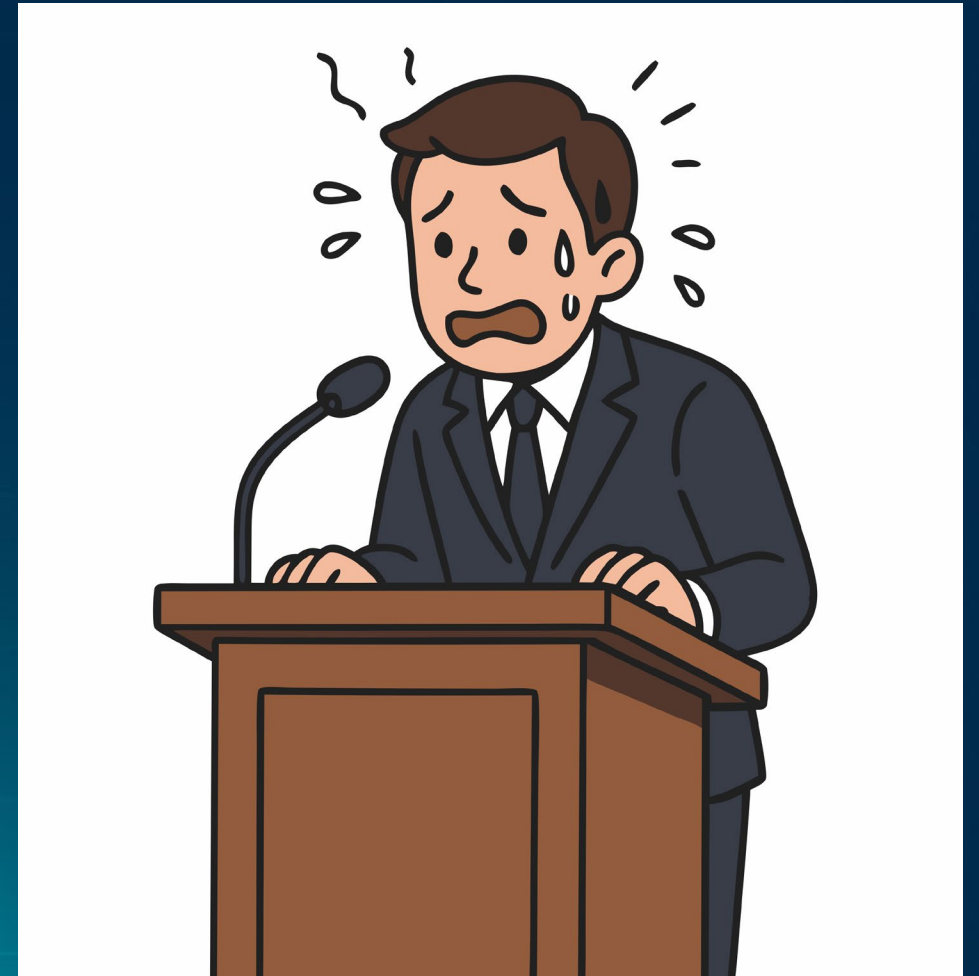


Dilbert Video – The Knack

- Dilbert's mom takes him to the doctor
- Diagnosis – he will be an Engineer
- Doctor says he will be introverted and socially inept.



QR Code for video







Engineering/Planning Curriculums

- Most Engineering/Planning curriculums require only one course
- Most likely not your favorite class
- How prepared are we to tell our story to the public?

UT - Austin

Other Required Courses	
E M 311M	Dynamics
or M E 310T	Applied Thermodynamics
E S 333T	Engineering Communication 

Texas A&M

SPRING	
CVEN 302	Computer Applications in Engineering and Construction ¹
CVEN 303	Civil Engineering Measurement ¹
CVEN 305	Mechanics of Materials ¹
CVEN 311/EVEN 311	Fluid Dynamics ¹
ENGL 210 or COMM 205	Technical and Professional Writing or Communication for Technical Professions 
MATH 308	Differential Equations ¹



How Can We Improve?

- Practice
- Toastmasters
- Shelley Row – Blue Fjord Leaders
 - Former USDOT Director of ITS Joint Program Office
 - Presentation Skills Training
 - Leadership ITE
- Utilize your Public Information Officer (PIO)





Know Your Audience

- Political or Executive Board
- Neighborhood group like an HOA
- Technical audience
- Reporter





Examples of Telling Your Story



Go Behind the Scenes at City Hall 101



ENGINEERING SERVICES

MONTHLY REPORT

July 2025

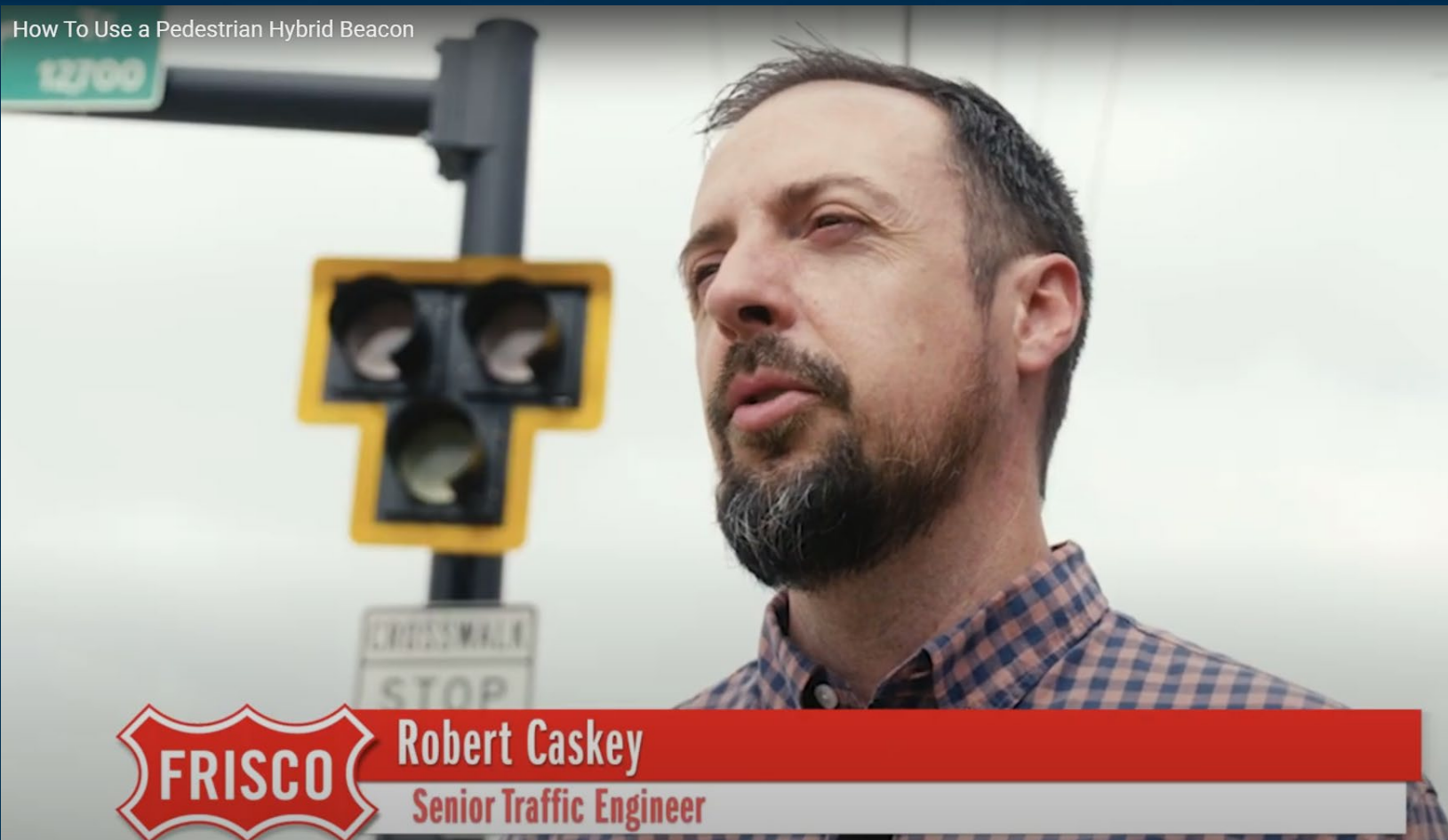


Jason Brodigan, P.E.
Director, Engineering Services





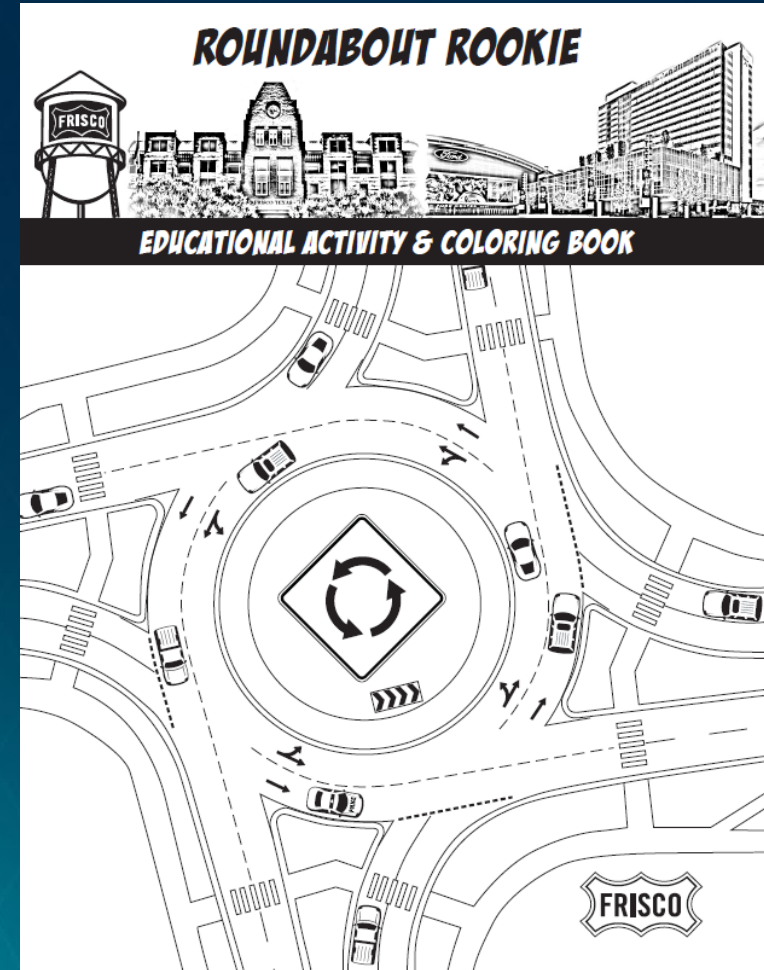
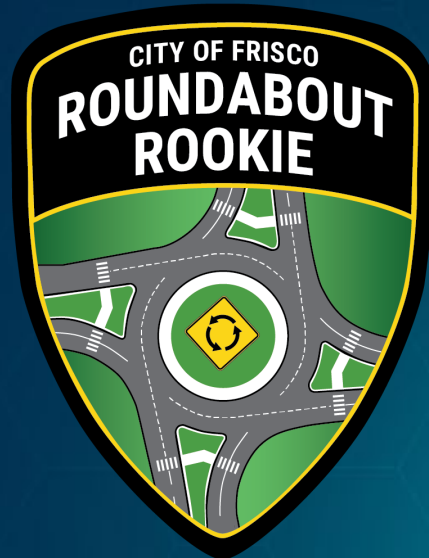
Progress in Motion Videos



Robert Caskey
Senior Traffic Engineer



Public Education Outreach

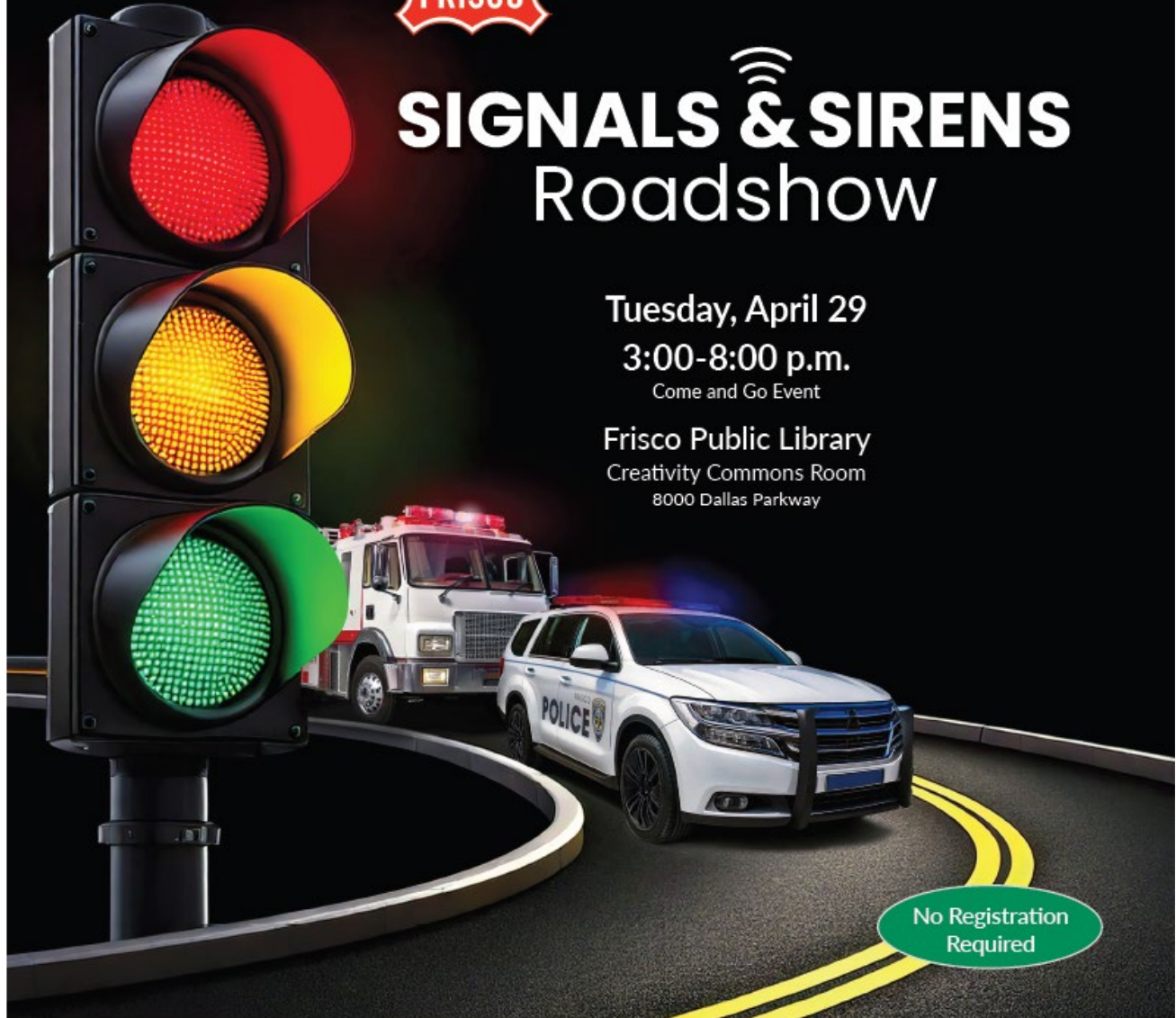




SIGNALS & SIRENS Roadshow

Tuesday, April 29
3:00-8:00 p.m.
Come and Go Event

Frisco Public Library
Creativity Commons Room
8000 Dallas Parkway



No Registration
Required

TECHNOLOGY · MOBILITY · SAFETY

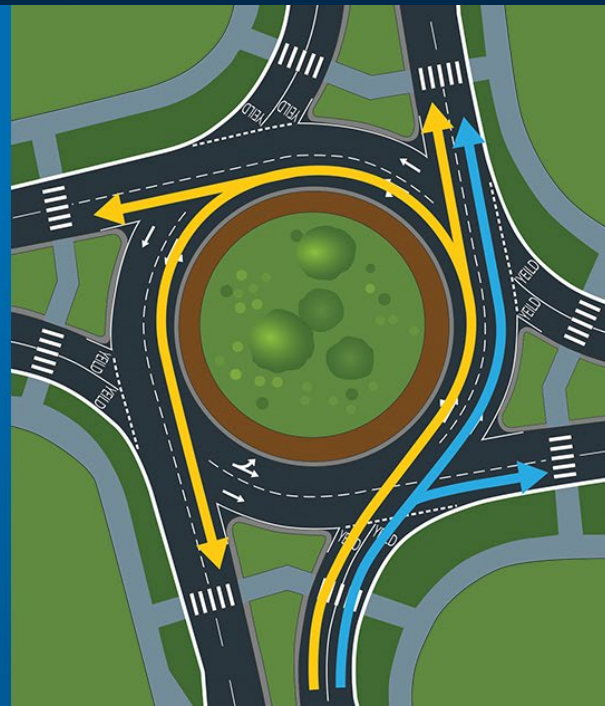




Join us in celebrating
National Roundabouts Week
with interactive activities


Thursday, September 19
9:30 a.m. - 12:00 p.m.

Frisco Public Library
Creativity Commons Room | 8000 Dallas Pkwy.





Other Communication Tools


 **jeffersondarcy718**
12 Apr 2025, 13:21


Hey @cityoffriscotx and mayor you think you guys could send your lazy traffic managers out on the weekends to pinpoint places that could use their traffic lights adjusted? For example el dorado and the tollway. That light needs to be at least three times as long because it backs up thru two other lights. If you just extended that one it would provide relief to everything behind it and solve other problems. There are a number of places that could be adjusted and it would make everybody's life better.


[View on Instagram](#)



Main Street closed between 5th Street and North County Rd tonight and tomorrow night

 **Joel Fitts**
To Joel Fitts

 Main Closed 250729.jpg 881 KB

 Main Closed 250729.pdf 2 MB

7:24

my **FRISCO**

FRISCO TEXAS

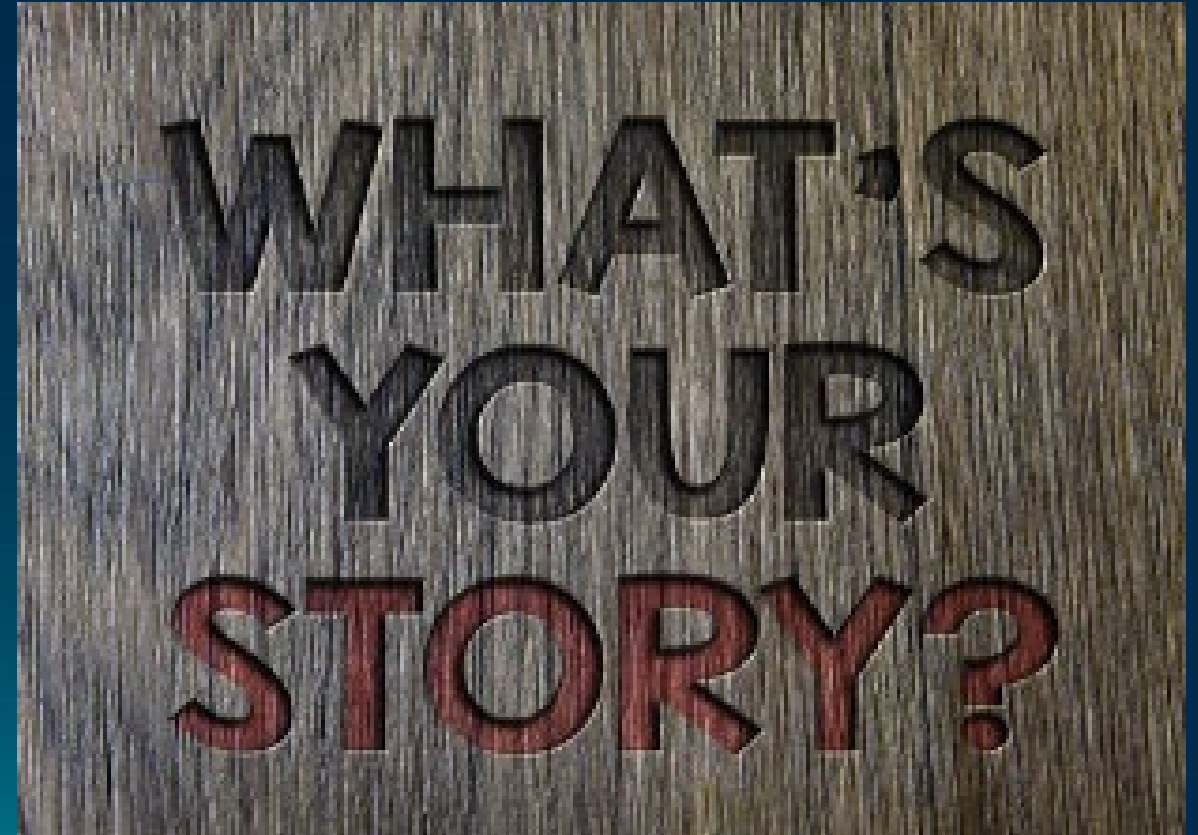
How Do I... City Website -Pay Utility Bills

Home Messages Requests Account More Options



Closing Thoughts

- Work to improve your skills.
- Seek opportunities to present.
- Put your cell phone down and talk to people.
- Make our profession better by sharing what you have learned.





Thank You

Brian Moen, P.E.
Assistant Director of
Engineering/Transportation
bmoen@friscotexas.gov

