

ACRP

AIRPORT
COOPERATIVE
RESEARCH
PROGRAM

DISSEMINATION PLAN

BACKGROUND

The Airport Cooperative Research Program (ACRP) is an applied research program that develops near-term solutions to problems facing airport-operating agencies. Research contractors for ACRP are required to succinctly summarize their findings in a form and using language that is understandable to airport industry practitioners. Often results are presented in a printed report but other formats are possible. Presently, there are over 80 ACRP publications.

For nearly 50 years the Transportation Research Board (TRB) has applied and refined a set of research management and production practices in its Cooperative Research Programs that have effectively published highly valuable results for transportation-industry practitioners. In addition to publication, several post-production measures are employed to ensure that useful research results are made immediately available to appropriate personnel through TRB's own distribution system. Often, additional dissemination techniques are necessary so that results reach specific modal audiences.

The unique makeup of the airport industry has several industry associations representing different audiences, i.e., specific subgroups of airport-practitioners. Air-carrier airports, general aviation airports, airport executives, state aviation officials, aviation-academicians, and airport consultants are some of the obvious divisions among the airport-industry associations.

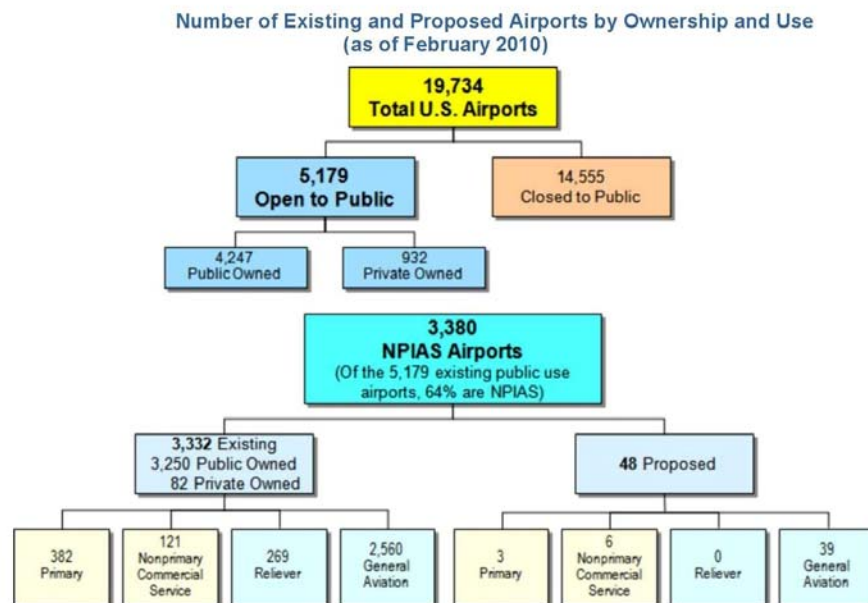


Further practitioner divisions may be apparent at specialty conferences or seminars targeting people that work in specific fields such as administration, environment, engineering, planning and development, public safety, legal, finance, operations, maintenance, etc. Other functional practitioners, such as airport attorneys, regulatory agency representatives, academicians, novice managers, may not participate or cannot afford national association meetings and so other tactics must be employed to reach these practitioners. As a result, the job of disseminating ACRP research results to specific airport-practitioner audiences and assessing their value and utility is complex and will require a diverse and simultaneous set of activities.

Although diverse audience characteristics will require a variety of dissemination activities, it should be continuing priority to reach a broad array of airport-practitioners. A variety of tactics, some of which may reach only a particular set or sub-set of airport-practitioners is needed. The challenges are intensified by the likelihood that certain narrowly-scoped ACRP research projects may interest only a particular niche of airport-practitioner. Essentially, ACRP must employ a coordinated strategy that can collectively and affordably reach as many of these groups as is practical.

AUDIENCE DETERMINATION AND INVENTORY

The National Plan of Integrated Airport Systems (NPIAS) forms the basis for the Federal Aviation Administration (FAA) to identify airports and their infrastructure needs, which may be potentially eligible for Airport Improvement Program (AIP) funding. Accordingly, it fits that it can/should also serve as the basis for ACRP to determine airport audiences. There are 3,332 airports in the NPIAS. The top 25% of NPIAS airports have dozens or even hundreds of practitioners working for the airport. The remaining 75% of these airports may have as few as only one or two practitioners. So, there are tens of thousands of practitioners in the airport-employee audience. It is impractical to propose to reach everyone in this subset but it is important to identify their functional interests and reach out to them nonetheless.



Source: Federal Aviation Administration

Other approaches are needed to determine audience population for practitioners that do not work directly at/for the airport. Additional data sources, e.g., association membership lists, airport staff directories, conference attendee lists, web opt-in lists, and reader surveys can be collected to add to the subset of practitioners that do not work directly at/for the airport. Although in-depth identification of this population and their interests will be less precise, we should still reach out to the several thousand practitioners in the non-airport employee audience.

Together, the NPIAS airports and these other audiences will become the framework or superset (i.e., a comprehensive population of airport-practitioners) and serve as the cornerstone for ACRP distribution and outreach efforts as well as the basis for assessing the value and utility of research results. As the ACRP matures, these data, e.g., contact information and demographic profiles for individual practitioners, can be categorized into specific audiences in support of distribution, outreach, and assessment activities.

AUDIENCES

The comprehensive population of airport-practitioners, potentially interested in ACRP publications, is large and varied. Therefore, we must subdivide and prioritize this superset so that we can direct limited resources to priority targeted audiences. The following is a presentation of such a subdivision of the airport-practitioner population.

Primary Audiences: (prioritized) – the target group, which a specific ACRP product, or distribution, outreach, or assessment effort is aimed.

1. Airport employees/staff at general aviation airports, commercial air service airports, and air cargo airports.
2. Consultants and private entities that provide essential planning, development, management, maintenance, and operational services to airports.
3. Academicians that educate and train current and future airport-practitioners on subjects that are addressed by ACRP research.

Secondary Audiences: (alphabetical) – a group of people, which may or may not be airport practitioners, but sometimes exert noteworthy influence on the primary audience (above) and therefore may also be targeted for a specific ACRP product, distribution, outreach, or assessment effort.

- | | |
|--|--|
| 4. Airline representatives | 14. Metropolitan Planning Organization representatives |
| 5. Airport neighbors | 15. Other Regulatory Agency employees |
| 6. Airport Sponsor Policy Board Members | 16. Pilots / Other tenants |
| 7. City/County Administrators | 17. Public Safety (non-airport police/fire/security) professionals |
| 8. Construction Contractors | 18. Research Institution staff representatives |
| 9. Elected officials | 19. Suppliers (manufacturer) representatives |
| 10. Federal / State government employees | 20. Trade Media representatives |
| 11. General Public | |
| 12. Industry Association staff representatives | |
| 13. Local government employees (non-airport) and non-elected representatives | |

Each method listed in this dissemination plan will identify its own primary target audience(s) by number; i.e., all distribution, outreach, and assessment activities will identify at least one primary audience as the target for that activity. Identifying one or more primary audiences will also help us measure the performance success of that activity and may add to our assessment of the value and utility of research results. Occasionally, and only if a broader dissemination is justified, a distribution, outreach, or assessment method may be designed or expanded to reach a secondary audience. Secondary audience(s) will also be identified by number.

In addition, TRB will begin to identify the primary audience(s) for products and publications so that, in the future, we can target these practitioners for qualitative (utility and value) feedback on specific products/publications.

OBJECTIVES

The objectives of this dissemination plan are to (1) increase awareness of and engagement with ACRP among targeted airport-practitioner audiences and foster/cultivate a group of practitioner-advocates that will actively assist the TRB in the dissemination of ACRP research results throughout the airport industry; (2) increase readership and encourage practical application of ACRP products/publications among practitioners in the airport industry and their organizations; and (3) create feedback methods and channels to determine if and how ACRP research results meet the needs of airport industry practitioners and examine notable (high/low) exceptions.

Project Panel Activity

In order to meet these objectives TRB and the ACRP Oversight Committee have formed a project panel (see attached panel roster) to assist with the development of a coordinated dissemination strategy, which is presented here. It will be up to the project panel to select one or more task-order contractors to assist with various aspects of each method's implementation. The project panel will also monitor implementation and make periodic recommendations to the AOC to refine and continue the dissemination plan.

DISSEMINATION METHODS

The following methods, grouped into four categories, represent the TRB's and the project panel's main focus to achieve the objectives listed above. (1) Product Distribution, e.g., the development and implementation of thoughtful methods for disseminating ACRP results to the airport industry combined with performance measures to gauge the effectiveness of the methods implemented; (2) Industry-Practitioner Outreach, e.g., taking steps to improve airport-practitioner awareness of ACRP research results and their participation in ACRP research projects; (3) Value and Utility Assessment, e.g., the development of techniques and incentives, as well as tools and resources to obtain qualitative (product/publication) feedback from airport practitioners; and (4) Support Tools, e.g., the data, applications, equipment, and contractor support needed to achieve the objectives.

Product Distribution

Audience

- TRB's ACRP Website
 - Continuous improvement – add features and functionality to enhance the user experience, improve access (convenience) to research results, and ease airport-practitioner involvement with the program.
 - Make website more friendly,
 - Streamline website to make it more usable as more features/content are added,
 - Expand and refine connection with E-newsletter,
 - Add Amazon- like “you might be interested in” features,
 - Add online value and utility assessments for specific publications.
 - Work within TRB's website content management system, guidelines, styles, and standards.

ALL

<ul style="list-style-type: none"> • Internet Utilization <ul style="list-style-type: none"> ○ Identify, describe, compare, and contrast a variety of techniques to utilize the Internet to distribute research results, reach out to industry practitioners, and assess the value and utility of products/publications. ○ Conduct a Search engine optimization analysis. 	ALL
<ul style="list-style-type: none"> • External Websites <ul style="list-style-type: none"> ○ Develop a variety of simple techniques with supporting tools and resources for transmitting web content to external organizations' websites. <ul style="list-style-type: none"> ▪ Beta-test of this method is already in progress. 	ALL
<ul style="list-style-type: none"> • Collaboration with FAA <ul style="list-style-type: none"> ○ Explore alternative approaches to disseminate product/publications through FAA's typical direct interaction with industry practitioners. ○ Develop supporting tools and resources to assist FAA with frontline dissemination. <ul style="list-style-type: none"> ▪ Create materials that FAA staff can use to communicate program benefits to airport practitioners when they come into contact with them. 	Primary 1 2 Secondary 10
<ul style="list-style-type: none"> • Collaboration with (AOC ex officio) Industry Associations <ul style="list-style-type: none"> ○ Explore alternative approaches to disseminate product/publications to association members. ○ Encourage use of Speakers Bureau in conference programs and recognize ACRP products when relevant to session presentations. ○ Develop supporting tools and resources to assist associations with dissemination of research results. 	Primary 1 2 Secondary 4 12 15
<ul style="list-style-type: none"> • Collaboration with external (non-AOC) Industry Associations <ul style="list-style-type: none"> ○ Identify and prioritize a list of potential external associations that may have potential interest in ACRP research results. ○ Explore alternative approaches to distribute product/publications to these external association members. ○ Develop supporting tools and resources to assist external associations with dissemination of research results. 	All
<ul style="list-style-type: none"> • Webinar / Seminar <ul style="list-style-type: none"> ○ Expand use of TRB's webinar technology to present research results to industry practitioners. <ul style="list-style-type: none"> ▪ Develop webinar templates, tools, and resources for presentations, marketing, and moderation. <ul style="list-style-type: none"> • Solicit industry sponsors to minimize the cost to airport employees and ACRP. ○ Develop a logistical template for a recurring seminar program to periodically (annual or semiannual) present recent research results to industry practitioners. <ul style="list-style-type: none"> ▪ Develop logistical guidance, presentation templates, and other tools and resources for presentations, marketing, production, and distribution. ○ Explore additional e-technology applications to web-broadcast select presentations and post them on the Internet. 	All

<ul style="list-style-type: none"> • Social Media <ul style="list-style-type: none"> ○ Determine resource requirements and outreach potential of a variety of electronic social media applications then explore select outreach opportunities on a limited basis and assess results. <ul style="list-style-type: none"> ▪ Announce publications on Twitter, ▪ Create a Facebook presence, ▪ Announce Speakers Bureau listings and future presentations on LinkedIn. 	Primary 1 2 3
<ul style="list-style-type: none"> • Speakers Bureau <ul style="list-style-type: none"> ○ Invite and select prescreened, publication-qualified speakers to post their interest/availability to publically present research results to airport practitioners at industry events. <ul style="list-style-type: none"> ▪ Listings are voluntary and engagements are not funded by ACRP. ▪ Develop and maintain presentation templates for Speakers' use at industry events. ▪ Collect and distribute (value added) general presentation tools, techniques, evaluation forms, and other resources for speakers' assistance. ○ Distribute listings to industry associations, their committees, and conference program developers. <ul style="list-style-type: none"> ▪ Maintain Speakers Bureau content on web. 	Primary 1 2 3
<ul style="list-style-type: none"> • Impacts on Practice <ul style="list-style-type: none"> ○ Collect, evaluate, and report examples of how airport organizations are using research results. ○ Develop supporting tools and resources to solicit examples of Impacts on Practice. 	Primary 1 2 3
<ul style="list-style-type: none"> • Product Video <ul style="list-style-type: none"> ○ Design and produce a template for an e-video (e.g., trailer or advertisement) for electronic dissemination of select products/publications. <ul style="list-style-type: none"> ▪ Final productions should also be usable in presentations, webinars, and live seminars. 	
<ul style="list-style-type: none"> • Product customizations <ul style="list-style-type: none"> ○ Explore and assess alternatives to traditional printed products with targeted audiences and develop a viable list of customized alternatives and their practical implementation conditions. <ul style="list-style-type: none"> ▪ Prepare product-specific articles for submittal to external publications, trade magazines, and periodicals, ▪ Develop course-specific reading lists for academic programs, ▪ Cross-reference available publications with existing continuing education programs. 	Primary 1 2 3

Industry Practitioner Outreach

Audience

-
- Direct Mail
 - Periodically (biennial, annual, or semiannual) develop and distribute a printed general information publication. Distribute via direct mail for broadest audience coverage. Primary
1 | 2 | 3
-
- Public Presentations
 - Increase awareness and readership by having an agent (TRB staff / Ambassadors / Speakers Bureau) attend AAAE, ACI-NA, NASAO, UAA, and ACC annual conferences, committee meetings, state airport conferences, and FAA regional conferences to present program and exhibit products. Primary
1 | 2 | 3
 - Develop presentation modules that TRB staff, Ambassadors, and Speakers Bureau can be combined to meet objectives to specific audiences and present specific program or project material to smaller conferences and seminars.
 - Develop and distribute presentation survey to compile feedback on presentation and program awareness. Use non-monetary incentives to improve participation.
-
- Ambassadors
 - Invite and select (10 to 12) prescreened project-qualified practitioner-advocates to actively present general ACRP information and represent ACRP at non-major industry conferences and exhibitions.
 - Geographically local/regional Ambassadors can travel to nearby industry events for less cost than TRB staff and would expand outreach to broader audience.
 - Costs may include initial training, exhibitor registration, shipping, and a minimal travel allowance. Primary
1 | 2
 - Invite industry practitioners to receive Ambassador training to present and represent the ACRP program to events that ACRP staff cannot attend.
 - Develop and provide annual training/familiarization curriculum for new ambassador recruits.
 - Develop and maintain general update presentation templates for use at industry events.
 - Collect and distribute general presentation tools, techniques, and resources.
 - Purchase and maintain exhibition equipment and resources.
-
- Organizational Presentations
 - Develop a general update/educate/familiarization syllabus with supporting tools, materials, and resources for on-site presentations to organizations with a high-count of industry-practitioners. Primary
1 | 2
 - Encourage these organizations to expand practitioner involvement in ACRP.
 - Create opportunities for airport and consultant organizations to request a visit by ACRP in conjunction with other public presentations.
-

- TRB staff - presentations and exhibitions
 - Optimize (effective/efficient) TRB staff's active (on-site) participation at major industry conferences and exhibitions.
 - Work with conference program developers to gain program time and exhibition space.
 - Develop and maintain general update presentations for industry events.
 - Develop, obtain and maintain exhibition equipment and resources.

Primary
1 | 2

Value and Utility Assessment

Audience

- Product Assessment – Readership Survey
 - Develop a variety of techniques, a set of standard questions, and performance metrics to assess and report the value and utility of individual publications.
 - Product assessments should include macro and micro audience surveys that can be used in a variety of media, venues, and situations.
- Program Assessment – Industry Survey
 - Develop techniques and a set of standard questions to assess the general perception for value and utility of research results and overall satisfaction with the Airport Cooperative Research Program.
- Participant Assessment – Participant Survey
 - Develop a set of standard questions and performance metrics to assess and report aggregate experiential satisfaction among program participants.
- Web Utilization Assessment – Web Survey
 - Conduct a website usability analysis to improve web content, format, flow, and audience experience.
 - Pursue a web-customer satisfaction analysis to discern expectations.

Product
Specified
Audiences

ALL

Project
Specified
Audiences

Anticipated Support Tools

- Practitioner-Contact Database and Management System
 - Establish an efficient, highly reliable system to capture contact and demographic information from a variety of sources. (i.e., web, Excel, print, etc.)
 - Standard contact data includes mailing address, email, and telephone number in support of a variety of dissemination methods.
 - Identify and provide cost-effective means to validate and maintain contact data to a reasonable degree of accuracy.
 - Define each contact-record demographically in three dimensions. (i.e., audience type, hierarchal position, and functional interest)
 - Audience.
 - [See Primary/Secondary Audiences \(page 3\)](#)

- Organizational hierarchy. (*select one*)
 - Executive (Final decision-maker)
 - Management / Supervisor (Decision-influencer)
 - Technical / Professional (Implementer)
 - Learner / Trainee
- Functional interest. (*select all that apply*)
 - Administration / Human Resources
 - Business (Economic) Development / Properties
 - Engineering / Design / Construction
 - Environment (Noise/Air/Water/Sustainability)
 - Facility & Infrastructure Maintenance
 - Finance & Budget
 - Information Technology
 - Legal
 - Marketing (including services) / Public Relations
 - Operations (Airside/Landside)
 - Policy / Long-term Planning & Development
 - Public Safety (Police/Fire/Security)
- Determine likely sources of practitioner contact data and suitability for use in the database.
- Begin to assemble this comprehensive database of industry-practitioner contacts.
- Procure supporting tool, a Customer Relationship Management application that will utilize the practitioner-contact database to assist with dissemination and help to communicate directly with targeted audiences (specific demographic profiles) within the industry-practitioner population.
 - Application should effectively and efficiently support many/most dissemination methods with tools and means that distribute products, reach out to practitioners, and measure value and utility of individual products/publications.

-
- Dissemination Support Services (Contactor)
 - Technical, logistical, and production assistance and contracts may be secured through various mechanisms, depending on the nature of the dissemination method implemented, including: task orders; sole source contracts to obtain specialized project support; or standard RFP solicitations for larger, more complex projects.
 - TRB will solicit statements of qualifications and select three to five task-order contractors who would then be afforded the opportunity to compete for individual projects to implement one or more of the dissemination methods listed above.
 - The ACRP 11-05 project panel will prioritize and determine which methods are ready for implementation over the next 3 years.
 - Individual contractors will be selected by the project panel on a competitive basis.
-

-
- Dissemination Equipment
 - Specify/design, and obtain banner stands, backgrounds, signage, publication racks, audio/visual equipment, and shipping containers.
 - One standard set of presentation/exhibition equipment for TRB staff use.
 - Two minimized sets of exhibition equipment for Ambassadors' use. (already purchased)
-

END

ACRP Project 11-05, FY 2010
Dissemination of ACRP Research Results

Members

Mr. Frank Barich
President
Barich, Inc.

Mr. G. Scott Morton
Senior VP & Web Strategist
Network Designs, Inc.

Ms. Carolyn Motz
1301 Lindsay Lane
Hagerstown, MD 21742

Ms. Emily Richard
Assistant Director, Corporate Communications &
Government Relations
Metropolitan Nashville Airport Authority

Mr. Peter Ricondo, P.E.
Senior Vice President
Ricondo & Associates

Ms. Stephanie Ward, AICP
Manager, Aviation Planning
Mead & Hunt, Inc.

FAA Liaison

Ms. Janel Showalter
Management Analyst
Federal Aviation Administration
Office of Airport Safety and Standards (AAS) ANE-600

Other Liaison

Mr. Paul James Eubanks
Senior Manager, Policy and Regulatory Affairs
Airports Council International - North America

Mr. T.J. Schulz
Vice President
Airport Consultants Council

TRB Liaison

Mr. Russell Houston
Senior Program Officer, Communications
Transportation Research Board

ACRP Staff

Mr. Michael R. Salamone, CM
Senior Program Officer
Transportation Research Board
Airport Cooperative Research Program
500 Fifth Street NW, 4th Floor
Washington, DC 20001-2721
Phone: 202/334-1268
Fax: 202/334-2006
Email: msalamone@nas.edu

Mr. Joseph J. Brown-Snell
Program Associate
Transportation Research Board
Cooperative Research Programs (Div. D)
500 Fifth Street NW, 4th Floor
Washington, DC 20001
Phone: 202/334-3502
Fax: 202/334-2006
Email: jsnell@nas.edu