

APPENDIX B: OUTREACH PLAN

This appendix presents the project team's plan to publicize the results of NCHRP 10-81. This project includes a variety of products that will be useful in educating and assisting the highway construction community in the adoption of revised and updated fuel usage factors. This outreach plan details the project team's strategy of how to best inform the potential users of this information, including its existence, potential benefits, and ease of use. The products of this effort include:

- A list of action items
- A list of groups to contact
- A draft PowerPoint presentation for briefing agency executives on key products and recommendations
- A plan for a webinar including a draft agenda, potential survey questions, and presentation materials
- A plan to further inform the highway construction community through presentation of the research and results at annual meetings, conferences, and workshops

This appendix contains four subsections. The first section describes the seven step action plan for dissemination. The second section identifies the government agencies and other organizations that could be targeted for this outreach effort. The third section presents an overview of the PowerPoint presentation as well as a plan for the webinar, including a draft agenda. The fourth section presents the full contact information for the targeted agencies and organizations.

B.1 Outreach Action Items

This section identifies the action plan that the project team recommends for the effective distribution of this project's findings and deliverables. Exhibit B-1 summarizes these action items.

Exhibit B-1: Outreach Action Plan

<input checked="" type="checkbox"/>	Identify Government and Industry Targets for Outreach
<input checked="" type="checkbox"/>	Contact Identified Organizations
<input checked="" type="checkbox"/>	Create PowerPoint Presentation
<input checked="" type="checkbox"/>	Conduct Webinar
<input checked="" type="checkbox"/>	Encourage Presentation at Annual Meetings, Conferences, and Workshops
<input checked="" type="checkbox"/>	Update FHWA Webpage with New Recommended Practice and Model Specification
<input checked="" type="checkbox"/>	Encourage Presentation of Research at Annual Meetings, Conferences, and Workshops

The project team has included each of the recommended steps in the outreach plan in the recommended order that they could be carried out. The following subsections provide an overview of each action item.

Action Item: Identify Government and Industry Targets for Outreach

The project team has completed this effort and presents the results in the second section of this appendix. The entity that implements the action plan may wish to update the lists of stakeholders once this project effort has concluded.

After these organizations have been identified, implementation of a positive and active outreach effort is suggested, including providing packages that include hard copies of the report, CD versions of the software tool, fact sheets, and other project marketing materials.

Action Item: Contact Identified Organizations

The entity implementing this action plan may wish to contact the above organizations using the contact information compiled in Exhibits B-3 through B-6 of this appendix. A mass email to the identified contact points will aid in publicizing this project effort. This email would benefit from the inclusion of several points, including:

- A brief introduction of the research problem and project
- A short compilation of potential benefits (more certainty in bidding, more accurate payouts, etc.)
- The availability of recommended practice and simplified guidance materials in a form similar to existing guidance provided in Technical Advisory T5080.3
- The ease of use of the interactive software tool (simple, Web-based device with user-friendly buttons and navigation) and specification, which will contain instructions
- A list of other organizations that participated in the project and that have been targeted for outreach
- An invitation and further information on the upcoming webinar
- An invitation to speak to the organization regarding the project
- A description of the PowerPoint presentation for the webinar

Action Item: Create PowerPoint Presentation

The PowerPoint presentation presents the methodology and results for NCHRP Project 10-81. The PowerPoint contains a brief introduction to the NCHRP and the research team, the motivations for conducting the project and similar project efforts, a description of the project methodology, a task-by-task recounting of the project, and an overview of the project findings and deliverables. The PowerPoint will also form the core of the final webinar.

Action Item: Conduct Webinar

The final deliverable in this project effort is the project webinar. The webinar is an opportunity for the project team to present the project methodology and results to interested parties. The webinar is further described below.

Action Item: Update FHWA Website

The Federal Highway Administration (FHWA) maintains a website that contains Technical Advisory T5080.3. The URL for this website is:

<http://www.fhwa.dot.gov/programadmin/contracts/ta50803.cfm>

The research team recommended that the entity responsible for implementation of the action plan provide the necessary information to update this website with the project results. This might entail posting the Recommended Practice and Guide Specification.

Action Item: Encourage Further Presentation of Research

The goal of this action item is to publicize and disseminate this project's research efforts to organizations that would benefit from its findings. The entity responsible for implementing this action plan should target annual meetings, conferences, and workshops. This outreach effort should include contractor organizations and government transportation agencies.

B.2 Targeted Agencies and Organizations

The project team has identified several organizations including the Federal Highway Administration and the member departments of the American Association of State Highway and Transportation Officials (AASHTO) as potential target audiences for dissemination of the final research products. The project team anticipates that the highway construction and cost estimating departments within these organizations will realize the most benefit from the use of the final research products. The final section of this appendix includes further information, including web addresses, list of members, and contact information. Potential contacts in the 50 state DOTs, current at the time of this writing, are shown in Exhibit B-4 of this appendix.

The outreach effort should also extend to contractor and industry organizations. The Transportation Construction Coalition (TCC) is a collection of 29 highway and other construction organizations. The TCC is co-chaired by AGC and ARTBA and includes each of the contractor organizations that have participated in this project. Exhibit B-5 of this appendix displays the full membership list for the TCC as well as contact information.

B.3 Fuel Factors Webinar

The final effort for this project is a fuel factors webinar. The webinar will offer the project team the opportunity to present the results of the project to the targeted users and stakeholders. This webinar will incorporate a PowerPoint presentation, a demonstration of the final tools and specifications, a question and answer session, and other features. The initial webinar presentation will be recorded with the aim of placing a recording on the NCHRP's or TRB's website. Exhibit B-2 presents the draft webinar agenda. Agenda items that are incorporated in the PowerPoint are noted below.

Exhibit B-2: Draft Webinar Agenda

Agenda Item #	Agenda Item
1	About the NCHRP and the Research Team (PowerPoint)
2	Participating Organizations (PowerPoint)
3	Project Introduction (PowerPoint)
4	Project Phases and Tasks (PowerPoint)
5	Demonstration of Interactive FUF Tool, Recommended Practice and Guide Specification
6	Question and Answer Session
7	Concluding Remarks

The webinar will feature the use of live audience polling. The project team has developed questions pertaining to the project that will be presented to the audience during the webinar. Some of these questions may include:

- What method of fuel use calculation would you prefer?
- In your opinion, do the new and updated fuel factors seem reasonable?
- Do you think that your state will incorporate the findings of this report into your price adjustment program?
- How do you think the contracting community in your state will view this project effort?
- Do you think this data has any other potential applications?
- How often should these fuel factors be updated?
- What is your impression of the level of detail?

The remainder of this section briefly describes each of the envisioned webinar items. Several of the agenda items are presentations, while several allow for viewer input.

About the NCHRP and the Research Team

This section will provide a brief introduction to the NCHRP and the research team. This will include the functions and purposes of the NCHRP and information about other research that the two organizations are conducting.

Participating Organizations

This section will list the organizations that participated in this project effort, including the NCHRP and related entities, the research team, and industry organizations.

Project Introduction

This section will provide background information on NCHRP 10-81, including the motivations for requesting the project and relevant recent projects.

Project Phases and Tasks

This section will provide a description of each task performed for this project. Descriptions will include task objectives, project team efforts, and the challenges that arose.

Demonstration of Interactive FUF Tool and Specification

This section entails a demonstration of the final project deliverables. The presenters will demonstrate the FUF calculation tool, which will be similar in style and design as the interactive contractor survey of fuel usage. This step will also include an introduction to the draft specification and allow for participants to experiment with the sample price adjustment included in the deliverables.

Question and Answer Session

Following the PowerPoint and interactive tool demonstration, attendees will be able to pose questions to the webinar presenters. Most webinars allow attendees to type in questions that are then visible to the presenters and the other participants. The presenters will answer these questions in the order that they are received.

Concluding Remarks

The presenters will conclude the webinar by offering a brief summarization, discussing potential next steps and future research, and thanking the participants.

B.4 Agency and Industry Association Contact Information

Exhibits B-3 through B-6 below contain contact information for government agencies and TRB committees, state DOT officials, and industry organizations that would potentially benefit from the research products of this study. These exhibits contain contact information such as web sites, phone numbers, email addresses, and other avenues of contact.

Exhibit B-3: Organization Contact Information

National Organizations		
Organization	Committee/Office	More Information
AASHTO	Technical Committee of Cost Estimating (Subcommittee on Design)	Main Website: http://design.transportation.org/Pages/CostEstimating.aspx Contact: http://design.transportation.org/Pages/Contact.aspx Members: http://design.transportation.org/Pages/Directory.aspx
	Subcommittee on Bridges and Structures	Main Website: http://bridges.transportation.org/Pages/default.aspx Contact: http://bridges.transportation.org/Pages/CONTACT.aspx Members: http://bridges.transportation.org/Pages/DIRECTORY.aspx
	Subcommittee on Construction	Main Website: http://construction.transportation.org/Pages/default.aspx Contact: http://construction.transportation.org/Pages/Contact.aspx Members (Recommended for further contact): http://construction.transportation.org/Pages/Members.aspx
TRB	Construction of Bridges and Structures	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1406 Contact: Same Members: Same

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	Construction Section	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1399 Contact: Same Members: Same
	Construction Management	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1407 Contact: Same Members: Same
	Design and Construction Group	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1310 Contact: Same Members: Same
	Airport Terminals and Ground Access	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1214 Contact: Same Members: Same
	Ports and Channels	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1105 Contact: Same Members: Same
	Rail Transit Infrastructure	Main Website: http://www.trb.org/CommitteeandPanels/Public/OnlineDirectory.aspx#DetailsType=Committee&ID=1466 Contact: Same Members: Same
FHWA	Contract Administration (Office of Program Administration)	Main Website: http://www.fhwa.dot.gov/programadmin/contracts/ Contact: Same Members: http://www.fhwa.dot.gov/infrastructure/hifstaff.cfm
	Office of Innovative Project Delivery	Main Website: http://www.fhwa.dot.gov/ipd/index.htm Contact: http://www.fhwa.dot.gov/ipd/project_delivery/contact/index.htm Members: Same
	Resource Center: Construction and Project Management	Main Website: http://www.fhwa.dot.gov/resourcecenter/teams/construction/index.cfm Contact: Rob Elliott, Team Manager rob.elliott@dot.gov (404) 562-3941
	Eastern Federal Lands Highway Division Office	Main Website: http://www.efl.fhwa.dot.gov/index.aspx Contact: Melisa Ridenour, Division Engineer Melisa.Ridenour@dot.gov (703) 404-6203
	Central Federal Lands Highway Division Office	Main Website: http://www.cflhd.gov/ Contact: Ricardo Suarez, Division Engineer Ricardo.Suarez@dot.gov (720) 963-3448
	Western Federal Lands Highway Division Office	Main Website: http://www.wfl.fhwa.dot.gov/ Contact: (360) 619-7700

Exhibit B-4: State DOT Contacts

State DOT Contacts			
State	Name	Email	Phone
Alabama	Jeff Benefield	benefieldj@dot.state.al.us	334-242-6213
Alaska	Chuck Correa	chuck.correa@alaska.gov	907-465-1799
Arizona	Julio Alvarado	jalvarado@azdot.gov	602-712-7323
Arkansas	Mike Sebren	mike.sebren@arkansashighways.com	501-569-2251
California	Chuck Suszko	chuck.suszko@dot.ca.gov	916-227-7314
Colorado	Dennis Largent	dennis.largent@dot.state.co.us	303-757-9595
Connecticut	Terri Thompson	terri.thompson@ct.gov	860-594-2667
Delaware	Karl Zipf	karl.zipf@state.de.us	302-760-2380
Florida	David Chason	david.chason@dot.state.fl.us	850 414-4171
Georgia	Georgene Geary	ggeary@dot.ga.gov	404-608-4712
Hawaii	Jamie Ho	jamie.ho@hawaii.gov	808-587-2185
Idaho	Frances Hood	frances.hood@itd.idaho.gov	208-334-8426
Illinois	Jerry Cameron	jerry.cameron@illinois.gov	217-785-3483
Indiana	Greg Pankow	gpankow@indot.in.gov	317-232-5502
Iowa	John Smythe	john.smythe@dot.iowa.us	515-239-1503
Kansas	Brenda Perry	brendap@ksdot.org	785-296-7129
Kentucky	Rachel Mills	rachel.mills@ky.gov	502-564-4780
Louisiana	Tanna Doucet	tanna.doucet@la.gov	225-379-1537
Maine	Scott Bickford	scott.bickford@maine.gov	207-624-3533
Maryland	Terry Florey	tflorey@sha.state.md.us	443-572-5240
Massachusetts	Bill Moore	william.moore@state.ma.us	617-973-7867
Michigan	Brenda O'Brien	obrienbj@michigan.gov	517-322-1085
Minnesota	Joe Tummers	joe.tummers@state.mn.us	651-366-4639
Mississippi	Brad Lewis	Blewis@mdot.state.ms.us	601-359-7301
Missouri	Jeremy Kampeter	jeremy.kampeter@modot.mo.gov	573-751-4314
Montana	Kevin Christensen	kechristensen@mt.gov	406-444-6008
Nebraska	Claude Oie	claud.oie@nebraska.gov	402-479-4532
Nevada	Jeffrey Shapiro	jshapiro@dot.state.nv.us	775-888-7065
New Hampshire	Ted Kitsis	tkitsis@dot.state.nh.us	603-271-2571
New Jersey	Al Balluch	al.balluch@dot.state.nj.us	609-530-5299
New Mexico	Joe Garcia	joe.s.garcia@state.nm.us	505-827-5600
New York	Brian DeWald	BDeWald@dot.state.ny.us	518-457-9688
North Carolina	Ron Hancock	rhancock@ncdot.gov	919-733-2210
North Dakota	Dennis Hermanson	dchermanson@nd.gov	701-328-2507
Ohio	Robert Jessberger	robert.jessberger@dot.state.oh.us	614-752-6696
Oklahoma	George Raymond	graymond@odot.org	405-521-2561
Oregon	Kevin Brophy	Kevin.J.Brophy@odot.state.or.us	503-986-3030

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Pennsylvania	Edward Fuhrer	efuhrer@state.pa.us	717-787-7034
Rhode Island	Norman Marzano Jr.	nmarzano@dot.ri.gov	401-222-2468 ext. 4312
South Carolina	Tim Lindberg	lindbergtw@scdot.org	803-737-1656
South Dakota	Scott Rabern	scott.rabern@state.sd.us	605-773-3575
Tennessee	Brian Egan	Brian.Egan@tn.gov	615-741-2414
Texas	Russel Lenz	russel.lenz@txdot.gov	512-416-2559
Utah	Kris Peterson	krispeterson@utah.gov	801 965-4111
Vermont	David Hoyne	david.hoyne@state.vt.us	802-828-2593
Virginia	Bill Layne	William.Layne@VDot.Virginia.gov	804-786-2942
Washington	William Prill	bprill@wsdot.wa.gov	360-705-7464
West Virginia	Stephen Rumbaugh	stephen.t.rumbaugh@wv.gov	304-558-3304
Wisconsin	Christine Krall	christine.krall@dot.wisconsin.gov	608-266-9626
Wyoming	Mark Eisenhart	mark.eisenhart@dot.state.wy.us	307-777-4459

Exhibit B-5: Members of the Transportation Construction Coalition

Associated General Contractors of America*
American Road & Transportation Builders Association**
American Coal Ash Association
American Concrete Pavement Association
American Concrete Pipe Association
American Council of Engineering Companies
American Society of Civil Engineers
American Iron and Steel Institute
American Subcontractors Association
American Traffic Safety Services Association
Asphalt Emulsion Manufacturers Association
Asphalt Recycling and Reclaiming Association
Associated Equipment Distributors
Association of Equipment Manufacturers
Concrete Reinforcing Steel Institute
International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers
International Slurry Surfacing Association
International Union of Operating Engineers
Laborers' International Union of North America
Laborers-Employers Cooperation & Education Trust
National Asphalt Pavement Association
National Association of Surety Bond Producers
National Ready Mixed Concrete Association
National Stone, Sand and Gravel Association
National Utility Contractors Association
Portland Cement Association
Precast/Prestressed Concrete Institute
The Road Information Program
United Brotherhood of Carpenters and Joiners of America
*The AGC is co-chair of the TCC. The current AGC liaison: is Brian Deery, Senior Director, Highway & Transportation Division, deeryb@agc.org or (703) 837-5319.
**ARTBA is co-chair of the TCC. The current ARTBA liaison is: Dave Bauer, Senior Director of Government Affairs, dbauer@artba.org or (202) 289-4434.

Exhibit B-6: Additional Contacts

Organization	Contact Information
American Public Works Association	Laura Berkey-Ames, Government Affairs Manager lberkey@apwa.net (202) 218-6734
National Association of County Engineers	Brian C. Roberts, Executive Director nace@naco.org (202) 393-5041