

# LRRB Outreach Committee Annual Work Plan 10/1/07 - 9/30/08

## SUMMARY

### ITEMS COMPLETED:

- **Newsletter (1 of 2)**
  - **February** (sent to RSS on 1/25/08)
  - **August**
- **Website Updates (2 of 6)**
  - **October: CTAP Program**
  - **December (replaced with e-blast of new web site)**, (completed May 8 )
  - **February (replaced with e-blast of new web site)**, (completed May 8 )
  - **April**
  - **June: Street Sweeping**, (sent to RSS on 6/16/08)
  - **August**
- **Conference Coordination (3 of 4)**
  - **Fall Maintenance Expo**
  - **MPWA Fall Conference**
  - **Spring Maintenance Expo** (shared with CTAP, no coordination needed)
  - **NACE (Portland OR) April 2-24, with new graphics on “mylar”**
  -
- **Conference Presentation (up to 5)**
  - **Fall Maintenance Expo (for Joel Schilling)**
  - **MPWA Fall Conference (Tom Colbert and Joel Schilling)**
  - **MCEA Annual Conference**
    - D. Robley LRRB update, M. Sheehan/D. Sauve RIC Update
    - M. Marti RIC’s Innovative Contracting
  - **CEAM Annual Conference**
    - D. Bloom LRRB/RIC update
    - R. Kuehl RIC’s Best Value Procurement
  - **ATTS Conference (Fargo, ND)**
    - R. West and M. Marti
- **Professional Journal Articles (1 of 1)**
  - **“Toward Zero Deaths in Minnesota” article written, sent and accepted by APWA Reporter, to be published in July**

### ITEMS TO BE COMPLETED:

- **Newsletter (1): August**
- **Website Update (2): April, August**
- **Conference Coordination (0):**
- **Conference Presentations (0):**
- **Professional Journal Article (0):**

### BUDGET STATUS:

- **As of 5/31/08 80% of the budget has been expended.** Only tasks remaining are August Newsletter and 2 web updates. We only did 3 Conference Coordination, could add MPWA Fall Expo providing we complete by September 30.

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To: Ann Mclellan  
State's Contract Liaison  
Minnesota Department of Transportation  
Research Services Section, Mail Stop 330  
395 John Ireland Boulevard  
Saint Paul, MN 55155-1899

From: SRF Consulting Group, Inc.  
SRF File No. 0055531

cc: Ashley Duran, Contract Administrator

cc: M. Marti

## PROGRESS REPORT

For Invoice No. 5531-32

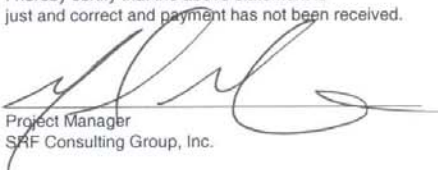
Mn/DOT Agreement No. 87871  
Local Road Research Board (LRRB)  
Outreach  
CFMS Contract No. A79959

Billing Period Ending: 5/31/08

Task No.	Task Description	% of Total	% Work Complete	% Work Complete	Weight % Work Complete	Person Hours Budget	Person Hours	Total Person Hours	% of Budget
			This Period	To Date	To Date		This Period	Accrued To Date	Used By Line
1.0	Project Management	6.1%	0.0%	100.0%	6.1%	33	0.0	48.0	145.5%
2.0	LRRB Newsletter	23.2%	0.0%	69.4%	16.1%	126	0.0	88.5	70.2%
3.0	LRRB Website Updates	19.5%	0.0%	42.0%	8.2%	106	0.0	44.5	42.0%
4.0	Conference Exhibit Coord/Attendance	18.8%	0.0%	100.0%	18.8%	102	0.0	106.3	104.2%
5.0	Conference Presentations	16.6%	0.0%	97.3%	16.1%	90	0.0	87.5	97.2%
6.0	Professional Journal Articles	15.8%	1.2%	65.1%	10.3%	86	1.0	56.0	65.1%
		100.0%	N/A	N/A	75.6%	543	1.0	430.8	79.3%

I hereby certify that the above statement is just and correct and payment has not been received.

Approved and Recommended Payment

  
Project Manager  
SRF Consulting Group, Inc.

\_\_\_\_\_  
Ann Mclellan  
State's Contract Liaison

**TASK 1: PROJECT MANAGEMENT**

Activity	Responsibility	Goal	Status
<ul style="list-style-type: none"> <li>Coordinate meetings w/Outreach Committee and RSS staff</li> </ul>	SRF Consulting Group, Inc. and RSS	Bi-annual meetings – one in the fall and one to coincide with the joint LRRB-RIC meeting in the summer.	<b>Ongoing</b>
<ul style="list-style-type: none"> <li>Develop an annual work plan</li> </ul>	SRF Consulting Group, Inc.	Work plan updated annually following the Fall Outreach Committee meeting.	<b>Complete</b>
<ul style="list-style-type: none"> <li>Provide progress reports at each meeting</li> </ul>	SRF Consulting Group, Inc.	Report will be made at each LRRB Outreach Committee meeting.	<b>Ongoing</b>
<ul style="list-style-type: none"> <li>Record meeting minutes and circulate.</li> </ul>	SRF Consulting Group, Inc. and RSS	Minutes will be circulated within two weeks of Outreach Committee meetings.	<b>Ongoing</b>

**TASK 2: LRRB NEWSLETTER**

Activity	Responsibility	Goal	Status
<ul style="list-style-type: none"> <li>Determine a production schedule</li> </ul>	Outreach Committee	<ul style="list-style-type: none"> <li>Two newsletters in 2006 (February and August)</li> </ul>	<b>Complete</b>
<b>February 2008 Newsletter</b>			
<ul style="list-style-type: none"> <li>Interview LRRB researchers</li> </ul>	SRF Consulting Group, Inc.	Identify newsletter content at December committee meeting <ul style="list-style-type: none"> <li>Update previous article on Rural Road Safety workshop (dates, locations, etc.)</li> <li>Best Value Contracting (subset of RIC task on Innovative Contracting)</li> <li>Inv 862 Arterial Streets Traffic Signal Coordination—Real Time, Henrey Liu</li> <li>Update of LRRB/RIC Members                             <ul style="list-style-type: none"> <li>Marcus Hall (new LRRB Chair)</li> <li>Rick West (new to LRRB, dual role)</li> <li>Rich Sanders (new RIC)</li> </ul> </li> </ul>	<b>Completed</b>
<ul style="list-style-type: none"> <li>Develop a draft newsletter</li> </ul>	SRF Consulting Group, Inc. (w/RSS input)	<ul style="list-style-type: none"> <li>Draft Newsletter complete by January 18 for RSS review</li> </ul>	<b>Completed</b> E-Mailed 1/18
<ul style="list-style-type: none"> <li>Edit newsletter, submit final to Chair of Outreach Committee for approval</li> </ul>	SRF Consulting Group, Inc. and RSS	<ul style="list-style-type: none"> <li>Newsletter ready for final review by Marcus Hall on February 1</li> </ul>	<b>Completed</b> E-mailed 1/25
<ul style="list-style-type: none"> <li>Submit final newsletter to RSS for posting/dissemination</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>Final newsletter submitted to RSS on February 15</li> </ul>	<b>Completed</b> E-mailed 1/25

**TASK 2: LRRB NEWSLETTER**

Activity	Responsibility	Goal	Status
<b>August 2008 Newsletter</b>			
<ul style="list-style-type: none"> <li>• Interview LRRB researchers</li> </ul>	SRF Consulting Group, Inc.	Identify newsletter content by July 1 - - -	<b>To Be Completed</b>
<ul style="list-style-type: none"> <li>- Develop a draft newsletter</li> </ul>	SRF Consulting Group, Inc. (w/RSS input to identify articles and provide supporting informational materials)	<ul style="list-style-type: none"> <li>- Draft Newsletter complete by July 17 for RSS review</li> </ul>	<b>To Be Completed</b>
<ul style="list-style-type: none"> <li>- Edit newsletter, submit final to Chair of Outreach Committee for approval</li> </ul>	SRF Consulting Group, Inc. and RSS	<ul style="list-style-type: none"> <li>- Newsletter ready for final review by Marcus Hall on July 31</li> </ul>	<b>To Be Completed</b>
<ul style="list-style-type: none"> <li>- Submit final newsletter to RSS for posting/dissemination</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>- Final newsletter submitted to RSS on August 18</li> </ul>	<b>To Be Completed</b>

**TASK 3: LRRB WEB SITE UPDATES**

<b>Activity</b>	<b>Responsibility</b>	<b>Goal</b>	<b>Status</b>
• Determine production schedule.	Outreach Committee	- Web site updates will be produced every two months	<b>Complete</b>
• Communicate with Outreach Committee on periodic basis to determine information to be posted on website.	SRF Consulting Group, Inc. and RSS	- Done periodically over the course of the year	<b>Ongoing</b>
<b>October 2007 Update</b>			
• Work with RSS to identify feature stories	SRF Consulting Group, Inc. and RSS	Identified during July Committee – CTAP program	<b>Completed</b>
• Obtain approval from Chair of Outreach Committee	RSS	Approved by Committee at July Meeting	<b>Completed</b>
• Send updates to RSS for posting on LRRB website	SRF Consulting Group, Inc.	- Web site update delivered to RSS in October... <i>(not posted)</i>	<b>Completed</b>
<b>December 2007 Update</b>			
• Work with RSS to identify feature stories	SRF Consulting Group, Inc. and RSS	<del>Identify Web site feature story during December 4<sup>th</sup> Committee meeting</del> Since October update hasn't been posted (Cory Johnson investigating), Outreach Committee decided to have SRF work with RSS and to develop an e-mail blast to announce new website...e-mail "blast" to be sent to "customers" when web site is live (anticipated in March)	Post October update <b>Replaced by E-blast Completed 5/8/08</b>
<b>February 2008 Update</b>			
• Work with RSS to identify feature stories	SRF Consulting Group, Inc. and RSS	- Coordinate by January 18 to discuss Web site feature story	<b>Replaced by E-blast</b>

**TASK 3: LRRB WEB SITE UPDATES**

<b>Activity</b>	<b>Responsibility</b>	<b>Goal</b>	<b>Status</b>
<b>April 2008 Update</b>			
• Work with RSS to identify feature stories	SRF Consulting Group, Inc. and RSS	- Coordinate by March 14 to discuss Web site feature story	<b>To Be Completed</b>
• Obtain approval from Chair of Outreach Committee	RSS	- Marcus to approve story idea by March 28	<b>To Be Completed</b>
• Send updates to RSS for posting on LRRB website	SRF Consulting Group, Inc.	- Web site update delivered to RSS by April 4	<b>To Be Completed</b>
<b>June 2008 Update</b>			
• Work with RSS to identify feature stories	SRF Consulting Group, Inc. and RSS	- Coordinate by May 16 to discuss Web site feature story - Via J. Skallman e-mail, <b>Street Sweeping</b>	<b>Completed</b>
• Obtain approval from Chair of Outreach Committee	RSS	- Marcus to approve story idea by May 30 - Via J. Skallman e-mail, <b>Street Sweeping</b>	<b>Completed</b>
• Send updates to RSS for posting on LRRB website	SRF Consulting Group, Inc.	- Web site update delivered to RSS by June 6	<b>Completed Sent 6/16/08</b>
<b>August 2008 Update</b>			
• Work with RSS to identify feature stories	SRF Consulting Group, Inc. and RSS	- Coordinate by July 11 to discuss Web site feature story	<b>To Be Completed</b>
• Obtain approval from Chair of Outreach Committee	RSS	- Marcus to approve story idea by July 25	<b>To Be Completed</b>
• Send updates to RSS for posting on LRRB website	SRF Consulting Group, Inc.	- Web site update delivered to RSS by August 1	<b>To Be Completed</b>



**TASK 4: CONFERENCE EXHIBITS COORDINATION / ATTENDANCE**

Activity	Responsibility	Goal	Status
<ul style="list-style-type: none"> <li>Identify up to five conferences/professional meeting for LRRB to attend/exhibit</li> </ul>	Outreach Committee	During July Committee Meeting '07-'08 conferences were identified (see below)	<b>Completed</b>
<ul style="list-style-type: none"> <li>Customize (design) LRRB exhibit for specific conference</li> </ul>	SRF Consulting Group, Inc. (w/assistance from RSS)	<ul style="list-style-type: none"> <li>- SRF to work with RSS in identifying panels for display booth and conference handouts</li> <li>- SRF to design display panels</li> <li>- Fall Maintenance Expo, October 3-4, 2007, St. Cloud</li> <li>- MPWA Fall Conference, November 15, 2007, Brooklyn Park</li> <li>- Spring Maintenance Expo, April, 2008, St. Cloud</li> <li>- NACE, April 21-24, Portland, OR. Booth graphics to be printed on mylar.</li> <li>-</li> </ul>	<p><b>Ongoing</b></p> <p><b>Completed</b></p> <p><b>Completed</b></p> <p>Combined with CTAP, no coordination required</p> <p><b>Completed April 9</b></p>
<ul style="list-style-type: none"> <li>Identify LRRB/RIC/RSS volunteers</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>- SRF to assist RSS in recruiting LRRB/RIC volunteers to work at the conferences with a staffed LRRB display</li> </ul>	<b>Ongoing</b>
<ul style="list-style-type: none"> <li>Coordinate conference logistics</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>- SRF to work with RSS in coordinating booth logistics</li> </ul>	<b>Ongoing</b>

**TASK 5: CONFERENCE PRESENTATIONS**

Activity	Responsibility	Goal	Status
<ul style="list-style-type: none"> <li>Develop PowerPoint templates/backgrounds</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>Generic template developed in previous years.</li> </ul>	<b>Complete</b>
<ul style="list-style-type: none"> <li>Develop presentation</li> </ul>	SRF Consulting Group, Inc. (with input from LRRB/RIC presenter)	<ul style="list-style-type: none"> <li>Work with presenters to modify presentations:</li> <li>Fall Maintenance Expo (J. Schilling), October 3-4</li> <li><del>Water Resources Conference (Alan Rindels), October 23-24</del></li> <li>MPWA Fall Conference (T. Colbert, M. Marti, J. Schilling), November 14-16</li> <li>MCEA (D. Robley, M. Sheehan, D. Sauve (LRRB-RIC Update); M. Marti (RIC' Innovative Contracting)), January 24</li> <li>CEAM (D. Bloom, LRRB/RIC Update), R. Kuehl (RIC's Best Value Procurement)), January 31</li> <li>ATTSA "How-To" Conference, Fargo, ND, "Rural Road Safety" (R. West and M. Marti), March 18</li> </ul>	<p><b>Completed</b></p> <p><del><b>To be Completed</b></del></p> <p><b>Completed</b></p> <p><b>Completed</b></p> <p><b>Completed</b></p> <p><b>Completed</b></p>

**TASK 6: PROFESSIONAL JOURNAL ARTICLES**

Activity	Responsibility	Goal	Status
<ul style="list-style-type: none"> <li>Contact Editors/Determine Publishing Schedule</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>SRF to identify a venue for publication (i.e. APWA, Roads and Bridges, etc). <b>Determined at December meeting: City and County magazine</b></li> <li>Determine publishing schedule.</li> <li>Articles must be submitted approximately 6 weeks in advance of publication (monthly publication schedule).</li> </ul>	<b>Completed</b>
<ul style="list-style-type: none"> <li>Identify article</li> </ul>	SRF Consulting Group, Inc.	<ul style="list-style-type: none"> <li>During December Committee identify topic for article.</li> <li><b>Combined article on Rural Road Safety Workshop and Crash Mapping Tool</b></li> </ul>	<b>Completed</b>
<ul style="list-style-type: none"> <li>Review research, interview researcher, develop and submit draft article for review</li> </ul>	SRF Consulting Group	<ul style="list-style-type: none"> <li>Submit draft article to RSS and Chair for review by March 1</li> </ul>	<b>Completed</b>
<ul style="list-style-type: none"> <li>Submit final article for review</li> </ul>	SRF Consulting Group	<ul style="list-style-type: none"> <li>Submit final article for review by April 1</li> </ul>	<b>Completed</b>
<ul style="list-style-type: none"> <li>Submit approved article to publisher</li> </ul>	SRF Consulting Group	<ul style="list-style-type: none"> <li>Submit article for publication by May 1</li> </ul>	<b>Completed</b> , Accepted by APWA Reporter 5/19/08....to be published in July