

AASHTO TIG Lead States Team Marketing Plan

for

AUTOMATED MACHINE GUIDANCE

—

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AASHTO TIG Lead States Team Marketing Plan

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TIG AMG Marketing Plan Work Plan

TASK	NOTES	DATE	LEAD
Task 1. ID core group of adopter State prospects.			DS/LB
Description: Convince a core group of State agencies to spec AMG in appropriate contracts.			
A. Create information resources:			
1. Website (best practices, presentations, standards & specs, vendor demos/videos, key contacts (including allies), training resources, legal fact sheet and language, rideability data.	Initial Population Full Population	8/31/07 3/31/08	
2. Brochure	In Print/On Web	8/31/07	LB
3. PPT	Complete	9/7/07	LB
B. Identify target States pool		1/15/08	LB
C. Attend IHEEP meeting 9/16-17 to present TIG AMG info and announce TIG AMG tech assistance program		9/16-20/07	DS
D. Attend TRB annual meeting 1/08 to present TIG AMG info and announce TIG AMG tech assistance program		1/13-17/08	LB
E. Establish technical assistance program with each of 6 State agencies; develop and implement 2-3 year plan of support for each.			DS/LB
1. Provide technical assistance to 6 State agencies		2/15/08-5/15/10	
2. Schedule pilots		6/15/08	LB
3. Link w/Doyt Bolling's LTAP GPS training program		TBD	DS
4. Develop construction inspection technician guidance for QA/QC for TIG AMG website		7/31/08	TBD
Task 2. Improve vendor offering			DB
Description: Influence the vendor community to make changes in its offerings to better serve State needs.			
A. Convene a vendor roundtable 2/TIG AMG team representatives at IHEEP 9/07 meeting to convey needs and advise of TIG AMG program.		9/16-17/07	DB w/DT, LB, & CB
B. Meet with vendors at other events attended by AMG LST members (low cost /no cost).			
1. GEOPAK		12/10-12/07	LB
2. InRoad		10/22-24/07	DB
3. BE		Spring 08	LB
4. Autodesk University (AUTOCAD)		TBD	BH
5. Local AGC/ARTBA conferences, possible coordination with contractor outreach in Task 4		TBD	(DT)
6. TopCon, if needed to reach user audiences or vendor		TBD	DB
7. Leica, if needed to reach user audiences or vendor		TBD	DB

TIG AMG Marketing Plan Work Plan

TASK	NOTES	DATE	LEAD
8. Trimble, if needed to reach user audiences or vendor		TBD	DB
9. ACSM (surveying and mapping community) - if needed for further outreach to vendors		3/4-8/08	TBD
Task 3. State agency use of AMG			KP
Description: Carefully measure State activity before and after TIG AMG project and conduct activities to measurably increase this activity.			
A. Create and distribute a customized survey of States' current level of AMG activity, including how many are currently providing models to contractors.		Complete	
B. "Hand-build" a high-value target list of specific POC's within each State who are likely to welcome AMG adoption	10 LST Members each pursue 5 State POC's	Complete	
C. Plan and implement 4 regional workshops during the first 2 years of the 3-year project period.			CB
1. Develop workshop "curriculum" & materials	Use existing marketing materials where possible	02/15/08	
2. Identify optimal media (i.e., webinar) or location		02/15/08	
3. Create timeline for delivery of each		03/15/08	
4. Contact surrounding States and solicit participation in each		TBD, based on timeline	
5. Implement each workshop		TBD, based on timeline	
6. Conduct follow-up activity (evaluation, additional technical assistance needed/requested, etc.)		TBD, based on timeline	
D. Identify and implement opportunities to present AMG at professional gatherings throughout the project period.			
1. AASHTO Subcommittee on Construction		8/3/2008	GM/DT
2. AASHTO Subcommittee on Design		06/08/08	TBD
3. IHEEP (Update presentation)		09/08/07	DS
4. AASHTO Subcommittee on Information Systems		4/13-17/08	
5. AASHTO Subcommittee on Bridges and Structures		5/18-22/08	
E. Conduct follow-up survey to measure impact at mid-point of project		01/15/09	
F. Conduct follow-up survey to measure impact at completion of project		05/15/10	

TIG AMG Marketing Plan Work Plan

TASK	NOTES	DATE	LEAD
Task 4: Contractor Use of AMG (low cost /no cost)			DT
Description: Measure contractor use of AMG before and after TIG project and conduct activities to measurably increase this activity.			
A. Solicit the "survey" vendor community to identify the number of contractors now using AMG, by educated estimate, if necessary.		1/15/08	DT/SN (DI)
B. Cull trend factors from TIG AMG activity in the State agency arena and provide this general information to contractor community, through AGC/ARTBA.		TBD, per State survey above.	
C. Develop and place editorial content in vendor-related trade publications		1/15-6/15/09	
D. Present trends information at vendor gatherings.			
1. <i>Event A</i>		TBD	
2. <i>Event B</i>		TBD	
3. <i>Event C</i>		TBD	
E. Repeat measurement at project completion date.		5/15/10	
Task 5: Adopt Data Standard (low cost /no cost)			DS/KP
Description: Enlist AASHTO to adopt and copyright an XML data standard to help States streamline and make consistent the data collection process for AMG implementation. Or enlist AASHTO to adopt, copyright (if necessary) and promote an appropriate data standard to accomplish same. Maintain either standard as an AASHTO/public sector product.			
A. Research and identify the best standard		11/15/07	
B. Draft a recommendation that AASHTO adopt and copyright it to maintain control of the standard.		12/15/07	
C. Present to appropriate AASHTO committee/leadership and gain agreement.		2/15/08	
D. Identify a funding source for ongoing maintenance of the standard.		12/15/07	
Task 6: Liaison with Allies (low cost /no cost)			CH
Description: Establish liaison with relevant allied organizations and committees to enlist their support/coordination in accelerating adoption of AMG by State agencies.			
A. Identify allies and create master list.		10/30/07	
B. Create opportunities for each to provide input into TIG AMG project and to learn about complementary activities and integration opportunities.		Ongoing	
C. Conduct outreach to each ally as needed		Ongoing	
D. Request literature from each and post to TIG AMG website as appropriate.		11/30/07	

TIG AMG Marketing Plan Work Plan

TASK	NOTES	DATE	LEAD
Task 7: Outreach to all States			TBD by LB
Description: conduct broad outreach to all States to move them into the planning and adoption pipeline for AMG technology.			
A. Establish all necessary website resources		8/31/07	
B. Create and send an "email-blast" once each year for three years to the 50 States High Value Target list and to any additional State Construction and Design Engineers, providing useful AMG background, TIG AMG promotional materials, and tools. Consider using "e-blast" vendor with reporting capability to track opens and click-throughs (as well as bad addresses for updating)		2/15/08, 2/15/09, 2/15/10	
C. Identify and implement opportunities to present AMG technology at professional gatherings throughout the project period. <i>Consider use of vendor's AMG grading simulator, where appropriate. (low cost /no cost)</i>			
1. Event A		TBD	
2. Event B		TBD	
3. Event C		TBD	

Automated Machine Guidance Activity Schedule for 3-Year Team Duration

	Original Schedule	Revision Date: August 20, 2007																																		
	Work Completed																																			
	Revised Schedule																																			
Activity	FY 2008												FY 2009												FY 2010											
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Task 1																																				
1.A.1		O							O																											
1.A.2		O																																		
1.A.3	R																																			
1.B							O																													
1.C			O																																	
1.D							O																													
1.E.1								O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O
1.E.2											O																									
1.E.3/ <i>tbd</i>																																				
1.E.4	O	O	O	O	O	O	O	O	O	O	O	O	O																							
Task 2																																				
2.A			O																																	
2.B.1						O																														
2.B.2				O																																
2.B.3									O																											
2.B.4/ <i>tbd</i>																																				
2.B.5/ <i>tbd</i>																																				

Automated Machine Guidance Activity Schedule for 3-Year Team Duration

Activity	FY 2008												FY 2009												FY 2010											
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
	Task 2																																			
2.B.6/ <i>tbd</i>																																				
2.B.7/ <i>tbd</i>																																				
2.B.8/ <i>tbd</i>																																				
2.B.9											O																									
Task 3																																				
3.A		R																																		
3.B		R																																		
3.C.1.	O	O	O	O	O	O	O	O																												
3.C.2	O	O	O	O	O	O	O	O																												
3.C.3	O	O	O	O	O	O	O	O	O																											
3.C.4/ <i>tbd</i>																																				
3.C.5/ <i>tbd</i>																																				
3.C.6/ <i>tbd</i>																																				

Automated Machine Guidance Activity Schedule for 3-Year Team Duration

Activity	FY 2008												FY 2009												FY 2010											
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
	Task 3																																			
3.D.1													O	O																						
3.D.2																																				
3.D.3														O	O																					
3.D.4																																				
3.D.5																																				
3.E																			O																	
3.F																																				O
Task 4																																				
4.A	O	O	O	O	O	O	O																													
4.B/ <i>tbd</i>																																				
4.C																			O	O	O	O	O	O												
4.D.1/ <i>tbd</i>																																				
4.D.2/ <i>tbd</i>																																				
4.D.3/ <i>tbd</i>																																				
4.E																																				O

Automated Machine Guidance Activity Schedule for 3-Year Team Duration

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	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	
Task 5																																					
5.A	O	O	O	O	O																																
5.B					O	O																															
5.C								O																													
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Task 6																																					
6.A				O																																	
6.B	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O
6.C	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O
6.D	O	O	O	O	O																																
Task 7																																					
7.A	O	O																																			
7.B								O												O											O						
7.C.1/tbd																																					
7.C.2/tbd																																					
7.C.3/tbd																																					

TIG AMG Marketing Plan Communications Plan

Communications Targets	Methods	Purpose
AGENCIES		
Target States Chief Engineers/Division Directors	Letter, Brochure	Awareness; education; build commitment to spec AMG and participate in TIG LST technology assistance program
Target States Construction and Design Engineers (State and Regional)	PPT Presentation @ Regional and National Meetings, Email, Brochure, Product Demo, Regional Workshops, Web Content	Awareness; education, build commitment to spec AMG and participate in TIG LST technology assistance program; provide resources to colleagues at all relevant levels of agency; provide ongoing technical resources to prepare agency to spec successfully.
Target States Supervisors, Project Managers, Geodetics Staff, IT Staff, Legal Staff	PPT presentation @ Regional and National Meetings, Brochure, Product Demo, Regional Workshops, Web Content, Training	Awareness, education, build buy-in to spec AMG and participate in TIG LST technology assistance program; provide ongoing technical resources and training to prepare agency to spec successfully.
High Value State POCs	Surveys, E-mail, Brochure, Web Content	Awareness, education, build buy-in to spec AMG and participate in TIG LST technology assistance program
CONTRACTORS		
CEO	Letter from Peer/AGC/ARTBA, Brochure, State Agency Trends Information	Awareness, education, build commitment to adopt and integrate AMG into highway construction grading activity.
Technology VP/Director	PPT Presentation @ Regional and National Meetings, Brochure, Product Demo, Web Content; Trade Journal Article/s, State Agency Trends Information	Awareness, education, build commitment to adopt and integrate AMG into highway construction grading activity; provide resources to colleagues at all relevant levels of company
Trade Associations (AGC/ARTBA)	PPT Presentation @ Regional and National Meetings, Brochure, State Agency Trends Information, Product Demo, Web Content; Trade Journal Article/s	Awareness, education, commitment to participate with TIG LST in promoting AMG.

TIG AMG Marketing Plan Communications Plan

Communications Targets	Methods	Purpose
VENDORS		
Vendors	Invitation to TIG AMG Meeting at IHEEP; Phone Survey; "Sidebar" Meetings w/TIG AMG Representatives at Relevant Events as available	Awareness of TIG AMG initiative and opportunities; convey State agency needs to improve vendor offering, gather rough data re: contractors now using AMG

TIG AMG Marketing Plan Performance Measurement Plan

Task	Performance Measure	Measurement Method
1	Convince a core group of State agencies to spec AMG in appropriate contracts.	Move 6 States to the point of readiness to spec AMG by the 3-year project completion date
2	Influence vendor community offering with recommendations that make AMG more readily adoptable by State agencies.	Adoption of recommendations by industry vendors by 3-year project completion date
3	Carefully measure State activity before and after TIG AMG project and conduct activities to measurably increase this activity.	Conduct follow-up survey to measure impact at completion date with a goal of increasing interested parties by 30%
4	Measure contractor use of AMG before and after TIG project and conduct activities to measurably increase this activity.	Repeat initial measurement at project completion date with a goal of increasing adoption by 20%
5	Enlist AASHTO to adopt and copyright an SML data standard to help States streamline and make consistent the data collection process for AMG implementation. Or enlist AASHTO to adopt, copyright (if necessary) and promote as a TIG AMG campaign an appropriate data standard to accomplish same. Maintain either standard as an AASHTO/public sector product.	Successful adoption/promotion by AASHTO of a data collection standard
6	Establish liaison with relevant allied organizations and committees to enlist their support/coordination in accelerating adoption of AMG by State agencies.	Reach and confer with all allies identified
7	Conduct broad outreach to all States to move them into the planning and adoption pipeline for AMG technology.	Present AMG technology at 1-2 large conferences per year, conduct 4 regional workshops within first 2 years of 3-year project period, conduct 1 electronic outreach per year and track results, measure website traffic

Annual Lead States Team Budget
Focus Technology: Automated Machine Guidance

Cost Type/Description	Cost	Location (FY08)	Locations (FY09)	Locations (FY10)	Number of trips/yr	Number of team members	Estimated Non-reimbursed Costs to Lead States**	FY08		FY09		FY10		Subtotals of Costs to AASHTO
								Labor Costs to be Reimbursed by AASHTO	Direct Costs to be Reimbursed by AASHTO	Labor Costs to be Reimbursed by AASHTO	Direct Costs to be Reimbursed by AASHTO	Labor Costs to be Reimbursed by AASHTO	Direct Costs to be Reimbursed by AASHTO	
Promotional Material														
Brochure							\$ 2,750.00	\$ 700.00	\$ 2,000.00					\$ 2,700.00
Website							\$ 2,250.00							\$ -
PPT							\$ 3,000.00	\$ 300.00						\$ 300.00
E-Mail Blast (1)								\$ 150.00	\$ 500.00	\$ 150.00	\$ 500.00	\$ 150.00	\$ 500.00	\$ 1,950.00
Trade Journal Articles (1)							\$ 3,225.00	\$ -						\$ -
Surveys (2)							\$ 27,000.00							\$ -
Total Promotional Material							\$ 38,225.00	\$ 1,150.00	\$ 2,500.00	\$ 150.00	\$ 500.00	\$ 150.00	\$ 500.00	\$ 4,950.00
Operating and Other Expenses														\$ -
Travel for Task 1: Visit 6 target States 2x each during project period, plus additional States/trips as needed to meet goal; 2 LST members to TRB meeting for presentation; plus State agency paid travel for additional representatives	1200	4	2	2	2	2	\$ 86,400.00		\$ 19,200.00		\$ 9,600.00		\$ 9,600.00	\$ 38,400.00
Travel for Task 3: 2 workshops/year in FY 08 and 09 (using webinars/electronic media, if possible)							\$ 12,300.00		\$ -		\$ -			\$ -
Travel for Task 4: national/regional meetings for presentations to contractors; plus agency-paid travel for additional representatives	1200	1	1		1	1	\$ 3,600.00		\$ 1,200.00		\$ 1,200.00			\$ 2,400.00
Travel for Task 7: national/regional meetings for presentations to agency personnel; plus agency-paid travel for additional representatives	1200	1	1		1	1	\$ 97,200.00		\$ 1,200.00		\$ 1,200.00			\$ 2,400.00
Travel for interim LST team meeting, plus agency-paid travel for additional LST members	1200		1		1	7	\$ 34,800.00				\$ 8,400.00			\$ 8,400.00
Expenses for interim LST team meeting (meeting room rental, food, etc.)							TBD							\$ -
Expenses for initial LST team meeting							\$ 27,600.00		\$ 10,000.00					\$ 10,000.00
Expense for marketing plan development								\$ 4,500.00						\$ 4,500.00
Expense for ongoing marketing support & counsel								\$ 3,000.00		\$ 3,000.00		\$ 3,000.00		\$ 9,000.00
Development of inspection technician QA/QC guidance for TIG/AMG website							\$ 7,500.00							\$ -
LST Conference Calls/E-Communications/Planning							\$ 93,000.00							
Total Operating/Other Expenses							\$ 362,400.00	\$ 7,500.00	\$ 31,600.00	\$ 3,000.00	\$ 20,400.00	\$ 3,000.00	\$ 9,600.00	\$ 75,100.00

Annual Lead States Team Budget
Focus Technology: Automated Machine Guidance

Cost Type/Description	Cost	Location (FY08)	Locations (FY09)	Locations (FY10)	Number of trips/yr	Number of team members	Estimated Non-reimbursed Costs to Lead States**	Labor Costs to be Reimbursed by AASHTO	Direct Costs to be Reimbursed by AASHTO	Labor Costs to be Reimbursed by AASHTO	Direct Costs to be Reimbursed by AASHTO	Labor Costs to be Reimbursed by AASHTO	Direct Costs to be Reimbursed by AASHTO	Subtotals of Costs to AASHTO
Expendable Goods & Supplies														\$ -
Long Distance Telephone Charges							TBD		\$ 250.00		\$ 250.00		\$ 250.00	\$ 750.00
Reproduction							TBD		\$ 250.00		\$ 250.00		\$ 250.00	\$ 750.00
Shipping									\$ 250.00		\$ 250.00		\$ 250.00	\$ 750.00
Equipment Rental							TBD		\$ 250.00		\$ 250.00		\$ 250.00	\$ 750.00
Total Expendable Goods & Supplies							\$ -	\$ -	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 3,000.00
Equipment Purchase														
Total Equipment Purchase								\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Subcontracts*														
Total Subcontractors														
Total Lead States Contribution							\$ 400,625.00							
Total AASHTO Request								\$ 8,650.00	\$ 35,100.00	\$ 3,150.00	\$ 21,900.00	\$ 3,150.00	\$ 11,100.00	\$ 83,050.00
								FY 08 Total:	\$ 43,750.00	FY 09 Total:	\$ 25,050.00	FY 10 Total:	\$ 14,250.00	
*Subcontracts should be established directly with AASHTO. Contact the AASHTO TIG Program Manager for assistance.														
**Estimated labor and travel costs for 3-year performance period.														
Notes:														
1. The proposed AASHTO reimbursed budget is not to include salary and fringe benefits for lead states team members providing services.														
2. Travel expenses for lead states team members representing industry are not reimbursable by AASHTO.														
3. Appropriate indirect charges may be included in the individual cost estimates above.														

Estimated Non-reimbursed Costs to Lead States

Focus Technology: Automated Machine Guidance

Task	Description	# People or Trips	Hrs.	Cost ⁽¹⁾	Calculation
	Review brochure	3	3	\$675.00	3 people review 3 times, 1 hr. each
	Develop Powerpoint presentation	2	20	3,000.00	
	Review brochure	3	3	675.00	3 people review 3 hr.
	Write / review trade journal articles	3	5	1,125.00	
	Develop and distribute surveys	9	24	16,200.00	Conducted 3 times, one day each time.
	Surveys - collate & analyze results	2	72	10,800.00	Collated 3 times, one day each time: results 2 days each time.
	Write TRB documentation	1	10	750.00	
	Review TRB documentation	3	6	1,350.00	
1	State DOT Visits	32	24	57,600.00	3 day trips (24 hrs.) * 32 trips * 1800 / trip
1	Planning for DOT visits.	32	12	28,800.00	
2	Webinar / regional workshop planning	4	25	7,500.00	
2	Webinar execution	2	32	4,800.00	4 webinars * 8 hrs.
4	Attend conferences	2	24	3,600.00	
7	I-HEEP '07,08,09	15	36	40,500.00	Registration high - added 6 more hours per person to compensate. (5 per year*3 yrs.)
	GEOPAK User 07,08,09	9	24	16,200.00	
	InRoads - 07,08,09	9	24	16,200.00	
	Autodesk - 07,08,09	6	24	10,800.00	
	Bentley Conference -08,09	6	30	13,500.00	Registration high - added 6 more hours per person to compensate.
	Print / ship brochures for above conferences	14	100	1,400.00	14 total conferences - internal printing and shipping.
	Initial team meeting	12	24	21,600.00	
	Interim team meeting	16	24	28,800.00	
	Hosting initial team meeting	2	40	6,000.00	

Estimated Non-reimbursed Costs to Lead States

Focus Technology: Automated Machine Guidance

Task	Description	# People or Trips	Hrs.	Cost ⁽¹⁾	Calculation
	Hosting interim team meeting	2	40	6,000.00	
	Develop QA/QC guidance	4	25	7,500.00	
	General review of web site	2	15	2,250.00	
	Team members - conference calls, misc. tasks	14	60	63,000.00	
	Chairing committee	1	400	30,000.00	
Total:				\$400,625.00	
(1) Estimated salary + benefits cost = \$75.00/hr.					