

**AASHTO TIG
Lead States Team
Marketing Plan**

for

SURFACE RESISTIVITY TEST

Lead States Team:

Mario Paredes , Chair, Florida DOT
Tommy Nantung , Indiana DOT
Celik Ozyildirim , Virginia DOT
Rob Reis , California DOT
Daniel Dennis , New York DOT

November 25, 2008



WORK PLAN

Task 1.	Title: Develop Communication Tools
<p>Task Description:</p> <p><u>Subtask 1.1.</u> Develop basic communication tools, including PowerPoint, brochure, web content, publication content, and FAQs.</p> <p><u>Subtask 1.2.</u> Prepare articles for submittal to trade journals. Primary target audiences are concrete producers, contractors, state agencies, and academia.</p> <p><u>Subtask 1.3.</u> Make draft test method and supporting documents available on web sites, including that of AASHTO TIG and the HPC Delivery Team. (Transmittal of communication tools to FHWA will have the objective of enlisting implementation support.)</p>	
Task 2.	Title: Standard Acceptance of Test Method
<p>Task Description:</p> <p><u>Subtask 2.1.</u> LST members to review and comment on the draft AASHTO method prepared by the Florida DOT. Florida DOT will revise draft based on consensus input. Final discussion and approval will be facilitated during a LST conference call, if needed. LST chair will submit the test method and supporting information to Technical Section 3.B of the AASHTO Subcommittee on Materials with request for provisional approval.</p> <p><u>Subtask 2.2.</u> Purchase six (6) surface resistivity meters. Five are needed for states not owning necessary equipment to participate in round robin testing. The sixth is a back-up in case of need to send any of the others overseas for repair. (After round robin testing, all meters will be available for loaning to additional states interested in trial use. Final ownership will be with FHWA mobile lab (2) and FDOT(4) , but available for loaning to other state DOT's.)</p> <p><u>Subtask 2.3.</u> Prepare and distribute instructions for round robin testing according to ASTM protocol to develop bias and precision statement information. Gather and analyze round robin test data. Submit remaining precision information to Technical Section 3.B of the AASHTO Subcommittee on Materials for incorporation into provisional standard.</p>	
Task 3.	Title: Stakeholder Technical Education
<p>Task Description:</p> <p><u>Subtask 3.1.</u> Give presentations at up to 12 conferences and meetings on the Surface Resistivity Test, how the Florida DOT is currently applying it for concrete mix design approval, and the benefits being obtained from that use. Purpose of presentations is to interest both specifying agencies and concrete producers in pursuing use. Potential venues include:</p> <ul style="list-style-type: none"> TRB Sessions and Committee Meetings AASHTO SOM meeting National Association of Corrosion Engineers annual conference Meeting of the National Concrete Consortium HPC Delivery Team Meeting NRMCA Committee and Conference Concrete Bridge Conference World of Concrete (under consideration) <p><u>Subtask 3.2.</u> Host one workshop to demonstrate and offer hands on experience with the test equipment. Primary goals include:</p> <ul style="list-style-type: none"> Demonstrate equipment to State DOT personnel Demonstrate equipment to CCRL inspectors Demonstrate equipment to FHWA regional resource center personnel 	

Task 4.	Title: Inclusion of Test Equipment Suppliers and Manufacturer(s)
Task Description: The LST chair will keep these vendors informed.	
Task 5.	Title: Prepare and Submit Closeout Report
Task Description: A closeout meeting of the LST will be held to consolidate information and to prepare the closeout report.	

Activity Schedule for Work Plan Extending Over 3 Fiscal Years

Original Schedule		Revision Date: November 20, 2008																																									
Work Completed																																											
Revised Schedule																																											
Activity	FY 2009										FY 2010										FY 2011																						
Task 1.1																																											
Task 1.2																																											
Task 1.3																																											
Task 2.1																																											
Task 2.2																																											
Task 2.3																																											
Task 3.1																																											
Task 3.2																																											
Task 4.																																											
Task 5.																																											

COMMUNICATIONS PLAN

Communication Targets	Method(s)	Purpose
AASHTO SOM	Letter	Request provisional acceptance of standard SR test method.
Federal Highway Administration (King Gee and Paul Virmani)	Letter, Brochure	Secure buy in and obtain assistance in deployment of technology.
Federal Highway Administration (HPC, Resource Center, Division Offices)	PowerPoint presentation, Brochure, Web site content, Draft of Test Method, Letter or email from King Gee, FAQs, journal articles.	Convey technical information to describe benefits to potential technology users. Prepare them for training and deployment tasks.
State Agencies	PowerPoint presentation, Brochure, Web site content, Draft of Test Method, Letter or email from King Gee, FAQs, training materials, journal articles	Convey technical information to describe benefits to potential technology users. Persuade audience to investigate and implement SR test for mix design approval.
Test Equipment Manufacturers	Letter and equipment specification	Communicate detailed equipment requirements and enhancements.
Concrete Producer and Contractor Associations	Journal articles, newsletter content	Convey technical information to describe benefits to potential technology users. Persuade audience to welcome and embrace new DOT spec requirement for mix design approval.
Academia	PowerPoint presentation, Brochure, Web site content, journal articles	Inform.

PERFORMANCE MEASUREMENT PLAN

Performance Measure	Measurement Method
Number of agencies that have adopted the SR test as a requirement, option, or alternate as of the date of the closeout report, relative to the number since initiation of the lead states team.	Final survey of all AASHTO agencies. Only one state is in this category at the initiation of the LST.
Number of agencies that are planning to adopt the technology as a requirement, option, or alternate as of the date of the closeout report, relative to the number since initiation of the lead states team.	Final survey of all AASHTO agencies.
Number of agencies that have tried the technology for the first time as of the date of the closeout report, relative to the number since initiation of the lead states team.	Final survey of all AASHTO agencies. Only Florida, Virginia, and Tennessee are in this category at the initiation of the LST.

ANNUAL BUDGETS

Cost Type/Description	Estimated Non-reimbursed Costs to Lead States**	Proposed Fiscal Year Budgets						Subtotals of Costs to AASHTO
		FY2009		FY2010		FY2011		
		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		\$ 1,000.00	\$ 1,500.00		\$ 500.00			\$ 3,000.00
Website content		\$ 2,000.00		\$ 1,000.00		\$ 1,000.00		\$ 4,000.00
PPT		\$ 1,000.00						\$ 1,000.00
E-Mail Blast (1) and letter		\$ 500.00				\$ 150.00	\$ 500.00	\$ 1,150.00
FAQs sheets and similar		\$ 1,200.00						\$ 1,200.00
On-going marketing consultant support				\$ 1,000.00		\$ 2,000.00		\$ 3,000.00
Total Promotional Material	\$ -	\$ 5,700.00	\$ 1,500.00	\$ 2,000.00	\$ 500.00	\$ 3,150.00	\$ 500.00	\$ 13,350.00
Operating and Other Expenses								
Travel for Task 3:								
<i>(17 Individual travels to attend 12 Conferences)</i>								
TRB Sessions and Committee Meetings			\$ 1,200.00				\$ 2,400.00	\$ 3,600.00
AASHTO SOM meeting			\$ 2,400.00				\$ 2,400.00	\$ 4,800.00
National Association of Corrosion Engineers annual conference				\$ 1,200.00		\$ 2,400.00		\$ 3,600.00
Meeting of the National Concrete Consortium			\$ 2,400.00				\$ 1,200.00	\$ 3,600.00
HPC Delivery Team Meeting			\$ 1,200.00				\$ 1,200.00	\$ 2,400.00
NRMCA Committee and Conference				\$ 1,200.00		\$ 1,200.00		\$ 2,400.00
<i>Concrete Bridge Conference (no budget allotted, Parades normally attends)</i>								
<i>World of Concrete (no budget allotted, no firm decision to attend)</i>								
Workshop - one LST member travel to assist host LST member							\$ 1,200.00	\$ 1,200.00
Travel for Task 5: Closeout meeting.							\$ 7,200.00	\$ 7,200.00
Expenses for initial LST team meeting			\$ 8,000.00					\$ 8,000.00
LST Conference Calls/E-Communications								
Total Operating/Other Expenses	\$ -	\$ -	\$ 15,200.00	\$ -	\$ 2,400.00	\$ -	\$ 19,200.00	\$ 36,800.00
Expendable Goods & Supplies								
Long Distance Telephone Charges								
Reproduction								
Shipping round robin test samples and test equipment			\$ 3,500.00		\$ 500.00		\$ 500.00	\$ 4,500.00
Equipment Rental								
Total Expendable Goods & Supplies	\$ -	\$ -	\$ 3,500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ 4,500.00
Equipment Purchases								
SR Test Equipment - 6 sets and supplies			\$ 35,000.00					\$ 35,000.00
Total Equipment Purchase	\$ -	\$ -	\$ 35,000.00	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00
Subcontracts*								
Total Subcontractors	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Lead States Contribution	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total AASHTO Request		\$ 5,700.00	\$ 55,200.00	\$ 2,000.00	\$ 3,400.00	\$ 3,150.00	\$ 20,200.00	\$ 89,650.00
		FY 09 Total	\$ 60,900.00	FY 10 Total	\$ 5,400.00	FY 11 Total	\$ 23,350.00	\$ 89,650.00
*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.								