

**AASHTO TIG  
Lead States Team  
Marketing Plan**

**for**

**LINEAR REFERENCING SYSTEM**

(Name of Technology)

---

**Lead States Team:**

Peggi Knight , Chair, Iowa DOT  
David Blackstone , Ohio DOT  
John Farley , North Carolina DOT  
Oscar Jarquin , California DOT  
Thomas Martin , Minnesota DOT  
Jonathan DuChateau , Wisconsin DOT  
Dave Fletcher , Geographic Paradigm Computing, Inc.  
Tim Bisch , Bentley Systems, Inc.  
Mark Sarmiento , FHWA

---

October 10, 2008

(Date of Plan)





## WORK PLAN

<b>Task 1.</b>	Title: <b>Assess LRS Needs and Contacts in Each State</b>
<p>Task Description:</p> <p>Each LST member will contact assigned states to notify them of lead states team existence and purpose and to determine:</p> <ol style="list-style-type: none"> <li>1. Are differing location referencing methods in legacy databases a current area of concern in your state?</li> <li>2. Do you have a current effort on-going to address this concern?</li> <li>3. Is your state aware of the LRS model developed through NCHRP work and the work of several lead states who have implemented variations of this model?</li> <li>4. Would you be interested in receiving additional information via webinar about best practices from other states and the benefits they have seen?</li> <li>5. Might your state have interest in several LST members visiting your state to share their experiences in implementing LRS or to review your state's situation and offer suggestions for your state's consideration?</li> <li>6. Is there some other type of assistance from the LST that would be beneficial to your state?</li> <li>7. Who are the potential business and technical champions in your state? Who is the sponsor or high level decision-maker with authority to allocate budget and direct an enterprise-level program?</li> </ol> <p>An email introduction is planned prior to the telephone contact. Task requires development of message and specific questions to be used by all. Message should include purpose and objectives of the LRS Lead States Team.</p>	
<b>Task 2.</b>	Title: <b>Develop PowerPoint Presentation, Brochure and Posters Appropriate for State Visits and Use at Conferences</b>
<p>Task Description:</p> <p>PowerPoint presentation is to summarize LRS's in lead states and lessons learned during development of each. Information will be divided into modules or sections intended for specific target audiences. Target audience is primarily states being visited by lead states team members. Brochure is to describe the problem and solution provided by LRS and anecdotal information demonstrating LRS value. Target audience is generally higher level decision makers.</p> <p>The lead states team will stay vendor neutral, focusing on functional needs of platforms and software rather than on preferences for specific software. Lead states team members will share their experiences with specific products as it pertains to communicating their experiences.</p>	
<b>Task 3.</b>	Title: <b>Develop Value Analysis Document (Contractor)</b>
<p>Task Description:</p> <p>The lead states team will pursue AASHTO 20-07 funding and prepare a brief document describing desired contract work. Document to be submitted to AASHTO 20-07 committee through the AASHTO TIG Program Manager. If approved for funding, team members will provide information to the contractor as needed for development of the analysis. Purpose of the value analysis document to be produced is to clearly and credibly show that substantial benefits can be anticipated from implementing LRS. The document will be distributed to all states indicating in task one that integrating data in legacy databases is an area of concern. It will also be distributed as</p>	

a handout during task 5 presentation(s) and workshop(s) if available.

**Task 4.** Title: **Develop and Host Webinar(s).**

Task Description:

As the need is determined during task one, develop and host webinar(s) with individual states to communicate value and basic methods of implementing LRS. Webinars are anticipated to range from one to two hours in most cases. AASHTOWare will be kept advised of lead states team activities.

**Task 5.** Title: **Give Presentation(s) and/or Workshop(s) at TRB, GIST and AASHTO IS Conferences**

Task Description:

Selected team members will pursue agenda acceptance and present the benefits of implementing LRS at the conferences shown below.

Conference	Date - Location	Comments
2009 GIST	April 5-8, 2009 – Oklahoma City	Approval to have a 2-hour panel discussion will be pursued.
2009 AASHTO IS	May 3-6, 2009 - Seattle	Presentation to be focused on value of LRS at enterprise level.
2010 TRB	January 10-14, 2010 – Washington D.C.	Work through GIS Committee and possibly other committees. Possibly joint session.
2010 Conference 1	2010 - TBD	TBD
2010 Conference 2	2010 - TBD	TBD

AASHTOWare will be kept advised of lead states team activities.

**Task 6.** Title: **Visit States Offering Invitation**

Task Description:

Budget includes visits to approximately 10 states with generally three LST members participating in each visit. Length of visit estimated at 1.5 days on site. Purpose of the visit will be to provide tailored assistance to individual states. Team members to make specific visits will be determined based on the expressed areas of interest from the host state. All visits will be approved and assigned by the LST chair.

**Task 7.** Title: **Assess LRS Level of Knowledge Transfer and Implementation Success**

Task Description:

As necessary, contact states to determine the extent of success of lead states team efforts. Focus will be to develop performance measurement information. Survey states receiving assistance to determine satisfaction.

<b>Task 8.</b>	Title: <b>Prepare and Submit Closeout Report</b>
Task Description: Prepare Closeout Report as described in the Guidebook for Lead States Teams of the AASHTO TIG. Report will be generated during a closeout meeting of the lead states team.	



## COMMUNICATIONS PLAN

Communication Targets	Method(s)	Purpose
GIS counterparts in all AASHTO member agencies	Email and Telephone	Assess current LRS status (task 1) and final LRS status (task 7)
Business and technical champions in all AASHTO member agencies which express interest	Webinar	To provide basic information to state DOTs desiring some additional information prior to deciding if they should explore LRS potential in a deeper manner.
Business and technical champions and sponsors within agencies expressing interest in meeting with lead states team members during state visits.	State Visits	To provide advice and information tailored to the specific needs and questions of the agency considering pursuing LRS.
All attendees of GIS and AASHTO IS conferences, and TRB	Presentations and possible booths	Secondary method of finding champions within states.
AASHTO Website surfers	Website	

## PERFORMANCE MEASUREMENT PLAN

Performance Measure	Measurement Method
Number of additional agencies that have begun development of an LRS during the period of lead states team activity.	Initial and final surveys of all AASHTO agencies.
Number of additional agencies that are currently considering initiation of efforts to implement LRS as of the date of the closeout report.	Initial and final surveys of all AASHTO agencies.
Number of agencies receiving assistance from the lead states teams in evaluating LRS for possible new or expanded implementation in their state.	Review team activities to determine number of states requesting and participating in webinars and lead states team member visits.

# ANNUAL BUDGETS

## Annual Lead States Team Budget (To be prepared for each fiscal year\* of Marketing Plan activity)

Focus Technology: Linear Referencing System  
 Budget Period: October 1, 2008 through June 30, 2009

Cost Type / Description	Estimated Non-reimbursed Costs to Lead States	Costs to be Reimbursed by AASHTO	Additional Description	Subtotals of Costs to AASHTO
<b>Labor</b>				
Lead States Team Members				
Others from Lead States				
Other				
Total Labor	\$ -			
<b>Expendable Goods &amp; Supplies</b>				
Total Expendable Goods & Supplies	\$ -			\$ -
<b>Operating and Other Expenses</b>				
Travel for Task # 5 - Conferences		\$ 8,000		
Travel for Task # 6 - estimated 3 State Visits		\$ 13,500		
Travel for Task #				
Long Distance Telephone Charges				
Reproduction				
Shipping				
Equipment Rental				
Total Operating and Other Expenses	\$ -			\$ 21,500
<b>Equipment Purchases</b>				
Total Equipment Purchases	\$ -			\$ -
<b>Subcontracts**</b>				
Brochure/presentation preparation assistance		\$ 6,000		
Poster preparation - Iowa DOT	\$ 2,000			
Total Subcontracts	\$ 2,000			\$ 6,000
<b>TOTAL LEAD STATES CONTRIBUTION</b>	\$ 2,000			
<b>TOTAL AASHTO BUDGET REQUEST FOR THIS FISCAL YEAR</b>				\$ 27,500

\* AASHTO's fiscal year is July 1 through June 30.

\*\* Subcontracts should be established directly with AASHTO. Contact the AASHTO TIG Program Manager for assistance.

**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.



**Annual Lead States Team Budget**  
(To be prepared for each fiscal year\* of Marketing Plan activity)

Focus Technology: Linear Referencing System  
 Budget Period: July 1, 2009 through June 30, 2010

Cost Type / Description	Estimated Non-reimbursed Costs to Lead States	Costs to be Reimbursed by AASHTO	Additional Description	Subtotals of Costs to AASHTO
<b>Labor</b>				
Lead States Team Members				
Others from Lead States				
Other				
<b>Total Labor</b>	\$ -			
<b>Expendable Goods &amp; Supplies</b>				
<b>Total Expendable Goods &amp; Supplies</b>	\$ -			\$ -
<b>Operating and Other Expenses</b>				
Travel for Task # 5 - <u>Conferences</u>		\$ 6,000		
Travel for Task # 6 - estimated 5 state visits		\$ 22,500		
Travel for Task #				
Long Distance Telephone Charges				
Reproduction				
Shipping				
Equipment Rental				
<b>Total Operating and Other Expenses</b>	\$ -			\$ 28,500
<b>Equipment Purchases</b>				
<b>Total Equipment Purchases</b>	\$ -			\$ -
<b>Subcontracts**</b>				
<u>Value Analysis - AASHTO 20-07 Funding</u>	\$ 50,000			
<b>Total Subcontracts</b>	\$ 50,000			\$ -
<b>TOTAL LEAD STATES CONTRIBUTION</b>	\$ 50,000			
<b>TOTAL AASHTO BUDGET REQUEST FOR THIS FISCAL YEAR</b>				\$ 28,500

\* AASHTO's fiscal year is July 1 through June 30.

\*\* Subcontracts should be established directly with AASHTO. Contact the AASHTO TIG Program Manager for assistance.

**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.

**Annual Lead States Team Budget**  
(To be prepared for each fiscal year\* of Marketing Plan activity)

Focus Technology: Linear Referencing System

Budget Period: July 1, 2010 through June 30, 2011

Cost Type / Description	Estimated Non-reimbursed Costs to Lead States	Costs to be Reimbursed by AASHTO	Additional Description	Subtotals of Costs to AASHTO
<b>Labor</b>				
Lead States Team Members				
Others from Lead States				
Other				
<b>Total Labor</b>	\$ -			
<b>Expendable Goods &amp; Supplies</b>				
<b>Total Expendable Goods &amp; Supplies</b>	\$ -			\$ -
<b>Operating and Other Expenses</b>				
Travel for Task # 6 - visit estimated 2 states		\$ 9,000		
Travel for Task # 8 - Closeout LST Meeting		\$ 10,000		
Travel for Task #				
Long Distance Telephone Charges				
Reproduction				
Shipping				
Equipment Rental				
<b>Total Operating and Other Expenses</b>	\$ -			\$ 19,000
<b>Equipment Purchases</b>				
<b>Total Equipment Purchases</b>	\$ -			\$ -
<b>Subcontracts**</b>				
<b>Total Subcontracts</b>	\$ -			\$ -
<b>TOTAL LEAD STATES CONTRIBUTION</b>	\$ -			
<b>TOTAL AASHTO BUDGET REQUEST FOR THIS FISCAL YEAR</b>				\$ 19,000

\* AASHTO's fiscal year is July 1 through June 30.

\*\* Subcontracts should be established directly with AASHTO. Contact the AASHTO TIG Program Manager for assistance.

**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.