

**AASHTO Research Advisory Committee
Value of Research (VoR) Task Force
Conference Call Minutes--May 11, 2016**

Date	May 11, 2016	Time	11:30 am – 12:30 pm Central
Co-Chairs	Bill Stone, Missouri DOT Linda Taylor, Minnesota DOT	Secretary	Cindy Smith, Mississippi DOT
Subject	Value of Research Task Force Teleconference		
Attendees	<u>State DOT – Members</u> Megan Swanson, Illinois Ann Scholz, New Hampshire Jason Siwula, Kentucky Transportation Cabinet Cindy Smith, Mississippi DOT (Secretary) Bill Stone, Missouri DOT (Co-Chair) Linda Taylor—Minnesota DOT (Co-Chair) <u>State DOT – Friends</u> Lakeda Huckaby, California DOT Rick Kreider, Kansas DOT Tim McDowell, Wyoming DOT David Ly, California DOT Gary Hook, Oklahoma DOT		<u>Other Organizations – Friends</u> Jasmine Harris—FHWA Oregon Chris Hedges, TRB Pat Casey, CTC & Associates

Key Points Discussed		
No.	Topic	Highlights
1	Welcome and roll call	Let Linda, Bill, and/or Cindy know if you know of anyone who needs to be added to the minutes and meeting invitation distribution lists.
2	Review & Approve March 2016 Meeting Minutes & Action Items	Minutes from March 9, 2016, conference call: Motion to approve (Cindy); seconded (Ann), approved. Linda indicated that future conference call agendas and minutes will be attached and available on the RPPM website calendar feature as an attachment. Cindy entered the conference call and meeting times on the site awhile back.

<p>3</p>	<p>High Value Research Update – Bill Stone</p> <ul style="list-style-type: none"> ○ 2015 High Value Research Update ○ HVR Statistics & Goals ○ Region Votes due May 15th ○ NCHRP & Pooled Fund Projects ○ RPM to RPPM website migration ○ TR News and/or Public Roads Article (next page) 	<p>2016 High Value Research (HVR) Update</p> <p>The HVR projects were submitted at the end of March. The regions are now voting on each one’s top 4 projects for the Sweet 16.</p> <p>HVR Statistics & Goals</p> <p>For HVR 2016, there were 123 project submittals. In the previous two years, there were 111 submitted each year. The goal is to have every agency submit at least one. Region 1 had 22 submissions, an increase from 15. Region2 had 27, less than last year’s 30. Region 3 had 47 (an increase from 2015’s 39), and Region 4 had the same number as last year (27). Hopefully stats will encourage submissions. Renee McHenry (MoDOT) created a site for region chairs, and MoDOT was tracking these stats. Bill commented that the last day was busiest and strongly encouraged states to enter their high value research earlier. Statistics were also put together to track the HVR submittals over the years and to indicate sweet 16 projects. There is also a compilation of the submission stats including bar charts.</p> <p>Region Votes due May 15th</p> <p>Regions 2 and 3 have already submitted their top 4. The deadline is regional chair submittals of top 4 HVR projects is May 15th.</p> <p>NCHRP & Pooled Fund Projects</p> <p>Pooled funds have been allowed to be included in the HVR nominations, this was address in the HVR guidance document.. The question of their inclusion came up in a previous call, so Bill’s last reminder email contained this information in bulleted form. As for whether to include NCHRP projects, the general consensus is that the HVR process is meant to showcase state agency projects. However, if a state has a high-value NCHRP project implementation, it can be nominated.</p> <p>RPM to RPPM website migration</p> <p>This was the last year for submission using the RPM website, which is now shut down. Work is being done to develop a new system for HVR submissions through RPPM. Bill had gathered info on RPM issues, new system requirements, and what would make the HVR process easier for submitters and region chairs.</p>
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3	<ul style="list-style-type: none"> ○ TR News and/or Public Roads Article 	<p><i>TR News and/or Public Roads Article</i></p> <p>There was some confusion, then hopefully clarification, about two publication/technology transfer efforts:</p> <ul style="list-style-type: none"> (1) The Moving Research Into Practice theme issue of <i>TR News</i> (due to come out September 2017), and (2) General inclusion of the Sweet 16 and HVR process in the <i>TR News</i> and/or <i>Public Roads</i> publications. <p>For (1) above, Moving Research Into Practice, Pat had sent an email to the RAC implementation group. He has the articles already thought out. TRB Technology Transfer Committee is leading the effort in conjunction with TRB Conduct of Research Committee. The articles in the theme issue will be long, but there will also be room for short ones.</p> <p>After much discussion on (2) above, the consensus was that there might be an article about the Sweet 16 and the HVR process in general first in <i>TR News</i>, then specific highlights each year, such as different regions. Chris is on the editorial board for the <i>TR News</i>, and welcomes ideas for articles regarding state research projects and implementation.</p> <p>Linda said while most states do not have dedicated marketing staff, that MnDOT does. However, they are not comfortable working with other states' products. Chris thinks that RAC members would be eager to collaborate, which may make MnDOT's marketing staff feel comfortable working on national-level articles.</p> <p>The marketing group can put some ideas together for the Sweet 16/HVR effort.</p>
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<p>4</p>	<p>Marketing the Value of Research Working Group - Megan Swanson/Bill Stone</p> <ul style="list-style-type: none"> ○ NCHRP 20-111 RAC Support Contract ○ 2015 Supplemental Brochures (Pavements and Safety) ○ Marketing Survey ○ Presentations <ul style="list-style-type: none"> ▪ Ann Scholz, NH ▪ Rhonda Brooks, Washington State ▪ Tyson Rupnow, LTRC ▪ Steve Bower or Michael Townley, Michigan ▪ Joe Horton, Caltrans ○ Scaling Marketing Efforts 	<p>NCHRP 20-111 Bill: This project provides support for RAC and task force work, such as development of the supplemental brochures and <i>Research Impacts</i> document. Bill wanted to thank MnDOT and Arkansas SHTD for putting together the brochure articles , and Louisiana Transportation Research Center for doing the brochure layout.</p> <p>2015 Supplemental Brochure – Safety & Pavement; 2016 Brochure The 2015 supplemental brochure will be complete by the summer meeting, and handouts will be available.</p> <p>Bill advised that the working group will categorize the 2016 HVR submittals by topic area. Megan and Bill will identify focus areas (safety is always one) and the top 8 or so projects that fall into the featured categories. This list available by the summer meeting.</p> <p>Marketing Survey Linda grouped the survey responses by SP&R Part II apportionment. The federal dollars are part of it, but programs also include matched state dollars and other programs, such as local roads. The survey asked what marketing tools agencies are using, such as newsletters, webinars, tech summaries, etc. Presenters will bring materials with them.</p> <p>Presentations Linda gave information on the presenters for the summer meeting listed in the bullets on the left. They represent a variety of regional and program size distribution and how they assessment effectiveness of marketing efforts. This marketing session will be July 25, 10:30 am to noon.</p> <p>Scaling Marketing Efforts Megan and Bill are working on this. Most states fall into the small or medium program size category, with 26 states receiving less \$5 million per year. This group will look at what states can do with resources they have. Bill reported that there templates could be developed for small programs since marketing can get pushed aside due to small staff size. Linda expressed that states can share how they assess the value of research. MnDOT does an internal assessment each year with support contractor.</p> <p>Bill and Megan are launching this working group and are targeting levels of programs. The marketing survey led to follow-up questions, and they will be talking to states who volunteered to share their information.</p>
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5	<p>Performance Measure & Quantifying the Value of Research Working Group – Jason Siwula</p> <p>Status Update</p> <ul style="list-style-type: none"> a. Southeast Transportation Consortium (STC) – Tyson Rupnow, LADOTD/LTRC b. Florida—Darryll Dockstader c. MnDOT—Linda d. Others? 	<p>Jason gave an update for this working group. The Southeast Transportation Consortium (STC) pooled fund group will meet in Atlanta, Georgia, in June, and will hear a presentation from West Virginia University (WVU) on the ongoing research benefit guidebook study. As part of the study, WVU will send a survey to RAC members.</p> <p>Jason has put together a brief guidance template and strategic plan for group operations, goals, etc. He will hold a conference call for group volunteers before the summer meeting in Providence. The group will present their plan at the meeting. KTC will implement performance and value of research items from a template starting in July.</p> <p>Linda advised that in MnDOT’s completed quantification project, the contractor analyzed several projects and calculated benefit. The project yielded a customized spreadsheet from about 10 projects analyzed, which justified MnDOT’s research investment. One issue is being able to have resources internally to do this on ongoing basis. She would like to have training, as well as a better understanding of how other states are doing this. MnDOT is undergoing budget cuts, so there is a need for numbers to support the research program, and particularly a consultant who is good at benefit quantification. Jason pointed on the distinction between project and program benefits and said that the macro level might be simpler. The working group will look at this. KTC started listing benefit metrics will be (time, money, lives) in their projects’ front end, as well as a means to collect needed data. MnDOT does identify potential measures on the front end of studies.</p> <p>Please let Jason know if you are interested in joining this working group.</p>
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6	<p>Misc. Topics--All</p> <ul style="list-style-type: none"> ○ TRB/RAC State Rep Meeting—July 2016— Providence, RI <ul style="list-style-type: none"> ▪ Value of Research Taskforce, July 27th 3:15- 4:45 PM ▪ High Value Research Sweet 16, July 26th, 2:00- 3:00 PM & 3:30 -5:00 PM ▪ Marketing Presentation: Getting your Message Out July 25th, 10:30 – noon ▪ High Value Research Awards July 27th Noon to 1:15PM ○ Conference Calls <ul style="list-style-type: none"> ▪ Next conference call is 9/14/2016 11:00 am to noon Central time 	<p>Other Items—Bill advised that once the Sweet 16 projects are selected, VoR will reach out quickly to line up presentations for summer meeting so that the presenters’ names can be put in the conference program. The presenter might be the RAC person or the PI. Cindy has advised Region 2 winners, so regions can reach out to winners to be thinking about the presentations.</p> <p>Notice of Upcoming Meetings—Linda suggested sending out notices about upcoming sessions to RAC, and the consensus was that this is a good idea. The suggestion was raised to have a Sweet 16 handout with a brief explanation of each project, and Ann said they could possibly put this into the program agenda.</p> <p>Conference Calls—These are on the second Wednesday of alternating months. There will be an in-person meeting at the TRB/RAC Summer Meeting on July 27, then conference calls on September 14th and November 9th, 2016, from 11:00 am to noon Central time.</p>
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Action Items			
No.	Action Item	Owner	Target Date
1	High-Value Research—Regional Top 4 Due May 15	Bill/Region Chairs	May 15
2	Supplemental brochures for 2015, final Sweet 16 list and list of nominees for supplemental safety and other chosen area brochures	Bill/Megan	July summer meeting
3	Marketing Working Group—Scaling of marketing efforts	Megan	
4	Send out notice to RAC of upcoming sessions	Linda	May/June
5	Performance Measures Working Group—conference call and draft strategic plan	Jason	Before summer meeting; to present at meeting
6	Think about how to include Sweet 16/HVR in the <i>TR News</i> and/or <i>Public Roads</i> publications, as well as the Moving Research Into Practice theme issue of <i>TR News</i> (September 2017).	Pat/Bill/Linda/ All	

The next meeting is in person at the summer RAC meeting in Providence, RI, on July 27th, 2016, from 3:15-4:45 pm.

The next conference call is 9/14/2016 from 11:00 am to noon Central time.