actions suggested in this marketing plan, the highway community will become aware of the Roadmap projects and urged to push those projects forward.

determining which projects will be funded, and when. They use various mechanisms for assessing, developing, funding, and publicizing these projects. Materials developed for this audience should be short, to the point, and focused on the application of the project's findings—i.e., what problem will the activity solve and what benefits will be provided to the agency.

Chief Engineers of state and local agencies also belong to this group. They typically prefer technical memos that present a solution to a problem in jargon-free language. They want to be able to quickly assess the issue and move to a decision (i.e., go, no go, or request more information). In the minds of some agency leaders, research is considered to consist of nonessential and nonproductive activities that can justifiably be jettisoned or curtailed. Short-term priorities that drive those decisions can lead, in the long run, to higher costs and increased traffic dity sruption associated with highway infrastructure preservation strategies and techniques. Convincing those decision makers, many of whom are in their position for a relatively short period of time, that long-term good should not be sacrificed for short-term gains is crucial to the success of the Roadmap.

Practitioners

This category prd of arily includes engineers, managers, and technicians working at state DOTs, highway contractors, and local agencies. The ranks of this group have been thinned in recent years; everyone is "doing more with less." They seek ways to maks their work more efficient and their decisions by setter informed, which will allow them to stretch th resources. They want facts and details, and they want to hear it from their peers. They are wary of anything that looks liks it is being "sold" to them. They want to be able to pick up the phone or tap out a quick email to provide input on a research project or inquire about the status or findings. Jargon is okay and even preferred with this group—it means they belong to the same community of expertity se and provides some assurance of commonality of interests and goals.

Researchers

This category includes universities, consulting firms, individuals, highway agencies, and others who respond to requests for proposals for Roadmap projectw 20.545need early notice of forthcoming projectw so that they have ample time toput a team together, and they liks to be kept

A first step is to brand the Roadmap projects with a common look, name, and tone that will engender understanding and confidence with the target audiences. As an example, when the products developed from the first Strategic Highway Research Program (SHRP) were being introduced to the broad highway community, they were branded with the “RoadSavers: Saving Money, Time, and Lives” logo. Every piece of information that went out about the SHRP technologies included the RoadSavers logo, which created instant recognition and trust.

Messages should be kept simple, be customized for the intended audience, and focus on the audience’s wants and needs (emphasizing the benefits to be gained). The technologies, materials,

The overarching message for the Roadmap marketing is that the Roadmap spells out a clear, logical, and practical path to more efficient and effective pavement management practices. By implementing the Roadmap, the industry will:

- ***Enhance the skills of pavement managers.***
- ***Improve the use of existing technology and tools.***

author a column each month in the magazine. The columns were professionally written in collaboration with a leader at FHWA or a state DOT. Each month, readers of the magazine were presented with a one-page article describing the benefits to be gained from a SHRP product; the logo at the top of the column and the FHWA/DOT byline branded the information as coming from a tr

- **x** Webinars. On-line seminars, or webinars, are excellent ways of reaching a diverse audience when travel to a workshop or seminar is not feasible.
- x Department meetings. In-house meetings are a great way of sharing information, but typically the conversation is confined to events and issues germane to the department or agency. Casual (brown-bag-type) meetings Td( ) t9 .0005 Tc -4.0005 T0 -01.725 Td[esigconfinetypowca

The recommended marketing strategy is organized around four key *tracks*:

Track 1. Create and sustain a conversation about the Roadmap

6. Establish a network of key managers from potential sponsors (FHWA, TRB, etc.) and

University Transportation Centers) at wh

availability will determine whether or not the FHWA decides to proceed with all of the activities proposed in the plan or just a subset of them, as recommended at the end of the previous section.

Once a plan has been approved by the FHWA, a critical element in its implementation will be to ensure that the marketing activities selected for each target audience are carried out in accordance with the approved plan. Accordingly, monitoring or tracking the progress of the

Activity Goal: Create and sustain a cofa4e4eersatioin bfa4youtthe Roadaap( )TJ/TT1 1 Tf0.0001 Tc -0.0
Activity Name:
Activity ID:

Activity Goal

Activity Goal: **Audience &**
Activity Name:
Activity ID:

Description:

Activity Goal:

Activity Goal:

Estimated Budget: Level of effort: $91,135
Travel: $16,000 (travel and pe

Activity Goal:
Activity Name:

Activity ID:

Activity Goal: Serve as a clearinghouse of information and expertise to advance the planning, conduct, and products of Roadmap activities***

Activity Name: **Track news and information about Roadmap projects; post on website**

Activity ID: 3.1 (Years 1 through 10)

Description: This activity involves using the info

Activity Goal: Measure progress toward Roadmap vision
Activity Name: **Develop and distribute follow-on survey (after two years)**
Activity ID: 4.3 (Year 3)

Description: This survey is a follow-on to activity 4.2. It allows an ass

Activity Goal: Measure progresn s97le Roadmap vision
Activity Name: **Develop feedback mechanism**