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November 2, 2015

2016 SPAG Proposal

Attention: Maria Matthews, ASCE  
101 Constitution Ave., NW, Suite 375 East  
Washington, DC 20001

Subject: Proposal for 2016 State Public Affairs Grants (SPAG)

Dear Ms. Matthews,

I am writing on behalf of the Arizona Section of ASCE to request the help of the SPAG Selection Committee for funding under the Large Grant level for our 2015 report card outreach. The Arizona Section released the results for our current state specific report card on May 13, 2015 and is seeking options to continue the distribution of the results through the use of additional media outreach aids. The Arizona Section aggressively evaluated several methods of outreach to develop the Arizona Report Card Outreach Video and Arizona Report Card Infographic(s). The goal was to do something unique and outward facing adding value both locally and nationally toward raising increased awareness of our infrastructure needs. The initial goal was met as the outreach video and infographic(s) have been favorably received. Now, the Arizona Section is seeking additional funding to further promote the Arizona Section 2015 Infrastructure Report Card.

These activities include:

- **Continued Promotion of the Arizona Report Card Outreach Video**
  - This effort will promote the AZ Infrastructure Report Card 2015 video that raises awareness for two key issues from the Arizona report card.
- **Continued Dispersion of the Arizona Report Card Infographic(s)**
  - This effort will support the dispersion of the media rich graphical products that raise awareness of the Arizona report card results, including additional printing of the infographic(s).
- **Continued Promotion of the Arizona Report Card at High Profile Events**
  - This effort will support the promotion of the Arizona Report Card by meeting directly with legislative officials, the public and engineers at the Legislative Drive-In, January 26, 2016 and during E-Week, February 21-27, 2016.
- **Development of an Arizona Infrastructure Report Card Webpage**
  - The webpage will provide updated media releases, infrastructure resources, links to national and other report cards, report card specific contact information, and a calendar of release events.

The Arizona Section and our funding partners are dedicated to the continued awareness of the report card results. SPAG funding is critical toward helping us reach our goal of continued outreach using media rich products for involvement of our communities, local elected officials, and members of the general public.

Thank you for considering our request. If you have any questions or feel additional information may be value toward the award and selection of this grant please feel free to contact me at 520-705-7658 or [fausto@swte.us](mailto:fausto@swte.us)

Respectfully,

Arizona Section of ASCE – FY15 Vice President  
Fausto Burruel, P.E., CPM, M.ASCE  
Arizona PE No. 42727

### **Mission Statement**

"The Arizona Section of the American Society of Civil Engineers will lead the Civil Engineering community in Arizona by advancing the profession through membership involvement and public outreach, and by promoting sound public policy through awareness and understanding."



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## Budget

The Arizona Section previously worked with a videography service to create a video highlighting the results of the 2015 Report Card for Arizona’s Infrastructure. During this time the Arizona Branch also procured services to create infographics that clearly and easily displayed the results of the Report Card. Both outreach activities have been favorably received and considered to be successful, however the further promotion and outreach is necessary to ensure that elected officials, public and engineers are aware of the 2015 Report Card for Arizona’s Infrastructure and its results.

Utilizing funding from local professional agencies, the pending ASCE SPAG Grant for 2016, with funding from the ASCE Arizona Section the following budgeting table depicts the operational budget anticipated for these efforts.

<b>Arizona Section Budgeting</b>	<b>Cost</b>	<b>Funding</b>
Sponsoring and paying for two (2) luncheons focused on the information in the Arizona Infrastructure Report Card. Each luncheon would solicit attendance from media, elected officials, and other infrastructure related professional organizations.	\$2,000.00	
Additional printing of infographics for distribution at luncheons and legislative drive-ins	\$3,000.00	-
Reproduction of 15 copies of the full 2015 Arizona Report Card for distribution to elected officials	\$1,500.00	-
Sponsorship of dinner during E-Week to reinforce report card outreach to the audience which typically includes, general public, there engineering professions, elected officials, people from the educational community, and media representatives	\$1,000.00	-
Travel expenses for Arizona Infrastructure Report Card representatives to travel to different events around the state to distribute and promote the report card - 4 trips at \$300/trip	\$1,200.00	-
Creation of dedicated webpage for Report Card	\$1,000.00	-
Legislative Drive-In outreach expenses	\$500.00	-
ASCE SPAG Grant 2016	-	\$5,000.00
Partnering Professional Organizations, Companies, and Private Donors	-	\$2,000.00
ASCE Arizona Funding	-	
<b>Totals</b>	<b>\$10,200.00</b>	<b>\$7,000.00</b>

This budget is proposed with the understanding that needs for media support, staffing, and resources may change during the course of this project. No contingencies or reserves have been included in this estimate. Therefore, our SPAG media funds request of \$5,000 is imperative for us to reach our stated goals and objectives.



## Proposed Schedule

- **Continued Promotion of the Arizona Report Card Outreach Video**
  - Begin January 11, 2016
  - End July 29, 2016
- **Continued Dispersion of the Arizona Report Card Infographic(s)**
  - Begin January 11, 2016
  - End July 29, 2016
- **Continued Promotion of the Arizona Report Card at High Profile Events**
  - Legislative Drive-In is January 26, 2016
    - Begin January 11, 2016 (or is more time necessary?)
    - End February 5, 2016 – allowing for any follow up
  - E-Week is February 21-27, 2016
    - Begin February 8, 2016
    - End March 11, 2016 – allowing for any follow up
- **Development of an Arizona Infrastructure Report Card Webpage**
  - Begin January 11, 2016
    - Start procurement January 11, 2016
    - Begin webpage creation the same week (Jan 11<sup>th</sup> or by Jan 18 at the latest)
    - Webpage live by February 19, 2016 (prior to E-Week if possible)
  - End July 29, 2016

ID	Task Mode	Task Name	Duration	Start	Finish	Jan '16			Feb '16			Mar '16			Apr '16			May '16			Jun '16			Jul '16			Aug '16						
						27	3	10	17	24	31	7	14	21	28	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3
1		Project Kick-off	1 day	Mon 1/11/16	Mon 1/11/16																												
2		Outreach Video	144 days	Mon 1/11/16	Thu 7/28/16																												
3		Report Card Infographics	144 days	Mon 1/11/16	Thu 7/28/16																												
4		<b>High Profile Events</b>	<b>45 days</b>	<b>Mon 1/11/16</b>	<b>Fri 3/11/16</b>																												
5		Legislative Drive-in	20 days	Mon 1/11/16	Fri 2/5/16																												
6		E-Week	16 days	Sun 2/21/16	Fri 3/11/16																												
7		<b>SPAG Progress Report</b>	1 day	Fri 3/25/16	Fri 3/25/16																												
8		Report Card Webpage	84 days	Mon 4/4/16	Thu 7/28/16																												
9		SPAG Final Report	89 days	Mon 3/28/16	Thu 7/28/16																												
10		<b>Delivery of SPAG Final Report</b>	0 days	Fri 7/29/16	Fri 7/29/16																												

Project: 2016_ASCE_SPAG Date: Thu 11/5/15	Task		Project Summary		Inactive Milestone		Manual Summary Rollup		Deadline	
	Split		External Tasks		Inactive Summary		Manual Summary		Progress	
	Milestone		External Milestone		Manual Task		Start-only			
	Summary		Inactive Task		Duration-only		Finish-only			



## Reporting and Evaluation

The Arizona Section plans to provide periodic status updates in digital format with written and visual with attachments (as available) detailing the following:

- Scheduling Status
- Confirmation of contracted services
- Costs incurred to date
- Percentage Complete
- Unforeseen Complications
- Plans for corrective action (as needed)
- Completion of services
- Packaging and delivery of media

The Arizona Section will share these updates as related to key milestones identified in the proposed project schedule and actively announce the status of the efforts on the Sections local website.



## Measuring Success

As part of the outreach effort for this project, the Arizona Section plans to develop products and endorse existing products that promote local results while further support the government relations and media relations goals of the Society, having a measure impact on a desirable audience.

One form of measurement will be a video playback and counter tracking feature incorporated in the Arizona Sections website along with the use of a dedicate YouTube version to identify the number of visitors, viewers, and track feedback obtained relating to both video products.

Measurement for the increased dispersion of Infographics and legislative drive-in is difficult to track, however the resource links and actions recommended by the media itself provide a limited trail of record for determining the extent of user interactions after they review of these products. Web traffic counting, visits to the Arizona Section website, and calls to local advocates will be logged for record in support of determining if increased public, media, and elected official participation is achieved.

The Infrastructure Report Card Webpage will be measured via web traffic counting and any requests for information or correspondence generated by the web page will be logged for record. Potential options for the webpage may include questionnaires or surveys allowing using to provide feedback and allowing for further tracking of the webpage activity.

The timeline proposed for the measurement of this success has been an ongoing process; however the impact of the increased outreach will be measured from approximately July 2016 to the close of Final Project Reporting August 5, 2016 to the SPAG Committee.