

**Transportation Library Connectivity Pooled Fund Study TPF-5(105)
Annual Meeting and Conference - October 21-23, 2008
Louisiana Transportation Research Center - Baton Rouge, Louisiana
Proceedings**

Attendees: Jerry Baldwin (ret.), Matthew Barrett (LACMTA), Sandy Brady (LTRC), Alexandra Briseno (MDOT), John Cherney (WisDOT), Bob Cullen (AASHTO), Monique Evans (ODOT), Bonnie Fields (PennDOT), Sheila Hatchell (Mn/DOT), Sandra Hoff (TDOT), Inez Hopkins (ITD), Marie Manthe (KDOT), Scott Menter (LTRC), Jane Minotti (NYDOT), Ann Pahnke (WisDOT), Skip Paul (LTRC), Dale Steele (AZDOT), Kathy Szolomayer (WSDOT), Greg Waidley (UW-Madison CFIRE), James Watkins (MSDOT), Amanda J. Wilson (NTL), Laura Wilt (ORDOT), Hank Zaletel (IDOT/CTRE).

Consultants: CTC & Associates - Pat Casey, Maggie Sacco, Kirsten Seeber

Day 1 10/21/08 – Library Connectivity Annual Meeting

The Louisiana Transportation Research Center Director Skip Paul welcomed the group. Maggie Sacco opened the business meeting with a review of the day’s agenda and introductions and updates from the members in attendance.

1.1 2008 Year in Review – Maggie Sacco (CTC & Associates), All

Two copies of the Year Three Report were distributed to each member. The report was presented in a new folio format and serves a dual purpose as fulfillment of our reporting responsibilities and as an effective outreach and marketing tool for FFY2009. The report introduces the tag line, “Link to the Future” and presents the pooled fund’s focus on collaboration with the National Transportation Library, the regional Transportation Knowledge Networks and other groups that will constitute the future national network of transportation libraries. Two thousand eight was a year of growth and change as highlighted in the report.

Action items:

- Include the 16 American Public Transportation Association agencies with libraries in outreach activities.
- Capture the research from the larger APTA agencies that do their own research outside of the Transit Cooperative Research Program and the Transportation Research Board.
- Present the following special project ideas for FFY 2009 to the TAC for prioritization:
 - o RSS feed so we can see what others are updating on their sites.
 - o Pursue having an RSS feed for TLCAT that would alert members to new additions.
 - o New acquisitions list for members with an RSS feed? Could this be hosted by NTL when the pooled fund ends? Non-OCLC libraries could add their additions to this list as well.
 - o Vendor list in Toolkit 2nd ed. to aggregate everyone’s acquisitions lists easily.
 - o Encourage members to contribute new finds to the pooled fund Web site – news articles, blogs, etc. that would help us find research on specific topics. Collection and subject specialties would also be valuable. A Wiki or SharePoint on the NTL site are also good options.

1.2 FFY2009 Work Plan

There are carryover funds from FFY2008, as the WisDOT iCommons and consultant travel were under budget. Members should let us know if there are additional activities they want to fund, as these could potentially be added to our core activities. There are enough commitments and carryover to cover what was done in FFY2008. Member states are encouraged to put their FFY2009 commitments on the TPF Web site as soon as possible.

The FFY2009 Work Plan will follow the same 10-point format that worked well in FFY2008. Each objective was discussed for its previous effectiveness and member satisfaction and how we can tweak objectives and deliverables for FFY2009. We need to think strategically to assess the many potential projects that could contribute to development of a national TKN.

Focus Areas:

Consultant site visits will continue to new member states; revisits will be considered on a case-by-case basis (new hires, special consultation). New librarian peer exchanges/job shadows were suggested, and new librarians could travel to a member library and have a Web conference with 3-4 pooled fund librarians. Full members could sponsor site visits for \$5k level members.

The Transportation Librarian's Toolkit will be developed into a 2nd edition. It should be Web-based with input from librarians who serve other modes.

Special project ideas:

- Enhance the NCHRP 20-75A transportation library directory to cover collection strengths, budgets, staffing levels, etc. (census information). Expand geographical coverage to international libraries. Create Wikipedia entries for pooled fund, each TKN and member library.
- Establish a chat reference network. There is an IT obstacle with this; security concerns hold the IT departments back. We could develop a whitepaper to address some of the security concerns. The network could be embedded in the collaborative NTL wiki site we discussed and all member librarians could take shifts staffing the network.
- A clearinghouse of information to allow libraries to get involved in networks at local, regional, national and international levels. This could be included in the NTL wiki.

Action items:

- We will continue to recruit for new members and commitments for FFY2009. The Year Three Report will be widely mailed. We may want to sponsor some states that can't join the pooled fund on their own with contributions from states that pay more. A few western states don't have librarians and might benefit greatly from sponsorship so we can assist them with their activities (Nevada and Oklahoma were mentioned). Research managers can encourage non-members through SCOR and we can use the TKNs to encourage membership in the pooled fund by TKN members that are not currently members.

1.3 LTRC overview – Skip Paul/Scot Menter, LTRC

Skip gave a presentation on the LTRC and its relationship with the Louisiana Department of Transportation and Development and Louisiana State University. LTRC was created in 1986 through state legislation. It is a cooperative venture between LaDOTD and LSU and was modified to include all universities in the state with engineering schools. Scott presented an overview of the technological capabilities of the LTRC – Transportation Training and Education Center.

1.4 [I-10 Twin Span Bridge Rebuild](#) – Gill Gautreau, LaDOTD

Gill Gautreau gave us a fascinating presentation on how the I-10 Twin Span Bridge was rebuilt after Hurricane Katrina destroyed it.

Day 2 10/22/08 – Library Connectivity Conference

2.1 Welcome – Dr. William Ankner, LaDOTD Secretary

Dr. Ankner is an avid supporter of libraries and the information technology that moves information where it needs to go. He is excited about the connectivity that we are working on because it will be a powerful tool for decision-makers, as real time information is key. He advised us to promote ourselves and not become discouraged because there will be people who won't understand what we're trying to do.

2.2 TKNs – John Cherney (WisDOT), Kathy Szolomayer (WSDOT), Sandy Brady (LTRC), Marie Manthe (KDOT)

Midwestern TKN. Marie Manthe is the 2009 chair and Amy Emerick from Hanson Professional Services is the chair-elect. The MTKN has experienced a year of growth. They added three new members: Portland Cement Association; Wiss, Janey, Elstner Associates, Inc; and Illinois DOT. The annual meeting in September was in Springfield, IL and was a success.

Western TKN. Kathy Szolomayer is the 2008 chair; Dale Steele is the chair-elect for 2009. Each teleconference has showcased a member library where members share new ideas and tools. Nominations for chair-elect will start in November. Caltrans, AKDOT and MTDOT representatives will change due to resignations and retirements. Laura Wilt is working on a union list of serials that will allow us to see what others have in their collections. She has designed a relational database where people can add journals, holdings and contact information.

Eastern TKN. Ken Winter is the chair pro-tem. Sandy Brady gave us an update. The ETKN has 20 member libraries information centers. One current project involves contacting transportation libraries and information centers in AAHSTO regions 1 & 2, resulting in several new members. A second project focuses on building an ETKN digital collaboratory to increase digital content available online, targeting high use, high value documents. Each member has been asked to retrieve at least five documents. This project is 60% complete.

2.3 [Envisioning the National Transportation Knowledge Network](#) – Maggie Sacco, CTC & Associates
Maggie gave a presentation about the development of the TKNs, pooled fund, and related efforts. The focus was growth, accomplishments, and future work that are in line with TRB Special Report 284 and NCHRP 20-75 as implemented by NTL. We need to focus on bringing in states that are not involved in either their regional TKN or the pooled fund, as we are helping to build the infrastructure of a national TKN, so as many states as possible are familiar with the plans, objectives and products. We are moving towards a national funding mechanism for the network. The pooled fund was created as an interim funding mechanism for building and supporting the networks until a permanent source of funding for a national network is in place. Depending on the availability of sustainable funding, the original purpose of the pooled fund may have to change. If this the case, then we need to keep an eye on it and step forward with how we respond to a scenario where we must re-scope the pooled fund or seek other funding sources for the TKNs.

2.4 TKNs: A Business Plan: Next steps – Amanda J. Wilson, National Transportation Library Director

Amanda presented her vision for what will follow the release of the final report of NCHRP 20-75. TKN projects need to be smart, specific, measurable, achievable, realistic and time-constrained to show value and impact (ROI and cost impact). We should go after the low hanging fruit first for quick returns and quick value for the library community and demonstrable results and products to stakeholders and decision makers. These could include expanding digital repository and print repository, TLCat, TRIS, OCLC, etc. Goals and implementation were discussed, as were alternative forms of funding and other funding streams. We should identify additional funding streams for the NTL beside the authorization bill.

2.5 [AASHTO's Authorization Recommendations for Research Funding](#) – Monique Evans, Ohio DOT Research Administrator

Monique shared information on authorization. There are 12 recommendations; some are specific to this group and others are ancillary. The AASHTO Standing Committee on Research's approach to authorization includes a modest increase in the size and number of high-priority national research and technology programs, fixing unintended consequences of SAFETEA-LU's oversubscription of Title 23 and support for management practices that ensure high-quality results. SPR recommendations include maintaining current 2% formula drawdown and maintaining the 25% minimum for research. The New Data & information Title would increase funding to ensure sufficient staffing for Bureau of Transportation Statistics, reinstitute the National Household Transportation study, continue the commodity flow survey and fund the NTL. TKN funding is proposed at \$13 million/year FFY2010 – 2015. The NTKN will be administered by NTL and include seed grants to state DOTs to start libraries and enter collections into OCLC

2.6 [Proactive Support from Special Libraries Association](#) – Arlene Mathison, University of Minnesota, Center for Transportation Studies

Arlene is the head of the TALENT subcommittee of the SLA Transportation Division. She explained that TALENT is a grass-roots organization similar to the 2003 effort for support of the NTL in SAFETEA-LU, and

advocates for library enhancements, networks and technology. It is led by the SLA Transportation Division, but includes representatives from other groups. The objective is to gather political and user support for increased funding for NTL and NTKN in the next federal transportation authorization. Strategies include developing a position paper with key messages/talking points, editorials/letter to editors, letter-writing campaigns, articles in transportation publications, pod casts or web casts. Next steps are to revive the committee and solicit attention and buy-in of the SLA Office of Public Policy.

2.7 [AASHTO RAC TKN Task Force](#) – Leni Oman, WSDOT

The task force was created in March 2008 to address the problem of transportation professionals and public not finding the information they need. The AASHTO Standing Committee on Highways feedback from April 2008 revealed that 85% of respondents thought a TKN would add value (28 states). The remaining states weren't sure. The goal is a forum to develop the concept, understanding, and application of TKNs for the transportation research sector, and advocate and support the rapid and efficient exchange of information through development of strategies and the innovative use of technology. Current tasks include a TKN authorization briefing paper, climate change information resource Web site (hosted by NTL). Libraries are critical and one of the challenges is to explain to other communities about what we are doing. Leni would like suggestions as to how to market librarians' work to other communities.

2.8 Strategic Planning and ROI Workshop, [Part 1](#) and [Part 2](#) – Karen Wilson, Outsell, Inc.

This half-day, two-part workshop focused on the application, concepts and tools for strategic planning in libraries and ROI calculation and communication. Themes included: promote yourself, your services and your library. Mission statements are critical, and ROI metrics are very powerful when paired with success stories from customers. Tell your story and have the metrics to back it up.

Day 3 10/23/08 – Library Connectivity Annual Meeting

3.1 Marketing exchange – All

This is the third year that members have brought their most reliable and effective marketing collateral to share with their study partners. A discussion of marketing followed.

3.2 Web 2.0 for Transportation Libraries – Maggie Sacco (CTC & Associates) Sandy Brady (LTRC), Matthew Barrett (LACMTA), Amanda J. Wilson (NTL)

Maggie showcased SLA's 23 Things initiative that is available to SLA members to experiment with Web 2.0 applications and learn at your own pace. Everything is hosted on the SLA site, so there is no need to download anything. She gave an overview of the 9-week program. Topics include: wikis, blogging, tagging, folksonomies and technorati, RSS and newsreaders, online applications and tools, pod casts, video and downloadable audio, avatars, etc. Most of the highlighted applications are free or very cheap.

Sandy Brady discussed some of the Web 2.0 tools she uses to do her job, including:

- Google Docs - an office application tool for spreadsheets, documents, presentations, etc.
- Box.net - free online storage space. She uses it for storage and back up.
- LibraryThing - a free way to catalog your books and link to others through the books you have on there. It's not as functional as an OPAC but has allowed her to organize her collection until software is purchased.
- Flickr - a photo storage and sharing site that allows you to tag image files.
- Meebo.com - a chat program you can embed on your Web site. The requestor doesn't need to download software, as you can put the Meebo code on any Web page you want.
- Blogger – Sandy is blogging on her library site to convey news about the library.
- Commoncraft – allows you to create five-minute Web casts about Web 2.0 tools (blogs, RSS feeds, wikis, etc.)
- Google gadgets – allows you to add features to your Web pages.

Matthew Barrett showed some of the effective ways LACMTA is using Web 2.0 tools in the library to serve its customers:

- YouTube channel – Matt created a YouTube channel for the over 1,000 videos that he converted to DVD. These have been uploaded to preserve history and make them accessible to anyone, anywhere. There are PSAs and historical videos.
- Flickr.com – Matt has created a Flickr commons to store and categorize photos. You can store and tag collections and allow people to use your historical photos. There is some copyright protection there with the Creative Commons license.
- Twitter – micro blogging site where your posts are 140 words or less. The LA fire department uses this very effectively.
- Blogspot – Blogspot has research-orientated items and library-orientated items split on each side of the page. It's linked up with FeedBurner, which gives you a 2-hour window in which to post so that you post at the same time everyday. They send out an email to the users with your blog daily.
- Facebook – Matt uses Facebook to integrate all Web 2.0 applications into one page.
- Myspace.com – You can do a lot of html coding and lots of customization, however there is a lot of spam and viral stuff here and Matt is still not sure how useful it is for transportation libraries. He only friends institutions and not people and uses it for some outreach.

Amanda J. Wilson – Second Life

Second Life is a virtual world that can be used for meetings and information exchange. USDOT is investigating the use of this social networking site now, and public affairs is using it most at this time. There is a local chat function and an audio function. It can be used for virtual education and virtual meetings. It's an increasingly popular way to network and meet and may help you reach your customers where they live. The younger generation is living online and in these virtual worlds, so to reach them we need to go where they are instead of trying to convince them to come to us in the physical library or web sites.

3.4 Wrap up – Ann Pahnke

Recap of Day 3 emphasizing the need to develop a final FFY2009 Work Plan and get a contract in place.

Action items:

- Maggie will contact the full members at the \$10k and above level to see if they need anything additional that they aren't getting now, such as extra travel, revisit, and new librarian job shadow. Would they be willing to use some of their funding for other state's site visits?
- Once funding is determined, go to the \$5k states to see if they want to add additional dollars for a site visit.
- Reevaluate the Work Plan as we've defined it so far, along with the budget.
- Next year's meeting – Should it be a TKN summit? Should it be combined with the pooled fund? Can we attach it to another meeting to accommodate travel restrictions? Maggie and Amanda will get the discussion going.

The meeting was adjourned at 12:00PM