

**TSP-2 BRIDGE PRESERVATION
NATIONAL BRIDGE PRESERVATION
OUTREACH AND COMMUNICATIONS
WORKING GROUP**

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LaDOTD

SEBPP Chair

AASHTO TRANSCOMM

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Contacts:

- Maggie Kasperski (Communications and Marketing Manager AASHTO)
- Tony Dorsey (Media Manager AASHTO)
- Lloyd Brown (Director of Communications AASHTO)
- Carolyn Bonifas Kelly (Associate Director of Research and Communication TRIP)

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Monthly Call

Invited Maggie Kasperski and Caroly Bonifas Kelly to be on our monthly conference call.

Maggie participated in last months call

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Meeting Notes:

- Most of the conversations and presentations had some sort of theme regarding funding increases.
- Indiana had just experienced an increase in funding
- 40% for local owners
- required an asset management plan to be in place

“If you don’t like change, you’re going to hate extinction”

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Meeting Notes:

- Funding for maintenance and preservation can be a challenge

“The funds are necessary for protecting past investments”

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Meeting Notes:

- The TRIPP report is intended to be helpful
- They will help craft the message for increased funding efforts along with the DOTs
- Need to get them plugged into the working group

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Meeting Notes:

The best method in getting your message across is through story telling:

- Idaho uses audio podcasts to tell their stories
- Ohio uses video podcast to tell their stories
- The star of the story should always be the public and not, not the road, bridge or DOT
- You should always explain why you are doing what you are doing not just what you are doing

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Meeting Notes:

- Putting together a list of common acronyms can be helpful
- We need to have more intentional discussions with our main material suppliers
- They are very successful in supporting pavement preservation

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Path Forward:

- Better Meeting Time
- Specific game plan for the different audiences
- Work with TRIPP on messaging
- Develop the roadmap for working with TransComm