



TRANSPORTATION RESEARCH BOARD

OF THE NATIONAL ACADEMIES

# Distributing TRB Publications to State DOTs





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## **Goal – Getting it Right!**

**To get the right publications to  
the right people in the right  
quantities in the right format**

## **Steps Taken to Date**

- **2010: Survey of TRB State Representatives**
  - Strong support expressed for “going electronic”
- **2011: Initiated beta test of system that relies primarily on electronic dissemination**
  - Three state DOTs and several other TRB sponsors participated
- **2012: Consensus at July State Reps meeting to implement new dissemination system**
- **2013: Announce and implement new dissemination system**

# **Electronic First – Hard Copy as Needed**

- 1. Rely primarily on electronic notifications and access**
- 2. Make it possible for individuals to obtain a hard copy if they need it**
  - TRB will provide a full set of hard copy TRB publications to the DOT library**
  - Request directly from TRB**

# 1. Electronic Notifications & Access

- **Employee subscribe to TRB Weekly e-Newsletter**
  - Can customize by topic area
- **Employee sign up directly for TRB's RSS feed**
  - Can customize by topic area
  - RSS feed can show up in the employee's email or designated reader
- **DOT place a TRB developed script containing an RSS feed on your intranet site**
  - DOT library homepage or other location that employee sees on a regular basis

# Customizing Your TRB e-Newsletter


The screenshot displays the TRB e-newsletter interface. At the top left is the TRB logo, and at the top right is the text 'TRANSPORTATION RESEARCH BOARD OF THE NATIONAL ACADEMIES'. Below this is a dark red header bar with the TRB logo on the left and the text 'TRANSPORTATION RESEARCH BOARD OF THE NATIONAL ACADEMIES' on the right. Underneath the header bar, the date 'TUESDAY, JUNE 25, 2013' is on the left and 'SUBSCRIBE' is on the right. The main content area is divided into two columns. The left column is titled 'TRB NEWS' and contains two news items. The first item is titled '2014 TRB 93rd Annual Meeting and Transportation Research Record: Paper Submissions Due August 1, 2013' and includes a small image of a book cover and a text description. The second item is titled 'TRB Executive Committee Member Daniel Sperling 2013 Blue Planet Prize Recipient'. The right column is titled 'UPDATE YOUR INTERESTS' and features a blue button labeled 'Update my interests' with a red arrow pointing to it. Below this is a section titled 'CONNECT WITH TRB' with an 'Email Us' link and an envelope icon.

**TRB** TRANSPORTATION RESEARCH BOARD  
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TUESDAY, JUNE 25, 2013 SUBSCRIBE

## TRB NEWS

**2014 TRB 93rd Annual Meeting and Transportation Research Record: Paper Submissions Due August 1, 2013**



TRB is accepting papers for consideration as part of the program for the [TRB 93rd Annual Meeting](#), January 12-16, 2014, in Washington, D.C, and for publication in the Transportation Research Record: Journal of the Transportation Research Board (TRR). The spotlight theme for the TRB 93rd Annual Meeting is Celebrating Our Legacy, Anticipating Our ...

**TRB Executive Committee Member Daniel Sperling 2013 Blue Planet Prize Recipient**


Daniel Sperling, Ph.D., director of the Institute of Transportation Studies of the

## UPDATE YOUR INTERESTS

Remember you can [update your interests](#) at any time to help us deliver only the most relevant information to you each week.

[Update my interests](#)

## CONNECT WITH TRB

 [Email Us](#)

# Customizing Your TRB e-Newsletter

**TRB** TRANSPORTATION RESEARCH BOARD  
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Welcome [mnorman@nas.edu](mailto:mnorman@nas.edu)

**Subscriber Preferences**

**Subscriptions** **Preferences**

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**Subscriptions**

You are subscribed to the following topics:

Topic	Check to Delete
About Research	<input type="checkbox"/>
Administration and Management	<input type="checkbox"/>
Aviation	<input type="checkbox"/>
Bridges and Other Structures	<input type="checkbox"/>
Construction	<input type="checkbox"/>
Data and Information Technology	<input type="checkbox"/>
Design	<input type="checkbox"/>
Economics	<input type="checkbox"/>
Education and Training	<input type="checkbox"/>
Energy	<input type="checkbox"/>
Environment	<input type="checkbox"/>



# Sign up Directly for TRB RSS Feed

The screenshot shows the TRB website interface. At the top, there is a navigation bar with the TRB logo and the text "TRANSPORTATION RESEARCH BOARD OF THE NATIONAL ACADEMIES". To the right of the logo, there are links for "Home", "Contact Us", "Directory", "E-Newsletter", "Follow Us", and "RSS". A search box is also present. Below the navigation bar, there is a horizontal menu with links for "About TRB", "Annual Meeting", "Calendar", "Committees & Panels", "Programs", "Projects", "Publications", and "Resources & Databases".

The main content area is divided into several sections:

- Promoting Innovation and Progress in Transportation:** This section features a photograph of a high-speed train. Below the image, there is text stating: "Transportation practitioners, researchers, public officials, and other professionals need credible, high-quality information and research results to address the transportation challenges of the 21st century. The Transportation Research Board engages professionals worldwide in a broad range of interdisciplinary, multimodal activities to lay the foundation for innovative transportation solutions. Join us!" Below this text are four buttons: "Volunteer", "Join / Support", "Propose", and "Stay Informed".
- Browse Information By Mode:** This section contains eight circular icons representing different transportation modes: Aviation, Highway, Marine Transportation, Motor Carriers, Pedestrians and Bicyclists, Pipelines, Public Transportation, and Rail.
- Browse Information By Topic:** This section contains four columns of topic links: "Design & Construction" (with sub-link "Bridges & Other Structures"), "Operations & Preservation" (with sub-link "Maintenance & Preservation"), "Policy & Organization" (with sub-link "Administration & Management"), and "Safety, System Components, and Users" (with sub-link "Freight Transportation").

On the right side of the page, there is a "Recent Publications" section. It lists three publications with their titles and dates:

- Model Mutual Aid Agreements for Airports** (July 3, 2013)
- Presentation Guide: Operations in the 21st Century DOT: Meeting Customer Expectations** (July 2, 2013)
- Transportation Security: A Summary of Transportation Research Board Activities** (July 1, 2013)

At the bottom of the "Recent Publications" section, there is a link for "TRB Security, Emergency Management, and Infrastructure Protection Research Status Report".

A yellow arrow points from the "RSS" link in the top navigation bar to the "Recent Publications" section.





# Customize TRB RSS Feed

## Transportation Research Board RSS Feeds

### [What is RSS?](#)

### Proposed Research, Research in Progress, and TRB Publications

RSS Feed	View RSS Feed	Add RSS Feed to Reader
Request for Proposals	<a href="#">RSS</a>	...
Request for Information	<a href="#">RSS</a>	...
Research in Progress	<a href="#">RSS</a>	
TRB Publications	<a href="#">RSS</a>	...

### Topics by Mode and Function

RSS Feed	View RSS Feed	Add RSS Feed to Reader
All Modes and Functions	<a href="#">RSS</a>	...
Administration and Management	<a href="#">RSS</a>	...
Aviation	<a href="#">RSS</a>	...
Bridges and Other Structures	<a href="#">RSS</a>	...
Construction	<a href="#">RSS</a>	...
Data and Information Technology	<a href="#">RSS</a>	...
Design	<a href="#">RSS</a>	...

## 2. Obtaining a Hard Copy from TRB if Needed



A screenshot of a webpage displaying a book cover for 'NCHRP SYNTHESIS 435: Recycled Materials and Byproducts in Highway Applications—Summary Report, Volume 1'. The cover is white with a red vertical bar on the right side. Below the cover, there are three buttons: 'VIEW THIS PDF' (blue), 'BUY THIS BOOK' (red), and 'SPONSOR ORDER' (orange). A red arrow points to the 'SPONSOR ORDER' button.



## **Next Steps**

- **Begin “Electronic First – Hard Copy as Needed” distribution this Fall**
- **Provide each TRB State Rep a list of who in their DOT currently has a hard copy subscription**
- **Provide instructions for use by TRB State Reps and state DOT employees**