Maintenance Decision Support System (MDSS) Focus Technology

David Huft
South Dakota Department of Transportation
...a culture where rapid advancement and implementation of high payoff, innovative technologies is the expectation of the transportation community.

The purpose of the TIG is to identify and champion the deployment and implementation of a select few ready-to-use technologies, products, or processes that are likely to yield significant benefits to the transportation community.
TIG Membership

- Vacant (Chair)
- John Polasek, MI (Vice Chair)
- Mike Shamma, NY
- David Azzato, PA
- Malcom Kerley, VA
- Tara Stewart, DE
- James McMinimee, UT
- Vacant (Region 2)
- Kevin Chesnik, WI
- David Huft, SD
- Randy Iwasaki, CA

- Fred Hejl, TRB
- Art Dinitz, ARTBA
- Tony Giancola, NACE
- Doyt Bolling, Utah LTAP
- Byron Lord, FHWA
- John McCracken, FHWA
- Keith Platte, AASHTO
TIG Role in Innovation

TIG’s Role in the Technology Lifecycle

Research

Lead States Pursue Practical Applications

TIG

Tech Transfer

State

State

State

State

State

State

State

State

State

Industry Practice
TIG Process

• Identify & Solicit “Ready to Use” Technologies
• Select High-Payoff Technologies for Focus
• Provide Leadership to Promote & Support Implementation
• Identify Technology Champions
• Fund Outreach Efforts

• Create Partnerships (Lead States Teams)
• Formulate Approaches for Rapid Development
  - Conferences
  - Showcases
  - Workshops
  - Marketing
  - Brochures
  - Manuals
  - Videotapes
2008 Nomination Form

Due September 12, 2008
# TIG MDSS Lead States Team

<table>
<thead>
<tr>
<th>Lead States Team</th>
<th>Partners</th>
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<tbody>
<tr>
<td>• David Cornett (KY)</td>
<td>• Keith Platte (AASHTO)</td>
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<td>• Allen Williams (VA)</td>
<td>• Monica Worth</td>
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<td>• Steve Palmer (MI)</td>
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<td>• Tony McClellen (IN)</td>
<td>• Doyt Bolling (Utah LTAP)</td>
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<td>• Phillip Anderle (CO)</td>
<td>• Steve Moler (FHWA)</td>
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<td>• Ray Murphy (FHWA)</td>
<td>• Tom White (FHWA)</td>
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<td>• David Huft (SD)</td>
<td>• Mark Sandifer (FHWA)</td>
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Partners:
- Keith Platte (AASHTO)
- Monica Worth (media consultant)
- Doyt Bolling (Utah LTAP)
- Steve Moler (FHWA)
- Tom White (FHWA)
- Mark Sandifer (FHWA)
Outreach Approaches

- Multimedia Presentation
- Executive Brochure
- Field Staff Brochure
- Case Histories (ND, CO)
- Regional Product Demonstration Showcases (NE, PA, ID)
- State Visits, Road Shows
- Market Deployment Guide

- Target Decision Makers
- Involve Private Sector
- Partner with FHWA
- Stay “Brand Neutral”
MDSS Brochure

• Targets maintenance managers
• Field staff version to follow
• Reinforces multimedia presentation theme
• 8 pages
• Illustrations
• Contact information
MDSS Multimedia Presentation

- Targets maintenance managers
- Narrated
- Video Clips
- Photographs
- “Teacher” and “Student” versions
- 508 (ADA) Compliant
- Hyperlinked CD available Oct 2008
## MDSS Outreach Timetable

<table>
<thead>
<tr>
<th>Activity</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
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<tbody>
<tr>
<td>Develop Work Plan</td>
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<tr>
<td>Develop “Message”</td>
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<tr>
<td>Multimedia Presentation</td>
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<tr>
<td>Brochures &amp; Case Studies</td>
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<tr>
<td>Regional Showcases</td>
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<tr>
<td>Close-out</td>
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For Additional Info...

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