

EconWorks ETG 2016 DC Meeting

1. Welcome and Roll Call
2. ETG Vision and Goals Review and Discussion
3. Website & W.E.B. Tools Discussion
4. Break
5. University of Maryland Presentation
6. Lunch
7. Marketing and Outreach Discussion
8. Needs and Gap Analysis Discussion
9. Break
10. 2017 Prioritization Discussion
11. Miscellaneous Business Items
12. Wrap-Up & Adjourn

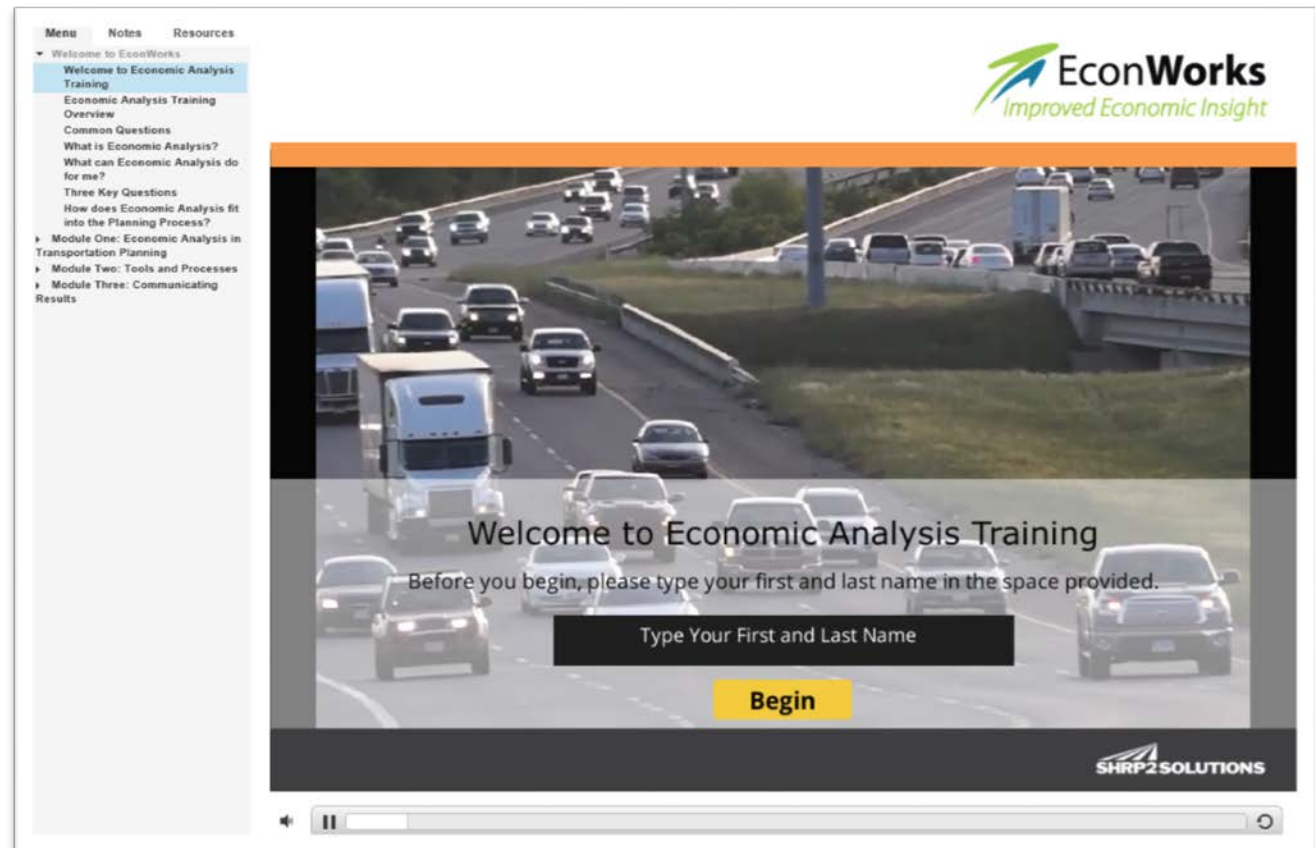
- **ETG Members**
- **ETG Liaisons**
- **University of Maryland**
- **Coordinating Staff (AASHTO & FHWA) & Others**

- Refer to “EconWorks ETG_Vision and Goals Status Update” spreadsheet
- Summary

Discussion

- How well (or not) are we doing in meeting these goals?
- How can we continue to or improve our progress on these goals?
- Do we need to change any goals? Add any new ones?
- What additional next steps do we want to take?

- Economic Analysis Training module (revision complete and uploaded to the website)



The screenshot displays a web interface for the Economic Analysis Training module. On the left is a navigation menu with the following items: "Welcome to EconWorks", "Welcome to Economic Analysis Training" (highlighted), "Economic Analysis Training Overview", "Common Questions", "What is Economic Analysis? What can Economic Analysis do for me?", "Three Key Questions", "How does Economic Analysis fit into the Planning Process?", "Module One: Economic Analysis in Transportation Planning", "Module Two: Tools and Processes", and "Module Three: Communicating Results". The main content area features the EconWorks logo at the top right. Below it is a video player with a background image of a highway. The video content includes the text "Welcome to Economic Analysis Training" and "Before you begin, please type your first and last name in the space provided." Below this text is a black input field with the placeholder text "Type Your First and Last Name" and a yellow "Begin" button. The SHRP2 SOLUTIONS logo is visible in the bottom right corner of the video player. A video control bar is at the bottom of the player.

- Other updates
 - Forum transitioned into a FAQ page
 - Transit case studies added to the database
 - Mock-up of web-based tool

Questions to Think About:

- What additional direction does the ETG recommend?
- Is there value in moving the tools from their spreadsheet format to being integrated with the actual website?

Break

- Background
 - Request for Proposals
 - “The Evolution of Ex Post Economic Analysis of Transportation Impacts: Opportunities for Further Research and Analysis”
 - “University Transportation Center Engagement for the Econworks Case Studies and Wider Economic Benefit (WEB) Tools”
 - Sept. 22: Deadline for applications
 - Oct. 7: Award provided to University of Maryland
- Monthly Progress Meetings will begin in January 2017
- Questions for the UMD Team?

Lunch

- All EconWorks Case Studies projects are completed
- 6 of 8 EconWorks W.E.B. projects are completed
- The remaining 2 projects are expected to be complete by February 2017
- Final IAP closeout will take place by mid-2017
- All final IAP reports are available online at <https://planningtools.transportation.org/256/research-reports.html>

EconWorks Case Studies (C03)	Completion Date
Illinois DOT	Nov-15
Indiana DOT	Jan-16
Rhode Island Statewide Planning Program	Aug-16
Utah DOT	Jul-16

EconWorks Wider Economic Benefits (C11)	Completion Date
California DOT	Aug-16
Connecticut DOT	Jul-16
Delaware Valley Regional Planning Commission	Expected Feb-17
Indiana DOT	Mar-16
Rhode Island Statewide Planning Program	Aug-16
Southeast Regional Planning and Economic Development District (MA)	May-16
Utah DOT	Expected Dec-16
Virginia	Mar-16

- EconWorks Case Studies Synthesis is in final review stages
- One Pager on the Synthesis will be shared at the TRB SHRP2 Booth
- EconWorks W.E.B. Synthesis is in development. Chapters on 4 of 6 completed projects have been developed.
- 1st EconWorks Webinar “Intro to EconWorks” scheduled for January/early February
 - 3 other webinars are slated for 2017, featuring IAP recipients
- Initial marketing email sent on October 20th
- The next marketing email is tentatively scheduled for the first week of January

- TheWorks cards and other information about EconWorks were provided during conferences in Charleston (SC), Ft. Worth (TX), San Antonio (TX), Boston (MA), and others – AMPO, TRB, AASHTO
- TRB 2017 plans
 - SHRP2 booth venue
 - Committees
- Where do you notice (or not) EconWorks being used or mentioned? What should we focus on to engage?
- Other ideas
 - Webinar series to keep EconWorks
 - Tech support/making email address more prominent

- What remains to be done after taking into account the update document/background materials and previous discussions?
 - Focus on narratives?
- Looking back at our marketing efforts, are we doing enough to address these gaps?
- Looking back at the ETG's goals and objectives, what fits within these items and what improvements are beyond them?
 - Do we need to modify our scope to include them?

Break

- Goal: Determine where to focus our efforts throughout the next year.
- What items that we discussed today should receive priority this year? How to/who can undertake this?
- Are there any related topics we haven't talked about that we need to spend some time on?
- How can the ETG be a resource in helping address these priority needs?

- **Action Items Review**
 - Immediate
 - UMD refines case studies strategy and reaches out to ETG for feedback
 - Short Term
 - Use Case
 - Book/Webinar Club
 - Making email more responsive
 - Medium Term
 - Transition W.E.B. Tools to a web-based format
 - Cross pollination with AASHTO and TRB committees (how to bolster marketing)
 - Long Term
 - Funding and sustainability approach

- Location for NCDOT's 10 projects?

- Travel Reimbursement Reminder

- Next Quarterly Update: March 2017 Webinar