**Public Outreach**

**8.7 Engineering Billboards – Connecticut Section/CSCE**

|  |  |  |
| --- | --- | --- |
| **1. Section, Branch** | Connecticut Section/CSCE |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  | |
| Name | Jason Waterbury | |
| Phone Number | (860) 278-7850 (ext. 3380) | |
| Email | [Jwaterbury@themdc.com](mailto:Jwaterbury@themdc.com) | |
| **4. Project Category** | Public Outreach | |
| **5. Project Description** | Billboard Campaign | |
| **6. The Process**  (What you did, When and How) | CSCE has sponsored two billboard campaigns. The first campaign was in April 2011, and the second campaign was in November 2011. The intended message for both campaigns was to raise public awareness as to what a Civil Engineer does and the impacts Civil Engineering has on the general welfare of the public. The executive board developed multiple designs, and contacted multiple local billboard vendors. Due to billboard availability and pricing, CBS Outdoor was selected. Each campaign included 10 billboards, located on State of CT Roads, throughout the state. In addition, a SPAG Grant was obtained for the initial campaign, which contributed $1,500 of the $5,000 cost for that particular campaign. Attached is the Billboard Summary Report for the November 2011 Campaign, which includes duration, locations, and photos of each billboard. Example photos of the April 2011 campaign are also attached. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | CSCE Executive Board | |
| **8. Time Frame**  (When Started, When Completed) | April 2011 & November 2011 | |
| **9. Success Factors**  (The Parts that Worked Really Well) | Involvement of the entire Executive Board, and buy-in by CSCE members. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | It is suggested to have the billboard designs established prior to signing a contract with the vendor. We did not do this for the November campaign, and it did create some frustrations with our vendor (CBS Outdoor). | |
| **11. Creativity**  (This is something off the wall that we did) |  | |
| **12. Administration**  (What was most Important?) | Coordination with billboard vendor. | |
| **13. Follow-Up**  (What was most important?) | Spot-checking billboards by executive board members. | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Involve as many board members, and Section/Branch Members as possible. Also communicate what you are doing to your Section/Branch members to make sure they are aware of the Value being provided by the Section/Branch leadership. | |
| **15. Cautions**  (What you should NEVER do with this project?) | Do not do this alone, as a one-man show. The task is too big for one person. | |
| **16. The Outcome** |  | |
| **17. Ongoing Activity**  (Would you do it again?) | Yes – CSCE is currently planning on multiple campaigns in the upcoming 2012- 2013 to build on the momentum provided by the previous two billboard campaigns. Currently in consideration for Future Campaigns is the Failure to Act study conducted by ASCE. | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name |  | |
| Address |  | |
| Phone Number |  | |
| Email |  | |
| **19. Additional Comments** | This Best Practice includes the following attachments:   * Billboard summary report * Photos | |

Conn. Society of Civil Engineers

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Outdoor Display Detail | |  | | | | | | | | |
|  | | | | | | | | | | |
| Face # | Description | Posting Market | Scheduled Dates | Sched. Days | Show. Days Over. Days P. Type | Area | Media | Ill. | F | 7-day EOI, 18+ DEC ('000s) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Summary |  | | | |
| Name: | Conn. Society of Civil Engineers | Duration: | 10/31/2011 - 11/27/2011 | Sales Contact Info |
| CBS Contract #: | 1062342 | # Contracted Units: | 10 | Thomas Novinsky |
| Advertiser: | Conn. Society Civil Engineers | # Posted Units: | 10 | T: 203-985-0430 |
| Agency: |  | Total Scheduled Days: | 280 | F: 203-985-0420 |
|  |  | Total Showing Days: | 71 | [tom.novinsky@cbsoutdoor.com](mailto:tom.novinsky@cbsoutdoor.com) |
|  |  | Total Override Days: | 0 |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 000121P-O | New Haven Av 500 ft W/O Buckingham N/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 8 | 0 | Regular | New Haven County | Posters | Y | E | 42,530 | 10.66 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |
|  | Fix Infrastructure | 11/1/2011 |  |  |  |  |  |  |  |  |  |  |  |
| 000268P-O | Fitch St 25 ft W/O Onyx St N/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 7 | 0 | Regular | New Haven County | Posters | Y | W | 24,615 | 8.37 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |
| Fix Infrastructure 11/2/2011 | | | | | | | | | | | | | |
| 000341P-O | Washington Ave 1500 ft N/O I-91 E/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 8 | 0 | Regular | New Haven County | Posters | Y | S | 59,771 | 14.98 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |
|  | Fix Infrastructure | 11/1/2011 |  |  |  |  |  |  |  |  |  |  |  |
| 000403P-O | Post Rd 50 ft W/O Jackson Dr N/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 8 | 0 | Regular | New Haven County | Posters | Y | W | 47,321 | 16.10 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |
|  | Fix Infrastructure | 11/1/2011 |  |  |  |  |  |  |  |  |  |  |  |
| 000557P-O | Post Rd & Old Kelsey Point S/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 8 | 0 | Regular | Middlesex Country | Posters | N | E | 19,434 | 4.71 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |
|  | Fix Infrastructure | 11/1/2011 |  |  |  |  |  |  |  |  |  |  |  |
| 000622P-O | Rt 17 1000 ft W/O Rt 77  E/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 7 | 0 | Regular | Middlesex Country | Posters | N | S | 11,316 | 2.84 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |
|  | Fix Infrastructure | 11/2/2011 |  |  |  |  |  |  |  |  |  |  |  |
| 000734P-O | Riverside St 400 ft S/O Bank St W/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 5 | 0 | Regular | New Haven County | Posters | Y | N | 11,551 | 2.71 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |

Fix Infrastructure 11/4/2011

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Outdoor Display Detail | |  | | | | | | | | |
|  | | | | | | | | | | |
| Face # | Description | Posting Market | Scheduled Dates | Sched. Days | Show. Days Over. Days P. Type | Area | Media | Ill. | F | 7-day EOI, 18+ DEC ('000s) |

000751P-O Rt 85 2000 ft N/O

Chesterfield Rd E/S

Hartford/New Haven

10/31/2011 - 11/27/2011 28 6 0 Regular New London

County

Posters Y N 28,259 9.61

Design Posted Date Covered Date

Fix Infrastructure 11/3/2011

001034P-O Center St 400 ft E/O N. Main Hartford/New

10/31/2011 - 11/27/2011 28 7 0 Regular Hartford County Posters Y W 16,580 3.88

St S/S

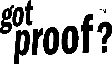
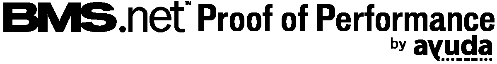
Haven

Design Posted Date Covered Date

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Fix Infrastructure | 11/2/2011 |  | | | | | | | | | | |
| 001093P-O | Rt 202 325 ft W/O Walnut St S/S | Hartford/New Haven | 10/31/2011 - 11/27/2011 | 28 | 7 | 0 | Regular | Litchfield County | Posters | N | W | 13,315 | 3.34 |
|  | Design | Posted Date | Covered Date |  |  |  |  |  |  |  |  |  |  |

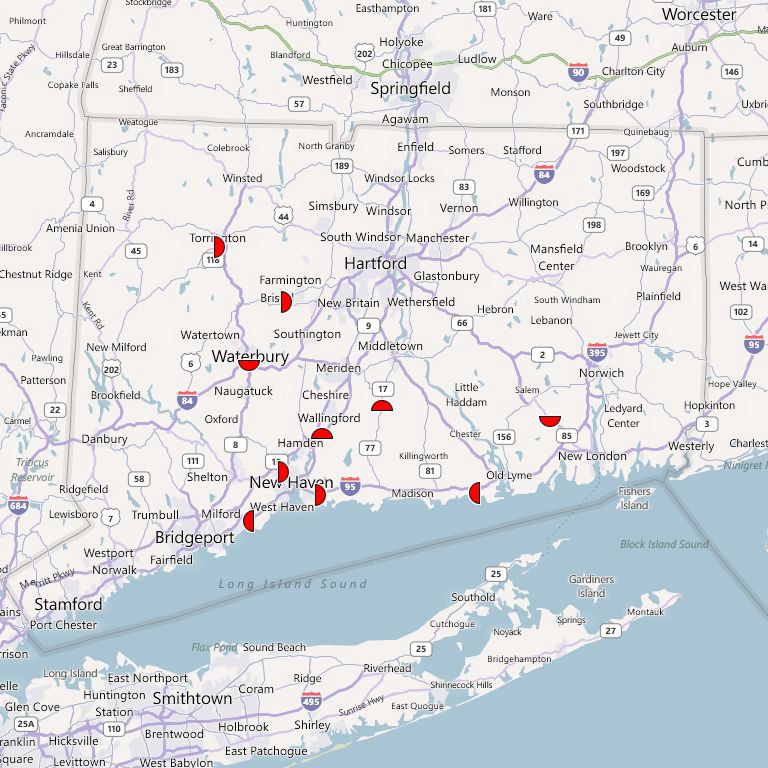
Fix Infrastructure 11/2/2011

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Page 2 of 13 Generated on: 11/8/20

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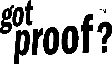
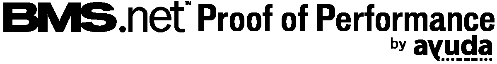
Contract Map



Legend

 Posters

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Face # 000121P-O - New Haven Av 500 ft W/O Buckingham N/S

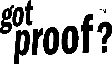
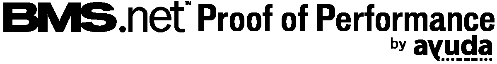


Photo taken on: 11/1/2011



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/1/2011 | Design: | Fix Infrastructure |
| Area: | New Haven County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 8 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | E |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 11 |
| 7-day EOI, 18+: | 42,530 |

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Face # 000268P-O - Fitch St 25 ft W/O Onyx St N/S

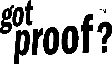
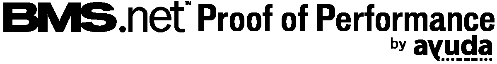




Photo taken on: 11/2/2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/2/2011 | Design: | Fix Infrastructure |
| Area: | New Haven County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 7 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | W |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 8 |
| 7-day EOI, 18+: | 24,615 |

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Face # 000341P-O - Washington Ave 1500 ft N/O I-91 E/S

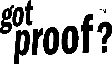
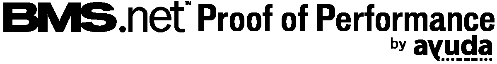




Photo taken on: 11/1/2011

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| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/1/2011 | Design: | Fix Infrastructure |
| Area: | New Haven County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 8 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | S |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 15 |
| 7-day EOI, 18+: | 59,771 |

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Face # 000403P-O - Post Rd 50 ft W/O Jackson Dr N/S



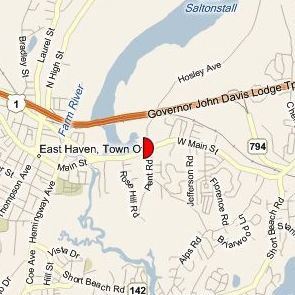
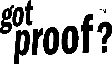
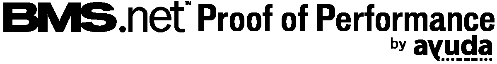


Photo taken on: 11/1/2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/1/2011 | Design: | Fix Infrastructure |
| Area: | New Haven County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 8 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | W |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 16 |
| 7-day EOI, 18+: | 47,321 |

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Face # 000557P-O - Post Rd & Old Kelsey Point S/S

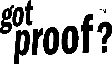
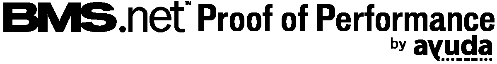




Photo taken on: 11/1/2011

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| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/1/2011 | Design: | Fix Infrastructure |
| Area: | Middlesex Country | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 8 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | E |  | | | |
| Illumination: | 12 hours |
| DEC (000’s): | 5 |
| 7-day EOI, 18+: | 19,434 |

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Face # 000622P-O - Rt 17 1000 ft W/O Rt 77 E/S

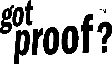
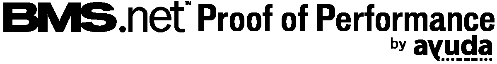




Photo taken on: 11/2/2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/2/2011 | Design: | Fix Infrastructure |
| Area: | Middlesex Country | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 7 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | S |  | | | |
| Illumination: | 12 hours |
| DEC (000’s): | 3 |
| 7-day EOI, 18+: | 11,316 |

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Face # 000734P-O - Riverside St 400 ft S/O Bank St W/S



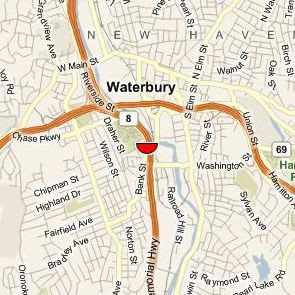
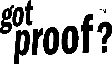
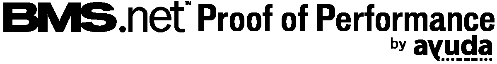


Photo taken on: 11/4/2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/4/2011 | Design: | Fix Infrastructure |
| Area: | New Haven County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 5 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | N |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 3 |
| 7-day EOI, 18+: | 11,551 |

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Face # 000751P-O - Rt 85 2000 ft N/O Chesterfield Rd E/S

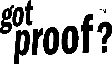
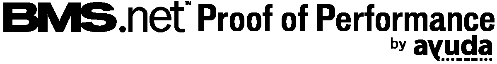




Photo taken on: 11/3/2011

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| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/3/2011 | Design: | Fix Infrastructure |
| Area: | New London County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 6 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | N |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 10 |
| 7-day EOI, 18+: | 28,259 |

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Face # 001034P-O - Center St 400 ft E/O N. Main St S/S

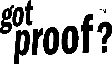
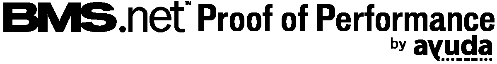




Photo taken on: 11/2/2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/2/2011 | Design: | Fix Infrastructure |
| Area: | Hartford County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 7 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | W |  | | | |
| Illumination: | 18 hours |
| DEC (000’s): | 4 |
| 7-day EOI, 18+: | 16,580 |

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Face # 001093P-O - Rt 202 325 ft W/O Walnut St S/S

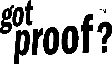
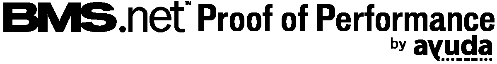




Photo taken on: 11/2/2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Face Information |  | | | | |
| Media: | Posters | Posted Date: | 11/2/2011 | Design: | Fix Infrastructure |
| Area: | Litchfield County | Covered Date: |  | First Received On: | 10/31/2011 (Qty: 10) |
| Posting Market: | Hartford/New Haven | Showing Days: | 7 | Last Received On: | 10/31/2011 (Qty: 10) |
| Direction Facing: | W |  | | | |
| Illumination: | 12 hours |
| DEC (000’s): | 3 |
| 7-day EOI, 18+: | 13,315 |

CBS Outdoor hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.

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