

Library Connectivity Pooled Fund Administrative and Marketing Services

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16. Abstract This report details the activities of a small portion of the Library Connectivity Pooled Fund. It builds upon the 2007 Interim report and that served as a record of the formation, major activities and accomplishments of the Transportation Library Connectivity pooled fund study, TPF-5(105), from its launch in October 2004 through its third annual meeting in September 2007. Two subsequent cycles of the Library Connectivity Pooled Fund have produced other documents. State DOTs, 600 transit agencies and nearly 400 metropolitan planning organizations generate a staggering amount of valuable research, yet the transportation sector lacks a systematic approach to effectively manage this information. The Transportation Library Connectivity pooled fund study was formed against the backdrop of this information challenge. For more information on the Pooled Fund Study, please refer to www.libraryconnectivity.org . This website is currently sponsored by the second generation pooled fund, TPF-5(237) but selected archived material from TPF-5(105) is available on the site at http://libraryconnectivity.org/archive/index.html .			
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Acknowledgments

Technical Advisory Committee

This study was proposed by the Wisconsin Department of Transportation as the lead state for the Transportation Library Connectivity pooled fund study, TPF-5(105). The work was guided by a technical advisory committee chaired by Ann Pahnke and previously by Nina McLawhorn, WisDOT. Other members of the TAC were Lisa Autio, Montana DOT; Jerry Baldwin, Minnesota DOT; Jason Bittner, Midwest Regional University Transportation Center at UW-Madison; Janet Bix, Ohio DOT; Cheryl Bodan, Pennsylvania DOT; John Cherney, WisDOT; Steve Cochran and Kathy Szolomayer, Washington State DOT; Ruth Letson, Tennessee DOT; Marie Manthe, Kansas DOT; and Laura Wilt, Oregon DOT.

Research Managers and Others

The DOT research managers who assisted in the administrative oversight of this study included Nikki Hatch and Daniel Yeh, WisDOT; Teresa Adams, Wisconsin Transportation Center at UW-Madison; Elizabeth Bieryla, PennDOT; Sandi Hoff, Tennessee DOT; Barnie Jones, Oregon DOT; Sue Lodahl, Mn/DOT; Dick McReynolds, Kansas DOT; Leni Oman, WSDOT; Karen Pannell, Ohio DOT; Skip Paul and Glynn Calvin, Louisiana DOT; Sue Sillick, Montana DOT; and ex officio member Amanda J. Wilson, National Transportation Library.

Introduction

Accessible, reliable and timely information is central to quality performance for transportation agencies and stakeholders. Yet a vast amount of transportation-related information is neither collected nor made available for use. Although libraries are integral in capturing and providing access to vital information, their services are underused. Without library services, research and information needed by customers can often be simply irretrievable.

More than 50 state or district DOTs, 600 transit agencies and nearly 400 metropolitan planning organizations generate a staggering amount of valuable research, yet the transportation sector lacks a systematic approach to effectively manage this information.

This challenge has been well-documented in reports such as the Federal Highway Administration's *Value of Information and Information Services* and the National Cooperative Highway Research Program's *Scoping Study for a National Strategic Plan for Transportation Information Management*. Additionally, a National Academies policy study carried out a comprehensive examination of the need for coordinating and funding transportation libraries. TRB Special Report 284, *Transportation Knowledge Networks: A Management Strategy for the 21st Century*, recommended the following:

- Establish decentralized (regional) transportation knowledge networks.
- Identify a national-level coordinating structure to manage the TKNs and presumably locate it within the Research and Innovative Technology Administration at U.S. DOT.
- Ensure a strong, effective and accountable coordinating structure through governance and legislation.
- Create a sustained funding mechanism to coordinate TKNs and meet the information needs of transportation practitioners.

The Transportation Library Connectivity pooled fund study, TPF-5(105), was formed against the backdrop of these challenges and developments. Members felt that by working together more closely and more formally as transportation agency libraries, they could improve services to their customers and also enhance their readiness to embrace the planned policy changes recommended by SR 284 for inclusion in reauthorization of the transportation act in 2009.

An existing network of transportation libraries, the Midwest Transportation Knowledge Network, provided a model for cooperative effort, and MTKN members joined the pooled fund study. Moreover, because of the funding made available from members' contributions to the study, the states were able to contract to provide (1) technical library services for improving the quality and effectiveness of core library services in a transportation agency; and (2) administrative and marketing tools and outreach initiatives to enhance awareness of the existence and value of transportation libraries and the critical services provided by library and information professionals.

This report is a record of the latter and summarizes the major activities completed under the administrative and marketing contract with the Wisconsin DOT. It builds extensively upon the October 2007 Interim Report for the Library Connectivity Pooled Fund.

Inception through 2007

During its first two years of operation (2006 and 2007), the Transportation Library Connectivity Pooled Fund Study was instrumental in improving access to transportation information and building awareness of the importance of library services and Transportation Knowledge Networks.

Information and knowledge are strategic organizational assets. The value of these assets can be measured in terms of efficiencies, time and money saved, better decisions, enhanced innovation and operational improvements. Access to information from libraries, research programs and technology transfer initiatives yields real benefits to transportation agencies and practitioners.

Accessible, reliable, and timely information is central to quality performance, yet a vast amount of transportation-related information is neither collected nor made available for use by others. Technology transfer activities--converting information into knowledge--are crucial for getting information in the hands of decision-makers.

The Library Connectivity Pooled Fund Study was formed to focus on making the transfer of information an integral part of transportation library and information services. This technology transfer effort will support the systematic organization of state, federal, academic and private sector libraries to institutionalize the best practices of the Midwest Transportation Knowledge Network (MTKN), a network of transportation libraries in the Midwest.

To embark on this task, the Pooled Fund states authorized a contract with the University of Wisconsin-Madison to employ a consultant (Ms. Christi Powers) to provide administrative and marketing services for the Pooled Fund Participants.

The administrative tasks performed by the consultant included:

- Serving as primary contact for the Transportation Library Connectivity pooled fund study and its Technical Advisory Committee (TAC) members.
- Working with WisDOT, monitoring study participants' commitment and obligation of funds and assuring required notices and forms are received by FHWA.
- Establishing and maintaining regular communication with TAC members via e-mail, phone and meetings.
- Scheduling meetings and teleconferences of the TAC, approximately four to five teleconferences and one face-to-face meeting annually.
- Coordinating travel and meeting arrangements for TAC members.
- Working with WisDOT, establishing and maintaining processes for reimbursement of travel costs of TAC members.
- Preparing and distributing meeting agendas, minutes and other materials needed to conduct TAC business.
- Tracking the progress of the study and preparing quarterly reports.
- Posting these and other relevant information on the Transportation Pooled Fund and study Web sites.

The marketing tasks performed by the consultant included:

- Developing and maintaining a web site for the Transportation Library Connectivity study.

- Developing a marketing plan and disseminate marketing materials (print, video, Web) to promote the value of their collections and services.
- Developing strategies to educate policymakers and decision-makers about the value of library and information services.
- Developing marketing materials to encourage membership in the study by additional states and other institutions.
- Using the study Web site to communicate progress, highlight milestones, call attention to new information sharing technologies, and related developments under way by TRB, AASHTO and others.
- Assisting in efforts to stabilize existing library networks by pursuing other funding sources while promoting new networks.
- Providing other marketing services identified by the Technical Advisory Committee.

The consultant performed the services as outlined above through contract with the University of Wisconsin.

Specific details on these efforts appear below:

Three marketing plans were generated during the first two years of the study. Marketing materials were designed, produced and distributed for National Library Week events for three consecutive years. Using the Transportation Knowledge Network logo, a set of customizable templates was created for bookmarks, brochures, fliers and note cards. Technical Committee members planned Library Week events for the purpose of attracting new patrons and educating staff on available resources and services. This material was presented for all members.

Outreach also included researching and soliciting new membership. Prospective agencies were contacted and recruited and three new members were added in 2007: California, Missouri (the eventual pooled fund lead state), and the University of Minnesota. A new participation level was set at \$5,000 so that states could join or continue for basic services, including travel to annual meetings, teleconference participation and other networking. In addition, the lower membership fees also allowed the Pooled Fund to attract new members, including libraries with limited funding options.

By March 2005, the www.libraryconnectivity.org website was developed for the study listing articles, templates, performance measure tools and other pooled fund information. Conference presentations, meeting materials, reports and technical information were posted online and updated throughout the work program.

Annual meetings were held in 2005, 2006, and 2007.

Kansas City, Missouri, 2005 – Knowledge & Library Connectivity Annual Meeting (co-hosted with MTKN)

Attendees: 13 TAC members; nine MTKN members; two guest speakers.

Accomplishments: Selected a technical library consultant; defined Phase One priorities, which included a Web site, survey and technical site visits.

St. Paul, Minn., 2006 – Second Annual Knowledge & Library Connectivity Meeting

Attendees: 10 TAC members; 14 Web participants; 16 guest speakers/attendees.

Accomplishments: Offered Web conference ability; approved second set of marketing and technical service plans; toured Mn/DOT library; introduced advocacy initiatives.

Madison, Wis., 2007 – Transportation Library Connectivity Annual Meeting and Conference

Attendees: 17 TAC members; up to 30 Web participants per session; five MTKN members; nine guest speakers.

Accomplishments: Reviewed drafts of interim report; reviewed draft of *Transportation Librarian's Toolkit*; discussed Year Three priorities; toured WisDOT iCommons; welcomed new members—Caltrans, CTS, and Iowa, Idaho, Mississippi and Missouri DOTs—and recognized retirees from Minnesota, Ohio and Pennsylvania.

An interim report was prepared in the Fall of 2007. The consultant contract for marketing and administration was completed in the Fall of 2007.

2008 - 2010

The years 2008-2010 brought new directions to the pooled fund, not the least of which was merging the administrative and technical support pieces of the pooled fund contract. TAC members worked closely with the pooled fund consultants to arrive at the following objectives for this time period. They were aimed at helping members raise the level of service they provide to their DOT customers and at communicating to top management the value of information services and the highly trained professionals who provide them

See Appendix 1 and 2 for year end reports.

The initial consultant work plan had the following objectives, each with specific deliverables and performance measures:

1. Provide technical guidance and support to members, focused on the smaller libraries that are served by only one librarian. Support activities will include such things as site visits, advice on cataloguing, inter-library loan procedures, on-line catalogues and library Web site presence (Internet and Intranet).
2. Organize, support and facilitate teleconferences of pooled fund members to enable sharing of best practices and new ideas.
3. Promote the value and importance of transportation library and information services to top-level transportation administrators throughout the country through targeted activities, and others as opportunities arise.
4. Gather and disseminate best practices for transportation librarians and incorporate into the Transportation Librarian's Toolkit. Lead workshops for librarians on the value of the Toolkit, emphasizing how it can be used with top-level administrators to demonstrate the range and value of library and information services.
5. Organize annual meeting, to include a workshop on strategic planning to help member states identify and communicate the value of library and information services to their internal customers and top management. The workshop will help attendee librarians/managers define their mission and objectives for serving their parent DOT agencies and promoting the value of their services to their own agencies and also broadly to transportation administrators across the country.
6. Establish and maintain a project Web site as a one-stop shop for pooled fund resources and business, including the tracking and reporting of relevant state, regional and national efforts. Actively monitor related activities and Web sites of NTL, NCHRP, RAC, CUTC, and regional TKNs to highlight important developments and reduce duplication. Communicate relevant information to members through the study listserv and an RSS feed on at least a weekly basis.
7. Support members in their efforts to form and grow regional Transportation Knowledge Networks.
8. Collaborate with the National Transportation Library, the new AASHTO RAC Task Group on TKNs and others, including retired transportation librarians, to enhance communication between transportation librarians and the transportation research community and to build broader support for and funding of a national network of transportation libraries among top-level transportation administrators at the state and federal level.
9. Facilitate payment of OCLC and TLCat subscriptions for eligible pooled fund members.

10. Facilitate implementation of focused research and technology projects, as proposed by members, on specific topics, such as: promotion of the value and importance of transportation library and information services to top-level transportation administrators, collection analysis tools, collaborative approaches to developing strong specialized collections, digital collection development efforts among member libraries and collaboration with university and industry initiatives.

The consultant team provided many deliverables, including the promotion of the value and importance of transportation library and information services to top-level transportation administrators throughout the country through targeted activities, such as:

- Feature articles that vividly tell the stories of library and information professionals helping agencies save time, money and lives. (An example was published in TRNews March/April 2009, No. 261)
- Presentations to gatherings of top-level DOT administrators, such as meetings of AASHTO committees (Highways, Planning, Environment, Highway Traffic Safety).
- Poster session for the TRB 2009 Annual Meeting that features top-level transportation administrators pointing to the value of their libraries in critical endeavors at the heart of their agencies' missions.
- Second edition of the Transportation Librarian's Toolkit and a workshop emphasizing how it can be used with top-level administrators to demonstrate the range and value of library and information services.
- Annual meeting to conduct pooled fund business and prepare for FFY2010.
- Continued enhancement of the project Web site as a one-stop shop for pooled fund resources and business, including the tracking and reporting of relevant state, regional and national efforts.
- Support of members in their efforts to strengthen regional Transportation Knowledge Networks.
- Collaboration with the National Transportation Library, the new AASHTO RAC Task Group on TKNs, TRB LIST and others, including retired transportation librarians, to enhance communication between transportation librarians and the transportation research community and to build broader support for and funding of a national network of transportation libraries among top-level transportation administrators at the state and federal level.
- Facilitation of payment of OCLC and TLCat subscriptions for eligible pooled fund members.
- Implementation of focused research and technology projects, as proposed by members, on specific topics, such as: increased sharing of resources through the TKN Resource Sharing Pilot Project, Expansion of the California LTAP G3 program to other states, Preservation and transfer of historic ASTM standards 1935-1999, and others.

Annual meetings were held in 2009 in Baton Rouge, Louisiana and in 2010 in Madison, Wisconsin.

Pooled fund participants were also able to travel to Special Libraries Association annual meetings in 2009 and 2010.

In September of 2010, the Transportation Library Connectivity Pooled Fund Study, TPF-5(105) was concluded. A final report is available at:
<http://libraryconnectivity.org/archive/downloads/TPF-5%28105%29-Final-Report.pdf>.

2011 and beyond

To support the coordinated development of transportation libraries, help implement TKNs and extend efforts beyond those of the TPF-5(105) Transportation Library Connectivity pooled fund, the following objectives have been adopted. These will be accomplished through member activities, partnerships with professional groups such as TRBs Library and Information Science for Transportation Committee, SLA's Transportation Division and the services of a qualified consultant:

1. Provide technical guidance to eligible members, focused on smaller libraries that are served by only one librarian, while emphasizing an increased reliance on self-sustaining networks.
2. Promote the value of transportation library and information services through the following activities:
 - a) Create key information products to demonstrate the value of, and further the contribution of, libraries to the field.
 - b) Deliver presentations to gatherings of DOT administrators, such as meetings of AASHTO and TRB Committees (Highways, Planning, Environment, etc...).
 - c) Share training materials and provide training sessions, with an added marketing component, for library users at member institutions.
3. Conduct an annual meeting and workshop, in conjunction with other events, to help members demonstrate the value of library and information services to their customers.
4. Develop an interactive content management system (CMS) based project website, including tracking and reporting information, as well as provide limited access to server space.
5. Collaborate with the National Transportation Library, the AASHTO RAC Task Force on TKNs and other stakeholder groups to enhance communication between transportation librarians, specifically to support their projects as they help implement Transportation Knowledge Networks.
6. Pay OCLC and TLCat subscriptions for eligible pooled fund members.
7. Implement focused research and technology projects, as proposed by members, on an annual basis. Potential projects which have already been identified include:
 - d) Financial, technical, and logistical support for the creation of an NTKN portal website as envisioned in NCHRP Report 643.
 - e) The completion of a return-on-investment case study highlighting the tangible contributions of libraries to research.
 - f) A collaborative cataloging project to expand access to transportation resources, possibly done in conjunction with the National Transportation Knowledge Network, alleviating member time constraints.
 - g) Pooled subscriptions for online databases to improve the accessibility of electronic information while reducing access costs to member libraries.
 - h) Digitization support for institutions wishing to convert printed copies of older materials to digital formats.

For more information on the Library Connectivity Pooled Fund, visit: www.libraryconnectivity.org

Appendix 1: Year 3 and Year 4 Annual Reports

Transportation Library Connectivity Pooled Fund

Year Three Report—Fiscal Year 2008

LINK TO THE FUTURE

Transportation information services are developing at a rapid rate in the United States, with significant advances occurring almost every month. The Transportation Library Connectivity Pooled Fund Study continues to support many of these initiatives and is dedicated to serving as a link to the future, when access to transportation information by practitioners and researchers will be rapid, reliable and institutionalized. Pooled

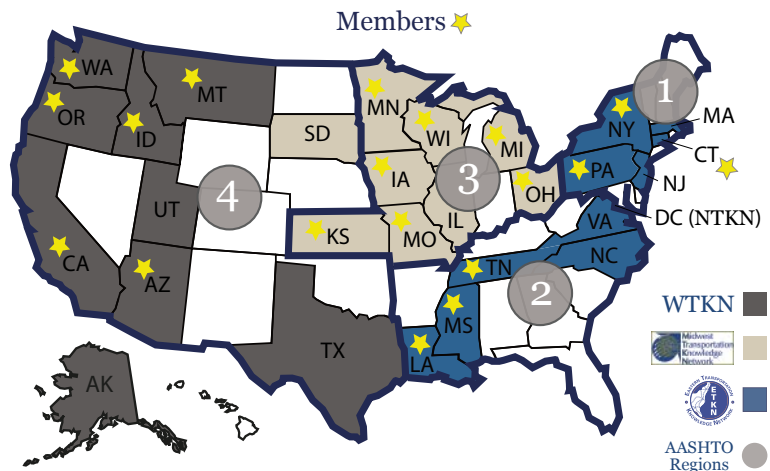
fund members are supporting the formation and growth of regional Transportation Knowledge Networks, the development of centralized direction and services through the National Transportation Library, and cooperation among diverse elements of the transportation information community. We have had a busy year since our last annual meeting in Madison, Wis., in September 2007.

A Year of Growth

We welcomed 11 new members in Fiscal Year 2008—doubling our membership to 22 study partners since we began our work in 2005. New members include Arizona DOT, California DOT, Connecticut DOT, Idaho DOT, Iowa DOT, Los Angeles County Metropolitan Transportation Authority, Michigan DOT, Mississippi DOT, Missouri DOT, New York State DOT and the University of Minnesota Center for Transportation Studies. Expansion of the pooled fund connects libraries across the country in a network that is a link to the future National Transportation Knowledge Network.

Transportation Library Connectivity

Pooled Fund Study – TPF-5(105)



A Year of Transition

Four highly respected transportation librarians retired in FY 2008: Jerry Baldwin, Minnesota DOT; Janet Bix, Ohio DOT; Cheryl Bodan, Pennsylvania DOT; and Ruth Letson, Tennessee DOT. We wish them the very best in their retirements and thank them for sharing all of their accumulated knowledge and wisdom. All retirees are invited to continue to participate in our study as pooled fund emeritus members. Ohio DOT librarian Caitlin McKee and Missouri DOT librarian Danielle Pollock also left to pursue other opportunities. All of the departments in transition this year are committed to filling vacant positions with professional librarians.



Support for and Cooperation with Regional TKNs

Pooled fund members are all active in their regional Transportation Knowledge Networks and reinforce the link to our shared objective: improved access to transportation information. The formation of the Western and Eastern TKNs was an exciting development in FY 2008, extending coverage to all four AASHTO regions. The pooled fund consulting librarian participates in monthly Midwest TKN and Western TKN teleconferences, and attended the Midwest TKN seventh annual meeting in September 2008.

Collaboration with NTL

The pooled fund worked with the National Transportation Library on two initiatives: The pooled fund presented “Performance Measurements for Transportation Libraries” for the NTL Transportation Librarians Roundtable series, and the TKN WorldCat Resource Sharing Network pilot project was set up to extend WorldCat resources to non-OCCLC libraries. The Marketing & Management Effectiveness webinar/report series with Outsell Inc. featured two webinars: “How to Increase Your Reach Through Smart Marketing Strategies” was presented as a roundtable, and “How to Effectively Engage with Key Stakeholders and Funders” was presented by the pooled fund and hosted by WisDOT.



Ex Officio and Emeritus Members Broaden Our Reach

We have pursued closer relationships with key stakeholders through inclusion of ex officio and emeritus Technical Advisory Committee members as a link to the future NTKN. Retired Mn/DOT librarian Jerry Baldwin has continued with the study as an emeritus member. Amanda J. Wilson, NTL; Barbara Post, TRB; Bob Cullen, AASHTO; and Sandy Tucker, chair of the TRB Library and Information Science for Transportation Committee, have joined the TAC. Our study will continue to benefit from these partnerships.

Telling Our Story at TRB

The pooled fund has secured the sponsorship of the TRB LIST Committee for an exciting poster session at the 2009 TRB annual meeting to highlight the concept that partnering with libraries for research is the way of the future. The session, “Developments and Innovations in Transportation Libraries and Information Services,” will feature posters demonstrating that transportation libraries are forward-thinking and are employing leading-edge technologies. The following posters will be included:

- Federated Search for Transportation Research and Information Needs
- The Embedded Librarian: Exploratory Advanced Research Program
- Creating an Information Commons on a Budget at the Wisconsin DOT Library
- Unique and Innovative Information Sharing Initiatives in Pennsylvania
- Coming to Terms: Researchers Embrace the Transportation Research Thesaurus to Organize a Web Site
- Web 2.0 Tools
- Visualization—Many Eyes
- The Transportation Librarian’s Toolkit
- Transportation Knowledge Networks: Partnerships for the Future of Transportation

Technical Support to Libraries Large and Small

Maggie Sacco traveled to Louisiana, Mississippi and California to conduct site visits of three new member libraries. She spent a full day talking with library staff, meeting division personnel, touring the libraries, and discussing needs and expectations. Site visit reports are available on our Web site at www.libraryconnectivity.org/membersandpartners.html. We also provided technical assistance for MARC cataloging to several members, Integrated Library System selection and Request for Proposals consultation for Mississippi DOT, and professional librarian position description and interviewing consultation to the Louisiana Transportation Research Center and Tennessee DOT.



RAC Task Force

The AASHTO Research Advisory Committee approved the creation of the Transportation Knowledge Network Task Force, which “...advocates and supports the rapid and efficient exchange of information resources among policymakers and practitioners, academia (researchers and educators), knowledge and research managers, transportation librarians and the public through development of strategies, technologies and improved use of resources.” The pooled fund supported formation of this task force by bringing stakeholders together on teleconferences and writing the draft charter. We thank RAC and pooled fund member Leni Oman of Washington State DOT, whose hard work on the initiative made it a reality.

Launch of Special Projects

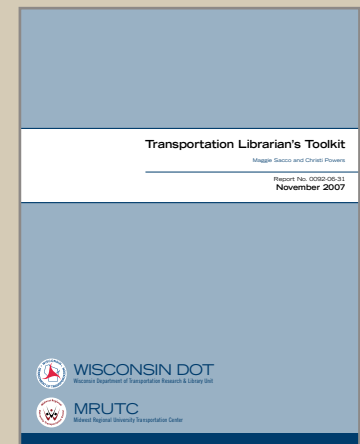
The pooled fund pursued special projects for the first time in FY 2008. We collaborated with NTL and Outsell Inc. to provide current and prospective members access to two Marketing & Management Effectiveness webinars, which were presented during the summer of 2008. “How to Increase Your Reach Through Smart Marketing Strategies” and “How to Effectively Engage with Key Stakeholders and Funders” were well-attended and well-received. The pooled fund annual meeting in October 2008 will feature a half-day on-site workshop from Outsell Inc. on strategic planning and return on investment for libraries and library networks.

Outreach to Research Directors

Outreach is a crucial link in our members’ vision of the future of TKNs. We have focused on the importance of libraries partnering with state DOT research directors. The pooled fund sponsored an exhibit at the AASHTO Research Advisory Committee national meeting in July 2008. A display was set up with a map illustrating the TKN and pooled fund membership, copies of the Transportation Librarian’s Toolkit, TRB Special Report 284, and brochures from all three TKNs and NTL.

Support for LA DOT Peer Exchange

The Louisiana Department of Transportation and Development hosted a peer exchange in 2008. Pooled fund chair Ann Pahnke and consulting librarian Maggie Sacco participated in a panel discussion on transportation libraries and knowledge networks. They were joined by Amanda J. Wilson of NTL and Ken Winter of Virginia DOT. The Louisiana Transportation Research Center hosted the peer exchange and included the session to spread the word among DOT research managers that the momentum toward vibrant and valuable library partnerships is growing.



Toolkit Webinar

The Transportation Librarian’s Toolkit was adapted for a webinar in the summer of 2008. John Cherney and Maggie Sacco moderated the discussion of key topic areas in the toolkit. The webinar was well-attended and appreciated by the participants.

Collaboration with SLA

In FY 2008, the pooled fund members were more active than ever in the Special Libraries Association Transportation Division. It was a record year for DOT librarians at the 2008 SLA Annual Meeting & Conference—18 state DOT librarians attended the conference, 12 of whom were pooled fund members. The pooled fund was able to send several librarians to the Seattle conference through the travel benefit their pooled fund membership provides. Pooled fund librarians were prominent on the division meeting agenda, making presentations and giving updates on their libraries. Three articles were published in the division newsletter, “The Kaleidoscope.” Closer relationships are being formed through the Transportation Division between state DOT, university, corporate and nonprofit transportation librarians.

Plans for 2009

In the fourth year of the pooled fund study, we will set our objectives along the lines of the 10-point format first employed in 2008, with even more intense collaboration between the pooled fund, NTL, the TKNs, TRB, AASHTO RAC, and other individuals and organizations in the transportation information community. We will continue to provide individualized library technical support, site visits, teleconferences, meetings and offerings to our members. The detailed 2009 work plan accompanies this report.

Support for Members in OCLC

We continued to make it easier for members to afford and manage their Online Computer Library Center subscriptions by providing cost offsets and subscription management services, including initiation of services through payment of invoices. Our members value this service as a top benefit of pooled fund membership. All pooled fund members have access to a set of OCLC subscriptions considered essential to effective resource sharing and quality cataloging by participating in the biggest bibliographic catalog in the world. This gives our librarians unprecedented access to information to serve their customers.



Transportation Library Connectivity Pooled Fund TPF-5(105)

Technical Advisory Committee

This study was proposed by the Wisconsin Department of Transportation as the lead state for the Transportation Library Connectivity Pooled Fund Study, TPF-5(105). The work was guided by the Technical Advisory Committee chaired by Ann Pahnke, Wisconsin DOT. Other members of the TAC were Dale Steele, Arizona DOT; Susan Haake, California DOT; Betty Ambler, Connecticut DOT; Inez Hopkins, Idaho Transportation Department; Hank Zaletel, Iowa DOT; Marie Manthe, Kansas DOT; Matthew Barrett, Los Angeles County Metropolitan Transportation Authority; Sandra Brady and Glynn Cavin, Louisiana Transportation Research Center; Alexandra Briseno, Michigan DOT; Jason Bittner, Midwest Regional University Transportation Center at UW-Madison; Sheila Hatchell, Minnesota DOT; Arlene Mathison, University of Minnesota Center for Transportation Studies; James Watkins, Mississippi DOT; Danielle Pollock, Missouri DOT; Lisa Autio, Montana DOT; Jane Minotti, New York State DOT; Caitlin McKee, Ohio DOT; Laura Wilt, Oregon DOT; Bonnie Fields, Pennsylvania DOT; Ruth Letson, Tennessee DOT; Kathy Szolomayer, Washington State DOT; and John Cherney, Wisconsin DOT.

Consulting Librarian

The consulting librarian for the Transportation Library Connectivity Pooled Fund is Maggie Sacco of CTC & Associates LLC.

Research Managers and Others

The research managers, administrators and others who assisted in the administrative oversight of this study included Nikki Hatch, research administrator, Wisconsin DOT; Frank Darmiento, Arizona DOT; Christine Azevedo, California DOT; Jim Sime, Connecticut DOT; Ned Parrish, Idaho Transportation Department; Carol Culver, Iowa DOT; Dick McReynolds, Kansas DOT; Monica Del Toro, Los Angeles County Metropolitan Transportation Authority; Skip Paul and Glynn Cavin, Louisiana Transportation Research Center; Calvin Roberts, Michigan DOT; Sue Lodahl and Deb Fick, Minnesota DOT; Randy Battey, Mississippi DOT; Mara Campbell, Missouri DOT; Sue Sillick, Montana DOT; Gary Frederick, New York State DOT; Karen Pannell, Ohio DOT; Bernie Jones, Oregon DOT; Elizabeth Bieryla, Pennsylvania DOT; Sandi Hoff, Tennessee DOT; Bob Johns, University of Minnesota Center for Transportation Studies; Leni Oman, Washington State DOT; Teresa Adams, Wisconsin Transportation Center at UW-Madison; and ex officio members Amanda J. Wilson, National Transportation Library; Barbara Post, Transportation Research Board; Bob Cullen, AASHTO; and Sandy Tucker, Texas A&M University and chair of the TRB LIST Committee.

Transportation Library Connectivity Pooled Fund

Year Four Report—Fiscal Year 2009

RESOURCES FOR INNOVATION

Library and information services are increasingly being recognized as vital resources for state departments of transportation and other organizations that deliver sustainable transportation solutions to the public. New technologies and practices developed in one region can be quickly transferred across the country through the emerging Transportation Knowledge Network. Librarians who belong to the

Transportation Library Connectivity Pooled Fund worked together in 2009 to help advance this network through improved methods of information capture, storage, retrieval, synthesis and dissemination—in service to their customers. Transportation organizations are increasingly recognizing how this network will save time and money while bringing useful innovation to the transportation system.



National Network Launched at DC Meeting

The first-ever National Transportation Knowledge Network meeting, hosted by National Transportation Library Director Amanda J. Wilson, took place in Washington, D.C., June 18, 2009. Pooled fund Technical Advisory Committee members joined with other librarians from regional Transportation Knowledge Networks, state DOT research programs and university transportation centers to set strategic goals and select joint projects for the coming year. Peter H. Appel, U.S. DOT administrator for the Research and Innovative Technology Administration delivered the welcome address—emphasizing the need for accessible, reliable and timely information for decision making. Jeffrey Onizuk, RITA congressional liaison, gave an update on progress toward a new Surface Transportation Authorization bill. Dr. Edna Reid of Clarion University gave a presentation titled “Librarians as Analysts: Improving Services,” beginning a new dialogue on expectations versus resources within transportation libraries.

Librarians Meet with TRB Research Committee

Pooled fund librarians described their efforts and shared their expertise at the June meeting of the TRB [Conduct of Research Committee](#) in Washington, D.C. NTL Director Amanda J. Wilson discussed the growing momentum for establishing TKNs and invited other transportation librarians to share their thoughts with the committee. Maggie Sacco, consulting librarian for the Transportation Library Connectivity Pooled Fund, described the work of the study as a proof of concept for TKNs in its networking and special projects capability. Matthew Barrett, library administrator, Dorothy Peyton Gray Transportation Library, Los Angeles

County Metropolitan Transportation Authority, discussed services he provides to employees, the public, governments and research institutions. Kendra Levine, librarian, Harmer E. Davis Transportation Library, Institute of Transportation Studies, University of California, Berkeley, discussed the importance of emerging Internet social networking tools for documenting and sharing technical information. As a result of the presentations the TRB committee co-chair invited the librarians to collaborate in developing sessions on Web 2.0 for the January TRB Annual Meeting.

OUTREACH AND EDUCATION

Telling the Story to Stakeholders

Outreach and education are critical components of study members' vision for growing regional and national TKNs. To underscore the value of library and information services for every state DOT, study members and regional TKN members contributed seven articles to the [March-April 2009 edition](#) of the Transportation Research Board's *TR News: Libraries in a Digital Age*, *The Argument for Libraries*, *The Momentum of Transportation Information*, *Libraries Edge Search Engines in TRIS User Survey*, *Virginia's Federated Search Tool*, *Making Transportation Libraries and Information Services a Priority*, and *Developing a Transportation Knowledge Network*. Study members will continue to document and communicate

the impact of timely, targeted information services.

Research Advisory Committee TKN Task Force

The AASHTO Research Advisory Committee [TKN Task Force](#) advocates for rapid and efficient exchange of information resources among transportation policymakers and practitioners, academia, knowledge and research managers, transportation librarians and the public. Several pooled fund members on the task force help coordinate its activities with those of the regional TKNs and the pooled fund study, serving the CEOs of state transportation departments with their research and information services expertise.

TRB Poster Sessions Market Library Services

The pooled fund study collaborated with the TRB Committee on Library and Information Science for Transportation on a poster session at the TRB Annual Meeting in January 2009. The session, "Developments and Innovations in Transportation Libraries and Information Services," demonstrated that partnering with libraries for research is the way of

the future. The session was initiated through the pooled fund study and facilitated by Tom Palmerlee, TRB associate division director, Technical Activities, and by LIST Committee Chair Sandy Tucker of Texas A&M University. The posters were so well-received that a similar session is being planned for the TRB Annual Meeting in January 2010.



Librarian's Toolkit Expanded in Second Edition

[The Transportation Librarian's Toolkit](#) has been updated with revised and new content that reflects the dynamic nature of library and information services. New information on data management, Web 2.0 tools, library policies and space planning is presented in this edition. The learning curve in transportation can be steep, and study members hope the toolkit will continue to serve as a valuable guide for new transportation librarians and seasoned professionals alike.

Special Projects to Serve Members

The pooled fund study initiated several new special projects in 2009. Project funds are making possible the transfer of valuable historic ASTM standards from the Washington State Library and the Idaho Transportation Department to the FHWA Turner-Fairbank Highway Research Center Library where they will be preserved and made available to researchers. The California Going, Going, Gone (G3) duplicate materials sharing program will be expanded to other states and managed through the [National TKN Resource Sharing Pilot Project](#) housed at NTL, already supported with study funds.



NETWORKING AND PROFESSIONAL DEVELOPMENT



Regional TKNs Take on Challenges

In 2009 study members Marie Manthe (Kansas DOT), Dale Steele (Arizona DOT) and Sandy Brady (Louisiana DOTD) became chairs, respectively, of MTKN, WTKN and ETKN. Their leadership is helping align the goals of the regional TKNs and leverage pooled fund resources to help support the networks. Consulting librarian Maggie Sacco participates in the three TKNs' monthly teleconferences and provides technical support to members. The Western TKN is pursuing a project to develop a complete list of serials held in member libraries, while the Midwestern TKN is busy collecting and synthesizing performance measurement data. The Eastern TKN launched a new Web site and is developing a digital repository of unique state publications.

Technology Webinars for Continuing Education

In 2009 quarterly teleconferences combined pooled fund study business with continuing education for members. In December members learned about the guiding principles of digitization for access and preservation through presentations about the Kansas DOT Electronic Library, Iowa DOT Photo Archive and the NTL Integrated Search and Library Catalog. In March members collaborated to develop the second edition of the Transportation Librarian's Toolkit. The June teleconference featured a guided tour of the Virginia DOT OneSearch tool, a federated search product that allows simultaneous searching of several databases and catalogs. Throughout the year study members were a part of the NTL's [Transportation Librarians Roundtable](#) as both participants and presenters. Topic-oriented

learning sessions will continue in 2010.

Networking through SLA

The pooled fund study facilitated professional development and networking through support of TAC member attendance at the June annual meeting of the Special Libraries Association [Transportation Division](#) in Washington, D.C. Study members participated in the meeting as part of the "Guide to the Players" panel that showcased noteworthy projects and programs in member libraries. Through active SLA Transportation Division involvement, TAC members are forming close ties with state DOT, federal, university, corporate and nonprofit transportation librarians around the country.

Transportation Libraries Catalog

Pooled fund study members continue to benefit from support for Online Computer Library Center subscription services. All members have access to essential OCLC subscriptions for cataloging and increased resource sharing. Participation in the world's largest bibliographic catalog gives member libraries unparalleled access to information to serve their customers. The study is pleased to support the continued growth of TLCat, the Transportation Libraries Catalog, a group catalog with holdings from 36 member libraries that helps transportation libraries share resources and tailor their collection development to their customers' needs.

Technical Support to Member Libraries

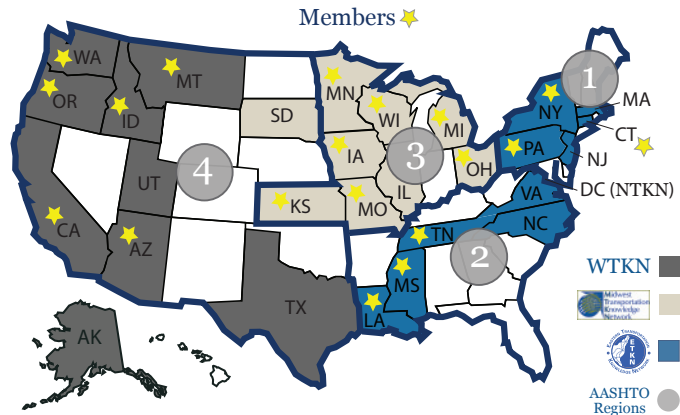
Maggie Sacco continued to provide technical support to the member libraries in 2009 on such issues as Integrated Library System software, OCLC subscription management, cataloging, copyright compliance and digitization project planning resources. Several member site visits are on the calendar for 2010. Reports of site visits to date are available on the study Web site.

New TAC Members

Pooled fund study membership has expanded and diversified in the past year to include 19 state DOTs, two university transportation centers, and a metropolitan transportation authority. Members share best practices and innovative approaches to providing needed information and library services to customers. New members of the Technical Advisory Committee in 2009 are Bonnie Fields, Pennsylvania DOT; Janet Coles, California DOT; Zona Kahkonen Keppler, Ohio DOT; Sandra Hoff, Tennessee DOT; Mara Campbell and A.J. Million, Missouri DOT; and Cindy Drake, Mississippi DOT.

Transportation Library Connectivity

Pooled Fund Study – TPF-5(105)



Ex Officio and Emeritus Members

The study has pursued closer relationships with stakeholders through inclusion of emeritus and ex officio TAC members. These include Jerry Baldwin, retired, Minnesota Department of Transportation Library; Amanda J. Wilson, NTL; Barbara Post, TRB Library; Bob Cullen, American Association of State Highway and Transportation Officials; Ken Winter (chair); and Sandy Tucker (past chair), TRB Library and Information Science for Transportation Committee.

Planning for 2010

The pooled fund study is planning for its fifth year of collaboration with a focus on helping achieve a vibrant NTKN. The study will continue to provide individualized library technical support, site visits, teleconferences, meetings and consultation to members while reaching out to stakeholders with a message of service and value. The study will continue to be flexible in the services it provides, emphasizing strong support for networking among members as NTL grows in its leadership role and uncertainties are resolved regarding TKN funding in the new Transportation Authorization bill.

Transportation Library Connectivity Pooled Fund TPF-5(105)

Technical Advisory Committee

This study was proposed by the Wisconsin Department of Transportation as the lead state for the Transportation Library Connectivity Pooled Fund Study, TPF-5(105). The work was guided by the Technical Advisory Committee chaired by Ann Pahnke, Wisconsin DOT. Other members of the TAC were Dale Steele, Arizona DOT; Janet Coles, California DOT; Betty Ambler, Connecticut DOT; Inez Hopkins, Idaho Transportation Department; Hank Zaletel, Iowa DOT; Marie Manthe, Kansas DOT; Matthew Barrett, Los Angeles County Metropolitan Transportation Authority; Sandy Brady, Louisiana Transportation Research Center; Alexandra Briseno, Michigan DOT; Sheila Hatchell, Minnesota DOT; James Watkins, Mississippi DOT; Mara Campbell and A.J. Million, Missouri DOT; Sue Sillick, Montana DOT; Jane Minotti, New York State DOT; Zona Kahkonen Keppler, Ohio DOT; Laura Wilt, Oregon DOT; Bonnie Fields, Pennsylvania DOT; Sandra Hoff, Tennessee DOT; Arlene Mathison, University of Minnesota Center for Transportation Studies; Kathy Szolomayer, Washington State DOT; John Cherney, Wisconsin DOT; and Jason Bittner, Wisconsin Transportation Center at UW-Madison.

Consulting Librarian

The consulting librarian for the Transportation Library Connectivity Pooled Fund is Maggie Sacco of CTC & Associates LLC.

Research Managers and Others

The research managers, administrators and others who assisted in the administrative oversight of this study included Daniel Yeh, Wisconsin DOT; Frank Darmiento, Arizona DOT; Christine Azevedo, California DOT; James Sime, Connecticut DOT; Ned Parrish, Idaho Transportation Department; Sandra Larson and Carol Culver, Iowa DOT; Dick McReynolds, Kansas DOT; Monica Del Toro, Los Angeles County Metropolitan Transportation Authority; Skip Paul and Glynn Cavin, Louisiana Transportation Research Center; Calvin Roberts, Michigan DOT; Linda Taylor and Deb Fick, Minnesota DOT; Randy Battey, Mississippi DOT; Mara Campbell, Missouri DOT; Sue Sillick, Montana DOT; Gary Frederick, New York State DOT; Monique Evans, Ohio DOT; Bernie Jones, Oregon DOT; Bonnie Fields, Pennsylvania DOT; Sandra Hoff, Tennessee DOT; Bob Johns, University of Minnesota Center for Transportation Studies; Leni Oman, Washington State DOT; Teresa Adams, Wisconsin Transportation Center at UW-Madison; and ex officio members Amanda J. Wilson, National Transportation Library; Barbara Post, Transportation Research Board; Bob Cullen, AASHTO; Jerry Baldwin, Minnesota DOT, retired; and Sandy Tucker, Texas A&M University and past chair of the TRB LIST Committee.



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