



**STRATEGIC COMMUNICATION, MARKETING,
AND TRAINING CAPABILITIES**

The Team

Who we are.

The ARA Strategic Communication, Marketing, and Training Group includes professional marketing, business communication, cognitive science, training, and multi-media staff that have produced and delivered high-quality strategic communication and training products to our government, military, and commercial customers for over 30 years.

Our staff includes professionals with degrees and certifications in graphic and multi-media design, corporate and public communication, instructional systems design, and education, among others. We are trained and experienced to meet varied client needs across disciplines and industries, with a track record of success.

The ARA team is large enough to provide the technical expertise required to meet normal and surge staffing requirements, but also small enough to be cost-effective and remain responsive and adaptable.

Contents

Strategic Communication Planning	3
Brand Identity	4
Graphic Design & Marketing Collaterals	5
Web Design & Social Media	6
Video Production & 3D Animation	7
Digital Marketing & Analytics	8
Strategic Writing	9
Instructional Technologies & Products	10
Awards & Recognition	11
Contact	11

Strategic Communication Planning

Effective communication starts with strategic thinking.

Great design alone is not enough. For your key messages to reach your target audiences and accomplish your goals, it is crucial to research those audiences thoroughly to learn how they think and then develop a specific, measurable, attainable, realistic, and time-bound plan for reaching them.

However, before that planning can begin, we at ARA need to understand *your* brand, *your* organizational values, and *your* short- and long-term goals. So, we strive to get to know our clients through in-depth conversations, where we listen to the story you are trying tell and the messages you want to convey. Only then can we effectively represent and promote your organization or program.

The ARA team has created thorough, actionable strategic communication plans for many of our clients. Our corporate and public communication experts understand consumer and target-audience behavior, and will develop a plan made for results.

It all starts with some good thinking ...



Brand Identity



Your identity in a nutshell.

An effective logo can instantly connect with your audiences and help them recall the value of your organization or program. It is like a signature; the very essence of your brand.

ARA has designed logos for many clients that capture the core of what they do and provide key messages in a single image.



Graphic Design & Marketing Collaterals

Design with a purpose.

Whether at conferences, training events, or even a one-on-one meeting, it is important to have professional, well-designed print collaterals that represent your organization or program and are consistent with your messaging standards.

Our marketing team is well-versed in integrated marketing communications, and will ensure your materials are designed to complement and support all your communication efforts.



Web Design & Social Media

Reach your audiences like never before.

Your website is the most versatile communication tool at your disposal and can serve to engage your audiences 24/7.

People are also increasingly using social media to access the information they need. It is crucial that your target audiences be able to find and speak with you online.

Our team has developed a variety of mobile applications and responsive web designs to help clients, such as the Air Force Civil Engineer Center and the Federal Highway Administration, have a significant web presence and transition into the mobile-first marketplace.

We also create and manage social media campaigns that connect you directly to your target audiences and provide the opportunity to hold a continuing conversation with the people you serve.



Video Production & 3D Animation

Bring your messages to life.

One of the best ways to engage people is through video, and thanks to YouTube and other video platforms, it is now easier than ever to deliver your content to a wide audience. Videos can also be used in presentations, proposals, and training sessions.

ARA's videographers, producers, and animators create engaging and sophisticated video products, from concept development and script writing, to on-site interviews and shoots, to post production and editing. And if you need to present a topic or technology in a really visual way, our animators can bring it to life in 3D, as we have for clients such as Kimberly-Clark and the United States Air Force.



Digital Marketing & Analytics

What you measure, grows.

Today's digital marketing technologies allow you to target your messaging like never before and then track and measure the results.

From email campaigns to online newsletters and website analytics, our team designs, delivers, and tracks digital marketing products and campaigns for our clients.

We have a certified Google Analytics specialist on staff and can create reports that are customized to measure and highlight the metrics that are most important to you, enabling you to continually measure return on investment, improve, and evolve.



Innovation of the Month:

Integrating NEPA and Permitting

The *Integrating National Environmental Policy Act (NEPA) and permitting* approach features best practices, data management, and tools to help agencies develop new or leverage existing integration practices and facilitate interagency coordination on transportation projects.

One tool the Federal Highway Administration is promoting in Every Day Counts round four (EDC-4) is *eNEPA*, an online system that supports timely, consistent coordination among agencies on permitting processes. The newest version, *eNEPA 2.0*, includes customizable workflows, improved document review functions, and a dashboard function.

Another tool is the *2017 Transportation and Construction* project new ones.

The EDC-4 approach streamlining strategies agreements to handle and quality environment.

Visit the *Integrating NEPA* agreements, publications.

See the FHWA *Every Day Counts*



In This Issue:

Boost Safety by Going on a Road Diet 2

GRS-IBS Makes Quick Work of Bridge Replacement 4

Innovation Results 6

Alternative Technical Concepts Gain Momentum 8

Cut Crashes by Targeting Safety Improvements 10

Going on a Road Diet

Roadway reconfiguration offers high improvements at low cost 2

Alternative Technical Concepts Gain Momentum

Across the country, the use of alternative technical concepts in highway project procurement is catching on fast, offering the potential to lower costs, save time, increase safety and deploy new technologies and practices.

ATCs give contractors the opportunity to propose innovative, cost-effective solutions during a competitive procurement process that are equal to or better than the contracting agency's design and construction criteria.

More than half of state highway agencies have used ATCs on projects delivered with the design-build contracting method. Before the second round of Every Day Counts began in January 2013, only Missouri allowed ATCs with the more traditional design-bid-build process.

Now, Michigan has also used ATCs on design-build projects—and 20 other states are seriously considering using them as a contracting tool in the right project situation. According to Craig Acle, project management engineer at the Federal Highway Administration's Resource Center, some states, including Missouri and Michigan, don't require special legislation to use ATCs with design-build, while other states need new laws.

"Many state DOTs have seen the benefit of using ATCs for gaining contractors' cost-saving ideas with design-build contracts, and we expect their use to grow with the more common design-bid-build contracts as people understand them," said David Uhrler, FHWA Resource Center construction and project management engineer.

"They're much like value engineering change proposals already in routine use by most state DOTs, but just brought forward so that the contractors provide alternative design concepts to Missouri DOT staff during confidential, one-on-one meetings before bids are opened, and the agency evaluates the concepts on a case-by-case basis. Contractors can choose to bid their approved ATC or the Missouri DOT base design provided for the project. All bids, ATC and non-ATC, are accepted and the traditional low-bid process determines the winning bid. Using this process has produced significant savings and competition on projects."

"Many state DOTs have seen the benefit of using ATCs for gaining contractors' cost-saving ideas with design-build contracts, and we expect their use to grow with the more common design-bid-build contracts as people understand them."

David Uhrler, FHWA Resource Center Construction Project Management Engineer

creativity and benefits are realized during procurement."

Michigan saves time with ATCs

When the Michigan Department of Transportation piloted ATCs with design-build, it focused on staging traffic on a two-year, \$22 million freeway rehabilitation project on I-96 in Midland County.

The Michigan DOT developed a base set of traffic staging plans that could be bid on and used by any contractor. The ATC process permitted contractors to propose concepts that met the requirements and provided a cost-effective, efficient way to maintain traffic. All ATCs submitted were kept confidential.

The agency reviewed and approved the ATCs during the project's six-week advertisement period, and contractors were able to base their bids on either the Michigan DOT's plan or their approved ATCs. The winning bidder was able to reduce the project from two construction seasons to one, increasing safety, limiting work zone impact on the public and saving money.

Missouri process enhances competition

The Missouri Department of Transportation uses ATCs with the design-build process on the 11th Street Bridge project in Washington, D.C., the largest project in the agency's history. ATCs reduced the total cost of replacing two bridges with three new bridges by \$80 million and accelerated construction by nine months. The project is scheduled for completion in 2015.

The New York State Department of Transportation used ATCs on the Tappan Zee Hudson River Crossing project, with four teams submitting a total of 58 ATC proposals. Other states using design-build ATCs include Alaska, Arizona, Mississippi, New Mexico, Utah and Vermont.

For more information on ATCs and how to use them, see FHWA's *Alternative Contracting Handbook* Library or contact David Uhrler at David.Uhrler@FHWA.gov, FHWA Resource Center.

"Many state DOTs have seen the benefit of using ATCs for gaining contractors' cost-saving ideas with design-build contracts, and we expect their use to grow with the more common design-bid-build contracts as people understand them."

David Uhrler, FHWA Resource Center Construction Project Management Engineer

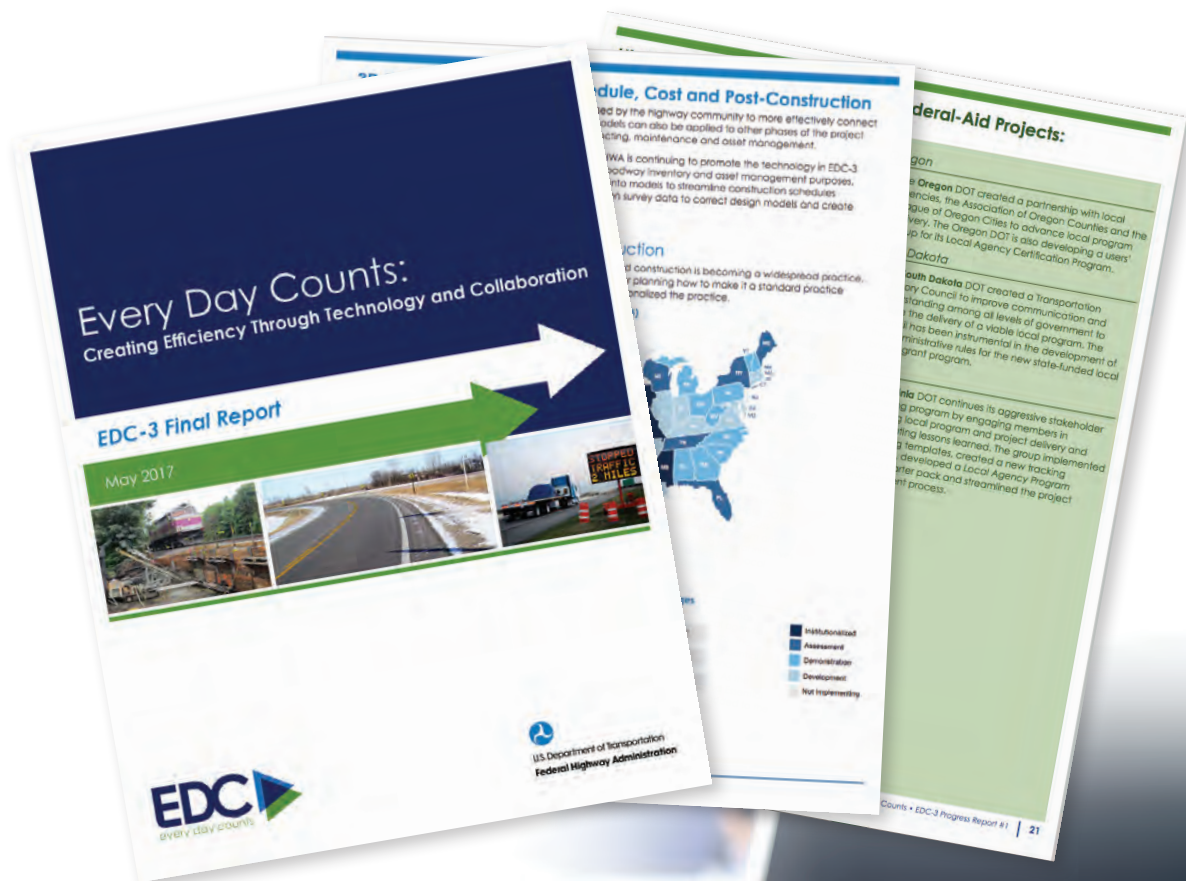
INNOVATOR •

Strategic Writing

Tell your story well.

Targeted feature articles, case studies, blog posts, and custom reports can be used to reach and persuade your target audiences. Because these items can have such high visibility, it is important to have writers who know how to capture and articulate your messages in a way that is easy to understand and makes people want to know more.

ARA's professional writers have been published in outlets such as *Public Roads*, *Transportation Builder*, *Power Engineering*, and *Business Energy*, among others. We have also created engaging and visually appealing progress and annual reports for many of our clients.



Instructional Technologies & Products

Learning products for the modern classroom.

Today's technology enables people to learn and advance in their careers in unprecedented ways. At ARA, our instructional systems designers develop curriculum to meet the needs of any student, anywhere.

Our training developers have graduate and post graduate degrees in education, training, and learning technology and our expert software and computer programmers create digital user interfaces that allow students to follow learning modules effectively and master course material.

We have applied our systematic approach for developing training solutions to over 100 military and other government agency products. In addition to web-based courses, ARA has successfully delivered blended learning, paper-based, and professionally packaged stand-alone courses. During development, our course writers work closely with government subject matter experts to produce a template that supports all client help desk requirements.



Awards & Recognition

We're proud of our achievements.

ARA is recognized annually for excellence in marketing and communication, video and graphic design, and instructional technology products by many reputable trade organizations across several industries.

We take pride in our work and are excited to offer our expertise to clients.

Our motto at ARA is *Expanding the Realm of Possibility*. We strive to do that every day.

Contact us

Applied Research Associates, Inc.

430 W. 5th St. Suite 700
Panama City, FL 32401
850.914.3188

www.ara.com/marcom





ARA

430 W. 5th St. Suite 700
Panama City, FL. 32401
850.914.3188
www.ara.com/marcom