



Procedures for the Development of Local Report Cards

Approved by the Committee on America's Infrastructure on March 20, 2014

Approved by the Public Policy Committee on May 9, 2014

Adopted by the Board of Direction on July 11-12, 2014

In the 15 years since the first report was issued, the *Report Card for America's Infrastructure* has become a well-respected and authoritative assessment of the nation's infrastructure. Policymakers, the media, partner organizations, and the general public have come to trust and rely on ASCE's national and local Report Cards to provide them with the Society's expert opinion on the condition of the nation's infrastructure and ways to improve it.

To further the reach of ASCE's messages about the importance of infrastructure, Sections, Branches and Councils are strongly encouraged to consider preparing their own local Report Cards. By producing these local Report Cards, ASCE groups help state and community leaders establish infrastructure grades using the national Report Card and process. Due to the reputation of the national report, all state and local Report Cards are held to the same high standard in the eyes of the public. The effort put into these local reports, combined with the work of ASCE's Committee for America's Infrastructure (CAI) and Government Relations staff, has led to a great pool of experience captured in this Guide that can be drawn upon by other Sections, Branches or Councils looking to ensure that their local Report Card is thorough, objective, and consistent with the national Report Card methodology.

To facilitate a Section, Branch or Council's access to that wealth of information, all state and local Report Cards will be assigned a staff liaison to serve as the day-to-day point of contact. Additionally, the ASCE CAI chairs of past state and local Report Cards, and other experts— will serve as an advisory body and is available to provide insight and input on any local Report Card efforts. While the local Report Card committee is responsible for research, data collection, analysis and writing, the CAI and ASCE staff will be available to provide guidance and feedback throughout the planning, development, and release of any local Report Card to ensure success.

To safeguard the integrity of ASCE's Infrastructure Report Card Program, ASCE has taken appropriate steps to protect the name and reputation of the Report Card brand. The *Report Card for America's Infrastructure* is a registered trademark of ASCE, and all other names, logos, and materials associated with ASCE's Infrastructure Report Card Program are protected by a variety of state and federal copyright, trademark, and intellectual property laws. ASCE and its Sections, Branches and Councils benefit from the positive reputation of the Report Card, and by working together to ensure that all local Report Cards carrying this trademark consistently meet the same criteria, we further strengthen its value to the profession and the public. The following procedures have been developed to help ensure that all reports carrying the Report Card trademark meet the criteria:



1. **Notification Form:** All Sections and Branches are asked to submit the ASCE Report Card Notification Form to ASCE to officially launch a local Report Card effort and to demonstrate that reasonable support, funding, and leadership are committed to the effort. In general, the Notification Form and project schedule should be filed at least 12 months prior to the expected release date of the local Report Card. Even if the local committee does not have all the answers to the questions on the Notification Form, please submit it and provide updates as needed. If the local committee needs help to complete the form, ASCE's Government Relations staff can provide assistance. Once a notification form has been submitted, a staff liaison will be assigned to coordinate its review by the CAI. Within two weeks of notification, a conference call will be scheduled with the chair of the state or local Report Card committee, ASCE staff, and select members of the CAI when available. Staff and CAI members will provide feedback on information provided on the notification form and offer guidance for the first stages of local Report Card development. If the Notification Form was not complete at the initial submittal, staff and CAI members will use this opportunity to work through those problem areas.
2. **Methodology:** The purpose of ASCE's Report Card Program is to inform the public of the current condition of America's infrastructure and to deliver the information in the concise and easily accessible format of a school report card. Each infrastructure category should be assessed using ASCE established grading criteria, which have been carefully refined since the program's inception. This Guide and the CAI provide direction on the ASCE Report Card methodology and grading. In order to ensure consistency across the Program, all ASCE Report Cards should follow this Guide.
3. **Communication and Grading Assistance:** While the local Report Card committee is responsible for developing the bulk of the local Report Card, the CAI and ASCE staff will be available throughout the development process to provide valuable feedback and guidance (e.g., suggesting data sources, reviewing early drafts, explaining the grading process, etc.). The CAI and staff will act as an extension of the local Report Card committee and be a helpful resource at every stage in the process. The success of this interaction with the CAI and staff can be greatly enhanced by having the local committee chair provide regular updates and reports to staff or by including staff in the local committee communication calls or meetings.
4. **Review and Approval:** To ensure that CAI and staff members are able to provide a timely review, the local Report Card committee is asked to submit the final draft of grades and supporting material to the staff liaison no later than two months prior to the planned print deadline of the Report Card. The liaison will coordinate staff and CAI-review and provide comments to the local Report Card committee to make modifications. The liaison will coordinate discussion or further reviews if necessary while making every effort to keep the release on schedule. When satisfied that the final product is consistent with the standards of the Report Card Program, the CAI will give permission to use the ASCE logo.
5. **Release and Outreach:** Just as important as researching and writing a great Report Card is the task of preparing an effective outreach plan for its release



and promotion. At the start of the local Report Card process, either the Chair or a designated person (e.g. Section Government Relations contact, Public Relations contact, etc.) should begin outlining a plan for a media release event and plans for further outreach. An ASCE media contact will be designated to assist throughout the planning of a release event and subsequent outreach and promotion. Once the Report Card draft has been sent to the CAI for review, the local Report Card committee should begin to finalize their release and outreach plan. This plan should be shared with CAI, staff, the full local Report Card committee, as well as Section, Branch, or Council leadership so that each of these groups can plan to assist in promoting the local Report Card.

We sincerely hope that the information included in this guide helps in the development of a local Report Card. For additional information or assistance, please contact ASCE Government Relations at reportcard@asce.org or 202-789-7850.



INFRASTRUCTURE REPORT CARD NOTIFICATION FORM

The ASCE Board of Direction requires the completion of this form at the beginning of the ASCE Report Card process. While some details may change, please complete this form to the best of your ability and return it to reportcard@asce.org. If you have questions, please email reportcard@asce.org or call 202-789-7850.

1. **State or Region Covered by this Report Card:**

2. **ASCE Entity Sponsoring Report Card:**

3. **Funding Plans:** Please explain your funding plans including Section, Branch, or Council funds, SPAG funding, or external/matching funding.

4. **Infrastructure Report Card Committee:** Please identify your Report Card chair and Public Relations and or Government Relations contacts. Also, please provide a chart of your full Committee and their responsibilities in a separate document.

Report Card Committee Chair:

Name _____

Email _____ Phone _____

Section, Branch, or Council Public Relations/Media Contact:

Name _____

Email _____ Phone _____

Section, Branch, or Council Government Relations Contact:

Name _____

Email _____ Phone _____

5. **Infrastructure Categories:** Please select the infrastructure categories to be covered.

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Aviation | <input type="checkbox"/> Inland Waterways | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Bridges | <input type="checkbox"/> Levees | <input type="checkbox"/> Solid Waste |
| <input type="checkbox"/> Dams | <input type="checkbox"/> Ports | <input type="checkbox"/> Transit |
| <input type="checkbox"/> Drinking Water | <input type="checkbox"/> Public Parks and Recreation | <input type="checkbox"/> Wastewater |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Rail | <input type="checkbox"/> Stormwater |
| <input type="checkbox"/> Hazardous Waste | <input type="checkbox"/> Roads | <input type="checkbox"/> _____ |



6. **Project Timeline:**

- a. **Project Schedule:** Please provide a proposed monthly project schedule for your Committee in a separate document even if it is tentative; include these phases: Research & Writing, Release, and Outreach.
- b. **Estimated Release Month and Year:** _____
- c. **Release Rationale:** Please describe your rationale for this release date (e.g. legislative session beginning, annual Section Legislative Day, etc.)
