



TBAP 1 – Pilot Project and Outreach

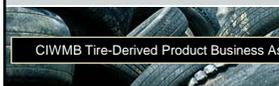
Board Application of the Reed CONNECT Database

May 14, 2009



## Agenda

- TBAP Pilot Project
- Reed CONNECT Overview
- Reed CONNECT Training
- Reports & Results
- Board Roles & Responsibilities



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## **TBAP Pilot Project**

### **TBAP Pilot Project for Use of a Construction Sales Lead Database**

- Selected Reed CONNECT
- Identify and Communicate Sales Leads and Opportunities for TDP Manufacturers
- Webinar for Those Identified as Potential Users of Reed CONNECT

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## **Reed CONNECT Sales Lead Database**

- Reed CONNECT Training
- Board Application of the Database
- Board-Created Reports and Results
- Ongoing Operation of the Database
- Future Board Roles and Responsibilities

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## Reed CONNECT Database Overview

- Provides sales lead information on all types of public/private design and construction projects from development stages through project award stage
- Provides construction sales lead information including:
  - The architect/engineer design team;
  - Contact information for architects, engineers, and owners;
  - Project type, size, budget, schedule, and bidding date;
  - Contractor and subcontractors awarded the project; and
  - Projects applying for LEED certification.

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## Reed CONNECT Overview

Easy to use, web-based delivery system designed to help you track and manage timely project information regularly supplied by Reed Construction Data

Find, track, and analyze project data by:

- Location
- Type of Construction
- LEED intent
- Bid Date
- Cost (Project Value)
- Stage of Construction
- Material
- Other Query Options

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## Reed CONNECT Overview

What Can Reed CONNECT do for Increasing the Use of TDPs?

- Identify Construction Project Leads
  - LEED Project/Playground
- Identify Specific Architects and Contractors
  - LEED Focused
  - K-12 Education Focused

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## Reed CONNECT Training

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# Reed CONNECT Overview – Home Page

Reed Construction Data  
**CONNECT**

Welcome Jennifer Caldwell

Messages/Advertisements

Click Here for Quick Start Training on ...

View plans, specifications and addenda, 24/7

Shortcuts

Quick Links

Display Updated Counts

Active Updated Projects

New Projects

Updated Projects

Active Updated Companies

Tasks Overdue (0)

Tasks For Today (0)

Tasks Assigned To You (0)

My Hotlist Searches:

LEED Certification Intent - CA

LEED Intent - Pre Bid / All Types

Scheduled Emails:

External Reed Resources

RSMeans QuickCost Calculator

First Source

Reed Starts



# Reed CONNECT Overview – Search DB

Reed Construction Data  
**CONNECT**

Project Search

Area

Category

LEED

Saving Search





# Reed CONNECT Overview – Example Results

**Project Details**

Discussion 18: Interior Lighting  
 Discussion 18: Service/Installation  
 Discussion 18: Voice & Data Systems

**PROJECT PARTICIPANTS**

Company Name	Contact	Main Phone	Fax	Company Role
INDUS & POWER/EPIC ASSOCIATES JV	Albert Wang	415 616-0375	415 583-0375	Structural Consultant
SAN FRANCISCO BUREAU OF ARCHITECTURE	Philip Somers	415 557-4700	415 557-4701	Architect
SAN FRANCISCO BUREAU OF ENGINEERING		415 556-4000	415 556-4919	Civil Engineer
SAN FRANCISCO BUREAU OF ENGINEERING	Andy Limberg	415 558-4000	415 558-4919	Structural, Mechanical & Electrical Engineer
SAN FRANCISCO PUBLIC LIBRARY		415 557-4600		Owner's Representative
SAN FRANCISCO PUBLIC WORKS	Lena Chan	415 554-4229	415 554-4232	Owner

**BIDDERS**

Company Name	Bidder Added Date	Main Phone	Fax	Bidding Role	Bid Rank	Bid Value
ARJET BUILDERS	2/20/2009	415 382-1188	415 383-3730	General Contractor		
BOCI CONST. CO.	2/20/2009	415 517-7039	415 995-0026	General Contractor		
BOHANNON CONSTRUCTION INCORPORATED	2/20/2009	831 428-8191	831 428-4921	General Contractor		
CLW BUILDERS INC	2/20/2009	415 566-8074	415 566-1308	General Contractor		
FINE LINE CONSTRUCTION	2/20/2009	415 822-8888	415 822-8888	General Contractor		
HESBIE CONSTRUCTION	2/20/2009	415 514-2000	415 514-2000	General Contractor		
HESTER CONSTRUCTION	2/4/2009	707 742-2200	707 742-0700	General Contractor		
MLS CONST	2/20/2009	415 752-7231	415 752-7337	General Contractor		
MLC CONTRACTORS	2/20/2009	415 443-1900	415 443-2000	General Contractor		
NUVA CONSTRUCTION INC	2/20/2009	450 508-1700	450 508-1700	General Contractor		
TRICO CONSTRUCTION	2/20/2009	650 343-8233	650 343-8238	General Contractor		
TRICO CONSTRUCTION INC	2/20/2009	415 543-2100	415 543-2108	General Contractor		
VARDA & ENGINEER CONSTRUCTION INC	2/20/2009	415 700-1178	415 700-1187	General Contractor		
WEST BAY BUILDERS INC	1/29/2009	415 436-8072	415 439-0845	General Contractor		
WHITING-TURNER CONCRETE CO	2/20/2009	922 485-9800	922 485-0834	General Contractor		
WIZARDS OF METAL	2/20/2009	415 822-9229	922 485-0834	General Contractor		

**SALES PARTNERS**  
No Sales Partners Found

**PLANS**  
Plans From: Deposits  
Available in Connect: Yes  
Owner: 1830 Nonrefundable

**CONTRACTS**  
Classification Parent: General Contractor  
Classification: General Contractor  
Contract Conditions: Mandatory Pre-Bid Conference 02/10/2009 1:00 PM  
Bidding: Bid: 100%, Post: 100%, Pay: 100% 3/11/2009  
Bid Date: Bid To: Bid Type: Open Bidding

**TASKS**  
No Tasks Found



# Reports and Results



## Reports and Results

### Project Targeted

- LEED 
- Specific TDP Applications



### Architect Targeted

- LEED Focused

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## Reports and Results

### LEED Projects (March 09)

Category	Pre-Award Phase	All Phases
Residential	34	54
Commercial/ Industrial/ Government	153	346
Civil	3	15
Total	165*	373*

\*Note: projects can be in multiple categories (i.e. mixed use) which causes numbers not to add to total

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## Reports and Results

### *Other Non-LEED Target Projects (March 09)*

Category	Pre-Award Phase	All Phases
Education K-12	866	9,763
Athletic	43	1,340
Parks/Landscape	40	4,323
Total	945*	15,250*

*\*Note: projects can be in multiple categories (i.e. Athletic and Parks) which causes numbers not to add to total*



## Reports and Results

### *Targeting Architects*

K-12 Middle/HS Education

(playground/athletic fields/flooring/walks)



Parks and Landscape

(playground/athletic fields/mulch/curb)



LEED – All categories of construction

(recycled content, local product, low voc)



## Reports and Results

### *Limits to Disseminating Reports to Participants*

- Project Leads:
  - T&C limit the number of project leads to 5 per month (LEED or others) with a fee for each additional
  - TDP manufacturers can purchase a 'seat' for an annual fee for unlimited access to DB
- Architect or Contractor Leads:
  - No limit on the number of architects or contractors sent to participants

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## Ongoing Operation of Reed CONNECT

### Finalize Reports/Targets

- Project Types
  - Initially focus on five LEED projects per month
  - Several products are applicable to LEED, not just one or two (i.e. turf)
- Architects
  - Unlimited
  - Focus on LEED, school and athletic project architects

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## Ongoing Operation of Reed CONNECT

- Additional 'Seats' for CA TDP Participants
  - Board is 'reducing the initial cost barriers' in the emerging market to help manufacturers grow and mature
  - As the market grows, some manufacturers will see the value in Reed CONNECT and pursue purchasing independently without Board incentive or support

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## Board Roles and Responsibilities

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## Board Roles and Responsibilities

### Reed CONNECT Database Management

1. Frequency of Queries and Dissemination Process
2. Disseminate Information
3. Approved TDP List
4. Seat Management

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## Board Roles and Responsibilities

### Reed CONNECT Database

- Frequency of Queries and Dissemination
  - Weekly/Monthly
- Dissemination of Information
  - Responsible Person and Department
  - Approved Participants (per Terms & Conditions)
  - Web / Fax / E-mail

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## Board Roles and Responsibilities

### Reed CONNECT Database

- Approved Manufacturers
  - Current List of Approved Participants (per Terms & Conditions)
  - Process/Management of Adding Participants
- Seat Management
  - Communication of Seats
  - Process for TDP Manufacturers to Pay for Seat
  - Track TDP List of Users

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