

Overview of Reed Connect Construction Database for CIWMB Users

As a component of the Tire Derived Business Assistance Program (TBAP), R.W. Beck purchased the Reed Connect building construction and sales lead databases for use by the Board and tire-derived product (TDP) manufacturers. The Reed Connect database provides sales lead information on all types of public and private design and construction projects including civil, residential and commercial building construction throughout California from the development stages through the project award stage. At the end of the one-year subscription period (expiring January 31, 2010), the Board has the option of renewing the license with Reed Construction Data.

The Reed Connect database 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.

Benefits of Using the Database

The Reed Connect database will help the Board support and improve ongoing outreach, marketing and sales efforts for TDPs in two ways. First, Reed Connect will provide Board staff access to information about specific construction projects where TDPs can be used. Second, Reed Connect will provide contact information that will increase the effectiveness of marketing and outreach efforts by targeting specific architects, engineers and contractors who would be likely to select and specify TDPs on current and future construction projects.

Use of Reed Connect by the Board and subsequent TDP manufacturers can increase market awareness, demand, sales leads and accessibility to and for TDPs and specifically California recycled tire products.

Terms and Conditions on Database Use

In purchasing Reed Connect, the Board has agreed to the terms and conditions of the Reed Connect license.

Since the TDP manufacturers are viewed as potential customers to Reed Construction Data, there are some restrictions on the information provided to the participating TDP manufacturers. Per Reed Construction Data's requirements, a list of the participating TDP manufacturers that the Board can disseminate information to was included with the terms and conditions. The Board is also limited to sending only five specific project leads per month to this list of manufacturers. If additional participating TDP manufacturers wish to participate in receiving the Reed Connect data through the Board, their names must be submitted and approved by Reed Construction Data, then added to the dissemination list. There is no limit on the amount of other information, such as architect names and contact information, which may be sent to the manufacturers. If additional

project leads are desired, they can be purchased at an additional cost via Reed Construction Data Smart Leads bundle, or TDP manufacturers may identify leads through their own searches via a seat, at an additional cost to the manufacturer or Board, on Reed Connect.

How to Access the Database

Reed Connect is a searchable, web-based database and available to any Board member online via a username and password at www.reedconnect.com.

Reed Connect provides online and telephone training/help for first time users or to answer specific database query and use questions. The online training is accessible from the home page of Reed Connect as shown below:



Reed Connect also offers telephone help and customer service via their toll-free customer service number (800-424-3996).

Performing Searches

The database is user-friendly and offers a variety of options for a user to search the database to identify potential sales leads. An example of a database query for Leadership in Energy and Environmental Design (LEED) projects and the resulting report is shown below.

Reed Connect - Windows Internet Explorer
 http://secure.reedconnect.com/Default.aspx

Google Search

Reed Construction Data
CONNECT

Federal Stimulus Projects
 over 18,000 proposed... get them now!

Project Search Results

Save This Search As
 LEED Not Req No For Bid Save Modify Search Remove From Hotlist

Results 1 of 162 Get Count

Go To Page: 1, 2, 3, 4

Next 50 Make Active Make Inactive Delete Add To Print List Print All Mail Merge Modify Layout

Project ID	Title	County	City	State/Province	Value	Stage
1002930000	10 UCR OFFICE BUILDING	Los Angeles	Universal City	CA	Not Available	Proposed
1002790190	110 THE EMBARCADERO OFFICE BUILDING	San Francisco	San Francisco	CA	Not Available	Schematic
1001026197	1545 PACIFIC AVENUE MIXED USE BUILDING	San Francisco	San Francisco	CA	Not Available	Proposed
1000872028	3RD GATEWAY MIXED USE COMPLEX	San Mateo	San Mateo	CA	\$4,000,000	Proposed
1000402971	9600 WILSHIRE BLVD BUILDING MIXED USE	Los Angeles	Rowland Hills	CA	\$950,000,000	Working
1002908543	AMERICA CENTER PHASE 2	Santa Clara	San Jose	CA	\$48,000,000	Master Plan
1002942747	ANAHEIM CONCOURSE OFFICE BUILDING	Orange	Anaheim	CA	\$20,000,000	Working
1002155436	ANZA BRANCH LIBRARY	San Francisco	San Francisco	CA	\$3,962,000	Bidding
1002740637	ART HOUSE MIXED USE BUILDING	Sonoma	Santa Rosa	CA	Not Available	Working
1002940592	6 STREET OFFICE TOWER	San Diego	San Diego	CA	Not Available	Proposed
1002615537	BADGER FOREST FIRE STATION	Tulare	Yosemite	CA	\$2,777,000	Design

The information provided by the report and query results shown previously includes the project name, location, estimated costs, stage and architect/designer name. If the project has entered the project award stage, the general contractor awarded the job is included. Additional and more detailed project information is available by selecting the project ID or name, as shown below.

Reed Construction Data
CONNECT

RSMMeans Professional Development Series
 LAS VEGAS, NV - 3/16-3/19

RSMMeans
 Training

Project Detail

Make Active Assign To Delete Print Mail Merge Order Plans Specs Addenda Set Email Notification On

171 of 178 << < > >> List

Project #:	1000153792	Work Types:	New	Structures:	1
Title:	VISITACION VALLEY BRANCH LIBRARY	Stage:	Biddate Set	Floors:	1
Value:	\$5,500,000	Stage Comments 1:	BIDS: 03/11/2009, 02:30 PM	Floor Area:	8500 Square Feet
Address:	201 Leland Ave	Stage Comments 2:	Changed From: 03/04/2009, 02:30 PM	Bid Date:	3/11/2009
City:	San Francisco	Owner Type:	City	Bid Time:	02:30 PM
State/Province:	CA	Contract Type:	Open Bidding	Invitation #:	7522A
Postal Code:	94134-2829	Record Date:	4/29/2003	Project Parent ID:	None
County/Region:	San Francisco	Update Date:	2/21/2009	LEED Certification Intent:	Silver
Country:	UNITED STATES	Previous Update Date:	View Summary Update		
		Commence Date:			
		Completion Date:			

DETAILS

Description Notes

Details

Notes

Contract Conditions

SCOPE

Description Notes

The Reed Connect database allows for very detailed queries of the project database for sales leads tailored to specific market segments of TDPs. For example, within the database, a user can search for project leads that include specific materials such as flooring or landscaping. This search would identify all projects that have a need for and specify these types of products. This material specific type of search could be beneficial to TDP manufacturers.

Some of the additional query options available in the Project Search page include:

- County
- Project Stage
- Project Category
- Work Type (new, addition, etc.)
- Material
- Project Value (cost)
- LEED Intent
- Bid Date

Report Generation

The Board will use Reed Connect to identify sales opportunities for TDP manufacturers. These opportunities will be identified through searches of the database and included in monthly or periodic reports to the participating TDP manufacturers. Database queries will result in two categories of sales leads for TDP manufacturers:

1. ***Specific Project Leads (limit of five per month)***
2. ***Architect/Specifier Leads, such as Architects or Contractors (unlimited)***

As Board staff provide specific ***project leads*** to TDP manufacturers, the manufacturers can then market their TDPs to the related project architect for projects in design or contractor for projects in the bidding stages. While the specific project sales leads are focused on a short term sale, the architect/specifier sales leads are a longer-term strategic marketing effort by the manufacturers.

As Board staff provides the ***architect and specifier sales leads*** to TDP manufacturers, the manufacturers will market their products to the architects and engineers prior to a specific project, with the intent to get their TDP included in the specifications for multiple future construction projects. For example, by identifying architects or designers who routinely design LEED certified buildings, a TDP manufacturer can market their product to the architect for future inclusion in several project specifications, rather than the single project sales opportunity. LEED buildings utilize designs and products that are environmentally friendly, such as recycled content products. For more information regarding LEED and sustainable building practices, see the U.S. Green Building Council website at www.usgbc.org. A list of the potential reports and target sales leads that can be created in Reed Connect are included below.

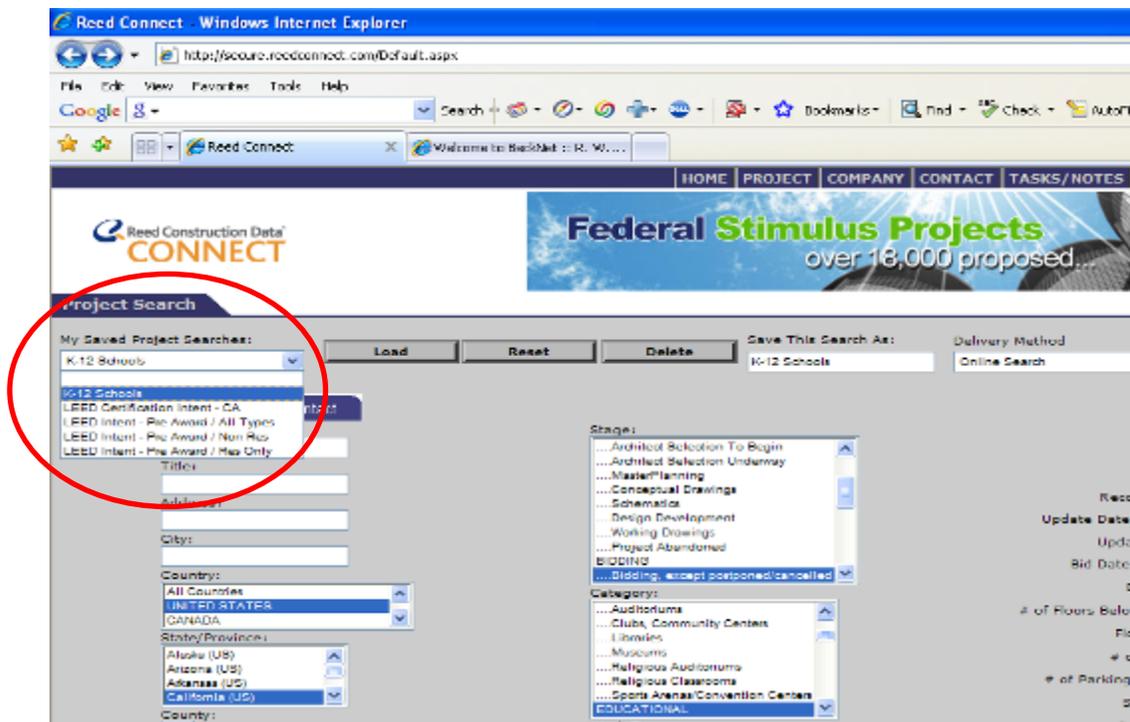
Project Leads:

- LEED certified projects
- Schools
- Playgrounds
- Civil – Roads
- Others

Architect/Specifier Leads:

- LEED Architects
- Architects specializing in K-12 schools
- LEED Contractors
- Others

Once each of the specific queries and reports are created from the database, they can be saved as a unique report and quickly selected from the project search page and ‘My Saved Project Searches’ as shown below.



R.W. Beck created the initial project search reports which are currently saved in ‘My Saved Project Searches.’ These searches will provide Project and Architect/Specifier Leads and include:

- **LEED Certification Intent—CA**
 - All construction types and stages
- **LEED Intent—Pre Award/All Types**
 - All planning and bidding stage projects and all types of construction

- **LEED Intent—Pre Award/Non Res**
 - All planning and bidding stage projects and all types of construction except Residential
- **LEED Intent—Pre Award/Res Only**
 - All planning and bidding stage projects and Residential construction only
- **K-12 Schools**
- **Athletic Fields, Parks and Landscaping**

Each of these reports listed above will result in identifying projects where a TDP would be applicable, needed or specified. These reports will result in hundreds, and in some cases more than 1,000 project leads. The following table shows a summary of the project results for the predefined searches as of April 6, 2009.

Search Name	Number of Projects
LEED Certification Intent—CA	377
LEED Intent—Pre Award/All Types	194
LEED Intent—Pre Award/Non Res	162
LEED Intent—Pre Award/Res Only	39
K-12 Schools	2,746
Athletic Fields, Parks and Landscaping	256

These same reports can be used to identify architects and contractors who specialize in multiple Education, LEED or Park construction projects. These reports will be used to identify the five projects shared with TDP manufacturers each month. These reports can also be used (with some additional analysis) to identify architects and contractors who specialize in projects where TDPs may be used, such as athletic fields, schools and LEED projects. As mentioned previously, there are no limits to the sharing of this information. To use each of these saved searches, simply select the appropriate search, and then select the “Load” button and finally, the “Search” button to generate the report.

Selection of Project Leads

Selection of five project leads per month will allow for the identification of 60 project leads per year that can be released for use by all participating TDP companies. R.W. Beck has developed the following initial criteria for selecting the five project leads per month:

- Target projects of a larger size (budget value) and potential amount of California tires to be recycled through the use of TDPs
- Potential TDP use will be in one of the market segments being targeted by the Board for expansion
- Project status and time frame
- Geographic location of the project in the state (seeking equitable distribution, geographically, and with respect to proximity of suitable TDP supply)
- The architect's experience with LEED (multiple LEED projects designed or completed) or other green construction projects

R.W. Beck will run a report using the above project screening criteria, and then will select the five projects to be highlighted each month and sent to the manufacturers. Initially, projects will be selected that are active, but closer to their bid date. As the months progress, however, the focus will shift to more recent projects in the planning stages as the projects approaching bid dates would have been previously disseminated. The Board should select and distribute the detailed project reports available in Reed Connect for each of these five projects.

Report Dissemination

Board staff is encouraged to share the project and architect/specifier sales lead reports with the approved TDP companies and other potential Board users on a monthly basis. While the dissemination of specific project sales leads is limited to five per month and restricted for release to firms on the list approved by Reed Connect, the Board may disseminate an unlimited number of architect/specifier leads to these outside parties each month.

The Board will generate and disseminate the monthly reports. The terms and conditions contain a list of TDP participants who are approved by Reed Construction Data to receive the sales lead information.

In addition to electronically distributing these reports via e-mail, they will also be posted on the Board's TBAP SharePoint site, with appropriate password-protected access to limit the viewing of reports to the approved list of manufacturers.

Measurement and Tracking of Reed Connect Performance

In order to analyze the effectiveness of using the Reed Connect database, the Board and R.W. Beck desire to track TDP sales attributable to use of the database and to obtain periodic user feedback. Board staff will be asked to report on their use of the database, and performance outcomes associated with doing so. A process of providing feedback and reporting results is under development with more information to be supplied at a later date.