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Memo to Ward Malisch

From Ken Hover

September 30, 2003

Subject: Current Status of Design Build Initiative

Dear Ward,

Shortly after the Toronto Meeting in Fall 2000 I wrote to President Jirsa suggesting that ACI explore opportunities in the growing arena of Design-Build (DB) Construction. Jim and the board then asked that I convene a number of open meetings to assess the level of interest among the membership and to investigate actions that ACI might take.

Small meetings with an attendance of 5 to 8 people were held in Philadelphia, Dallas, and Detroit. In general we concluded that a number of activities might be undertaken, and a list of these was reported to the board in Dallas. This list included the sponsorship of ACI sessions, publishing case studies, encouraging published articles on the topic, alliances with DBIA (Design Build Institute of America), formation of our own committee, reviewing ACI documents for barriers to DB, searching for ways to exploit the advantages of concrete via DB, alerting our members about advantages and disadvantages of DB, and merely providing a forum for communication about DB project delivery. It became clear, however, that no action would occur spontaneously or apart from some committee or task group structure. In two years of modest effort I had not discovered a critical mass of ACI members who felt that they had the time or energy to take away from other ACI activities to devote to DB. It was also clear that my current ACI commitments did not permit me to lead beyond the initial reconnaissance.

Prior to the Detroit meeting you suggested that I brief the Responsibilities in Concrete Construction committee on the possibility of ACI embracing the DB Concept in a more formal way, with the possibility that that group might take up the banner, so to speak. I briefed the responsibilities committee in Detroit, and was overjoyed at their enthusiastic response. That group saw the need and had many ideas, and agreed to evaluate several suggestions as future business items. On the basis of subsequent communication, it appears that the initial enthusiasm has dampened a bit in the press of other demands.

Apart from limited conversations at the Phoenix meeting, I have not pursued the issue further, but I would agree that a follow up to the responsibilities committee would be in order. Based on the reactions received thus far, the notion of an ACI involvement in the growing arena of DB is desirable, but would compete for limited resources against a large number of already worthy missions. My value judgment is therefore that no further action be planned, but that we remain receptive to any ideas that may come from the membership.

Sincerely,

Ken Hover
PRIMARIES RESPONSIBILITIES OF THE VARIOUS ENTITIES INVOLVED IN A CONSTRUCTION PROJECT

- **Owner**
  - Describe the desired project fully and clearly (including but not limited to): Current and Long Term Tenant Usages
  - Expectations of operations of building.
  - Expectations and constraints financial feasibility and performance of building.
    - Time constraints and expectations for final delivery of completed building or portion thereof.
    - Hire competent design professionals with experience and expertise in the type of project contemplated.
    - Notify the design professionals of any unusual design aspects desired.
    - Quality Control Program (This can be implemented by others but should have owner’s understanding and acceptance).
    - Testing and inspection.
    - Pay bills promptly.

- **Design Professional**
  - Design the project in accordance with all governing codes and ordinances and with the appropriate standard of care for design professionals in the geographic area of the project.
  - Clearly incorporate all applicable code, government, and other requirements into contract documents (not only standard practice, but general building codes require this).

- **General Contractor**
  - Construct the building in accordance with the contract documents and with the appropriate standard of care for general contractors in the geographical area of the work.
    - Contractors have no direct responsibility to engineering design requirements found in building codes.
    - Contractors conform to code design requirements by building in accordance with the contract documents.
    - Contractors have a right to assume that contract documents contain all applicable code and other requirements.
  - Call attention to any obvious errors or discrepancies in the contract documents.

- **Design/Build Contractor**
  - All the responsibilities that apply to the design professionals and the contractor as herein stated shall apply individually only to the designers and contractors of the Design/Build team. Neither shall transfer its liability to the other.
• **Subcontractors**
  - Construct the work in accordance with the contract documents and with the appropriate standard of care for subcontractors in the geographical area of the work.
    - Subcontractors have no direct responsibility to engineering design requirements found in building codes.
    - Subcontractors conform to the building code by building in accordance with the contract documents.
    - Subcontractors have a right to assume that contract documents contain all applicable code and other requirements.
  - Call attention to any obvious errors or discrepancies in the contract documents.

• **Specialty Subcontractors (Specialty SubSYSTEMS)**
  - Construct the work in accordance with the contract documents and with the appropriate standard of care for specialty subcontractors in the geographical area of the work.
    - Specialty Subcontractors have direct responsibility to engineering design requirements found in building codes.
    - Specialty Subcontractors conform to the building code by building in accordance with the contract documents.
  - Call attention to any obvious errors or discrepancies in the contract documents.
  - Design the project in accordance with all governing codes and ordinances and with the appropriate standard of care for design professionals in the geographic area of the project.
  - Clearly incorporate all applicable code, government, and other requirements into contract documents (not only standard practice, but general building codes require this).

• **Material Suppliers**
  - Supply the material in accordance with the order made (or with contract documents if they are furnished) and in conformance to the standard of care for material suppliers in the geographical area of the work.
    - Material suppliers have no direct responsibility to engineering design requirements found in building codes.
    - Material suppliers have a right to assume that the order made is in conformance with the contract documents and contains all applicable code and other requirements.
Concrete Information Portal

Introduction:
Staff was requested to draft preliminary proposal, including a financial impact statement, on a concrete information portal. The proposal is to be reviewed by the board committees and discussed at the board planning and discussion meeting, and will be discussed at the board meeting.

Portal Defined:

*Portal* is a term, generally synonymous with *gateway*, for a World Wide Web site that is or proposes to be a major starting site for users when they get connected to the Web or that users tend to visit as an anchor site. A portal Web site provides a single gateway to an organization's information and knowledge base for customers, business partners, employees, and the general public. There are general portals and specialized or niche portals. Some general portals include Yahoo, Excite, Netscape, Lycos, CNET, Microsoft Network, and America Online's AOL.com. Examples of niche portals include concrete.com, concretenetwork.com, and icivilengineer.com.

Typical services offered by portal sites include a directory of Web sites, a facility to search for other sites, news, information, e-mail, phone and map information, and sometimes a community forum.

A portal could be made up of these elements: access/search, categorization, collaboration, personalization, application integration, and security.

Strategic Plan:

ACI's Strategic Plan (sections 1.2.2 and 3.2.3) make reference to:
- An integrated worldwide electronic index of all sources of information on design, construction, use, and maintenance of concrete products, structures and facilities.
- ACI's website will be as widely known in the concrete industry as amazon.com is today.
- Lead the development of a global knowledge access system for concrete.

Proposal:

**ACI Concrete Information Portal**:
As defined by the strategic plan this would be: a global knowledge access system for concrete and an integrated worldwide electronic index of all sources of information on design, construction, use, and maintenance of concrete products, structures and facilities.

While such a portal is a worthy goal, it was decided that a good starting point would be a site oriented toward providing links to information about concrete.

The proposed site would contain pages where a user could search for sites which contained content on a particular topic, and be able to browse through a list of links with a short explanation of the site's contents. Sites that would be included are sites that provide access or links to research (academic or private) and, websites of concrete related associations, trade organizations and private vendors.

The site would be set up to use the domain name CONCRETE.NET and would have its own look and feel separate from the ACI website. The site would still contain the ACI logo and branding.
The potential also exists to offset some of the costs of the site if another organization was interested in partnering or co-sponsoring the site.

Input will be sought from members and staff as to suggestions for links. The site itself should contain a feedback section where users could suggest new links to be added and comment on existing links.

A database of links will be created containing the Name of the site, basic contact information of the owner of the site, a short description/review of the site, standard keywords associated with the site, and a selection of categories.

The site will need to be monitored and new links investigated and categorized and existing links checked to make sure they still work.

The site will also incorporate the existing events calendar found at www.concrete1.com and on the ACI website. Sponsorship and partnering opportunities also exist for the events calendar as it was originally envisioned as a single place for concrete related organizations to post their information.

Policies and Procedures will need to be developed on how a new link is selected and what criteria should be used to evaluate a site prior to inclusion. Decisions will need to be made regarding commercial sites and our policies toward them.

Initial setup of the site will require web programming and graphic design.

It will also require investigation of potential links, categorization of those links, and data entry for posting the links.

In addition, partnerships would have to be negotiated with other concrete-related organizations and manufacturers in order to utilize their information. In some cases royalty or revenue sharing arrangements would need to be made.

Disclaimers will need to be developed and reviewed by legal counsel.

Draft Disclaimer:

The documents on this site contain hypertext pointers to information created and maintained by other public and private organizations. Please be aware that we do not control or guarantee the accuracy, relevance, timeliness, or completeness of this outside information. Further, the inclusion of pointers to particular items in hypertext is not intended to reflect their importance, nor is it intended to endorse any views expressed or products or services offered by the author of the reference or the organization operating the site on which the reference is maintained.

The site as currently envisioned would require about 25% of a staff member's time for it to be maintained properly.

Questions:

- Should parts of the site be limited to members/subscribers?
- How much and what type of marketing will be used?
- Should the site accept paid advertising/sponsorships? What about sponsored links (you pay to get your link at the top of the list)?
FINANCIAL IMPACT STATEMENT
To: Financial Activities Committee  
From: John Glumb, Managing Director, Production & Information Systems  
Subject: Financial impact of creating an ACI Concrete Information Portal.  
Date: September 9, 2004

Section 1—Scope of Plan

1.1 Background— As requested, staff presented the Executive Committee with a draft model of a concrete information portal. This proposal was reviewed by the committee and staff was requested to develop a preliminary proposal and financial impact statement. The proposal was to include a concrete oriented information portal with links to other associations, which would include abstracts of papers and research reports.

1.2 Objective— Create a web site oriented toward providing links to information about concrete.

The proposed site would contain pages where a user could search for sites which contained content on a particular topic, and be able to browse through a list of links with a short explanation of the site’s contents. The site would be set up to use the domain name CONCRETE.NET and would have its own look and feel separate from the ACI website. The site would still contain the ACI logo and branding.

The proposed site would contain pages where a user could search for sites which contained content on a particular topic, and be able to browse through a list of links with a short explanation of the site’s contents. The portal will have several search options and would allow the views to be sorted in various ways.

1.3 Impact - will be costs for setup, programming, graphic design, research, marketing, legal fees, and ongoing maintenance of the site.

1.4 Justification— ACI's Strategic Plan (sections 1.2.2 and 3.2.3) make reference to:
- An integrated worldwide electronic index of all sources of information on design, construction, use, and maintenance of concrete products, structures and facilities.
- ACI's website will be as widely known in the concrete industry as amazon.com is today.
- Lead the development of a global knowledge access system for concrete.

Building this information portal will be the first step in achieving the goals of this portion of the strategic plan.
Section 2—Financial Data

2.1 Impact on 2005 budget—Expenditures of $22,600

2.2 Financial impact for the first five years—

FIVE-YEAR FINANCIAL IMPACT

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2.2 Support Staff Time - Time based on $25/hr and assumes a 3% labor cost increase per year. An additional 300 hours of management and production staff time will need to be absorbed in 2005 in order to launch the site.

Section 3 - Assumptions

3.1 Support Staff—Staff time will be needed to input and maintain links in the database. Work on link selection and handle inquiries regarding links. Maintain and integrate event calendar information.

3.2 Advertising – Expenses for print ads, website banner ads, and mailings to promote awareness of the site’s features.

Section 4—Worst Case Scenario

4.1 Worst case scenario is that the web portal will not prove useful and would be closed down. Expenses paid up to that point in the project would be lost.

Section 5—Bail-Out Plan

5.1 The project could be halted at any point during its development.