



## TAC PUBLICATION GUIDELINES

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### GUIDING PRINCIPLES / OBJECTIVES

- TAC is THE source for roadway-related technical manuals, guidelines and best practices in Canada. The development, production and distribution of TAC publications is core to successfully fulfilling the vision, mission and strategic objectives of the association
- TAC publications are the most visible legacy of the Transportation Association of Canada (TAC)'s technical program. They are highly specialized and technical documents that have substantial worth and value to those in the roadways and transportation sectors in their everyday decision-making and work
- TAC publications generate revenue in support of general TAC operations, as part of a diversified revenue generation strategy for the organization

### TYPES OF PUBLICATIONS

**National Guides** are technical documents that serve as “how to” reference documents. They are usually the product of Pooled Fund Projects (PFPs) carried out under the aegis of the Chief Engineers’ Council (CEC) and may be adopted in whole or in part as a standard or official operating procedure by individual jurisdictions. Before being accepted for publication, the documents are subject to approval by 75% of voting members of the CEC. An example of a National Guide is the *Manual of Uniform Traffic Control Devices for Canada*.

**Best Practice Compendia** are technical documents that provide information on a particular subject, providing examples of techniques, tools, or policies that are available to deal with specific problems and often illustrated with supporting case studies. Best Practice Compendia usually result from PFPs carried out under the TAC Councils, and must be approved for publication by the responsible council. An example of this type of document is the *Synthesis of Practices for Median Design*. When a Best Practice Compendium also serves as a National Guide, it is approved by ballot of the CEC, regardless of which council recommended the project. An example of this type of document is the *Salt Management Guide*.

**Research Reports** are technical documents that provide a collection of background information that has been gathered through surveys, literature searches and expert knowledge on a particular topic area. Research Reports are generated through the pooled fund project mechanism, and require approval by the responsible council before being published. An example of this type of document is the *Urban Transportation Indicators – Fourth Survey*.

**Briefings** are short (i.e. less than 15 pages), high level syntheses of information on specific topics that must be approved by the responsible council before being made available. An example of this type of document is *Transportation Engineers of 2020: What Skills Will They Need?*

**Primers**, similar to Briefings, are short (i.e. 2-5 pages), high level summaries, providing a synopsis of the key information about a subject that is addressed in depth in a specific TAC publication. An example of this type of document is the *Primer on Transit Lane Conspicuity Through Surface Treatment*.

## **PUBLICATIONS OPERATIONS**

### **Development**

TAC publications are the culmination of substantial contributions of time, resources and expertise by TAC's members and volunteers, council and committee members, project funders, consultants and partner organizations. While some publications result from volunteer projects, the majority are the product of TAC's Pooled Fund Project (PFP) model, and as such would not be possible without the support and financial contributions of numerous agencies and organizations to the conduct of projects (refer to *TAC's Pooled Fund Project Guidelines* on the TAC website).

Oversight of pooled fund projects is provided by a steering committee while management is provided by the TAC Secretariat. Technical work is generally assigned to a firm of consultants in the required area(s) of expertise. The work to be performed by the consultant is clearly defined in the scope of services and contractual agreement. The contract specifies that the intellectual property rights contained in the work shall remain with TAC and outlines the expected deliverables and timelines.

TAC provides guidelines regarding appropriate software, file formats and layout styles that should be used by consultants to deliver a final project report.

### **Preparation for Publication**

Once a project document receives approval of the recommending council, it is then assigned to the TAC Secretariat to be released as a publication. Before a document is released, it is augmented with appropriate acknowledgements, disclaimers and credits; reformatted as required to ensure consistency with the approved template design; and reviewed and edited by staff or, in certain circumstances, by professional editors. The document is then priced, added to the Bookstore and marketed.

### **Translation**

TAC is a bilingual association, offering services to customers, members and staff in both English and French, to the extent practical. It is expected that national guides will be published in English and French. Other documents may also be published in both languages. In cases where a document is published only in English, an executive summary in French is added to the English publication.

### **Quality Assurance**

TAC projects are reviewed at key milestones by the members of the project steering committees (PSC) and Secretariat staff. Responsibility for the acceptance or rejection of the final deliverable rests with the PSC. Prior to publication as a TAC document, review and approval by the oversight standing committees and councils is required.

### **Format**

Most TAC publications available for sale are offered in both print and e-book format. Some exceptions apply, which include older publications accompanied by documents or data on a CD ROM, or publications at the low end of the pricing spectrum, where it is not financially feasible to offer either print and/or e-book formats. Free publications are available only in electronic, downloadable format.

### **Changes and Errata**

When changes to text in either the *Manual of Uniform Traffic Control Devices for Canada* or the *Geometric Design Guide for Canadian Roads* are proposed, the Editing and Publishing Subcommittee of the Traffic Operations and Management Standing Committee (TOMSC) or the Revisions and Additions Subcommittee of the Geometric Design Standing

Committee (GDSC) are respectively tasked with the review. This review may result in the decision to produce an updated version of the publication or an updated section of the publication, which would then follow the same development process as the original publication. Errors that are identified in National Guides are addressed by posting errata pages on TAC’s website.

**PRICING**

**Philosophy**

The pricing structure used for TAC’s publications is based on a market value philosophy encompassing a number of factors, including:

- the complexity of the information contained within the document
- the perceived value of the document’s intellectual property
- the nature of the document (National Guide, Best Practice Compendium, Research Report, etc.)
- the intended purpose and audiences of the document
- the length of the publication
- production and fulfillment costs that need to be offset by sales
- whether the TAC Board has approved the need to retain a portion of the publication sales revenue in a dedicated reserve fund for the publication’s ongoing maintenance

In addition to the factors above, all TAC publications must offer preferred pricing for TAC members and limited-time promotional pricing for project funders

**Pricing Guidelines**

The table below provides a **GUIDELINE** used to establish pricing for saleable publications, (ie. not briefings and primers, which are made available via download at no charge).

<b>Complexity of Information</b>	<b>Intended Audience</b>	<b>Perceived Value</b>	<b>Length of Publication</b>	<b>Pricing Result* (\$ in member rates)</b>
Technical (5 pts)	Designers / Practitioners (5 pts)	High (5 pts)	Long (150+ pages) (5 pts)	Score = 16 or more points Pricing = \$200+
Somewhat Technical (3 pts)	Managers / Decision-makers (3 pts)	Medium (3 pts)	Medium (75-150 pages) (3 pts)	Score = 10-15 points Pricing = \$100-\$200
Not Necessarily Technical (1 pt)	General (1 pt)	Low (1 pt)	Short (<75 pages) (1 pt)	Score = 9 or less points Pricing = \$30-\$100

**Complexity + Intended Audience + Perceived Value + Length scores = Pricing Result Guideline**

\*Pricing Results, including student pricing, must still be judged against the publication’s related production and distribution costs to ensure that the final retail price provides TAC with an appropriate profit margin, once production and order fulfillment costs are factored in. Monies related to the addition of any Board-approved Reserve Fund would be added to the established retail price.

**Pricing for Funders**

Upon project completion, a copy of the finished publication, in their choice of print or e-book format, is provided to each project funder free of charge. Additional copies of the publication can be purchased by project funders at a reduced rate (20% discount) using a provided promotional ordering code, for up to three months following publication release.

**License Agreements**

License agreements for TAC members to post a specific publication on their intranet site can be negotiated on a case-by-case basis.

### ***Discounts***

A 10% discount is offered for purchases of 10 or more copies of the same title, delivered to the same location at one time.

### ***Pricing re. Formats***

For a given publication, the price is the same regardless of format (print, e-book, other). Exceptions may occur for publications offering special student pricing.

### ***Student Pricing on Select Titles***

Students may purchase a limited number of publications at a special student rate, upon verification of their status as a student.

## ***MARKETING***

TAC publications, both free and for sale, are posted in TAC's Bookstore once they become ready for distribution. Various means can be used to promote new and other TAC publications, including:

- Home Page of TAC website and/or other appropriate TAC communications
- E-mails to selected/appropriate TAC members and customers
- Social media, e.g. LinkedIn groups related to transportation
- Paid or bartered advertisements with appropriate associations or trade organizations
- Third party arrangements with partner organizations
- Special promotions in conjunction with TAC events / seminars
- Targeted media releases

## ***CONSULTANT GUIDELINES***

Appendix A provides a list of standards regarding the use of software programs, file formats and other technical formatting details that TAC demands of contractors when creating reports that will be subsequently released as a TAC publication.

## APPENDIX A – PROJECT REPORT FORMAT REQUIREMENTS FOR CONSULTANTS

The following outlines the software, file formats and other details that TAC requires project consultants to use and provide in the creation and submission of digital reports for publications.

### **DOCUMENT REQUIREMENTS**

Please submit all of the following:

- Electronic version of the complete report (text, graphics, appendices, etc.) in Adobe PDF format
- Electronic version of the document in Adobe InDesign is requested for all projects, however will be required for some projects.
- Electronic version of the document in Microsoft Word.
- TAC will provide a template document, pre-set with TAC standards for fonts, headers and footers, the TAC logo, etc. Consultants are asked to maintain integrity with the standards provided in the template. Requests for variations from this should be discussed with the project manager.

### **FIGURES AND GRAPHICS REQUIREMENTS**

- Electronic files for all graphics and images (e.g. tables, figures, charts, road signs, photos, etc.) used in the report must be provided to TAC with the final document. Text within a graphic or figure must be able to be accessed by TAC, to facilitate translation.
- Acceptable graphic formats are Adobe Illustrator or Adobe Photoshop. Embedded graphics in Word documents are not acceptable.
- Electronic files for road signs must be in a vector file format.
- Spreadsheets must be created using Microsoft Excel.
- Three or four colour photographs in TIF, JPG or EPS format, and with a resolution no less than 300 dpi, must be submitted for possible use on the publication cover. Credits should be included with each photo. Rights for use of the photos, if required, must be obtained in advance of submission by the consultant.

*Note: Where possible, publications are produced in black and white, with the exception of the cover, in order to minimize reproduction costs for print format. Producing a full colour document has cost implications that should be considered before a final format recommendation to the TAC Secretariat is made.*