Federal Highway Administration
Office of Operations

Guide to Producing Successful Communications Products

Supplement to the Federal Highway Administration Turner-Fairbank Highway Research Center R&D Communication Reference Guide

April 2017

U.S. Department of Transportation
Federal Highway Administration

FOREWORD

The Federal Highway Administration's (FHWA) Office of Operations is pleased to present the *Guide to Producing Successful Communications Products*. This guide serves as a supplement to the FHWA's *Turner-Fairbank Highway Research Center R&D Communication Reference Guide* and is used as a road map to assist the Office of Operations Project Managers and contractors tasked with preparing FHWA's Office of Operations products. This guide provides an overview of the Office of Operations, the Office of the Chief Counsel, and the Office of Public Affairs approval processes. It also outlines printing and Web posting standards for Federal Highway Administration's Office of Operations products.

Martin C. Knopp

Associate Administrator for Operations

Notice

This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The U.S. Government assumes no liability for the use of the information contained in this document.

The U.S. Government does not endorse products or manufacturers. Trademarks or manufacturers' names appear in this report only because they are considered essential to the objective of the document.

Quality Assurance Statement

The Federal Highway Administration (FHWA) provides high-quality information to serve Government, industry, and the public in a manner that promotes public understanding. Standards and policies are used to ensure and maximize the quality, objectivity, utility, and integrity of its information. The FHWA periodically reviews quality issues and adjusts its programs and processes to ensure continuous quality improvement.

Cover Photo Source: Federal Highway Administration's Office of Operations

Technical Report Documentation Page

1. Report No.	2. Government Accession No.	3. Recipient's Catalog No.
FHWA-HOP-17-009		

4. Title and Subtitle	5. Report Date
Office of Operations – Guide to Promote Successful Products Supplement to the Federal Highway Administration's Turner-Fairbank Highway Research Center R&D Communication Reference Guide	April 2017
	6. Performing Organization Code
7. Author(s) Office of Operations Federal Highway Administration	8. Performing Organization Report No.
9. Performing Organization Name and Address Office of Operations Federal Highway Administration 1200 New Jersey Avenue, SE Washington, DC 20590	10. Work Unit No. (TRAIS)
	11. Contract or Grant No.
12. Sponsoring Agency Name and Address Office of Operations Federal Highway Administration 1200 New Jersey Avenue, SE Washington, DC 20590	13. Type of Report and Period Covered Guidelines December 2015 – April 2017
	14. Sponsoring Agency Code HOP-1

15. Supplementary Notes

16. Abstract

The document is a supplement to the Federal Highway Administration's *Turner-Fairbank Highway Research Center R&D Communication Reference Guide*. This guide provides an overview of the Office of Operations and FHWA product review, approval, printing, and Web posting processes.

17. Key Word	18. Distribution Statement
Guidelines, Publication, Products	No restrictions.

19. Security Classif. (of this report)	20. Security Classif. (of this page)	21. No. of Pages	22. Price
Unclassified	Unclassified	90	N/A

Form DOT F 1700.7 (8-72) Reproduction of completed page authorized

SI* (MODERN METRIC) CONVERSION FACTORS

APPROXIMATE CONVERSIONS TO SI UNITS

Symbol	When You Know	Multiply By	To Find	Symbol
		LENGTH		
in	inches	25.4	millimeters	mm
ft	feet	0.305	meters	m
yd	yards	0.914	meters	m
mi	miles	1.61	kilometers	km
		AREA		
in^2	square inches	645.2	square millimeters	mm^2
ft^2	square feet	0.093	square meters	m^2
yd^2	square yard	0.836	square meters	m^2
ac	acres	0.405	hectares	ha
mi^2	square miles	2.59	square kilometers	km^2
		VOLUME		
fl oz	fluid ounces	29.57	milliliters	mL
gal	gallons	3.785	liters	L
ft^3	cubic feet	0.028	cubic meters	m^3
yd^3	cubic yards	0.765	cubic meters	m^3
	NOTE: volumes greater than 1000 L shall be shown in m^3			
		MASS		
oz	ounces	28.35	grams	g
lb	pounds	0.454	kilograms	kg
T	short tons (2000 lb)	0.907	megagrams (or "metric ton")	Mg (or "t")
		TEMPERATURE (exact degrees)		
°F	Fahrenheit	5 (F-32)/9 or (F-32)/1.8	Celsius	°C
		ILLUMINATION		
fc	foot-candles	10.76	lux	lx
fl	foot-Lamberts	3.426	candela/m^2	cd/m^2
		FORCE and PRESSURE or STRESS		
lbf	poundforce	4.45	newtons	N
lbf/in^2	poundforce per square inch	6.89	kilopascals	kPa

APPROXIMATE CONVERSIONS FROM SI UNITS

Symbol	When You Know	Multiply By	To Find	Symbol
		LENGTH		
mm	millimeters	0.039	inches	in
m	meters	3.28	feet	ft
m	meters	1.09	yards	yd
km	kilometers	0.621	miles	mi
		AREA		
mm^2	square millimeters	0.0016	square inches	in^2
m^2	square meters	10.764	square feet	ft^2
m^2	square meters	1.195	square yards	yd^2
ha	hectares	2.47	acres	ac
km^2	square kilometers	0.386	square miles	mi^2
		VOLUME		
mL	milliliters	0.034	fluid ounces	fl oz
L	liters	0.264	gallons	gal
m^3	cubic meters	35.314	cubic feet	ft^3
m^3	cubic meters	1.307	cubic yards	yd^3
		MASS		
g	grams	0.035	ounces	oz
kg	kilograms	2.202	pounds	lb
Mg (or "t")	megagrams (or "metric ton")	1.103	short tons (2000 lb)	T
		TEMPERATURE (exact degrees)		
°C	Celsius	1.8C+32	Fahrenheit	°F
		ILLUMINATION		
lx	lux	0.0929	foot-candles	fc
cd/m^2	candela/m^2	0.2919	foot-Lamberts	fl
		FORCE and PRESSURE or STRESS		
N	newtons	0.225	poundforce	lbf
kPa	kilopascals	0.145	poundforce per square inch	lbf/in^2

*SI is the symbol for the International System of Units. Appropriate rounding should be made to comply with Section 4 of ASTM E380.
(Revised March 2003)

TABLE OF CONTENTS

CHAPTER 1. PRODUCT GUIDE OVERVIEW 1
OFFICE OF OPERATIONS PRODUCT REVIEW KEY STAFF 3
CHAPTER 2. FORM FHWA -1113 RELATED TO ACQUISITIONS PROCESS 5
CHAPTER 3. STYLE GUIDELINES FOR ALL PRODUCTS 9
PLAIN LANGUAGE 9
Tips for Writing in Plain Language 9
OFFICE OF OPERATIONS STYLE GUIDELINES 10
Type Arrangement and Typefaces 11
Volume Format 12
Pagination 12
Lists 13
Footnotes 14
Product File Naming Convention 14
CHAPTER 4. TECHNICAL REPORT PRODUCT ORDER OF ELEMENTS 15
FRONT COVER 16
Foreword 18
Disclaimer Notice, Quality Assurance Statement, and Cover Photograph/Graphic Source 18
FRONT MATTER ELEMENTS 20
Technical Report Documentation Page (Form DOT F 1700.7) 20
Metric Conversion Chart 21
Table of Contents 22
List of Figures 22
Lists of Tables 26
Lists of Abbreviations and Symbols 26
BODY OF REPORT ELEMENTS 26
Executive Summary 26
Introduction 26
Main Text Separated Into Chapters 27
Conclusions 28

Recommendations 28
BACK MATTER ELEMENTS 28
Appendices 28
Glossary 28
Acknowledgements 28
Reference 28
Bibliography 29
Index 29
Inside Back Cover 3 (blank page) 29
Back Cover 4 (Publication number and printing information) 29
CHAPTER 5. OTHER PRODUCTS ORDER OF ELEMENTS 33
CHAPTER 6. OBTAINING A PUBLICATION NUMBER 35
CHAPTER 7. MARKETING AND OUTREACH COORDINATOR AND INFORMATION SPECIALIST REVIEWS 37
CHAPTER 8. OFFICE OF THE CHIEF COUNSEL REVIEW 39
CHAPTER 9. OFFICE OF PUBLIC AFFAIRS APPROVAL PROCESS 41
PUBLIC AFFAIRS APPROVAL PROTOCOLS 41
Products Requiring Office of Public Affairs Approval 41
Products That May Not Require Office of Public Affairs Approval 43
Presentations Approval Criteria 44
OFFICE OF PUBLIC AFFAIRS REVIEW 45
Office of Public Affairs Approval Process 45
Form FHWA-1528 46
Obtaining Office of Public Affairs Authorization for Form FHWA-1528 47
CHAPTER 10. GOVERNMENT PUBLISHING OFFICE PROCESS/REVIEW 49
U.S. GOVERNMENT PUBLISHING OFFICE PACKAGE PROCESS 49
Sources of Copyrighted Materials 50
U.S. GOVERNMENT PUBLISHING OFFICE PACKAGE REVIEW 50
CHAPTER 11. SECTION 508-HTML COMPLIANT WEB PACKAGE PROCESS/REVIEW 51
APPENDIX A. SAMPLE FORM FHWA-1113 “CLEARANCE REQUEST FOR PUBLIC MATERIALS – VIDEO, PRINT, WEB, SOCIAL MEDIA, OR MULTIMEDIA” 53

APPENDIX B. PROJECT MANAGER PRODUCT REVIEW CHECKLIST 55

APPENDEX C. SAMPLE FORM DOT F 1700.7 "TECHNICAL REPORT DOCUMENTATION PAGE" 59

APPENDIX D. SAMPLES OF DISCLAIMER NOTICES 61

APPENDIX E. OFFICE OF OPERATIONS PUBLICATION NUMBER SAMPLE FORM AND PUBLICATION CATEGORIES 63

PUBLICATION CATEGORIES 64

APPENDIX F. SAMPLE ACKNOWLEDGEMENTS PAGE 67

APPENDIX G. SAMPLE FORM FHWA-1528 "AUTHORIZATION TO PROCEED TO PRINTING/REPRINTING/WEB POSTING/MULTIMEDIA/VIDEO PRODUCTION" 69

APPENDIX H. AVERAGE TIMEFRAME FOR THE OFFICE OF OPERATIONS PRODUCT REVIEW AND THE OFFICE OF THE CHIEF COUNSEL AND THE OFFICE OF PUBLIC AFFAIRS APPROVAL PROCESSES 71

LIST OF FIGURES

Figure 1. Flow Chart. Obtaining Office of Public Affairs Authorization for Form FHWA-1113 Clearance Request for Printing/Reprinting/Web Posting/Multimedia/Video Production. 6
Figure 2. Graphic. Example of a technical publication front cover.....17
Figure 3. Graphic. Example of a technical publication inside front cover.....19
Figure 4. Graphic. Example of a Technical Report Documentation Page. 21
Figure 5. Unacceptable Graphic. Sample of a table depicted as part of the graphic.....22
Figure 6. Photo. Sample of separate graphic. 23
Figure 7. Unacceptable Multiple Elements. Do not merge multiple elements as one figure. 24
Figure 8. Photo. Correct Format 1.....24
Figure 9. Photo. Correct Format 2.....24
Figure 10. Chart. Sample of correct chart. 24
Figure 11. Equation. Sample of an equation displayed as a graphic. 25
Figure 12. Graphic. Example of a Back Cover 4. 31
Figure 13. Flow Chart. Form FHWA-1528 review process. 46
Figure 14. Form. Sample Form FHWA-1113 “Clearance Request for Public Materials – Video, Print, Web, Social Media, or Multimedia”.....53
Figure 15. Form. Sample Form DOT F 1700.7 “Technical Report Documentation Page”. 59
Figure 16. Form. Sample Publication Number Placeholder Request Form. 63
Figure 17. Form. Sample Form FHWA-1528 “Authorization to Proceed to Printing/Reprinting/Web Posting/Multimedia/Video Production.”.....69

LIST OF TABLES

Table 1. "Before and After" examples.....10
Table 2. Sample of separate table. 23
Table 3. Correct way to depict table from Figure 7.....24
Table 4. Office of Public Affairs list of items requiring Office of Public Affairs approval. 42
Table 5. Office of Public Affairs list of items that may not require Office of Public Affairs approval. 43
Table 6. Federal Highway Administration Office of Public Affairs approval criteria for presentations. 44
Table 7. Project Manager Product Review Checklist.....55
Table 8. Office of Operations publication categories to be used with the Publication Number Request form. 64
Table 9. Average Timeframe for Office of Operations Product Reviews. 71

LIST OF ABBREVIATIONS AND SYMBOLS

Acronym	Definition
COR	Contracting Officer Representative
DOT	U.S. Department of Transportation
EO	Executive Order
FHWA	Federal Highway Administration
GPO	U.S. Government Publishing Office
HAD	Federal Highway Administration Office of Administration
HAIM	Federal Highway Administration Office of Information and Management Services
HCC	Federal Highway Administration Office of the Chief Counsel
HOP	Federal Highway Administration Office of Operations
HPA	Federal Highway Administration Office of Public Affairs
HTML	Hyper Text Markup Language
PDF	Portable Document Format
PII	Personally Identifiable Information
PM	Federal Highway Administration Office of Operations Project Manager
PWS	Performance Work Statement
SOW	Statement of Work
WWW	World Wide Web

CHAPTER 1. PRODUCT GUIDE OVERVIEW

The *Federal Highway Administration Office of Operations – Guide to Producing Successful Communications Products* is a supplement to the FHWA's *Turner-Fairbank Highway Research Center R&D Communication Reference Guide* and the *FHWA Publication Style Guide*. This guide provides an overview of the Offices of Operations (HOP), the Chief Counsel (HCC), and Public Affairs (HPA) approval processes. It also outlines printing and Web posting standards for Federal Highway Administration (FHWA) HOP products. The standards within this guide should not be confused with other Federal government and agency guidelines, such as the *Federal Highway Administration Correspondence Manual*.

The Product Guide is intended for both HOP staff and contractors. The guide will greatly improve their knowledge of the process, thus improving the quality of the product.

The Product Guide contains eleven chapters that offer a step-by-step guide through the product approval processes and specifics on Federal government, agency, and HOP product standards and guidelines. The orders of the chapters reflect the step by step process that the Project Manager (PM) will follow from product conception throughout the approval process.

1. **Chapter 1. Product Guide Overview.**

2. **Chapter 2. Form- FHWA-1113 Related to Acquisition Process.** The HOP acquisitions process includes garnering HPA approval of Form FHWA-1113.

3. **Chapter 3. Style Guidelines for All Products.** This chapter offers an overview of agency and HOP style and formatting guidelines for all products.

4. **Chapter 4. Technical Report Product Order of Elements.** Agency guidelines direct that technical reports have mandatory and discretionary elements that will follow a certain sequence.

5. **Chapter 5. Other Products Order of Elements.** Non-technical report products often need to follow a certain sequence as well.

6. **Chapter 6. Obtaining a Publication Number.** Nearly all HOP products for external customers require an HOP-issued publication number supplied by the Information Specialist when the product is near final draft stage.

7. **Chapter 7. Marketing and Outreach Coordinator and Information Specialist Reviews.** Upon reviewing and approving a final draft of an HOP product, HOP Project Managers should then forward the material to HOP's Marketing and Outreach Coordinator and to the Information Specialist for their review. The Marketing and Outreach Coordinator reviews the

product for editorial, public affairs, and risk-based content and the Information Specialist conducts an assessment of adherence to formatting guidelines.

8. **Chapter 8. Office of the Chief Counsel Review.** After an HOP product has been approved by the Marketing and Outreach Coordinator and the Information Specialist, the former forwards it on to the HCC to ensure that the product meets Good Guidance principles.

9. **Chapter 9. Office of Public Affairs Approval Process.** Once the HCC applies its seal of approval, the Marketing and Outreach Coordinator sends the HOP product to the HPA. This submittal represents a HOP endorsement that the product is ready as-is for public release.

10. **Chapter 10. Government Publishing Office Process/Review.** After the HPA approves a product, it can be provided to external audiences. In the modern digital world, not all HOP products are printed but this chapter will walk you through the process.

11. **Chapter 11. Section 508-HTML compliant Web Package Process/Review.** Until the HPA approves a product, a Contractor should not move forward with converting material to 508-HTML compliant material.

12. **Appendix A. Sample Form FHWA-1113 "Clearance Request for Public Materials – Video, Print, Web, Social Media, or Multimedia."** This is the "light bulb" form to be used when a project is in its conceptual phase. When the Marketing and Outreach Coordinator and the Office of Public Affairs staff sign off on the form, the approval form is uploaded into PRISM acquisitions software.

13. **Appendix B. Project Manager Product Review Checklist.** This "cheat sheet" is not a comprehensive listing of the required elements addressed in Chapters 4-6. Instead, it lists the most common mistakes currently made in producing a product.

14. **Appendix C. Sample Form DOT F 1700.7 "Technical Report Documentation Page."** This product abstract is provided to the National Institute of Standards and Technology and provides valuable background information regarding the report.

15. **Appendix D. Samples of Disclaimer Notices.** Disclaimers provide critical context to readers about product content.

16. **Appendix E. Obtaining an Office of Operations Publications Number Form and Publication Categories.** Request a publication number from the Information Specialist when you are nearing a final draft. If none of the standing publications categories suit your product, confer with the Information Specialist about adding another category.

17. **Appendix F. Sample Acknowledgements Page.** This appendix outlines the proper standards for writing an Acknowledgements Page.

18. **Appendix G. Sample Form FHWA-1528 "Authorization to Proceed to Printing/Reprinting/Web Posting/Multimedia/Video Production."** This form accompanies all products that are submitted to the Office of Public Affairs. The form requires the digital signatures of both the HOP PM and the Office Director (or his/her designee.)

19. **Appendix H. Average Timeframe for the Office of Operations Product Review and the Office of the Chief Counsel and the Office of Public Affairs Approval Processes.** To help the HOP PM plan ahead in developing a deliverables schedule, this appendix gives an idea of average anticipated timeframes for HOP/HCC/HPA review turnarounds and the printing and/or Web posting processes.

OFFICE OF OPERATIONS PRODUCT REVIEW KEY STAFF

Two members of the HOP Resource Team have primary oversight over these processes:

1. Information Specialist responsibilities include:

    - Providing Publication Number.
    - Assessing product formatting adherence to HOP and FHWA product guidelines.
    - Submitting Government Publishing Office (GPO) package to FHWA Office of Information and Management Services Publishing and Visual Communications Team.
    - Reviewing 508-HTML compliant Web package and posting to the Web.
    - Serving as HOP Liaison with the Office of Public Affairs backup for Marketing and Outreach Coordinator.

2. Marketing and Outreach Coordinator responsibilities include:

    - Acting as HOP Liaison with the Office of Public Affairs.
    - Processing the "Clearance Request for Public Materials - Video, Print, Web, Social, Media, or Multimedia" Form FHWA-1113 and submitting to Public Affairs.
    - Submitting the completed "Authorization to Proceed to Printing/Reprinting/Web Posting/Multimedia/Video Production" Form FHWA-1528 to Public Affairs for final review.
    - Reviewing and assessing editorial content for HOP products (e.g., reports, presentations, and marketing materials) and forwarding consecutively to HCC and to HPA for review.

CHAPTER 2. FORM FHWA -1113 RELATED TO ACQUISITIONS PROCESS

The Federal Highway Administration (FHWA) Office of Public Affairs (HPA) requires approval of all agency products that meet either of the following criteria:

- Has a DOT/FHWA Signature (logo), endorsement, or funding.
- Will be provided to external audiences via online, printed copy, or presentations. Refer to Chapter 9 Table 4 on page 42 for more details.

Most FHWA Office of Operations (HOP) procurements involve deliverables that meet these HPA approval requirement criteria. The FHWA and HOP acquisitions processes have many elements, one of which is HPA's approval of Form FHWA-1113, http://staffnet.fhwa.dot.gov/informs/adobeforms/fhwa1113.pdf.[1]

Form FHWA-1113 is used in the "light bulb" conceptual stage of an HOP product. Before a HOP Project Manager (PM) formalizes any steps toward introducing a procurement item into the PRISM acquisitions software program, HPA needs to digitally sign the Form FHWA-1113. Note that presentations do not require a Form FHWA-1113.

A HOP PM filling out the form should provide a description of the proposed product and outline the advantage of the material to not only technical stakeholders but, if possible, the taxpaying public as well. A link to the Form FHWA-1113 instructions can be found at: http://our.dot.gov/office/fhwa.dss/operations/HOP/Shared%20Documents/OPS%20III%20and%20Freight%20Forms%20and%20Templates/FHWA%201113%20Form.pdf[2]. The HOP PM will not include his/her digital signature in field #11 but instead leave it blank and email the filled-out Form FHWA-1113, along with a draft Performance Work Statement/Statement of Work (if applicable) to the Marketing and Outreach Coordinator for review. The Office Director's signature is not required for this form. The Coordinator will then assess the Form FHWA-1113, seek clarification from the HOP PM if necessary, apply his/her digital signature, and forward the form to HPA. HPA will respond to the Marketing and Outreach Coordinator within HPA's standard 10 Federal business days timeframe.

The HPA staff will apply his/her digital signature to an approved Form FHWA-1113. Should he or she not approve the form, the Marketing and Outreach Coordinator will discuss the concerns with the HOP PM. A product file name title should spell out the name of the product, use no special characters, and include the month and year.

Figure 1 displays the process for submitting Form FHWA-1113.

---

[1] This link is only available to FHWA staff.
[2] This link is only available to FHWA Office of Operations staff.

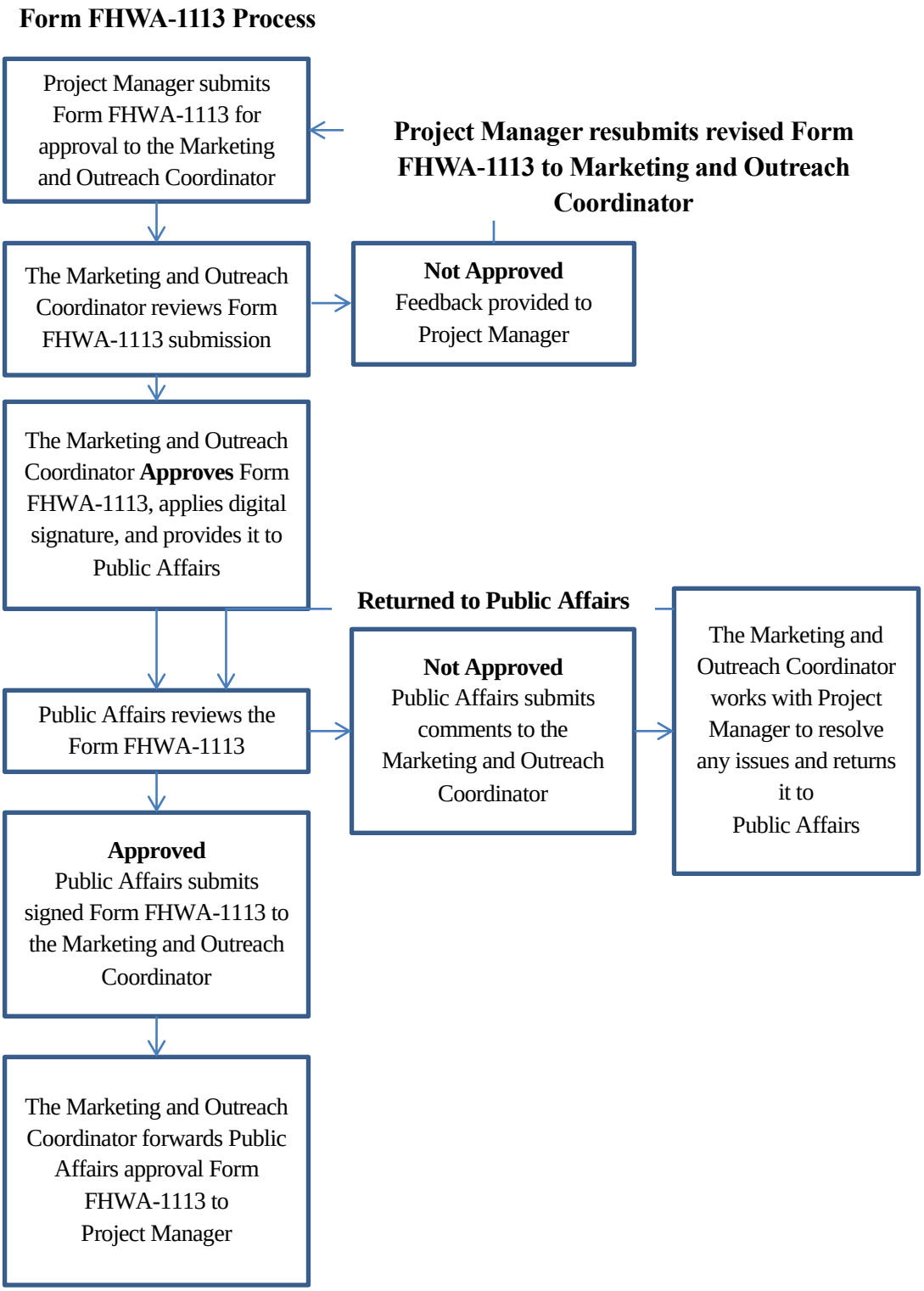


Figure 1. Flow Chart. Obtaining Office of Public Affairs Authorization for Form FHWA-1113 Clearance Request for Printing/Reprinting/Web Posting/Multimedia/Video Production.

For more information about the Form FHWA-1113, please refer to FHWA Order 2-4, http://www.fhwa.dot.gov/legsregs/directives/orders/2-4.cfm.

Refer to Appendix A for a sample Form FHWA-1113 "Clearance Request for Public Materials – Video, Print, Web, Social Media, or Multimedia".

CHAPTER 3. STYLE GUIDELINES FOR ALL PRODUCTS

Chapter 2 provided a summary of the Federal Highway Administration (FHWA) Office of Public Affairs (HPA) approval role for Office of Operations (HOP) products in the conceptual stages. This chapter, and the two that follow, will discuss style and editorial content guidelines in the creation of HOP products. Appendix B of this guide offers a HOP Project Manager Product Review Checklist as a resource to highlight the most common style, formatting, and editorial errors found in drafts but it is not meant to be an exhaustive list.

The HOP Project Manager (PM) has the responsibility for ensuring that the Contractor has followed the standards included in this *Office of Operations Guide to Producing Successful Communications Products* supplement to the FHWA's *Turner-Fairbank Highway Research Center R&D Communication Reference Guide* and the *U.S. Government Publishing Office Style Manual* standards. Any HOP product that a HOP PM forwards through the HOP/Office of the Chief Counsel (HCC)/HPA approval processes carries his/her endorsement that the product is in final form and ready for public release.

This chapter will describe Federal Government Plain Language standards and the current Federal government/agency/HOP prescribed, recommended, and optional standards for the layout of guidance and technical reports. Future products layouts may be described in subsequent updated versions of the *Office of Operations Guide to Producing Successful Communications Products*.

PLAIN LANGUAGE

All Federal agencies are required to use "clear Government communication that the public can understand and use." Subsequently, an Executive Order, "E.O. 13563 – Improving Regulation and Regulatory Review (https://www.gpo.gov/fdsys/pkg/FR-2011-01-21/pdf/2011-1385.pdf)" was issued stating "[our regulatory system] must ensure that regulations are accessible, consistent, written in plain language, and easy to read."

The *Federal Plain Language Guidelines* (http://www.plainlanguage.gov/howto/guidelines/FederalPLGuidelines/index.cfm) was developed to assist with writing for an audience's current level of knowledge. Identifying who an audience is and what they want to know will have a positive outcome for a clearly written document.

Refer to the Plain Language Web site (http://www.plainlanguage.gov) for more detailed information.

Tips for Writing in Plain Language

Table 1 shows examples of "before and after" using common everyday words. You can find additional options at http://www.plainlanguage.gov/howto/wordsuggestions/simplewords.cfm.

Table 1. "Before and After" examples.

Bureaucratic	Better
commence	begin
endeavor	try
furthermore	also
presently	now
provided that	if
prior to	before
retain	keep
whereas	since
utilize	use

(Source: FHWA News April-May 2001, http://staffnet.fhwa.dot.gov/fhwanews/may01/fyi3.htm.)

The Plain Language "Simple Words and Phrases" webpage, http://www.plainlanguage.gov/howto/wordsuggestions/simplewords.cfm, displays a list of overused complex words, as well as suggested simpler replacement words.

OFFICE OF OPERATIONS STYLE GUIDELINES

HOP staff and Contractor should produce materials that keep the user in mind at all times. To that end, HOP highly recommends the following standards:

- There are no typos.
- Acronyms are barriers to understanding and should be spelled out:
  - In tables of contents.
  - In titles and headings.
  - The first time they appear in the product.
  - At the beginning of each chapter.
- Synonyms are deployed whenever possible and appropriate in place of frequently used words (terms like "support" and "develop") to make the content more interesting to read.

- The product uses the lowest possible quotient of passive voice, so as not to inadvertently undercut proactive messaging. (The HOP Project Manager should review the product to assure the Contractor clearly understands the meaning of passive voice.)

- Graphics follow data visualization techniques whenever possible to best communicate valuable information.

- Report is visually compelling in a way that will attract a user and clearly underscore the content.

- Formatting is consistent.

- Tables and bulleted content use parallel sentence construction.

- There is no unacceptable content, such as advocacy language or endorsement of private businesses or products.

The following items are additional style guidelines for all HOP products, primarily technical reports and guidance. Not all HOP products will have these elements:

- Type Arrangement and Typefaces
- Volume Format
- Pagination
- Lists
- Footnotes

The below referenced text will explain further HOP style guidelines.

Type Arrangement and Typefaces

- The preferred font for technical report content is black or dark blue Times New Roman, sized at 12 point for both headings and text. However, if the HOP PM recommends another font, he or she may confer with the Information Specialist—who is a publishing format expert—during conceptual phase. Additionally, figures/tables/charts, etc. may use alternative font styles that are legible and appropriate.

- Type styles in the text will match those in the front matter and in the table of contents for all headings and subheadings. This requirement includes font, capitalization, punctuation, bolding, italics, and other attributes.

- Margins must be at least one inch on all sides, including pages with figures and tables.

- Single-spacing is preferred, provided that superscript and subscript do not touch the next line of type. Use the superscript and subscript features in Microsoft Word.$^{\text{(sample superscript)}}$

- Paragraphs are not indented.

- There should be two returns (i.e., one blank line) between paragraphs.

- Right margins should not be justified because type with ragged margins is easier to read and edit.

- Product must be able to be legibly printed on a laser or letter-quality printer.

- Report should feature words that are correctly divided, mathematical symbols or formulas are not divided between lines, and spacing is not excessive or erratic.

- Content should not have widows and orphans (i.e., a single line of text at the top or bottom of a page).

- Special math or scientific fonts in equations and formulas should be converted into a .jpg, .bmp, or .gif graphic and inserted into the document as a figure. Not all computers, printers, and operating systems can interpret special math and scientific fonts.

Volume Format

The term "volume" designates an individually bound book. When a report exceeds 400 pages (including figures, tables, appendices, and front matter), it should be divided into two or more individual volumes, with each containing a separate publication number and Roman numeral (Volume I, Volume II, etc.) as part of the subtitle. It should also be listed on the Technical Report Documentation Page (form DOT F 1700.7) in the abstract portion of the form. Indicate the following information within the abstract:

> This volume is the first in a series. The other volume in the series is: FHWA-HOP-##-### Volume II: *Name of Publication*.

Consult with the Information Specialist during conceptual phase for further guidance on publishing format if needed.

Pagination

- The Technical Report Documentation Page (form DOT F 1700.7) is always Page i but the number should not be printed on the page. (Refer to Appendix C for a sample Form DOT F 1700.7 "Technical Report Documentation Page").

- The product should include front matter in the page count in the total number of pages (block 21) of the form 1700.7.

- Front matter should use lower case Roman numerals such as ii, iii, etc. Start numbering with Arabic "1" at the introduction or, if there is no introduction, at the start of chapter 1.

- Use only one series of Arabic numbers from the first page of the report to the last. Do not number appendix pages as A-l, B-l, etc.

- Decimal numbers, hyphenated numbers, or numbers combined with letters for chapters, sections, or subsections should not be used as page numbers. Minimize the use of paragraph and subparagraph numbers.

- Page numbers should be centered for consistent appearance in single- and double-sided printing. Page numbers should appear 0.5 inches up from the bottom edge of each page and should stand alone with no dash on either side of the number.

- Chapters must begin on the right-hand page (i.e., an odd-numbered page). Insert blank pages where needed to achieve this effect. Blank pages are counted in the page number sequence, but no number is printed on the page. Do not label "this page intentionally left blank" when adding a blank page to start a new chapter on a right-hand page. Individual chapters, appendices, etc., will not have title pages.

Lists

- Apply bullet points to lists unless the sequence of items is critical, in which case Arabic (1, 2, 3, etc.) numerals followed by periods and one space may be substituted for bullets.

- Place a colon at the end of the text sentence preceding the list.

- Use the standard (Microsoft Word) round bullets and be consistent throughout the product.

- Deploy parallel grammatical structure. (For example, in this list, all bulleted entries begin with a present tense verb.)

- Begin each entry with a capital letter.

- End each entry with a period when it forms a complete sentence.

- Do not end the next-to-last item with "and" or "or."

- Put two returns (i.e., one blank line) after the bulleted list. Short bulleted items (words, phrases, sentences) should be followed by a single return. Long bulleted items (paragraphs) should be followed by two returns.

Footnotes

- Use superscript figures without parentheses or brackets for footnote references.
- In each chapter, footnotes to text are numbered starting with "1." Footnotes to tables or figures begin with 1 for each table or figure. Use superscript numbers.
- Footnotes must begin on the page carrying the footnote number. Avoid breaking a footnote between pages.
- Footnotes should be single spaced. Indent the first line of each footnote by 0.25 inches.
- Asterisks, daggers, or italic superior letters may be used only when a numeral in a table or figure might cause confusion, such as being mistaken for an exponent.

Product File Naming Convention

A product file name title should spell out the name of the product, version number, use no special characters, and include the month and year.

CHAPTER 4. TECHNICAL REPORT PRODUCT ORDER OF ELEMENTS

Chapter 4 will delve into the elements that are most commonly found in Federal Highway Administration (FHWA) Office of Operations (HOP) technical reports and guidance. Not every report will include these elements but it should follow the prescribed order. The report must be consistent throughout in format and style.

Appendix B of this guide offers a HOP Project Manager Product Review Checklist as a resource to highlight the most common style, formatting, and editorial errors found in drafts but it is not meant to be an exhaustive list.

A technical report typically includes the following elements. A more detailed description of each of the elements follows this listing.

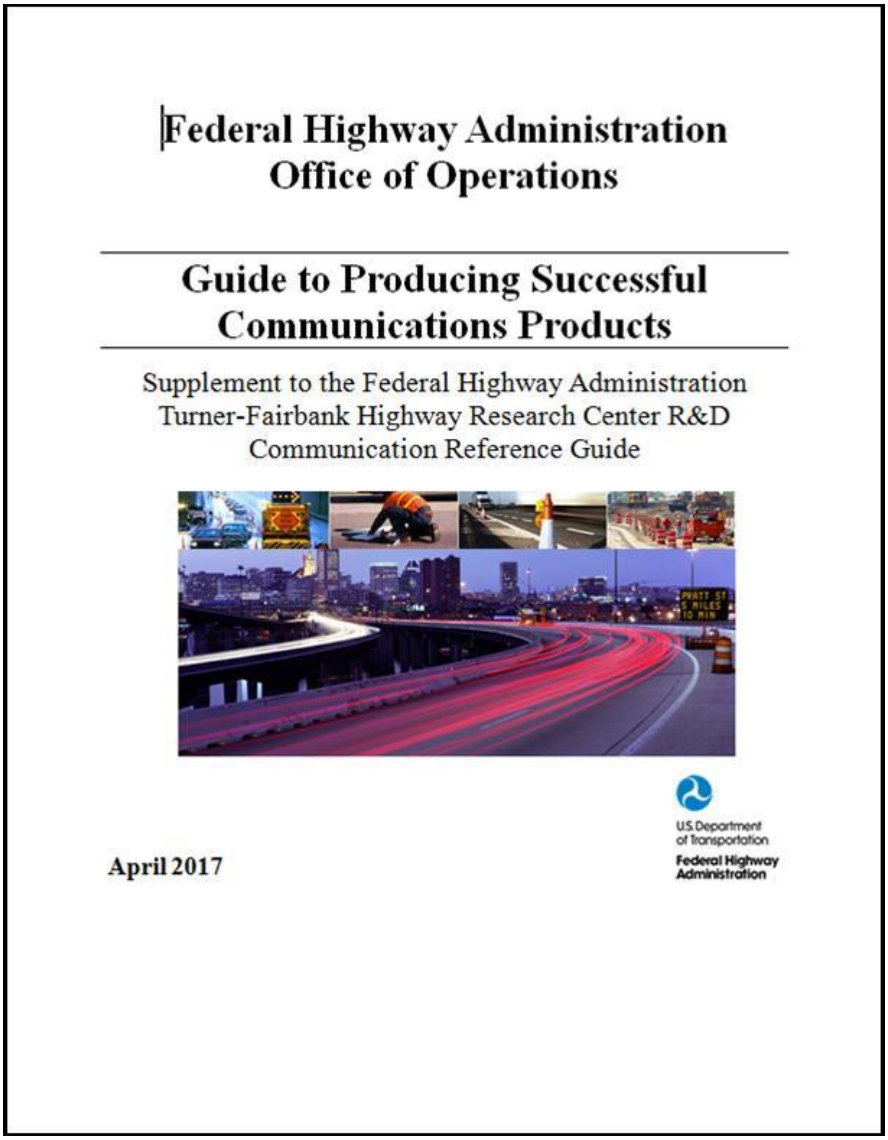
- Cover Elements
    - Foreword
    - Notice and Quality Assurance Statement
    - Cover Photograph/Graphic Sources
- Front Matter Elements
    - Technical Report Documentation Page
    - Metric Conversion Chart
    - Table of Contents
    - List of Figures
    - List of Tables
    - List of Acronyms
- Body of Report Elements
    - Executive Summary
    - Introduction
    - Main Text into Chapters
    - Conclusions
    - Recommendation
- Back Matter Elements
    - Appendices
    - Glossary
    - Acknowledgments
    - References
    - Bibliography
    - Index
    - Back Cover

FRONT COVER

The front cover will consist of the title, month and year, and one of the approved U.S. Department of Transportation (DOT)/FHWA Signatures (also known by the more informal term "logos"). The DOT/FHWA Signature should be placed in the lower right-hand corner of the cover. If that is not possible, confer with the Information Specialist, who can also provide the official DOT/FHWA Signatures.

Contractors' names and/or logos will not appear in the report, except in block 9 of the Technical Report Documentation Page (form DOT F 1700.7) (Appendix C for a sample Form DOT F 1700.7 "Technical Report Documentation Page". Further information on this page may be found in the next section of this chapter.) Paid consultants will not be acknowledged anywhere else in FHWA publications. Additionally, FHWA staff names appear only on this page as well and should not be included in a report's acknowledgements page.

Figure 2 shows an example of a front cover for guidance or a technical report.



Federal Highway Administration
Office of Operations

Guide to Producing Successful Communications Products

Supplement to the Federal Highway Administration Turner-Fairbank Highway Research Center R&D Communication Reference Guide

April 2017

U.S. Department of Transportation
Federal Highway Administration

Figure 2. Graphic. Example of a technical publication front cover.

(Source: Measuring the Impacts of Freight Transportation Improvements on the Economy and Competitiveness https://www.ops.fhwa.dot.gov/publications/fhwahop17009/fhwahop17009.pdf.)

The inside front cover should consist of a foreword, disclaimer notice, quality assurance statement, and front cover photograph/graphic sources. The following section will examine these front cover components in detail.

Foreword

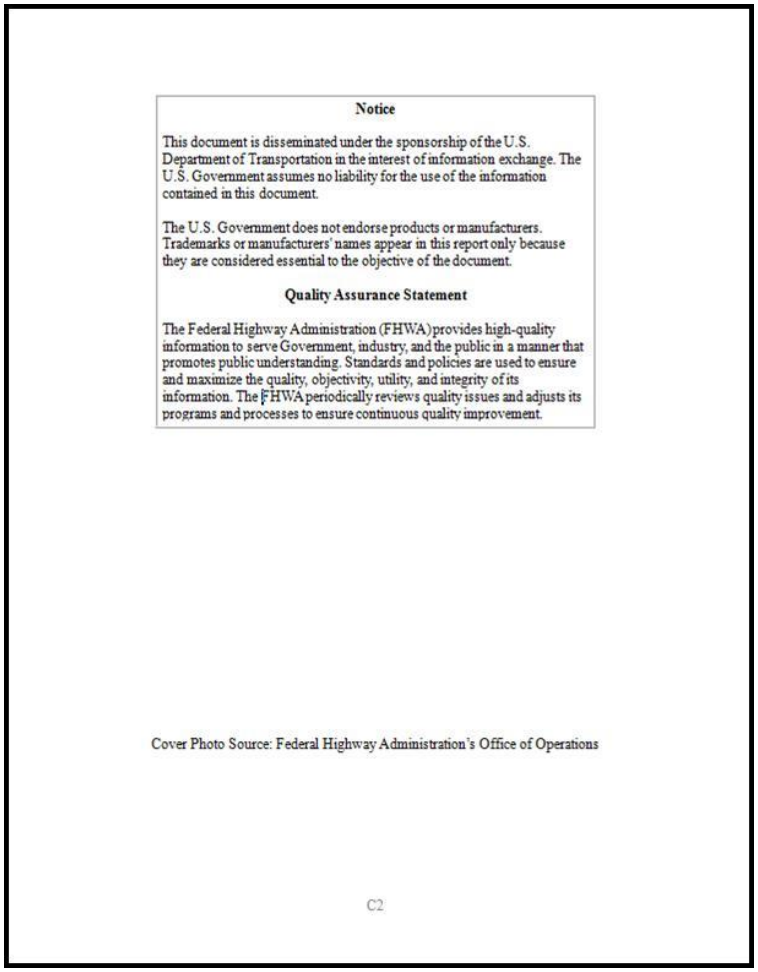
Publications containing technical material (e.g., research reports, manuals, handbooks, and guidance) must have a foreword on the inside front cover. The foreword—signed by the HOP Associate Administrator or an HOP Office Director—should contain information useful to readers:

- Purpose of the report, manual, or study
- Content summary
- Interested audience
- Previous printing of the publication
- Publication status: preliminary, interim, or final

Disclaimer Notice, Quality Assurance Statement, and Cover Photograph/Graphic Source

Every FHWA publication must contain the standard disclaimer notice and quality assurance statement. If there are photos or graphics displayed on the front cover, then the source must be listed on the inside front cover at the bottom of the page. If the product contains a lengthy foreword, the disclaimer notice, quality assurance statement and cover sources can begin on the following page.

Figure 3 shows an example of a guidance or technical inside front cover containing a standard disclaimer notice, quality assurance statement, and a graphic source. Refer to Appendix D for examples of disclaimer notices.



Notice

This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The U.S. Government assumes no liability for the use of the information contained in this document.

The U.S. Government does not endorse products or manufacturers. Trademarks or manufacturers' names appear in this report only because they are considered essential to the objective of the document.

Quality Assurance Statement

The Federal Highway Administration (FHWA) provides high-quality information to serve Government, industry, and the public in a manner that promotes public understanding. Standards and policies are used to ensure and maximize the quality, objectivity, utility, and integrity of its information. The FHWA periodically reviews quality issues and adjusts its programs and processes to ensure continuous quality improvement.

Cover Photo Source: Federal Highway Administration's Office of Operations

C2

Figure 3. Graphic. Example of a technical publication inside front cover.

(Source: Use of Freeway Shoulders for Travel — Guide for Planning, Evaluating, and Designing Part-Time Shoulder Use as a Traffic Management Strategy https://www.ops.fhwa.dot.gov/publications/fhwahop17009/fhwahop17009.pdf.)

FRONT MATTER ELEMENTS

The front matter elements of a standard technical report include the following components.

- Technical Report Documentation Page (Form DOT F 1700.7)
- Metric Conversion Chart
- Table of Contents
- Lists of Figures
- Lists of Tables
- List of Abbreviations and Symbols

Technical Report Documentation Page (Form DOT F 1700.7)

The Technical Report Documentation Page (Form DOT F 1700.7) contains a report's background information. The information on this page is provided to the National Institute of Standards and Technology. The abstract can be excerpted from a report's introductory content.

Figure 4 shows an example of a completed Technical Report Documentation Page (Form DOT F 1700.7).

Technical Report Documentation Page

1. Report No. FHWA-HOP-17-009	2. Government Accession No.	3. Recipient's Catalog No.
4. Title and Subtitle Office of Operations – Guide to Promote Successful Products Supplement to the Federal Highway Administration Publication Guidelines		5. Report Date April 2017 6. Performing Organization Code
7. Author(s) Office of Operations Federal Highway Administration		8. Performing Organization Report No.
9. Performing Organization Name and Address Office of Operations Federal Highway Administration 1200 New Jersey Avenue, SE Washington, DC 20590		10. Work Unit No. (TRAIS) 11. Contract or Grant No.
12. Sponsoring Agency Name and Address Office of Operations Federal Highway Administration 1200 New Jersey Avenue, SE Washington, DC 20590		13. Type of Report and Period Covered Guidelines December 2015 – April 2017 14. Sponsoring Agency Code HOP-1
15. Supplementary Notes		
16. Abstract The document is a Supplement to the Federal Highway Administration (FHWA) Publication Guidelines. This Guide provides an overview of the Office of Operations and FHWA product review, approval, printing, and Web posting processes.		
17. Key Word Guidelines, Publication, Products	18. Distribution Statement No restrictions.	

19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 90	22. Price N/A

Form DOT F 1700.7 (8-72) Reproduction of completed page authorized

Figure 4. Graphic. Example of a Technical Report Documentation Page.

(Source: Regional Assessment of Weather Impacts on Freight https://www.ops.fhwa.dot.gov/publications/fhwahop17009/fhwahop17009.pdf.)

Refer to Appendix C for a sample Form DOT F 1700.7 "Technical Report Documentation Page".

Metric Conversion Chart

The Metric Conversion Chart is a user reference that is required when a product is using metric measurements. However, because the conversion is helpful for international readers, the Metric Conversion Chart is recommended for HOP products. An example of the chart can be found on page iii.

Table of Contents

- A table of contents lists the main sections of the publication and their respective page numbers. The idea is to create a section that is useful to the reader.
- A table of contents is useful in most reports of more than 10 pages and is required in all reports of 30 or more pages.
- At a minimum, chapter headings and first level headings should be included in the table of contents and must reflect the exact text (including text and punctuation) used in the body of the document.
- Do not list front matter on the table of contents. List only the body of the text from page one through the appendices.
- Type styles in the table of contents should match those used in the report. Like the headings in text, each level of subordination must consistently use a particular type treatment (e.g., all capitals and bold).

List of Figures

The List of Figures contains the listing of the figure's captions within a product. The list will match the exact wording of the figure captions and include the appropriate pages numbers.

A figure is a non-text visual element shown as a graph, photo, formula, equation, chart, diagram, illustration, etc. Each visual element must be separate and must have its own figure number and caption. Do not combine multiple graphic elements into one large figure. In addition, text elements should not be grouped as part of the figure. Refer to Figure 5.

Table Heading	Table Heading
12	122
13	133

Figure 5. Unacceptable Graphic. Sample of a table depicted as part of the graphic.

Merriam-Webster's Dictionary defines a table as "a systematic arrangement of data usually in rows and columns for ready reference." Do not incorporate a table and table information into a figure (image). A table should be depicted in a Microsoft Word or Excel text table format rather than as part of a figure or graphic. Refer to Table 2 and Figure 6.

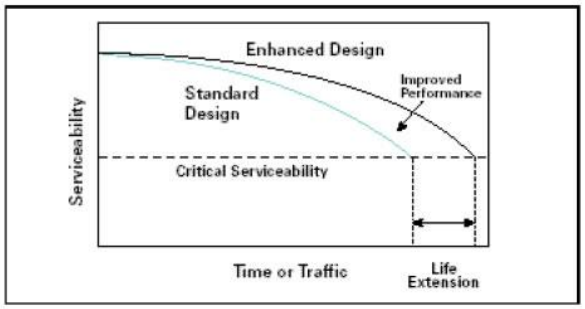
Text such as notes or tables should be included in the body as text rather than as part of a figure. For example, Figure 5 and the combination of Table 2 and Figure 6 look similar; however, when a user clicks on Figure 5 in Microsoft Word, it shows that the table and photograph are combined into a single figure. Instead, the figure and the table should be separate, one as a Microsoft Word table, and the other as a graphic (image) as shown in Table 2 and Figure 6. The easiest way to determine if a table or text is formatted correctly is to try to change information. A Microsoft Word table or text will allow someone to change information, while a picture format will not.

Table 2. Sample of separate table.

Table Heading	Table Heading
12	122
13	133

Figure 6. Photo. Sample of separate graphic.

Do not combine more than one graphic element such as a photo, an illustration, and graph. Each element must be separated with its own figure number and caption. For example, do not combine multiple elements as one figure, as shown in Figure 7.



Bold Symbol Signs	• W1-1 - Turn • W1-2 - Curve • W1-3 - Reverse Turn • W1-5 - Winding Road • W1-6 - Large Arrow (One Directions) • W1-7 - Large Arrow (Two Directions) • W1-8 - Chevron • W1-9 - Turn & Advisory Speed • W1-10 - Horizontal Alignment & Intersection • W2-1 - Cross Road • W2-2, W2-3 - Side Road • W2-4 - T Intersection • W2-5 - Y Intersection • W2-6 - Circular Intersection • W3-1a - Stop Ahead	• W3-2a - Yield Ahead • W3-3 - Signal Ahead • W4-3 - Added Lane • W6-1 - Divided Highway Begins • W6-2 - Divided Highway Ends • W6-3 - Two-Way Traffic • W10-1, -2, -3, -4 - Highway-Railroad Intersection Advance Warning • W11-2 - Pedestrian Crossing • W11-3 - Deer Crossing • W11-4 - Cattle Crossing • W11-5 - Farm Equipment • W11-5p, -6p, -7p - Pointing Arrow Plaques • W11-8 - Fire Station • W11-10 - Truck Crossing • W12-1 - Double Arrow

Figure 7. Unacceptable Multiple Elements. Do not merge multiple elements as one figure.

The correct method is to depict multiple elements as separate figures, each with its own figure number and caption as in the examples shown in Figures 8, 9, and 10 and Table 3.

Figure 8. Photo. Correct Format 1.

Figure 9. Photo. Correct Format 2.

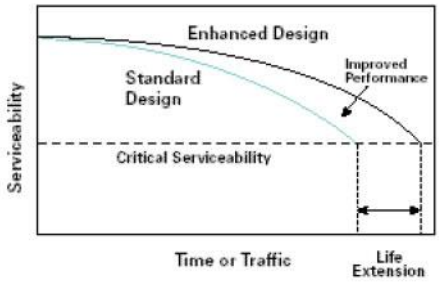


Figure 10. Chart. Sample of correct chart.

Table 3. Correct way to depict table from Figure 7.

Bold Symbol Signs	• W1-1 - Turn • W1-2 - Curve • W1-3 - Reverse Turn • W1-5 - Winding Road	• W3-2a - Yield Ahead • W3-3 - Signal Ahead • W4-3 - Added Lane • W6-1 - Divided Highway Begins

A figure should also be reviewed for Personally Identifiable Information (PII), which is any information that relates to an individual and can be used to identify that individual. Some examples of PII include faces, Social Security numbers, a license plate that clearly shows its numbers or letters, (including State government vehicles), and invoices with addresses. All PII should be pixilated, obscured, or eliminated from HOP products. You should provide attribution for any item that is copyrighted and that FHWA obtains a license to use.

Every figure must have a unique caption centered at the bottom. All figures must be numbered in a single sequence from the beginning of the volume through the appendices. Figures include graphs, photos, formulas, equations, charts, etc. Use the following format for writing, punctuating, capitalizing, and centering figure captions:

Figure 1. Graph. [Insert caption for graph.]

Figure 2. Photo. [Insert caption for photo.]

Figure 3. Formula. [Insert caption for formula.]

Figure 4. Chart. [Insert caption for chart.]

Figure 5. Equation. [Insert caption for equation.]

When using **a special symbol, math, or scientific fonts in equations and formulas**, create a .jpg graphic file of the equation and insert it into the document as a graphic/picture. Keep in mind that not all computers, printers, and operating systems can interpret special math and scientific fonts. All equations must be numbered and captioned as a figure. Refer to the following example in Figure 11:

$$W = 500\,[\frac{LN}{N-1} + 12N + 36]$$

Figure 11. Equation. Sample of an equation displayed as a graphic.

The equation was created as a graphic object (figure) and pasted into this document as a picture. It was not created as “text” or a “text box” using a special font through Microsoft Word. The caption above shows the normal equation and caption, which would be reflected in a report.

For reports of 30 pages or more, lists of figures are placed immediately following the table of contents. Lists of figures and tables can be on the same page if both completely fit.

The Contractor will supply a list of all figures along with their sources and will obtain written permission from the source to use their image. The source should be listed with the figure.

Lists of Tables

The Lists of Tables represents an inventory of the tables within the publication. The list will match the exact wording of the table captions. The pages numbers for the tables will be listed.

Every table must have a unique caption centered at the top. All tables must be numbered in a single sequence from the beginning of the volume through the appendices. Use this format for writing, punctuating, capitalizing, and centering table captions. Captions should be spaced at least two returns between the text and the graphics/figures.

Table 1. [Insert caption for table.]

Text such as notes or tables should be included in the body as text rather than part of a figure.

For reports of 30 pages or more, lists of tables are required and are placed immediately following the table of contents. Lists of figures and tables can be on the same page if both completely fit.

If a table continues to another page then the wording "(continuation)" will follow the table caption on the next page. Do not abbreviate continuation.

Table 1. [Insert caption for table.] (continuation)

Lists of Abbreviations and Symbols

The List of Abbreviations and Symbols displays the abbreviations and symbols employed in the publication.

BODY OF REPORT ELEMENTS

The elements of the report include:

- Executive Summary
- Introduction
- Main Text Separated Into Chapters
- Conclusions
- Recommendations

Executive Summary

The Executive Summary provides a snapshot of the publication as a whole.

Introduction

The Introduction summarizes the publication chapters.

Main Text Separated Into Chapters

Headings

- To delineate different parts of a lengthy document, material is separated into chapters, and lengthy chapters are separated internally with subheadings. Because the titles of chapters and the next level of heading will be presented in the table of contents, it is important to use headings that will be most useful to readers.

- Do not number subheadings. There are four levels of headings; each is a subset of the level above it. Refer to the following box for preferred heading styles.

CHAPTER 1. MAJOR SECTION HEADING

The chapter headings are all caps, bold, and centered. Chapter numbers, when used, may be Arabic or Roman and may be followed by a period and one or two spaces. Please be consistent throughout all chapter heads. There should be three returns (i.e., two blank lines) after a chapter heading.

FIRST LEVEL HEADING

All caps, bold, and flush left (i.e., at the left margin). No numbering is required. There are only two returns (i.e., only one blank line) after this and all subordinate headings.

Second Level Heading

Initial caps, bold, and flush left. Follow with two returns.

Third Level Heading

Initial caps, bold, italics, and flush left. Follow with two returns.

Fourth Level Heading: Initial caps, bold, followed by a colon, and flush left. Follow with two returns. This subhead level is not often required.

Chapters

- Chapters must begin on the right-hand page (i.e., an odd-numbered page). Insert blank pages to achieve this effect. Blank pages are counted in the page number sequence, but no number is printed on the page. Do not label "this page intentionally left blank" when adding a blank page to start a new chapter on a right-hand page. Individual chapters, appendices, etc., should not have title pages.

Conclusions

The Conclusion is the final message of the publication.

Recommendations

The Recommendations list illustrates how to move forward or what course of action is recommended.

BACK MATTER ELEMENTS

There are several elements that are likely to appear in a technical report.

- Appendices
- Glossary
- Acknowledgements
- References
- Bibliography
- Index
- Inside Back Cover 3 (blank page)
- Back Cover 4 (Publication number and printing information)

Appendices

An Appendix is supplementary content (e.g., explanatory, statistical, bibliographic) at the end of a product.

Appendices use consecutive pagination and do not use A-1, etc. If an acknowledgement page is used, it must be part of the appendix; however, it should not contain Contractor, author, or company names.

Glossary

The Glossary is an alphabetical listing of terms with their definitions.

Acknowledgements

Acknowledgements recognize the existence or truth of something. Please refer to Appendix F for a sample of an acknowledgements page.

Reference

A reference is a list of source information that was used to create the content of the report.

Bibliography

A Bibliography is a list of publications, reports, Web sites, etc., that may contain the following additional information for references and bibliographies.

- References and citations in the text should use superscript numbers enclosed in parentheses or brackets and be placed after the end punctuation. If there is more than one reference, separate them with commas, but no spaces. Example:

  "This guide contains many references. (1,5,7) "

  For more than three references, use a separate sentence in parentheses. Example:

  "This guide contains many references. (Refer to references 1, 5, 7, and 18.)"

- In the list of references in the appendix and bibliography, any style may be used as long as it is consistent and all reference elements are included (authors, title, publication number, publisher's name and city, publication date.)

- References must be consistent in punctuation, the order of elements, and the amount of information supplied. When chapters or articles in larger volumes are referenced, provide inclusive page numbers, which can shorten the time it takes a reader to track down a particular reference.

- References should use a single series of Arabic numbers beginning with "1" and continuing through the document and appendices.

- Each reference must be cited. Materials not cited may be listed in a bibliography placed at the end of the volume on the page(s) following the references.

Index

An Index is an alphabetical list of report subjects with their respective page numbers.

Inside Back Cover 3 (blank page)

Back Cover 3 is the inside back cover. This cover is normally blank.

Back Cover 4 (Publication number and printing information)

Back Cover 4 is the back cover of the document and the content should consist of the following, which can be placed anywhere, on the cover:

U.S. Department of Transportation
Federal Highway Administration
Office of Operations
1200 New Jersey Avenue, SE
Washington, DC 20590

Office of Operations Web Site
https://ops.fhwa.dot.gov/

Month and Year of Publication
Publication Number

The USDOT/FHWA Signature (logo) can be on both front and the back cover but should at least be on one of those locations.

Note: Contractors' names may not appear in the report, except in block 9 of the Technical Report Documentation Page (form DOT F 1700.7). Contractor logos may not appear at all. Paid consultants should not be acknowledged anywhere else in FHWA publications.

Figure 12 displays an example of a Back Cover 4.

U.S. Department of Transportation
Federal Highway Administration
Office of Operations
1200 New Jersey Avenue, SE
Washington, DC 20590

Office of Operations Web Site
https://ops.fhwa.dot.gov

April 2017
FHWA-HOP-17-009

Figure 12. Graphic. Example of a Back Cover 4.

(Source: Federal Highway Administration Office of Operations Guide to Producing Successful Communications Products https://ops.fhwa.dot.gov/publications/fhwahop17009/fhwahop17009.pdf.)

CHAPTER 5. OTHER PRODUCTS ORDER OF ELEMENTS

Elements of the following products will be included in annually updated versions of the *Office of Operations – Guide to Producing Successful Communications Products*.

- Informational Brief
- Technical Brief
- Brochure
- Flyer
- White Paper
- Presentation
- Video
- Web Content

Appendix B of this guide offers an Office of Operations Project Manager Product Review Checklist as a resource to highlight the most common style, formatting, and editorial errors found in drafts but it is not meant to be an exhaustive list.

CHAPTER 6. OBTAINING A PUBLICATION NUMBER

Chapters 3–5 provided Office of Operations (HOP) guidelines for those products that will be released to external audiences via online, printed, or presentation communications channels. All public-facing products—except for presentations—must have HOP-issued publication numbers. Chapter 6 gives an overview of how to obtain such a number.

The HOP Project Manager (PM) should provide a completed Publication Number Request form to the Information Specialist in the final draft stages before the product is submitted for Marketing and Outreach Coordinator and Information Specialist reviews (described in Chapter 7).

The HOP PM can request a form from the Information Specialist or he/she can find the form at the Office of Operations SharePoint site, http://our.dot.gov/office/fhwa.dss/operations/HOP/Library/Forms/AllItems.aspx.[3]

Refer to Appendix E for a sample Publication Number Placeholder Request Form along with a listing of the Publication Categories.

The Information Specialist will then designate a publication number. The Information Specialist assigns a publication number within the fiscal year that the product will be published. For example, if the product will be published in Fiscal Year 2017, then the publication number will reflect that year (e.g., FHWA-HOP-17-XXX).

The HOP PM should direct the Contractor to put the number on the product. For direction on publication number placement, refer to Chapter 4.

[3] This link is only available to FHWA Office of Operations staff.

CHAPTER 7. MARKETING AND OUTREACH COORDINATOR AND INFORMATION SPECIALIST REVIEWS

Chapters 4–6 provided details on style, formatting, editorial content guidelines, and publication numbers for Office of Operations (HOP) products. Chapters 7–9 will walk through the approval processes of HOP, Office of Public Affairs (HPA), and Office of the Chief Counsel (HCC) to ensure that these standards were met. Appendix H gives an overview of the average timeframes for HOP, HCC, and HPA approval processes and the printing and Web posting tasks so that the HOP Project Manager (PM) can incorporate these review periods into their deliverables schedules.

This chapter addresses the HOP review process. The HOP PM has the responsibility for ensuring that the Contractor has followed the standards included in this *Office of Operations – Guide to Producing Successful Communications Products* supplement to the FHWA *Turner-Fairbank Highway Research Center R&D Communication Reference Guide* and the *U.S. Government Publishing Office Style Manual* standards. Additionally, the HOP PM should also ensure that the content has been reviewed by other FHWA program offices that may have some expertise and/or jurisdiction over the program. Any HOP product that a HOP PM forwards through the HOP/HCC/HPA approval processes carries his/her endorsement that the product is in final form and ready for public release.

Once a HOP PM determines that a product is in draft final form, he/she should forward the product to the Information Specialist (Specialist) and the Marketing and Outreach Coordinator (Coordinator) for review. All reports are to be submitted in the following two formats:

- Microsoft Office 2010-compatible file (e.g., Microsoft Operating System 7 and above).
- Adobe Portable Document Format (PDF) of the print version for review.

Note: The Section 508-HTML compliant version of a product should NOT be created at this point in the process. Instead, HOP PM should direct Contractor to wait until the product has been approved for public release by HPA. For further information on Section 508-HTML requirements, refer to Chapter 11.

During the review process, the Specialist and the Coordinator will inspect the product for formatting, style, and layout quality, and will assess whether editorial and style standards have been met. The revised document containing editorial comments will be returned to the HOP PM to oversee Contractor completion of the revisions.

The Specialist and the Coordinator initial review process may take up to a total of 10 Federal business days.

The Contractor will correct any issues found at their own expense and return the revised copy back to the HOP PM, who has the responsibility to review the revised draft final before sending it to the

Specialist and the Coordinator for another round of reviews. If a product has to be returned to the HOP PM for corrections, then the Specialist and the Coordinator subsequent reviews will also take up to five Federal business days total.

Once the product has passed the internal HOP review process, the HOP PM can now move forward to the next step, preparing for HCC approval process.

Contractors should undertake scrupulous version control practices.

CHAPTER 8. OFFICE OF THE CHIEF COUNSEL REVIEW

Chapters 7–9 gives an overview of the Federal Highway Administration (FHWA) Office of Operations (HOP), Office of the Chief Counsel (HCC), and the Office of Public Affairs (HPA) review processes. Chapter 8 summarizes the HCC assessment.

Once the HOP Project Manager (PM) has a final draft version of an HOP product approved by the HOP Information Specialist and Marketing and Outreach Coordinator, the next step is for the Coordinator to forward the report to HCC for their "Good Guidance" review.

The HCC standard turnaround time is 10 Federal business days. The Coordinator will convey HCC's approval or recommended changes to the HOP PM.

The Marketing and Outreach Coordinator cannot simultaneously submit an HOP product to both HCC and HPA. HCC changes to HOP products are common and any HOP product transmitted to HPA must be in final form.

The HCC has released the following background information on their evaluation process:

On January 18, 2007, President George W. Bush issued Executive Order (EO) 13422 "Further Amendment to executive Order 12866 on Regulatory Planning and Review" (72 FR 2763). This action amended Executive Order 12866 to expand the applicability of its provisions to guidance documents issued by Federal agencies. The primary focus of EO 13422 is on improving the way the Federal government does business with respect to guidance documents – by increasing their quality, transparency, accountability, and coordination. The EO makes clear that when an agency issues a guidance document that has a significant impact on society, the guidance document should be subject to an appropriate level of review – by the public, within an agency, and by other Federal agencies.

- **Guidance Documents.** Agency statement of general applicability and future effect, other than a regulatory action, that sets forth a policy on a statutory, regulatory, or technical issue or an interpretation of a statutory or regulatory issue.
- **Types of guidance documents covered by the Executive Order.** All guidance materials regardless of format, including guidance offered through video, audio tapes, interactive web-based software, or other innovative formats.
- **Types of guidance documents not covered by the Executive Order.** Guidance documents such as legal advisory opinions for internal Executive Branch use and not for release; briefs and other positions taken by agencies in investigations, pre-litigation, litigation, or other enforcement proceedings; speeches; editorials; media interviews; press materials; Congressional correspondence; grant solicitations; purely internal agency policies; and internal operation guidance directed solely to other Federal agencies. Information collections, discretionary grant application packages, and compliance monitoring reports also are not significant guidance documents.

CHAPTER 9. OFFICE OF PUBLIC AFFAIRS APPROVAL PROCESS

This chapter gives a summary of the final of three agency approval processes for Office of Operations (HOP) products: Office of Public Affairs (HPA) sign-off. When the Office of the Chief Counsel (HCC) approves an HOP product, the HOP Marketing and Outreach Coordinator (Coordinator) then forwards the product on to Public Affairs for their review. The product must be accompanied by a filled out Form FHWA-1528. This chapter will address all of these process components.

In 2011, the Federal Highway Administration's (FHWA) Office of Public Affairs began a new procedure requiring all program offices to obtain approval of any product (e.g., web content, publication, presentation, and article) that meet either of the following criteria:

- Has a DOT/FHWA Signature (logo), endorsement, and funding.
- Is available to external audiences via online, printed copy, or presentations. Refer to Table 4 for more details.

Why did Public Affairs institute this procedure? The HPA wants to:

- Become more familiar with all the content that the agency produces.
- Better assist FHWA to speak in one voice.
- Take a more strategic agency-wide approach in promoting materials.

PUBLIC AFFAIRS APPROVAL PROTOCOLS

The HPA Publication Communications team has set the following guidelines for publishing materials.

Products Requiring Office of Public Affairs Approval

Table 4 describes items requiring HPA approval.

Table 4. Office of Public Affairs list of items requiring Office of Public Affairs approval.

Product	Process
New Public Initiatives (such as the annual National Work Zone Awareness Week)	• Will be discussed in conceptual phase among Office of Operations (HOP) Project Manager (PM), HOP Marketing and Outreach Coordinator (Coordinator), and Office of Public Affairs (HPA) staff to develop strategies. • Requires HPA coordination/review/ approval prior to implementation of strategies.
New Publications	• Will have HPA review/approval in the conceptual stage and before public release.
Articles (trade publications, newsletters, Web site content, etc.)	• Needs HPA review/approval before public release.
Development of New FHWA Web Sites (external audiences)	• Should be coordinated with HPA and FHWA's Office of Administration (HAD) (IT services) during the conceptual phase prior to contracting or any pre-production activities.
New Web site Content (external sites)	• Initial review by Coordinator. • Does not necessitate HPA coordination/ review until content is in final form and ready to be posted.
New Videos (development/ production/updating of current videos and derivative works)	• Will be coordinated among HOP PM, Coordinator, and HPA staff during the conceptual phase prior to contracting or any pre-production activities. • Requires HPA coordination/review/ approval prior to proceeding with contracting or pre-production. • Must have HPA review/approval before release of final.
Social Media Content on FHWA Platforms Facebook, LinkedIn, Twitter, YouTube, and Flickr (text)	• Initial discussion/review with PM and Coordinator. • Should be coordinated early with HOP and HPA to discuss audience, message, and desired outcomes. • Requires HPA review/editing/approval. • HPA will oversee posting once approved and after program office provides instructions to post on social media.

Table 4. Office of Public Affairs list of items requiring Office of Public Affairs approval. (continuation)

Product	Process
Proposed Social Media Content (video and campaigns)	• Initial discussion/review with HOP PM and Coordinator. • Development should be coordinated with HPA early to discuss audience, message, and desired outcomes. • Requires HPA review/editing/approval. • HPA will undertake posting once approved and after program office provides instructions to post on social media.
Development of Communications/Marketing Strategies/Plans to Develop or Promote FHWA Products, Services, or Program Indicatives	• Initial discussion among HOP PM, Coordinator and HPA staff. • HPA staff will be assigned to assist in the development of strategies/plan. • HPA staff will assist in coordination of appropriate approvals, including conferring with other offices as appropriate.

Products That May Not Require Office of Public Affairs Approval

Table 5 describes items that may not require HPA approval.

Table 5. Office of Public Affairs list of items that may not require Office of Public Affairs approval.

Product	Process
Communications/Marketing Activities Targeted toward Internal Audiences	• Office of Operations (HOP) The Marketing and Outreach Coordinator (Coordinator) should make the determination regarding the need for additional assistance from Office of Public Affairs (HPA).
Minor Edits, Updates, and Revisions to Existing Web Content	• HOP Coordinator should make the determination regarding the need for additional assistance from HPA. For example, updated annual statistics may merit HPA interest.

Presentations Approval Criteria

A presentation requires a Form FHWA-1528 if presented to an external audience.

Table 6 below displays the approval criteria for presentations.

Table 6. Federal Highway Administration Office of Public Affairs approval criteria for presentations.

Audience	Office of Public Affairs Approval Needed	No Office of Public Affairs Approval Needed
External audience – External presentation made by staff to peers in person, via webinar, etc. but not provided electronically.	✔	
External audience – Technical presentation made by staff to peers that will be made available to participants/public (i.e., posted on an external website and/or given to participants electronically and/or given via webinar.)*	✔	
External audience – All presentations posted on our Web site *	✔	
Internal **Federal Highway Administration (FHWA)** audience – presentation that discusses FHWA policy.		✔
Internal **FHWA** audience – Technical presentation made by staff person to peers.		✔

(*Allow 10 Federal business days for Office of Public Affairs review).

OFFICE OF PUBLIC AFFAIRS REVIEW

Office of Public Affairs Approval Process

After HCC approves a product, the HOP Project Manager (PM) should send both the final draft product and a filled-out and digitally-signed Form FHWA-1528 to the Coordinator. The HOP PM may obtain the Form FHWA-1528 "Authorization to Proceed to Printing/Reprinting/Web Posting/Multimedia/Video Production" at http://staffnet.fhwa.dot.gov/informs/adobeforms/fhwa1528.pdf, or from the Coordinator. The HOP PM will complete and digitally-sign the form and then obtain the Office Director's digital-only signature. (HPA will not accept handwritten signatures on Form FHWA-1528.) A Form FHWA-1528 file name title should spell out the name of the product, use no special characters, and include the month and year.

The HOP PM should forward the filled-out form to the Coordinator with the final product. The Coordinator will submit both the product and the Form FHWA-1528 to Public Affairs. (Further information on the form can be found in the Form FHWA-1528 section below.)

The standard HPA review turnaround time is 10 Federal business days. The Coordinator will keep you informed when HPA has a backlog due to higher priorities.

If HPA finds issues with the product, then the Coordinator will return the product to the HOP PM with comments. The review process will start over once the HOP PM has remediated the product and submitted the updated product to the Coordinator for review along with a signed Form FHWA-1528. The Contractor must resolve the issues within five Federal business days. The subsequent review process can take up to additional 10 Federal Business Days. Once accepted by the Coordinator, the product will be submitted to HPA for another review.

Once approved by HPA, the Coordinator will provide the HPA-signed Form FHWA-1528 to the HOP PM.

Refer to the following websites for more detailed information:

- Office of Public Affairs: Content Approval Coordination, http://staffnet.fhwa.dot.gov/publicaffairs/approval_coordination_protocols.docx.[4]

- Office of Public Affairs Liaison Processes Guide, http://staffnet.fhwa.dot.gov/publicaffairs/hpa_liaison_processes_guide.docx.[5]

[4] This link is only available to FHWA staff.
[5] This link is only available to FHWA staff.

Form FHWA-1528

Form FHWA-1528 accompanies HOP products that are forwarded for HPA approval. Figure 13 displays the process for submitting Form FHWA-1528.

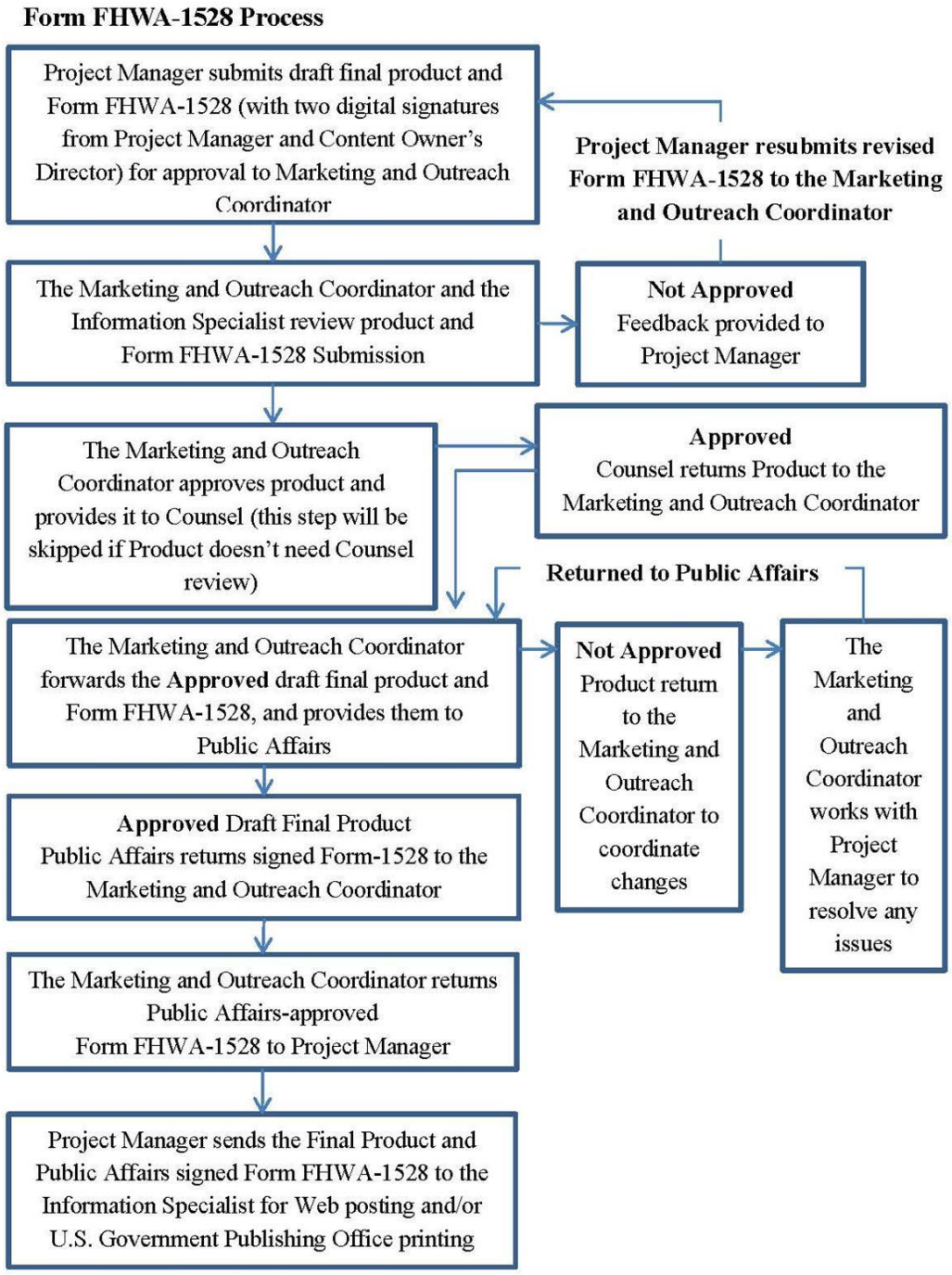


Figure 13. Flow Chart. Form FHWA-1528 review process.

Obtaining Office of Public Affairs Authorization for Form FHWA-1528

The Form FHWA-1528 needs to accompany a final product for HPA review. HPA must approve the form before the product can be released to the public.

Refer to Appendix F for a sample Form FHWA-1528 "Authorization to Proceed to Printing/Reprinting/Web Posting/Multimedia/Video Production".

Link to the Form FHWA-1528 instructions can be found at: http://our.dot.gov/office/fhwa.dss/operations/HOP/Shared%20Documents/OPS%20III%20and%20Freight%20Forms%20and%20Templates/FHWA%201528%20Template.pdf.[6]

[6] This link is only available to FHWA Office of Operations staff.

CHAPTER 10. GOVERNMENT PUBLISHING OFFICE PROCESS/REVIEW

Chapters 7–9 described the Federal Highway Administration (FHWA) approval processes for Office of Operations (HOP) products. When the last step in the approval chain—the Office of Public Affairs (HPA)—has approved the product, the HOP Project Manager (PM) can begin overseeing the public release of the product. This chapter describes the U.S. Government Publishing Office (GPO) (formerly known as U.S. Government Printing Office) package process. Appendix G gives an overview of the average timeframes for HOP, Office of the Chief Counsel, and HPA approval processes and the printing and Web posting tasks so that the HOP PM can incorporate these review periods into their deliverables schedules.

U.S. GOVERNMENT PUBLISHING OFFICE PACKAGE PROCESS

Once HPA signs off on Form FHWA-1528, the HOP PM will notify the Contractor to start the GPO package process. All FHWA printing is required to go through GPO. Contractors are allowed to print up to ten copies of the final deliverable accepted by FHWA, which includes the samples that are attached to the GPO package. The Contractor will send the GPO package to the HOP PM, who will forward the GPO package to the Information Specialist (Specialist) for review.

The GPO package should consist of the following deliverables:

- Two (2) GPO-ready CDs or DVDs or other acceptable media to be determined and agreed upon prior to contract ratification. The Contractor should not supply the publication in a zip file format nor send it in an e-mail. Both of these formats sometimes have corrupted and missing files. The CDs or DVDs should not contain zip formats.

- Two (2) sample paper copies of the document.

- Completed GPO Form 952 (U.S. Printing Office Desktop Publishing Disk Information).

The CDs or DVDs will include all necessary files for producing the printed document, and be accompanied by the standard GPO Form 952, Desktop Publishing – Disk Information.

The Contractor will provide explicit instructions and all needed files and information with the final deliverables (printer's dummy (an actual mock-up of the product consisting of the type of paper and the actual digital artwork)) and printers' disks. If the Contractor fails to do so, the printing process will be delayed until FHWA receives corrected files or information from the Contractor. The FHWA is not responsible for any additional costs that may be incurred as a result of missing or incomplete information provided by the Contractor.

The product will follow the *GPO Guidelines: Best Practices for Submitting Electronic Design Prepress Files*, (https://www.gpo.gov/pdfs/customers/GPO_publishing_guidelines.pdf)[7]

The FHWA Office of Information and Management Services' Publishing and Visual Communications Office support only Adobe InDesign for print job purposes. It will not permit Quark Express, Microsoft Publisher, or any other layout/design software for final print jobs.

Print publications graphics should not be embedded or inserted in the design software (e.g., Adobe InDesign). All graphic elements must be linked from a separate "links" (or other suitably named) folder (i.e., the graphic will be pulled into the Adobe InDesign format by linking to the source of the graphic.) The product will be rejected if not set up correctly in Adobe InDesign format.

The Contractor should always set up full-color publications in CMYK (four-color process – Cyan, Magenta, Yellow, and Black (K)) and never use a Red, Green, and Blue (RGB) process.

Photographs and other graphic elements must be a minimum of 300 dpi for standard print jobs. Photos and other raster images (a set of horizontal lines composed of individual pixels) may only be displayed in a publication at the same size (or smaller) than the physical size of the element, because enlarging raster images will cause aesthetically degrading pixilation.

Sources of Copyrighted Materials

Copyrighted materials (such as graphics, images, screen shots, maps, charts, tables, etc.) will have a source citation and may not be reproduced without written permission from the actual source. The Contractor should provide the paperwork with the GPO package. (Refer to the United States Copyright Office "How to Obtain Permission," https://www.copyright.gov/circs/m10.pdf, for more information.) The paperwork should be included with the GPO files if applicable and the Section 508-HTML files.

U.S. GOVERNMENT PUBLISHING OFFICE PACKAGE REVIEW

The Specialist will review the GPO package to make sure the package is complete. The review process can take up to 10 Federal business days.

[7] This link is only available to FHWA staff.

CHAPTER 11. SECTION 508-HTML COMPLIANT WEB PACKAGE PROCESS/REVIEW

After the Federal Highway Administration (FHWA) Office of Public Affairs signs off on the Form FHWA-1528, the Office of Operations (HOP) Project Manager (PM) will notify the Contractor to start the Section 508-HTML compliant Web (508-HTML (Hyper Text Markup Language)) package process. All Federal government agencies under the law (29 U.S.C. § 794(d)) are required to have a 508-HTML version of content posted on their Web sites. As stated under number seven of the Minimum Requirements for FHWA Web Pages, https://www.fhwa.dot.gov/wpcz/minimum.htm, all textual files posted on the FHWA Web site will be available in 508-HTML format and all other formats (e.g., PDF, Word, Excel, and PowerPoint) will have 508-HTML equivalents.

The Contractor will send the 508-HTML package to the HOP PM, who will forward the 508-HTML package to the Information Specialist (Specialist) for his/her assessment of its completeness and viability. The Specialist's appraisal can take up-to 10 Federal business days.

The Web package that the HOP PM provides to the Specialist should consist of the following:

- Five (5) disks for a Web-only deliverable. The Contractor and the HOP PM should not supply the publication in a zip format or send in an E-mail. Both of these formats sometimes have corrupted and missing files. The CDs or DVDs should not contain zip formats.
- Office of Public Affairs-approved Forms FHWA-1113 and 1528.
- Direction as to where to post the 508-HTML version to the Web site.

The Specialist will review the package for adherence to the following guidelines:

- Minimum Requirements for FHWA Web Pages, https://www.fhwa.dot.gov/wpcz/minimum.htm.
- Section 508, https://www.section508.gov.
- Section 508 Standards for Electronic and Information Technology, https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards.
- Section 508 Standards Subpart B – Technical Standards 1194.22 Web-based Intranet and Internet Information and Applications, https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards.
- Web Content Accessibility Guidelines 1.0 (World Wide Web Consortium), http://www.w3.org/TR/WAI-WEBCONTENT/%23Guidelines.

The HOP Web sites may have their own Web HTML report templates (subject to change) to be used for the publications. The Specialist can provide the template, which the HOP PM can share with the Contractor.

The following product information should be used as the first Web page (such as index.htm.):

- Title of product
- U.S. Department of Transportation/Federal Highway Administration Logo
- Back cover information
- Table of Contents

The Quality Assurance Statement, Notice, and Technical Report Document Page (DOT 1700.7 Form) may be included with the index.htm page or a page of its own and listed as the next page and linked from the index.htm page. If the Contractor places the DOT 1700.7 form as an image within the 508- HTML file, the Contractor must have the 508-HTML equivalent of that image, e.g., table format.

The remaining 508-HTML Web pages should follow this material and will consist of the product content. The 508-HTML Web pages should be broken down by chapters or sections of the publication. For videos, captioning is required and it is the responsibility of each program office to ensure equal access and ease of use for those persons using assistive technologies.

After the Specialist has conducted a cursory review of the Web Package, he/she will notify the HOP PM if any changes are needed. If so, the Specialist will return it to the HOP PM for corrections, who will notify the Contractor to rectify the issues within five Federal business days. The Contractor will return the fixed version to the HOP PM to forward to the Specialist. Next, the Specialist will notify the HOP PM if the corrected version has passed the review. In most cases, the Specialist will correct any minor issues found and will inform the HOP PM of the issues corrected.

The Specialist will notify the HOP PM after the 508-HTML version is posted and completed. The HOP PM is responsible, under a Federal government semi-annual certification process, for ensuring that the Web site content is kept up-to-date and is removed if the information becomes obsolete.

.

APPENDIX A. SAMPLE FORM FHWA-1113 "CLEARANCE REQUEST FOR PUBLIC MATERIALS – VIDEO, PRINT, WEB, SOCIAL MEDIA, OR MULTIMEDIA"

U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL HIGHWAY ADMINISTRATION

CLEARANCE REQUEST FOR PUBLIC MATERIALS
VIDEO, PRINT, WEB, SOCIAL MEDIA, OR MULTIMEDIA

1. DATE OF REQUEST
2. DATE REQUIRED
3. ORIGINATING OFFICE

INSTRUCTIONS - As required by FHWA Order 2-4, requests for publications, videos and exhibits to be shown to the public or any external audience (outside DOT) shall be submitted to the Office of Public Affairs for review and approval as early in the conceptual stage as possible. Visual presentations (e.g., PowerPoint) that will be publically accessible on any FHWA Web site, and/or contain high level policy or budget information to be shared with the public or any external audience, must also be submitted to the Office of Public Affairs for review and approval prior to posting or dissemination.

4. REFER QUESTIONS TO
5. OFFICE
PHONE

6. PROPOSED TITLE OR SUBJECT

7. WHY PRODUCT IS NEEDED

8. MESSAGE OR STORY

9. PROPOSED AUDIENCE

9A. DISTRIBUTION STRATEGY

10. MEDIUM ☐ PRINT ☐ VIDEO ☐ WEB ☐ SOCIAL MEDIA ☐ POWERPOINT ☐ OTHER _____

10A. JUSTIFICATION FOR TYPE OF MEDIUM

11. APPROVAL RECOMMENDED (Signature of Program Liaison)
11A. DATE

12. COMMENTS / NOTES
12A. DATE

13. ESTIMATED PRODUCTION COST (To be filled in by Publishing and Visual Communications Team)

14. PRODUCT APPROVED IN PUBLIC AFFAIRS BY
14A. DATE

FORM FHWA-1113 (Rev. 3-11)

Clear Form | Save Data | Submit Form

Figure 14. Form. Sample Form FHWA-1113 "Clearance Request for Public Materials – Video, Print, Web, Social Media, or Multimedia".

APPENDIX B. PROJECT MANAGER PRODUCT REVIEW CHECKLIST

The Project Manager Product Review Checklist is a tool to assist the Office of Operations (HOP) Project Manager (PM) with reviewing a product before it is forwarded for internal Operations Resources Team review. The checklist includes the currently most common Contractor errors but is not an exhaustive list of potential mistakes. This list will be updated as needed in the future.

Table 7. Project Manager Product Review Checklist.

Product Features	Check
Does the product have the correct Federal Highway Administration (FHWA) signature (also known as logo)? Find authorized logos – including U.S. Department of Transportation, when appropriate – here: http://intra.fhwa.dot.gov/had/graphicslibrary.htm.[8]	☐
Does the product omit all Contractor logos?	☐
Does the content meet the following editorial standards: • Plain Language guidelines, including deploying the lowest possible quotient of passive voice. • There are no typos. • Synonyms are deployed whenever possible and appropriate in place of frequently-used words (terms like "support" and "develop") to make the content more interesting to read. • Graphics follow data visualization techniques whenever possible to best communicate valuable information. • Report is visually compelling in a way that will attract a user and clearly communicate the content. • Tables and bulleted content use parallel sentence construction. • There is no unacceptable content, such as advocacy language or endorsement of private businesses or products.	☐

[8] This link is only available to FHWA staff.

Table 7. Project Manager Product Review Checklist. (continuation)

Product Features	Check
Does the overall formatting of reports meet the following Office of Operations (HOP) guidelines criteria? • Acronyms are spelled out: 1) In Table of Contents. 2) In titles and headings. 3) The first time they appear in the product. 4) At the beginning of chapters and/or major sections. • Chapters begin on the right-hand page (i.e., an odd-numbered page.) • Blank pages are counted in the page number sequence and do not have print (such as number, graphics, or the statement "This page intentionally left blank.") Right-hand margins are unjustified because type with ragged margin is easier to read. • Heading and text preferred font size and style is Times New Roman 12 point, unless the HOP Project Manager has conferred with HOP Information Specialist and the Marketing and Outreach Coordinator to use an alternative font. • Images have credits to outside sources if appropriate. Example: "Source: Springfield Department of Transportation"	☐

Table 7. Project Manager Product Review Checklist. (continuation)

Product Features	Check

Do the figures adhere to the following protocol? (Figures include graphs, photos, formulas, equations, charts, etc.)
 	
• Acronyms are spelled out the first time.
 	
• Figures are numbered in a single sequence from the beginning of the volume through the appendices.
 	
• Figures have unique captions centered at the bottom.
 	
• The figures follow formats for writing, punctuating, capitalizing, and centering figure captions:
 	
  ▪ Figure 1. Graph. [Insert caption for graph.]
 	
  ▪ Figure 2. Photo. [Insert caption for photo.]
 	
  ▪ Figure 3. Formula. [Insert caption for formula.]
 	
  ▪ Figure 4. Chart. [Insert caption for chart.]
 	
  ▪ Figure 5. Equation. [Insert caption for equation.]
 	
• There are no special symbols, math, or scientific fonts for equations. (Instead, insert an equation as a figure (.jpg format) and number the equation as a figure, instead of at the right-hand side as in older report formats.)
	☐

Table 7. Project Manager Product Review Checklist. (continuation)

Product Features	Check
Does the back cover include the following (which should be centered): U.S. Department of Transportation Federal Highway Administration Office of Operations 1200 New Jersey Avenue, SE Washington, DC 20590 Office of Operations Web Site https://ops.fhwa.dot.gov Month and Year of the Publication Publication Number The USDOT/FHWA Signature (Note: The signature is not necessary on the back cover unless it is not placed on the front cover.)	☐

APPENDEX C. SAMPLE FORM DOT F 1700.7 "TECHNICAL REPORT DOCUMENTATION PAGE"

Technical Report Documentation Page

1. Report No.	2. Government Accession No.	3. Recipient's Catalog No.
4. Title and Subtitle		5. Report Date
		6. Performing Organization Code
7. Author(s)		8. Performing Organization Report No.
9. Performing Organization Name and Address		10. Work Unit No. (TRAIS)
		11. Contract or Grant No.
12. Sponsoring Agency Name and Address		13. Type of Report and Period Covered
		14. Sponsoring Agency Code
15. Supplementary Notes		
16. Abstract		
17. Key Word	18. Distribution Statement	

19. Security Classif. (of this report)	20. Security Classif. (of this page)	21. No. of Pages	22. Price

Form DOT F 1700.7 (8-72) Reproduction of completed page authorized

Figure 15. Form. Sample Form DOT F 1700.7 "Technical Report Documentation Page".

APPENDIX D. SAMPLES OF DISCLAIMER NOTICES

The following disclaimer notices will be used when applicable:

1. Departmental Disclaimer. A departmental disclaimer under the caption "Notice" must be added to the inside front cover.

Notice

This document is disseminated under the sponsorship of the Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or use thereof.

2. Disclaimer for Product Names or Manufacturers. If any names of products or manufacturers appear in the publication, the following disclaimer also must be used.

Notice

The United States Government does not endorse products or manufactures. Trademarks or manufacturers' names appear herein only because they are considered essential to the object of this document.

3. Optional Notices. The following notice also may be added at the option of the FHWA program office or contract manager.

Notice

The contents of this report reflect the views of the authors, who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official policy of the Department of Transportation.

This report does not constitute a standard, specification, or regulation.

APPENDIX E. OFFICE OF OPERATIONS PUBLICATION NUMBER SAMPLE FORM AND PUBLICATION CATEGORIES

Publication Number
Placeholder Request Form

Requestor's Information

Requestor Name/Tel: Request Date:

Task Manager/Tel: Routing and Room:

☐ New Publication ☐ Revision ☐ Reprint Publication Number:

Publication Information

Publication Title

Publication Number Assigned: Date Issued:

Publication Type (Check One)

- ☐ Book
- ☐ CD-ROM
- ☐ DVD
- ☐ Flyer/Brochure
- ☐ Folder
- ☐ Video Cassette

Publication Category (Check One)

- ☐ Advance Traveler Information Systems (ATMS)
- ☐ Congestion Management (CM)
- ☐ Intermodal Freight (IF)
- ☐ Road Weather Management (RWM)
- ☐ Traffic Incident Management (TIM)
- ☐ Work Zones (WZ)
- ☐ Other

Describe:

PLACEHOLDER REQUEST PAGE

KEYWORDS (LIMIT TO 250 CHARACTERS TOTAL LENGTH)

Figure 16. Form. Sample Publication Number Placeholder Request Form.

PUBLICATION CATEGORIES

Table 8. Office of Operations publication categories to be used with the Publication Number Request form.

CATEGORY	DESCRIPTION
A	Arterials
AC	All Categories
ADMS	Archived Data Management Systems (ITS DATA Archiving)
AM	Asset Management
APTS	Advanced Public Transportation Systems
ATIS	Advanced Traveler Information Systems
ATMS	Advanced Transportation Management Systems
CM	Congestion Management
CV	Commercial Vehicles
CV/TMS	Commercial Vehicles/Travel Management Systems
EBCA	Economic Analysis/Benefit/Cost Analysis
ETO	Emergency Transportation Operations
FA	Freight Analysis
FI	Freight Infrastructure
FM	Freeway Management
FPM	Freight Performance Measurement
HOV	Highways Occupancy Vehicles
IA	ITS Architecture
IF	Intermodal Freight
II	Institutional Issues
ITS	Intelligent Transportation Systems
ITS/WZ	ITS Work Zones
ITSC	ITS Costs
ITSDT	ITS Deployment Tracking
ITSPCB	ITS Professional Capacity Building
ITSSP	ITS Standards Program
IV	Intelligent Vehicles
IVI	Intelligent Vehicle Initiative
IVI/CV	Intelligent Vehicle Initiative/Commercial Vehicle
MHC	Monitoring Highway Congestion
MUTCD	Manual on Uniform Traffic Control Devices
OP	Operations Program
OTH	Other
PB	Project Brief
PD	Professional Development
PM	Performance Measurement
PROC	Procurement
PS	Public Safety

Table 8. Office of Operations publication categories to be used with the Publication Number Request form. (continuation)

RTS	Rural Transportation Systems
RWM	Road Weather Management
TCS	Traffic Control System
TIM	Traffic Incident Management
TTS	Transit Intelligent Transportation Systems
TMS	Travel Management Systems
TOF	Transportation Operations Funding
TSDR	Transportation Security and Disaster Response
TSITS	Traffic Signals Intelligent Transportation Systems
TSM	Traffic Signal Management
WZ	Work Zones
ITS&TMS	Transit Intelligent Transportation Systems & Travel Management Systems

APPENDIX F. SAMPLE ACKNOWLEDGEMENTS PAGE

ACKNOWLEDGMENTS

We would like to express appreciation to the following organizations for granting permission to copy publications and for providing information used in developing this training program:

The American Association of State Highway and Transportation Officials
The American Society for Testing and Materials

We would also like to acknowledge the following State Departments of Transportation for the same courtesy:

Connecticut
Idaho
Maryland
Massachusetts
Michigan
New York

Complete copies of publications can be obtained by contacting these organizations and offices directly.

Note: Under no circumstances should a contractor name be added to this page. The contractor acknowledgement for Federal Highway Administration research reports should appear only on Technical Report Documentation Page DOT Form 1700.7.

APPENDIX G. SAMPLE FORM FHWA-1528 "AUTHORIZATION TO PROCEED TO PRINTING/REPRINTING/WEB POSTING/MULTIMEDIA/VIDEO PRODUCTION"

U. S. Department of Transportation
Federal Highway Administration

AUTHORIZATION TO PROCEED TO PRINTING/REPRINTING/ WEB POSTING/MULTIMEDIA/VIDEO PRODUCTION

Attached are typeset copy and graphic elements in final layout for a proposed FHWA publication or for reprint of an existing FHWA publication. Approval of copy and graphics is necessary before printing can begin. The final print run must be completed within 60 days from receipt of this approval.

Check one: ☐ Print ☐ Reprint ☐ Web ☐ Multimedia ☐ Video

Publication Name: _____

Quantity: _____ Printing Cost: _____

Date of Delivery to Printer/Webmaster/Contractor: _____

Estimated Completion Date: _____

Originating Program Office:

(Approved) (Date)

(Approved With Corrections) (Date)

(Disapproved) (Date)

Associate Administrator/
Office Director or Designee:

(Approved) (Date)

(Approved With Corrections) (Date)

(Disapproved) (Date)

Office of Public Affairs:

(Approved) (Date)

(Approved With Corrections) (Date)

(Disapproved) (Date)

Special Instructions:

REMINDER: To comply with Federal guidelines; when posting on the Web in lieu of printing, this form *MUST* be routed through HAIM-20 along with four (4) copies of the disk before forwarding on to Webmaster.

Four copies of disk provided to HAIM-20 (HAIM-20 Signature) (Date)

FORM FHWA-1528 (Rev. 4-2012)

Save Data Only | Clear Form | Save Data & Form

Figure 17. Form. Sample Form FHWA-1528 "Authorization to Proceed to Printing/Reprinting/Web Posting/Multimedia/Video Production."

APPENDIX H. AVERAGE TIMEFRAME FOR THE OFFICE OF OPERATIONS PRODUCT REVIEW AND THE OFFICE OF THE CHIEF COUNSEL AND THE OFFICE OF PUBLIC AFFAIRS APPROVAL PROCESSES

Question: How much time is needed for the Office of Operations internal product review and the Office of the Chief Counsel (HCC) and Office of Public Affairs (HPA) approval processes and the printing and Web posting of final products?

Answer: You should plan to build in three–five months for the approval processes. We recommend building six months into your Performance Work Statement (PWS) or Statement of Work (SOW) deliverables schedule just to be on the safe side.

Below is an average detailed schedule breakdown, including contingencies. Please note that the Form FHWA-1113 submission (as detailed in Chapter 2 and Appendix A) takes place before a project begins and therefore is not included in this timeframe. Additionally, task order language will take precedence over any timeframes noted below.

Table 9. Average Timeframe for Office of Operations Product Reviews.

Step	Timeframe (Timeframes in parentheses indicate contingency actions.)	Activity
1	10 Federal business days	Office of Operations (HOP) Project Manager (PM) reviews product to ensure it meets Federal Highway Administration (FHWA) and HOP guidelines.
1.a	10 Federal business days	The Marketing and Outreach Coordinator (Coordinator) submits Form FHWA-1113 to HPA for review and approval.
2	10 Federal business days	HOP Information Specialist (Specialist) and Coordinator evaluate the product.
2.1	5 Federal business days	If mistakes are found, Specialist and Coordinator transmit comments to HOP PM, who returns product to Contractor with instructions. Contractor makes corrections and returns to HOP PM.
2.2	5 Federal business days	HOP PM to review product to ensure Contractor has made proper corrections.
2.3	5 Federal business days	Specialist and Coordinator double-check that Contractor has indeed rectified mistakes.

Table 9. Average Timeframe for Office of Operations Product Reviews. (continuation)

Step	Timeframe (Timeframes in parentheses indicate contingency actions.)	Activity
2.4	5 Federal business days	If Contractor has not solved problems, the product is again returned to HOP PM for resolution. (Return to Step 2.1).
3	10 Federal business days	Coordinator forwards product to Office of Chief Counsel (HCC) for "Good Guidance" review.
3.1	10 Federal business days	If HCC issues corrections, Coordinator transmits comments to HOP PM, who returns product to Contractor with instructions. Contractor makes corrections and returns to HOP PM.
3.2	5 Federal business days	HOP PM to review product to ensure Contractor has made proper HCC corrections.
4	5 Federal business days	HOP PM fills out Form FHWA-1528, applies own digital signature, procures Office Director digital signature, and forwards form to Coordinator, who submits 1) final product and 2) filled-out form to Office of Public Affairs (HPA) for approval.
5	10 Federal business days	HPA conducts review of product.
5.1	5 Federal business days	HPA turns down product or requests revision. Coordinator shares feedback with HOP PM and discusses options. (Possible return to Step 2.1).
6	5 Federal business days	Once HPA has approved Form FHWA-1528 and applied digital signature, HOP PM gives approval to Contractor to supply print and Section 508-HTML versions (as applicable) of product on a CD or DVD, which HOP PM should give to Specialist.
7	10 Federal business days	Specialist reviews print and Section 508-HTML versions of product.

Table 9. Average Timeframe for Office of Operations Product Reviews. (continuation)

Step	Timeframe (Timeframes in parentheses indicate contingency actions.)	Activity
7.1	5 Federal business days	If mistakes are found, Specialist transmits comments to HOP PM, who returns product to Contractor with instructions. Contractor makes corrections and returns to HOP PM. (Return to Step 5).
7.2	5 Federal business days)	HOP PM to review product to ensure Contractor has made proper corrections.
7.3	5 Federal business days	Specialist affirms that Contractor has indeed rectified mistakes.
7.4	5 Federal business days	If Contractor has not solved problems, the product is again returned to HOP PM for resolution. (Return to Step 5).
8	5 Federal business days	• Specialist uploads Section 508-HTML. • Specialist sends print version to Government Publishing Office (GPO) (if applicable).
9	10 Federal business days	Coordinator works with HOP PM on FHWA Social Media promotion, if desired.
TOTAL TIME	**65 Federal Business Days up to 130 Federal Business Days (3-6 months)**	If a product comes in good shape, it may take up to 3 months to process. If not, the product may take twice as long to process.

U.S. Department of Transportation
Federal Highway Administration
Office of Operations
1200 New Jersey Avenue, SE
Washington, DC 20590

Office of Operations Web Site
https://ops.fhwa.dot.gov

April 2017
FHWA-HOP-17-009