

TAC PUBLICATION GUIDELINES

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Introduction

Publications are the most visible legacy of TAC's technical program and serve as a valuable resource to both members and the transportation community at large. Production and distribution of publications addresses TAC's business plan strategic objectives by:

- contributing to the technical currency of transportation professionals in Canada
- supporting TAC's role as the pre-eminent source of transportation materials for Canadian practitioners; and
- developing and updating guidelines and best practices primarily for road and road-related transportation matters.

Types of Publications

TAC produces five types of publications: National Guides, Best Practice Compendia, Research Reports, Briefings and Primers.

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

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

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

Briefings are short (i.e. less than 15 pages), high level syntheses of information on specific topics. They are approved by the responsible council before being posted in the Resource Centre on TAC's website. An example of this type of document is *Transportation Engineers of 2020: What Skills Will They Need?*

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

Source of TAC Publications

Development

TAC publications are the culmination of generous contributions of time, resources and expertise by TAC's members and volunteers, council and committee members, project sponsors, consultants and partner organizations. While some publications result from volunteer projects, the majority are the product of TAC's sponsored project model, and as such would not be possible without the support and financial

contributions of numerous agencies and organizations to the conduct of projects (refer to TAC's *Sponsored Project Guidelines* on the TAC website).

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

Preparation for Publication

Once a project document receives approval of the sponsoring council, it is then assigned to the TAC secretariat for release as a publication. Before a document is released, it is augmented with appropriate acknowledgements, disclaimers and credits; reformatted as required using publishing software and to match the approved template design; and reviewed and edited by staff or, in certain circumstances, by professional editors. The document is then priced, marketed and distributed.

Translation of TAC Publications

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

Publication Format

The vast majority of TAC's publications that are currently available for sale in the TAC Bookstore are offered in hard copy format, and half of these are also available in CD (PDF) formats. All new publications are offered in both formats. At the direction of the project sponsors and the appropriate steering committee, certain publications will be offered in downloadable/electronic (PDF) format, in addition to hard copy and CD. Over 50 reports, briefings and primers are also currently available for free download.

Quality Assurance

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

Changes and Errata

When changes to text in either the *Manual of Uniform Traffic Control Devices for Canada* or the *Geometric Design Guide for Canadian Roads* are proposed, the Editing and Publishing Subcommittee of the Traffic Operations and Management Standing Committee (TOMSC) or the Revisions and Additions Subcommittee of the Geometric Design Standing Committee (GDSC) are respectively tasked with the review. This review may result in the decision to produce an updated version of the publication or an updated section of the publication, which would then follow the same development process as the original publication. Errors that are identified in National Guides are addressed by posting errata pages on TAC's website.

Pricing

Philosophy

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

- the perceived value of the intellectual property contained in the document
- the nature of the document (National Guide, Best Practice Compendium, Research Report, TAC Briefing, Primer, out-of-print publication)

- the distribution media (full colour print, black and white print, CD, website Resource Centre, member intranet site)
- the number of pages
- retention of a portion of the sale revenue in a dedicated reserve fund for the ongoing maintenance of a publication (the Board has adopted policies to review the need to establish a reserve fund for all documents produced through a project that costs \$200,000 or more and to control the allocation of the reserve fund subject to an appropriate business case being brought forward by the sponsoring council)
- differential pricing for TAC members and non-members
- recognition of project sponsors' financial and in-kind contribution
- Note: Publications that were developed and priced prior to the adoption of these principles by the Board of Directors, are grandfathered

Pricing for sponsors

Upon project completion, a copy of the finished publication is provided to each project sponsor free of charge. Additional copies of the publication can then be purchased by project sponsors at a reduced rate (20% discount), as a one-time offer during the three months following publication release, with the understanding that the order be delivered at one time, to one location. After the three months, sponsors can purchase the publication at the posted member/non-member price.

Discounts and Licenses

A discount of 10% is offered for purchases of 10 or more copies delivered to the same location at one time. Licensed arrangements for a member to post a specific publication on their intranet site can be negotiated on a case-by-case basis.

TAC Publication Pricing Schedule

For a given publication, the price is the same regardless of format (hard copy, CD or electronic).

Pricing Scale: 3 denotes a document available at the high end of the price spectrum, typically in the \$500 range or more; 0 denotes a free downloadable document.

All publications may be available on special negotiated license arrangement with the TAC secretariat.

Type of Publication	Pricing Scale: Hard copy/CD/electronic	Available free in TAC Resource Centre
National Guides (With Reserve Fund)	3*	No
National Guides (Without Reserve Fund)	2*	No
Best Practice Compendia (With Reserve Fund)	3	No
Best Practice Compendia (Without Reserve Fund)	2	No
Research Reports	1**	Yes**
Briefings & Primers	0***	Yes

*The GDG and MUTCDC are not currently available for sale in CD or electronic format

**Research Reports that are offered for free download in the Resource Centre, are not available in hard copy or CD format. Similarly, Research Reports offered for sale in CD or hard copy format are not available for free download

***Briefings and Primers are not offered in hard copy or CD format

Marketing of Publications

TAC publications are marketed by the Secretariat through a number of means, including:

- *TAC News* inserts and articles
- TAC online *Bookstore*
- *TAC Publications Catalogue*
- New Releases featured on the TAC website
- E-mail campaigns to selected database customers
- Paid or bartered advertisements (e.g., CITE newsletter, FCM Forum magazine, Municipal World magazine)
- Third party arrangements with partners (e.g., AQTR, ITS Canada)
- Special promotions at the conference and spring meetings
- Conference displays

Requirements

Appendix A provides a list of standards regarding the use of programs, file formats and fonts that TAC imposes on contractors when creating digital reports for subsequent release as a TAC publication.

APPENDIX A – REQUIREMENTS FOR TAC PROJECT REPORTS

The following is a list of programs, file formats and fonts that TAC requires for the creation of digital reports for publications.

General Requirements

Please submit all of the following:

- Electronic version of the complete report (text, graphics, appendices, etc.) in Adobe PDF format
- Hard copy of the above-mentioned complete report
- Electronic version of the document in Pagemaker or InDesign
- Electronic version of the document in Word
- Electronic version of the graphics (tables, figures, charts, photos, etc.) used in the report (not in Adobe PDF format)

Document Requirements

- Text should initially be created in Word.
- Final version of the document must be in Pagemaker or InDesign. Any other proposed format must be pre-approved at the time of contract signing.
- Headers and footers must appear on each page (including appendices). The header must include only the name of the publication and the TAC logo. The footer must include only the date of the report (month / year) and the page number. No other logos, graphics or text should appear in the headers or footers. If you do not have an electronic version of the TAC logo, one will be supplied to you on request.
- Do not add further design features to the pages, and avoid columnar formatting.
- Note: Only if requested by the steering committee, a mock-up of the proposed page layout may be submitted by the consultant.

Figures and Graphics Requirements

- All original graphic files must be included with the final document. We must be able to access the original text within a graphic or figure, if the document is to be translated.
- Acceptable formats are CorelDraw, Adobe Illustrator or Adobe Photoshop. Embedded graphics in Word documents are not acceptable.
- Spreadsheets must be created using Microsoft Excel.
- Colour photographs (three or four) must be submitted with the document for possible use on the publication cover. They should be in tif format, no smaller than 300 dpi. Credits should be included with each photo. Rights for use of the photos, if required, must be obtained in advance of submission.
- Note: Publications are generally produced in black and white, with the exception of the cover.