

McGraw-Hill Construction: The Editorial Advantage

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North Atlantic Editorial Manager

ASPE-ME MHC Product & Service
presentation 12/8/11

Overview

- Overview
- Editorial Organization
- Stages of Construction
- Quality Measurements
- Where Do We Get Our News From?
- Benefits of partnering with MHC

McGraw-Hill Construction Overview

McGraw Hill
CONSTRUCTION

McGraw Hill
CONSTRUCTION

Connects
People
Projects
Products

***Across The
Design and
Construction
Industry***

McGraw-Hill Construction Overview

McGraw Hill
CONSTRUCTION

McGraw Hill
CONSTRUCTION

Backed by the
Power of...

Dodge

ARCHITECTURAL
R E C O R D

Sweets

snap

ENR
Engineering News-Record

GreenSource

Constructor

Connects

People

Projects

Products

McGraw-Hill Construction Overview

McGraw Hill
CONSTRUCTION

McGraw Hill **CONSTRUCTION** Dodge

- Dodge is a leading provider of construction information and data. Dodge's project database of more than 150,000 active projects is the most comprehensive in the industry, by type, by location and by project.



Editorial Organization

- Reporters
 - Specialized Reporting to Maximize Coverage
 - US Reporter positions – based in Regional centers and home offices
 - Document Coordinators responsible for plans/specs
- Permit Operation

Reporter Specialization

- **AS** Architectural Specialist
- **GC** GC Specialist
- **PC** Public Information Coordinator
- **BN** Bid News Reporter
- **C1** Private owners, architects and engineers (Planning)
- **C2** Public Owners (Planning)

Dodge Specification

What do we report on?

All obvious building construction, roadwork, and utilities

Also have a list of project types for more obscure questions (e.g. Off Shore Oil Rias)



Alphabetical Project Type Listing	Old DCIS Code	Project Type to:	DNII Project Code	Also Project Type to:	DPS Criteria Y/N	Comments
Abattoirs-Slaughter House	111	Manufacturing Building	20305		Y	
Abuse Refuge Ctr	260	Dormitory	21001		Y	
Abutments-bridges all types	500	Bridge	40201		N	
		Miscellaneous				
Activities Bldgs	339	Recreational	20511		Y	
Admin Bldgs-excluding airports	10	Office	20101		Y	
Administration Bldgs-Airports	61	Airline Terminal	20201		Y	

Why do Sources give us information?

- Targeted information from BPMs
- Competitive bidding
- Industry players
- Source relations
- Opportunity to “control” news content

Why don't sources give information?

- Telephone calls
- Multiple services looking for information
- Sensitivity of project
- Too many unknown bidders and sub contractors
- Project value is the hardest piece of information to obtain; estimates based on sq ft are most frequent

Minimum information needed to issue a Dodge Report

- Project
- City, State & County
- Value
- Status
- Project Stage
- Type of Work
- Factor
- Source of News

What Information is Gathered?

McGraw Hill
CONSTRUCTION

Project News

Digital Documents

Analytics

The McGraw-Hill Companies

McGraw Hill
CONSTRUCTION Network®

Welcome, Kris

Main menu Projects Companies Folders Leads Analytics Plan room Admin Help

SIGN OUT

Wednesday, September 14, 2011

Search companies > Company search results (turner) > Company projects > Report

Report Viewer

The Dodge Report Provides...

Project Details : Bid Documents

Print

- » Print project listing
- » Print project capsule
- » Print full project details

Track: Select project folder Track Alert Delete

view 1 per page 1 - 1 of 1 items 1 of 1 pages << prev 1 next >>

Report Firms Bidders CSI Plans Specs Addenda Map Notes

UMBC Performing Arts and Humanities Facility Phase 2 069608S
(B) Phase 1 (DR 201000420690)

University of Maryland,, Baltimore County (UMBC)
Baltimore, MD 21201 USA
MD(BALTIMORE)

Action stage: Design Development

Bid date: 08/22/2006 @ 02:00 PM EDT

Valuation: \$ 50,000,000

Owner type: State

Order Save As Email Host

200600747053 v15

Pre-Design Action Stage

- **Dodge Definition: No Primary Design Factor yet involved**
- **Corresponds to basic Industry usage**

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Dodge # **05- 796627-8** C2SW01 **Pre-Planning**

Date: 10/06/08 Last: 06/23/08 First: 07/27/05

Project Codes: 161

Estimate: \$34,438,000

Classroom Building II

Turlock, CA (Stanislaus) 801 W Monte Vista Ave 95382-0256

**Architect not selected - Proposed for construction - RFP for
Architect selection possible 2011/2012 NO Owner contact at this
time**

Owner: California State University Stanislaus, Plans &

Specifications, Financial Services, 801 W Monte Vista Ave,
Turlock, CA 95382-0256 (209-667-3976) Fax: 209-667-3076

Owner's Agent: CSU Chancellors Office, Fax Inq's only, 401

Golden Shore St, Long Beach, CA 90802-4210 Fax: 562-951-4921

Notes: - LEED intended - Silver

Structural Information: Buildings: 1 / Stories Below Grade: 0 /

Total Floor Area: 56,000 Total Square Feet / Building Frame:

Structural Steel

Additional Features: New classroom/ Office building

Planning Action Stage

- **Planning Action Stages – For the most part, correspond to industry definitions**
- **Schematics – early planning**
- **Design Development – engineers selected – larger details determined**

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Dodge # **06- 840438-6** ASSU08 **Planning**

Date: 10/02/08 Last: 05/14/08 First: 09/08/06

Project Codes: 235, 035, 322, 240

Estimate: \$25,000,000

Princeton Charrette Townhouses-Condos-Retail-Pool

Miami, FL (Dade) NWC of US Hwy 1 btwn SW 248th St & SW 252nd St
33032

Site plan approved - design development underway - construction
schedules to be determined pending approval
Method of Contracting: Contract Method Undetermined

Owner-Builder/Developer: Lucky Start Ltd, Jorge Fernandez,

VP, 12515 N Kendall Dr Ste 328, Miami, FL 33186-1831
(305-598-0053) Fax: 305-596-0452 New South LLC

Architect: Pascual Perez Kiliddjian & Associates Inc, Edgar

Perez, Partner, 1300 NW 84th Ave, Doral, FL 33126-1500
(305-592-1363) Fax: 305-592-6865

Landscape Architect: Francisco Benitez, 8491 SW 28th St,
Miami, FL 33155-2313 (305-223-8457)

Structural Information: Buildings: 30 / Total Floor Area:

566,128 Total Square Feet / Building Frame: Wall Bearing / Roof
Framing: Wood Trusses

Exterior: Exterior Wall: Concrete Block

Additional Features: 22.25 acre site to include 135 townhouse

units, 98 2- bedroom condo units and 187 3- bedroom condo units,
556,128 (residential) 10,000 sq ft retail - Masonry Units - Wood
Decking - Roof Tiles - Swimming Pools - Domestic Water Piping -
Sanitary Waste & Vent Piping - Storm Drainage Piping - Pool &

Fountain Equipment - Cast In Place Concrete - Swimming Pool &
Fountain Piping

Final Planning action stage

- Construction Documents – Significantly Different from Industry usage
- Industry – CDs refers to specific stage of the drawings
- Dodge – Use the CD action signal to indicate project will bid or start construction in 4 months or less

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Dodge # **08- 555781-4** C1SW04 **Final Planning**

Date: 09/30/08 Last: 09/29/08 First: 01/09/08

Project Codes: 152, 181, 172

\$32,575,147

Dublin HS Phase 2A Humanities, Visual Arts & Admin Bldgs
Dublin, CA (Alameda) 8151 Village Pkwy 94568-1656

Target Bid Date: 11/2008

Plans nearing completion - Further action pending approvals -

Bid anticipated for Fall

Owner: Dublin Unified School District, Kim McNeely,

Director, 7471 Larkdale Ave, Dublin, CA 94568-1500

(925-828-2551) Fax: 925-828-1364

Architect: Aedis Architecture & Planning, Rick Pelletier,

Senior Project Mgr, 1494 Hamilton Ave Ste 100, San Jose, CA

95125-4537 (408-264-2000) Fax: 408-264-2500

Structural Engineer: Dasse Design Inc, Joe Sutton, Project

Engineer, 33 New Montgomery St Ste 850, San Francisco, CA

94105-4525 (415-243-8400) Fax: 415-243-9165

Mechanical Engineer: Capital Engineering Consultants,

Stephen Myers, Project Engineer, 11020 Sun Center Dr Ste

100, Rancho Cordova, CA 95670-6114 (916-851-3500) Fax:

916-631-4424

Electrical Engineer: Aurum Consulting Engineers, Paul

Peterson, Electrical Engineer, 1900 Garden Rd, Suite 120,

Monterey, CA 93940-5373 (831-646-3330) Fax: 831-646-3336

Civil Engineer: Carroll Engineering, Bryce E. Carroll,

President - PE, 1101 S Winchester Blvd Ste, H184, San Jose,

CA 95128-3903 (408-261-9800) Fax: 408-261-0595 Email ID :

careng1@aol.com

Structural Information: Buildings: 1 / Stories Above Grade: 2 /

Stories Below Grade: 0 / Total Floor Area: 70,784 Total Square

Feet / Building Frame: Wood

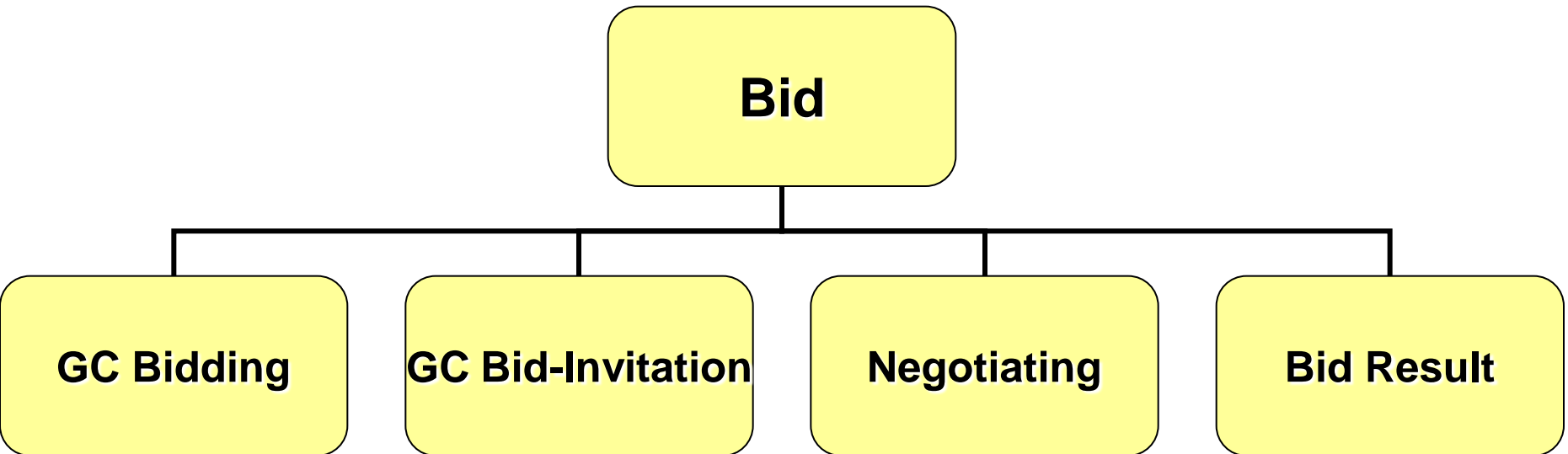
Additional Features: Total area of (Existing) Library Renovation

& (New) Admin Buildings (including court): 29, 139 S.F. Total

area of Humanites Building: 70, 784S.F. Total area of Art

Building: 8, 866 S.F. - Cast In Place Concrete

Bidding/Bid Result Action Signals



Obtain Plans and Specifications

****challenges:** competitors, timeliness (esp. addendum)

All of these correspond to industry definitions

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Dodge # **07- 653398-5** GCSU02 **Bidding**
Bid Date: 10/29/2008*

Date: 10/07/08 Last: 06/19/08 First: 03/01/07
Project Codes: 070, 322, 240
Estimate: \$50,000,000

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Nordica on 8th Residential-Parking-Pool*
Miami, FL (Dade) 1145 SW 8th St* 33130-3603

Bidder-GC bids to Architect (by invitation only) due October 29th
Method of Contracting: Invited to Bid Competitively*

Owner-Builder/Developer: Astor Development Group LLC, Peter Torres, Member, 2701 SW 3rd Ave, Miami, FL 33129-2335 (305-858-6911) www.astordevelopmentgroup.com//Calle Ocho, LLC

Architect: MSA Architects, George L Mouriz, AIA, president, 7695 SW 104th Street, Suite 100, Miami, FL 33156-3159 (305-273-9911) Fax: 305-273-9424 www.mourizsalazar.com - Formerly known as Mouriz, Salazar & Associates

Structural Engineer: De Los Reyes Engineering, Hector De Los Reyes, P.E., 4970 SW 72nd Ave Ste 107, Miami, FL 33155-5558 (305-477-8828) Fax: 305-477-8814

Mechanical Engineer: Florida Engineering Services (F.E.S. Inc.), Moises Cristal, president, 34 NW 168th St, North Miami Beach, FL 33169-6028 (305-653-0212) Fax: 305-653-0232

Civil Engineer: ADA Engineering, Alberto D. Argudin, president, 11401 SW 40th St Ste 470, Miami, FL 33165-3340 (305-551-4608) Fax: 305-551-8977 www.adaengineering.com

Plans (Electrical) By: Mechanical Engineer

Structural Information: Buildings: 1 / Stories Above Grade: 15 / Total Floor Area: 350,000 Total Square Feet* / Building Frame: Reinforced Concrete

Material/Equipment Information

- Exterior: Exterior Wall: Stucco / Exterior Wall Specialties:
- **Louvers and Vents / Glass: Clear / Exterior**
- **Doors: Storefront /**
- **Roof Specialties: Expansion Joints**
-
- Interior: Floor Finishes: Carpeting / Interior Wall Finishes:
- **Paint / Ceiling Finishes: Acoustical / Special Construction:**
- **Wall and Corner Guards / Special Construction: Lockers /**
- **Vertical Transportation: Passenger Elevators**
-
- Additional Features: 2.19 acre site to include 347 residential
- **units (693 - 1,238 sq ft) over parking - vinyl coated shelving-**
- **waste compactor- residential appliances- manufactured casework-**
- **floating concrete floor (sound control)- electric traction**
- **machine room elevators- automatic stacked parking system- app**
- **modified bituminous membrane roofing over tapered board**
- **insulation- translucent panel system - Bored Piles - Sanitary**
- **Sewerage - Unit Pavers - Concrete Reinforcement - Cast Stone -**
- **Unit Masonry Assemblies - Cold Formed Metal Framing - Building**
- **Insulation - Roof Accessories - Joint Sealants - Access Doors &**
- **Panels - Door Hardware - Gypsum Board - Tile - Plaques - Fire**
- **Protection Specialties - Postal Specialties - Vehicle Lifts -**
- **Dewatering - Storm Drainage - Post Tensioned Concrete - Metal**
- **Fabrications - Ornamental Metal - Rough Carpentry - Finish**
- **Carpentry - Custom Cabinets - Traffic Coatings - Flashing &**
- **Sheet Metal - Steel Doors & Frames - Aluminum Windows -**
- **Hydraulic Elevators - Site Clearing - Soil Treatment - Curbs &**
- **Gutters - Cast In Place Concrete - Structural Steel - Handrails**
- **& Railings - Gratings - Fluid Applied Waterproofing -**
- **Cementitious & Reactive Waterproofing - Bentonite Waterproofing**
- **- Modified Bituminous Membrane Roofing - Sliding Metal Doors &**
- **Grilles - Wood Doors - Glazing - Toilet Accessories - Bath**
- **Accessories**

- **Important differences between Industry Terminology and Dodge Terminology**
 - **Industry** – Project has started
 - **Dodge** – Excavation for foundations will start in 60 days OR has already started

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Dodge # **04- 724931-23** GCMW01 **Start**

Bid Date: 08/21/2008

Date: 09/10/08 Last: 08/21/08 First: 06/01/04

Project Codes: 338, 070, 250, 035, 322

Estimate: \$45,000,000 - \$50,000,000

Courtyard by Marriott Harrison Square Hotel & Pool
(A) Parking Deck - Ground Level Retail
Fort Wayne, IN (Allen) 1202 S Harrison St 46802-3430

GC Award - Bid August 21 - Work start October

Target Start Date: 10/2008*

Owner: White Lodging Services, Karen Kawka, POC, 1000 E 80th

Place, Suite #600, Merrillville, IN 46410-5608

(219-769-3267) Fax: 219-756-5484 John Wheelan - Project

Manager

Architect: CSO Architects, 280 East 96th Street, Suite #200,

Indianapolis, IN 46240-3703 (317-848-7800) Fax: 317-574-0957

Consultant: C H Johnson Consulting, Katie Redline, Marketing

Manager, 6 East Monroe STE 500, Chicago IL, IL 60603

(312-447-2001) Fax: 312-444-1125

<http://www.chjc.com/http://www.chjc.com/contact.html> Email

ID : kredline@chjc.com

Structural Engineer: MBA Structural Engineers, Inc, 3620 8th

Avenue South, Suite 110, Birmingham, AL 35222 (205-323-6385)

Fax: 205-324-0698

Mechanical Engineer: Classic Engineering LLC, 100 Grandville

Avenue SW, Suite 400, Grand Rapids, MI 49503 (616-742-2810)

Fax: 616-742-2814

General Contractor: Shiel-Sexton Company Inc, 902 N Capitol

Ave, PO Box 44107 Zip 46244, Indianapolis, IN 46204-1005

(317-423-6000) Fax: 317-423-6300

Plans (Electrical) By: Mechanical Engineer

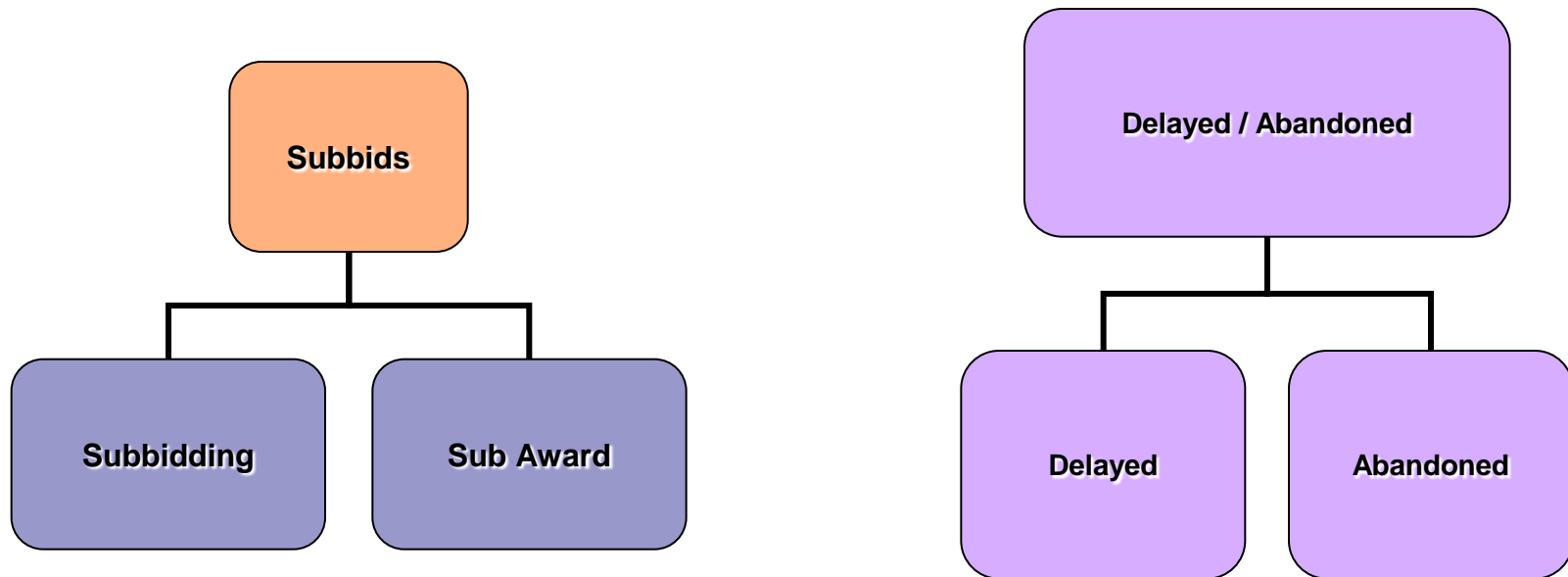
Structural Information: Buildings: 1 / Stories Above Grade: 6 /

Stories Below Grade: 0 / Total Floor Area: 142,375 Total Square

Feet / Building Frame: Structural Steel / Roof Framing: Steel

Joist

Additional Action Signals



Dodge Terminology – Delayed –
no action for six months
Abandoned – Corresponds to
industry terminology

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Dodge # **03- 906852-9** C1MW04 **Deferred**

Date: 09/19/08 Last: 01/29/08 First: 11/24/03

Project Codes: 235, 032, 010, 040

Estimate: \$40,000,000

Apartment - Office - Retail*

Westerville, OH (Franklin) 7474 Harlem Rd 43081

Site plan complete - Project deferred - Advancement indefinite

Owner-Builder/Developer: Ciminello Landscape Company, Joe

Ciminello, 567 Lazelle Road, Westerville, OH 43081

(614-885-3779) Fax: 614-885-5337

Civil Engineer: Evans Mechwart Hambleton & Tilton (EMH&T),

Jeff Strung, 5500 New Albany Rd, New Albany, OH 43054-8870

(614-775-4500) Fax: 614-775-4800

All projects are not reported in all stages of construction

- Project was not required to go through P&Z approvals
- Sources will not release information
- Volume of leads per reporter is high

- How We Measure Reporters:
 - Number of Reports --
 - Varies by position
 - Metrics – Extensive measures designed to help guarantee complete, timely, and accurate reporting

Complete Reporting

- Complete – We are measured both by how well we are covering the total universe of construction and how thoroughly we covered required details on each report.
 - We also measure core details (sf / # of bldgs/ # stys above grade/ # stys below grade / bldg frame) **units
 - Factor information is also measured, including consulting engrs, contact people at Owner and Architect, email addresses etc.
 - Street addresses and zip codes

- Most important stage for timeliness is the bidding stage
- Value is a criteria for updating Planning projects

- Measure reporters on whether or not they listed the low bidder as one of the bidders
- Measured for cost accuracy (how close the final bid amount is to the estimated construction cost)

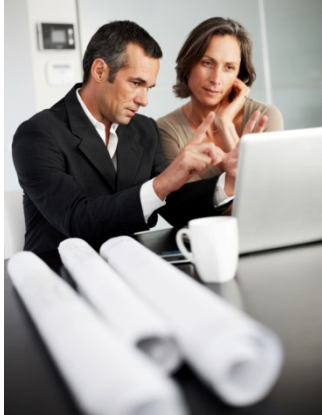
A Whole New Ball Game

Project News

Digital Documents

Analytics

Digital Document Distribution



Dodge

What are the benefits?

- Reduces Cost (one set of documents)
- Connects Key Players: Contractors, Suppliers and Building Product Manufacturers (BPMs)
 - BPM's search ALL projects for when they are specified
 - BPM's can receive a notification when they are specified
- Addenda is Distributed
- List of Viewers is Provided Upon Request

A Whole New Ball Game

Project News

Digital Documents

Analytics

	A	B	C	D	E	F
180	Amerman,Jim	Stultz Electric Motor & Controls, Inc	4103	200900547260	SPEC	5 6
181	Roche,Ed S	United Concrete Products	6492	200900547260	REPORT	3
182	Bruggeman,Jason	BASiX Automation Integrators	3801	200900547260	REPORT	7 3
183	Ross,Brenda	Pentair	66106	200900547260	REPORT	19
184	R,Vaughan	Richardson	3874	200900547260	SPEC	17 3
185	MacDonald,Shawn	American Concrete Industries	4401	200900547260	REPORT	23
186	McInnis,Irving E	Northeast Doran	4976	200900547260	PLAN	6
187	Hahnel,Alan R	Hahnel Bros. Co.	4240	200900547260	REPORT	2 3
188	MILLER,CHUCK	Smith & Loveless	66215	200900547260	PLAN	5 3
189	Hott,Stacy	H E Callahan Construction Company	4212	200900547260	REPORT	1
190	Tremblay,Josee	R. H. White Construction Co., Inc.	1501	200900547260	REPORT	5
191	Huff III,J. Craig	Hayes Pump, Inc.	1742	200900547260	REPORT	9
192	Nadeau,Tarad	Atlantic Pump & Engineering	4073	200900547260	REPORT	12 3
193	Moore,Douglas L	Cianbro Corporation	4967	200900547260	REPORT	5 5
194	Smith,Peter	Weston & Sampson Services	1960	200900547260	REPORT	11
195	Tulcanaza,Luis S	Rockwell Automation	53092	200900547260	REPORT	2
196	Metrano,Sandra A	Associated General Contractors of Maine	4330	200900547260	REPORT	2 5
197	Lusk,Cindy	Statewide Aquastore/New England Tank	13057	200900547260	REPORT	3 4
198	Catarino,Tina	Beacon Roofing	6114	200900547260	REPORT	1
199	Duchesne,Josh Duchesne J	Waterline Industries Corp	3874	200900547260	REPORT	4
200	Boyd,Hal	Preload Inc.	2169	200900547260	REPORT	1 6
201	MILLER,CHUCK	Smith & Loveless	66215	200900547260	REPORT	12 3
202	Hathorn,Donald H	Material Handling Sales	4096	200900547260	REPORT	1
203	Xerxes,Water	Xerxes Corporation	55431	200900547260	REPORT	9 6
204	Griffin,Michael J	A.H. Harris & Sons, Inc.	3801	200900547260	REPORT	14 5

Who Provides Construction News?

McGraw Hill
CONSTRUCTION

Owners

Websites

Architects

Industry Inquiries

GCs & CMs

Planning & Zoning
Building
Departments

Newspapers &
Industry Pubs

Other Local
Agencies



Who Uses Construction News Data?

McGraw Hill
CONSTRUCTION

Project News

Digital Documents

Analytics



**Project Owners &
Financial
Institutions**

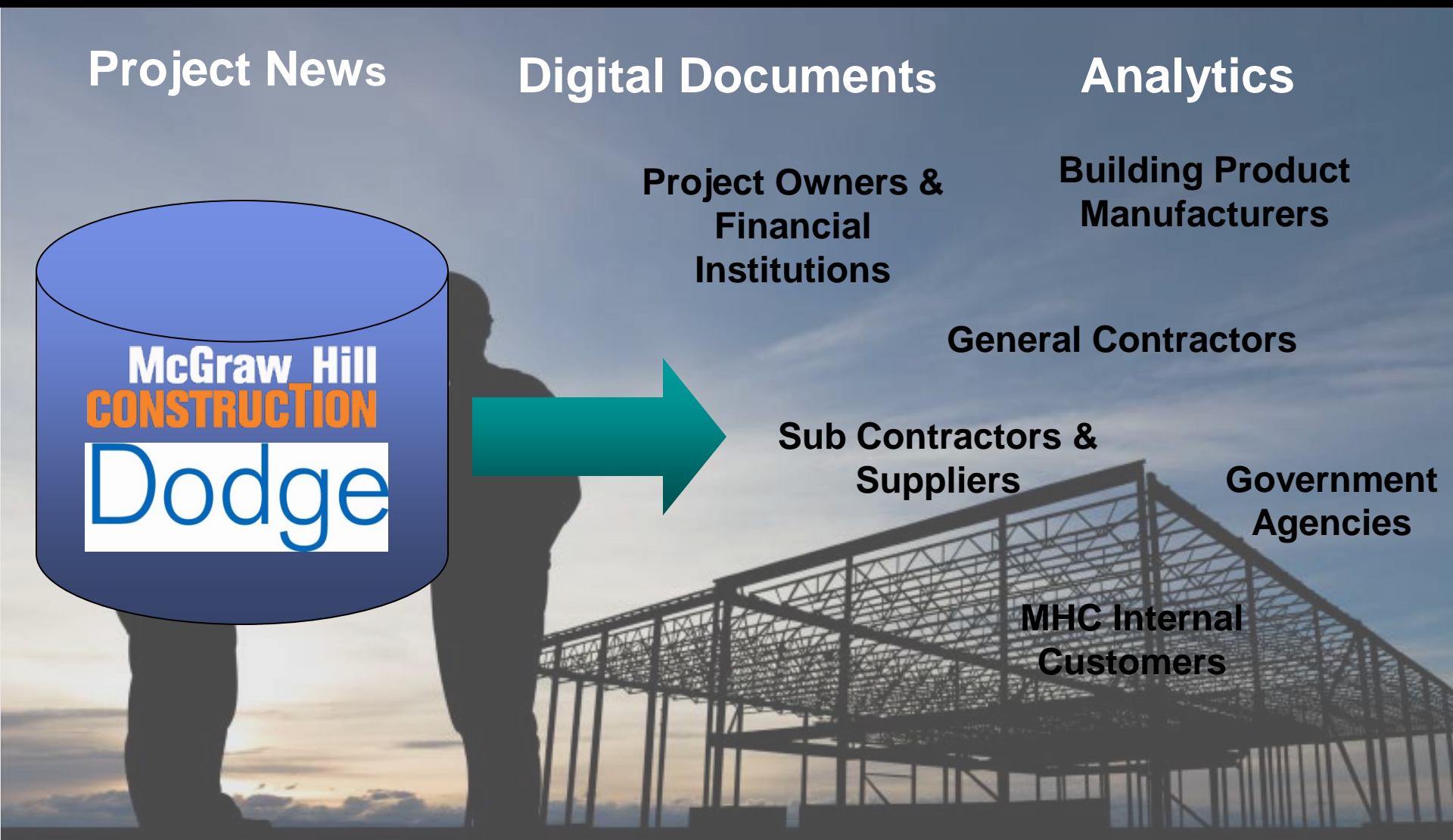
**Building Product
Manufacturers**

General Contractors

**Sub Contractors &
Suppliers**

**Government
Agencies**

**MHC Internal
Customers**



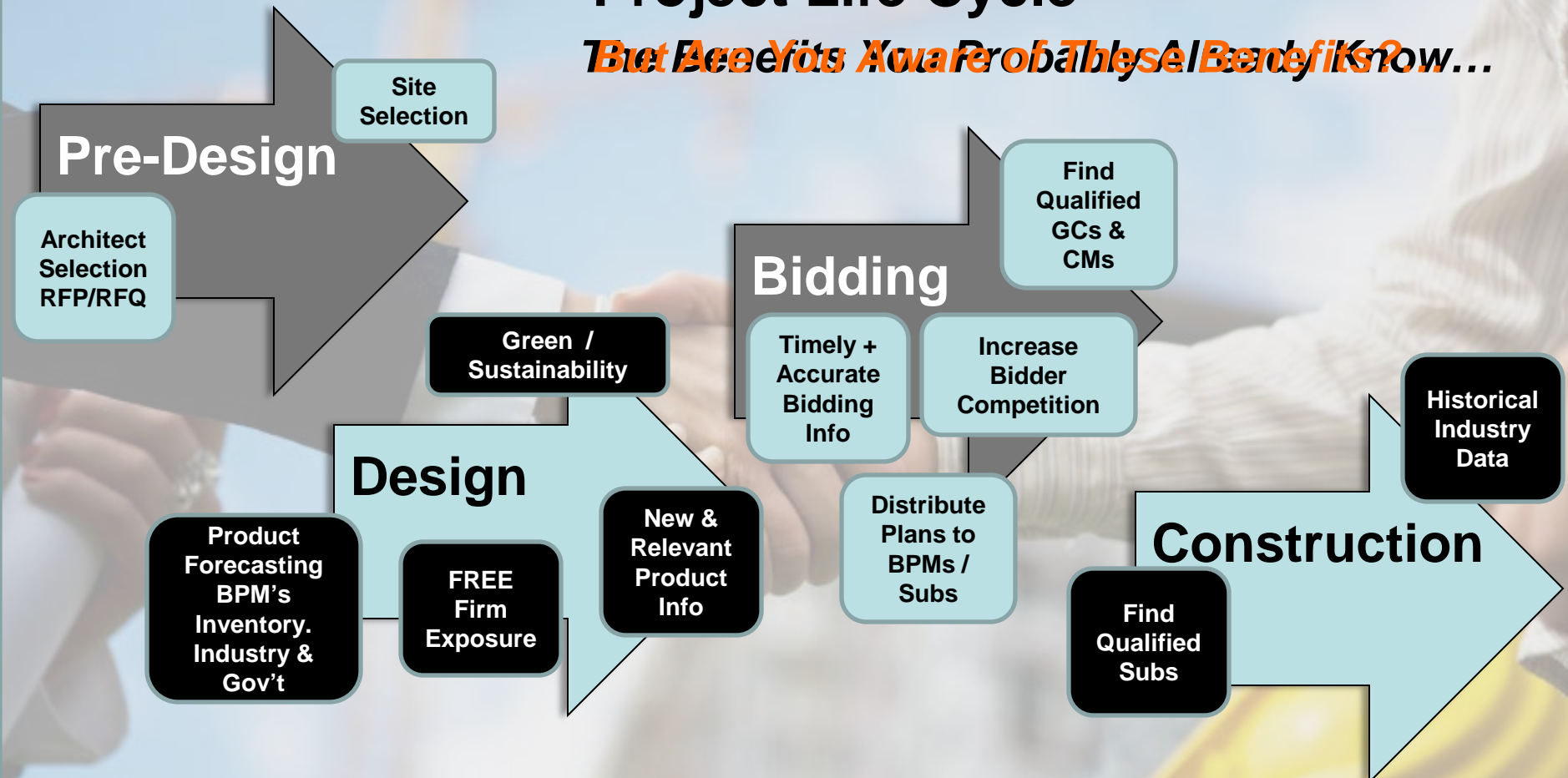


Census uses Dodge data as a key component in their process to estimate the value of construction spending.

Why Report Project News?

Construction News Publications Help Companies Through Every Stage of the Project Life Cycle

But Are You Aware of These Benefits?



Benefits of Partnership

McGraw Hill
CONSTRUCTION

➤ Control



Fewer Calls Anyone?

Project Overview

Project type:	Apartments/Condominiums 1-3 Stories.
Report type:	Project
Sub project count:	0
First publish date:	07/22/2008
Prior publish date:	10/04/2011
Publisher:	McGraw-Hill Construction Dodge
Type of Work:	Additions, Alterations, Interiors
Status:	Bid date of October 11 extended - GC bids (BY INVITATION ONLY) to Owner October 14 at 2 PM (EDT)
Special conditions:	Green Building Elements
Status project delivery system:	Design-Bid-Build

Bidders List

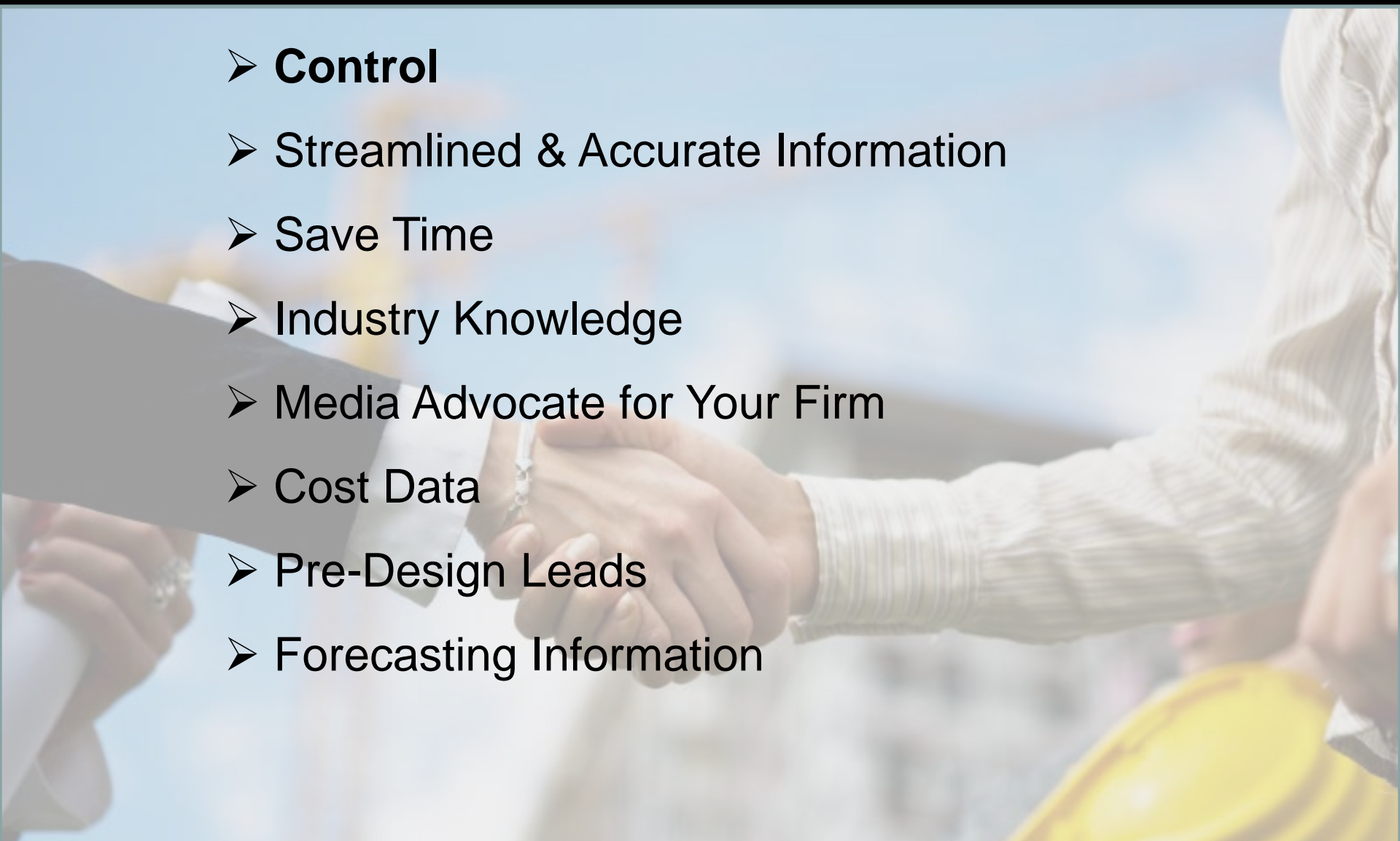
Bidders on GC	Bid amount	Contact name	Phone #	Fax #
Callahan Inc 80 First St Bridgewater, MA 02324		Ian Carpenter	508-279-0012	508-279-0032
Dellbrook Construction 536 Granite St Braintree, MA 02184		Joe Yee	781-380-1675	781-380-1676
James J Welch & Co Inc 27 Congress St Salem, MA 01970		Steve MacKean	978-744-9300	978-744-6463
Bowdoin Construction Corp 220-1 Reservoir St Needham Heights, MA 02459		Lucinda Premont	781-444-6302 133	781-444-4970
consist of a newly constructed three story building to be built at the rear of the existing building. When construction is complete, the property will contain a total of 65 units; 3 studio, 38 one bedroom, and 24 two bedroom.				

Project Overview

Project type:	Apartments/Condominiums 1-3 Stories.
Report type:	Project

Project delivery system:

Benefits of Partnership

- 
- **Control**
 - Streamlined & Accurate Information
 - Save Time
 - Industry Knowledge
 - Media Advocate for Your Firm
 - Cost Data
 - Pre-Design Leads
 - Forecasting Information

Questions?