# FY20 MCOTA Outreach Support

March 19, 2019

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## ABSTRACT

This proposal is for continued coordination and outreach support to assist MCOTA. To accomplish this, CTS will: coordinate and manage the activities of MCOTA and committees, as well as continued information and outreach support, including the maintenance and updates to the MCOTA website, preparing the MCOTA annual legislative report, and a quarterly e-mail to stakeholders.

## KEY WORDS

Transit coordination, Minnesota, community transportation, rural transportation

## IMPLEMENTATION

### WHAT METHODS, PROCEDURES, PRODUCTS, AND/OR STANDARDS SHOULD CHANGE AS A RESULT OF THIS RESEARCH PROJECT?

This work will assist MCOTA in advancing transportation coordination in Minnesota.

### WHAT ARE THE SPECIFIC BENEFITS OF THIS CHANGE(S)? WHY WOULD THIS CHANGE(S) BE IMPORTANT AND HOW CAN THESE BENEFITS BE MEASURED?

The benefits may include cost savings and efficiencies in human services transportation services, as well as enhanced services for customers.

## BACKGROUND

Since 2000, the Center for Transportation Studies (CTS) has worked with local partners on community transportation issues. During this time, significant progress has been made in identifying problems and potential solutions for agencies that provide transportation and other services to transportation-disadvantaged populations. In 2004, Hennepin County contracted with CTS to develop outreach mechanisms to disseminate information about community transportation topics and innovations. Products from this project included a website and a quarterly electronic newsletter, the Community Transportation E-news.

Since 2006, MnDOT has contracted with CTS and with University of Minnesota researchers for assistance with transportation coordination communication, outreach, and research, including the CoordinateMNTransit.org website, developing communications materials and templates about MCOTA, a synthesis of the 2011 Greater Minnesota regional transportation coordination plans, a mobility management webinar series, the costs and benefits of transportation coordination case

studies, the development of a strategic action plan, a primer of funding sources for the "transit public" in Minnesota, common standards for financial records, data collection and analysis of vehicle sharing, an online map of human services transportation providers' areas of service, and a webinar and four workshops to help MCOTA formulate a regional coordination council/collaboration model and to identify ways to implement it.

## OBJECTIVE

The objective of this project is to continue providing administrative support and coordination for MCOTA. In addition, CTS will provide outreach and communications support for the Council, to inform MCOTA members, policymakers, practitioners, and local human services transportation stakeholders of effective options for improving transportation services through coordination.

## SCOPE

This proposal is for continued coordination and outreach support to assist MCOTA. To accomplish this, CTS will: coordinate and manage the activities of MCOTA and committees, as well as continued information and outreach support, including the maintenance and updates to the MCOTA website, preparing the MCOTA annual legislative report, and a quarterly e-mail to stakeholders.

## MnDOT ASSISTANCE

Provide and review content for annual report, website, monthly meeting agendas and minutes, and the quarterly stakeholder e-mails.

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## TASKS

### TASK 1

**Task Name:** FY20 website updates and maintenance

**Task Description:** For this task, the following activities will take place:
- Upload new information from the Council or members
- Update the site with information from the regional coordinating organizations: RTCCs and TCAPs
- Migrate the site to the Drupal content management system
- Review other state transit coordination and related websites for materials to add to the website
- Update home page with new information as it is available
- Review external links to make sure that they are still active
- Ensure the website meets Federal and state accessibility standards
- Update website within 2 business days of requests unless development of new content is required
- Review usage logs to see which pages are being accessed by users
- Provide usage reports to the sponsor on a quarterly basis
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**Time frame:** July 1, 2019 – June 30, 2020

### TASK 2

**Task Name:** Write and edit the Council's 2018 annual report for the Minnesota legislature

**Task Description:** For this task, CTS will work with a Council committee and MnDOT staff to write the annual report for the Minnesota legislature. This will be a 20-25 pp. document with highlights of activities from the past year. Input from the committee, as well as meeting minutes from the past year, will be the basis for the report.

**Time frame:** September 1, 2019 – January 15, 2020

### TASK 3

**Task Name:** FY20 MCOTA meeting assistance

**Task Description:** For this task, the following activities will take place:

- Attend monthly MCOTA meetings in order to provide task updates, understand task needs, and facilitate discussions as needed.

- Prepare meeting agendas for review by MCOTA staff, determining topics through monthly conference calls and coordinating with presenters as requested.
- Write minutes for each meeting, submitting them electronically to the TL within 10 business days.

**Time frame:** July 1, 2019 – June 30, 2020

## TASK 4

**Task Name:** FY20 MCOTA quarterly stakeholder communications

**Task Description:** For this task, the following activities will take place:

- Solicit content from MCOTA members and staff each quarter, especially the Communications Committee
- Edit content and put into e-mail format, send for review, and send to stakeholders
- Maintain mailing list
- Summarize results like open rate, click-through rate, and most popular stories in each issue to share with MCOTA members

**Time frame:** July 1, 2019 – June 30, 2020

## Budget by Task:

| FY20 Tasks: | Estimated budget |
|---|---|
| 1: FY20 Website maintenance | $ 11,803 |
| 2: Write and edit the Council's 2018 annual report for the legislature | $ 5,167 |
| 3: FY20 MCOTA meeting assistance | $ 12,514 |
| 4: FY20 MCOTA quarterly stakeholder communications | $ 5,734 |
| | |
| **FY20 Total:** | **$ 35,219** |