

# FY21 MCOTA Outreach Support – DRAFT Proposal

May 21, 2020

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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 working teams, 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 email newsletter 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

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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 the activities of MCOTA and work teams; provide information and outreach support, including the maintenance and updates to the MCOTA website, preparing the MCOTA annual legislative report, a quarterly email newsletter to stakeholders; coordinate a virtual Volunteer Driver Program Forum, and develop new member orientation materials.

## **MnDOT ASSISTANCE**

Provide and review content for annual report, website, monthly meeting agendas and minutes, and the quarterly newsletter.

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## TASKS

### TASK 1

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**Task Name:** FY21 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
- 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
- Work with the MCOTA Communications Committee to update MCOTA’s entry on the Secretary of State’s website.
- 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

**Time frame:** July 1, 2020 – June 30, 2021

### TASK 2

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**Task Name:** Write and edit the Council’s 2020 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, 2020 – January 15, 2021

### TASK 3

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**Task Name:** FY21 MCOTA meeting assistance

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

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

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

**Time frame:** July 1, 2020 – June 30, 2021

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## TASK 4

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**Task Name:** FY21 MCOTA quarterly stakeholder email newsletter

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

- Solicit content from MCOTA members and staff each quarter, especially the Communications Committee
- Write one original story per issue, developed through interviews or gathering materials
- 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, 2020 – June 30, 2021

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## TASK 5

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**Task Name:** Volunteer Driver Program Forum, virtual only

Parameters: up to 250 people, equivalent to one full day (over 2-3 days), no registration fee, proposed timing: November 2020, speaker honoraria and travel expenses of up to \$2,000 per paid speaker (budget assumes one paid speaker), livestream event also recorded for later viewing

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

For this task, the following activities will take place:

- Participate in planning meetings with MCOTA
- Coordinate logistics for Forum livestreaming, recording, and captioning
- Prepare budget documents
- Develop registration forms for Forum
- Manage the registration system for the Forum
- Assist in development of Forum marketing materials
- Update the Forum Web pages as content becomes available
- Provide registration counts

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- Create an evaluation form
- Develop & post electronic materials for participants (include final program, registrant list, speaker handouts, and a link to an evaluation form)
- Provide staffing during the virtual event to assist speakers, and provide support during and after the event
- Post presentations and recording to the web
- Tabulate and summarize conference evaluations
- Pay final conference expenses, including any speaker honoraria

Anticipated products include conference marketing materials, preliminary budget information, contracts as needed, registration link/forms, and event materials posted online.

**Time frame:** November 2020

**Estimated Cost:** \$15,209

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## TASK 6

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**Task Name:** Coordination of MCOTA working team meetings

**Task Description:**

CTS staff will provide agendas and supporting materials for the approximately 22-24 meetings noted below. CTS will also coordinate communications for these meetings and follow up on action items.

- Communications Team meetings (including newsletter, annual report, website, and other products), about 6-8 times per year
- Volunteer Driver Programs Team meeting, approximately 10 times per year
- RTCCs/TCAPs Team, approximately 6 times per year

Anticipated Products:

- Meeting agendas and notes of action items from each of the team meetings
- Quarterly status reports

**Time frame:** July 1, 2020 – June 30, 2021

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## TASK 7

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**Task Name:** MCOTA member orientation materials

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

- Work with the appropriate MCOTA work team to define a process for new member orientation and to develop materials documenting MCOTA’s background, history, and priorities to share with new members.

Anticipated Products:

- MCOTA membership materials and documented orientation process
- Quarterly status reports

**Time frame:** September 15, 2020 – January 30, 2021

### Budget by Task:

<b>FY21 Tasks:</b>	<b>Estimated budget</b>
1: FY21 Website maintenance	\$ 5,916
2: Write and edit the Council’s 2020 annual report for the legislature	\$ 5,056
3: FY21 MCOTA meeting assistance	\$ 9,125
4: FY21 MCOTA quarterly newsletter	\$ 8,989
5: Volunteer Driver Program Forum, virtual	\$ 15,209
6: FY21 MCOTA Working Teams meeting coordination	\$ 8,603
7: New member orientation materials	\$ 2,915
<b>FY21 Total:</b>	<b>\$ 55,813</b>