

# Quarterly Project Report

Report Not Submitted

Center for Transportation Studies

**Project Title: FY21 MCOTA Outreach Support**

**Quarter: July 01 - September 30, 2020**

**CTS Project # :** 2021018

**Contract # :** 1003325

**Work Order # :** 140

**Project Authorization Date :** 6/29/2020

**Project Expiration Date:** 6/30/2021

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**Funding Source(s):**

Minnesota Department of Transportation

**TL:** Thomas Gottfried

**Task Update:**

**1 FY21 website updates and maintenance**

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

*Deliverables :* Quarterly reports, detailing updated web pages and web usage reports

*Task Budget :* \$5,916.00

*Task Due Date :* 6/30/2021 (Calculated)

*Date Delivered :*

*Date Approved :* (CTS received task approval)

*Task Approved :* No

*Progress:*

Regular content updates were made to the CoordinateMNTtransit.org website, including monthly MCOTA meeting information. In addition, added content for each Regional Transportation Coordinating Council (RTCC) page as well as some TCAP information. For the July-September quarter, the site received 1,229 visits and 2,450 pageviews. The Regional Transportation Coordination Councils, the MCOTA page, and the home page were the most popular content areas.

*% Task Complete:* 25

**2 Write and edit the Council's 2020 annual report for the Minnesota legislature**

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.

*Deliverables :* Annual report for the legislature

*Task Budget :* \$5,056.00

*Task Due Date :* 1/15/2021 (Calculated)

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**Task Update:**

*Date Delivered :*

*Date Approved :* (CTS received task approval)

*Task Approved :* No

*Progress:*

The Communications Work Team has met three times to provide input and review the draft 2020 annual report, and MCOTA members have reviewed the first draft and will review the second draft in October via email. It's on track to be submitted to MnDOT on schedule by Nov. 2, with a final draft due in early December.

*% Task Complete:* 85

**3 FY21 MCOTA meeting assistance**

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.
- 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.

*Deliverables :* Quarterly reports listing agendas and minutes for MCOTA bi-monthly meetings

*Task Budget :* \$9,125.00

*Task Due Date :* 6/30/2021 (Calculated)

*Date Delivered :*

*Date Approved :* (CTS received task approval)

*Task Approved :* No

*Progress:*

For this quarter, the agendas for each meeting (July 15, July 24 Senior Leadership Meeting, and the September 10) were planned and drafted in advance of each meeting, presentations were arranged, and meeting notices were emailed to MCOTA members, staff, and presenters. The minutes from the July meetings are complete and posted, and the September meeting minutes will be reviewed by the Council in its November meeting.

*% Task Complete:* 25

**4 FY21 MCOTA quarterly stakeholder email newsletter**

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

*Deliverables :* Quarterly reports detailing newsletter readership statistics, related updates on website, and mailing list maintenance

*Task Budget :* \$8,989.00

*Task Due Date :* 6/30/2021 (Calculated)

*Date Delivered :*

*Date Approved :* (CTS received task approval)

*Task Approved :* No

*Progress:*

The latest MCOTA newsletter issue was approved at the the September meeting. One item is about the Volunteer Driver Virtual Forum series, which the team is finalizing. Once that is final, we'll send the newsletter to the mailing list. Topics included in the issue are: 1) Volunteer Driver Virtual Forum series, 2) The MCOTA senior leadership meeting in July, 3) An update from the Northeast MN (Arrowhead) RTCC, 4) Dakota County?

## **Project Title: FY21 MCOTA Outreach Support**

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### **Task Update:**

Lyft ride-sharing pilot, 5) Washington County TCAP: Food security and transportation responsiveness during COVID-19, and 6) upcoming MCOTA meetings.

*% Task Complete: 25*

#### **5 Volunteer Driver Program Forum, virtual only**

For this task, the following activities will take place:

- Participate in planning meetings with MCOTA
- Coordinate logistics for Forum livestreaming 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
- 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.

*Deliverables* : Quarterly reports detailing plans including conference marketing materials, preliminary budget information, contracts as needed, registration link/forms, and event materials posted online.

*Task Budget* : \$15,209.00

*Task Due Date* : 1/31/2021 (*Calculated*)

*Date Delivered* :

*Date Approved* : (*CTS received task approval*)

*Task Approved* : No

*Progress*:

The initial planning for Minnesota's Road to Volunteer Drivers Virtual Forum Series is nearly done. This includes the website, registration form, a social media graphic and PPT template, email announcements and one-page electronic flyer. ASL and live captioning are arranged. The first session is November 18, and other events are scheduled each month through May. See <http://www.coordinatemntransit.org/events/volunteerdriverforum/2020-21/> for full details and registration.

*% Task Complete: 25*

#### **6 Coordination of MCOTA working team meetings**

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

*Deliverables* : Quarterly reports listing details of meetings held, including agendas and notes

*Task Budget* : \$8,603.00

*Task Due Date* : 6/30/2021 (*Calculated*)

*Date Delivered* :

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**Task Update:**

Date Approved : (CTS received task approval)

Task Approved : No

Progress:

The Volunteer Driver Programs Work Team and subgroups met eight times this quarter, with a focus on planning the Virtual Forum Series that starts in November and runs through May.

The Communications Work Team has met three times so far, with a focus on the MCOTA Annual Legislative Report and the email newsletter. Next meetings will focus on the website and new member orientation materials.

% Task Complete: 25

**7 MCOTA member orientation materials**

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

Deliverables : Quarterly reports detailing materials developed

Task Budget : \$2,915.00

Task Due Date : 1/31/2021 (Calculated)

Date Delivered :

Date Approved : (CTS received task approval)

Task Approved : No

Progress:

We plan to start work on this task with the Communications Team in November.

% Task Complete: 0

**Future Plans:**

**Problems Encountered/Actions Taken:**