



**I-95 CORRIDOR COALITION
YEAR 11
SCOPE OF WORK FORM**

Project Title: Marketing and Outreach
Project Code: 11-1D
Coalition Funding Amount: \$400,000
Program Track: 1 – Policy and Strategic Planning
Program Year: 11

SECTION A – BACKGROUND

Description (include location of effort):

NEED

Objectives:

To promote the I-95 Corridor Coalition and its member agencies, and to support the activities of the Coalition's program tracks and add value to the outreach programs of member agencies.

SECTION B – TASKS AND DELIVERABLES

The FY '03 (Year 11) Outreach Program is designed to address Reauthorization efforts, the addition of Florida and others to the Coalition, and the expanded internal and external outreach activities needed to promote better understanding of the Coalition's efforts. The FY '03 (Year 11) Outreach Program includes the following elements:

Coalition Connection: Coalition and Consultant Staff will coordinate with University of Maryland Staff to "feed", update and expand the website. Coalition Staff and the Outreach Task Force will work with University of Maryland's staff to continue to improve the web site's user friendliness and utilization as a project and program management tool. With the inclusion of additional members and expanded geographical areas the Coalition Connection will expand and review other improvement to increase member communications.

Meeting Support: The Coalition will exhibit and/or participate in the following meetings as well as others to be determined.

- NASTO
- ITS America 2004 Annual Meeting
- NTPAW (including PIO workshop for Coalition agency staff)
- Regional/State ITS Chapters
- TRB

It is anticipated that FY '03 (Year 11) will be very active as the Coalition initiates and is invited to participate in events and meetings that will support the reauthorization process. This will be in addition to the "routine" Outreach Program that will support meeting/forums that are co-

sponsored with other associations and FHWA, internal meetings, information exchange forums, and other assemblies sponsored by the Coalition's Program Tracks as needed.

Member Inreach: The Outreach Program will promote information exchange among members. With the continued Coalition expansion, member inreach will be a priority and require additional resources. The following specific activities will be undertaken:

- Promote member agencies in the Coalition Newsletter & Coalition Update
- Sponsor Public Information Officer's Forum or activity
- Visit and brief Executive Level Members and other agency personnel
- Actively recruit new members and leadership.
- Participate in NTPAW, AASHTO, TRB, APTA and other activities that add value to agency programs

Track Support: The Outreach Program will support each Program Track in its efforts to build and maintain membership and communicate the Coalition's messages and initiatives. Efforts will include the following:

- Provide Track leaders with information to communicate the Coalition messages through their Tracks with such tools as FAQs, Leadership Handbook updates, printed materials, etc.
- Coordinate outreach materials and efforts across Tracks to ensure consistency and avoid duplication of efforts
- Assist Tracks in utilizing outreach elements to meet their goals and produce Track specific outreach material for recruiting and informational purposes.

Print/Electronic Materials: Revise existing materials and produce new materials as needed.

Specific materials to be revised or produced include:

- Newsletter: Produce three issues of Corridor News
- I-95 Corridor Coalition Update (email)
- Alert Map: Design and produce two issues of the Alert Map
- Construction Advisory
- Business/Strategic Plan 2004/2005
- Procedures Manual (Update)
- Stakeholders Report
- Speakers Kit (Update)
- Articles: Write Coalition articles for trade associations and others as requested.
- PTL Handbook (Update)
- Write papers for submission to TRB, ITSA, etc. as requested

Public & Legislative Education: Continue efforts to increase the public's and Legislature's knowledge of the work of the Coalition, its member agencies, and key individuals (where appropriate) in the trade and mass media, both print and electronic. The Committee will work with related organizations such as ITS America, TRB, AASHTO, NASTO, APTA, etc. to participate in joint public education activities.

The following specific public education activities will be undertaken:

- Routine Press Releases for Major Events
- Further develop relationships with member agency public information personnel to support their public information efforts
- Place Coalition articles in member agencies and industry associations newsletters
- Stimulate discussions on Coalition list server for agency Public Information personnel

The following specific legislative education activities will be undertaken by Coalition members

and staff:

- Refine and communicate Coalition messages
- Review, monitor and report on federal legislation and other changes that impact the Coalition's work
- Prepare written testimony on the Coalition's behalf
- Meet with agency members to discuss and gain input regarding Reauthorization
- Update and prepare Coalition Staff and agency members to brief their agencies, Congressional staff, and others about Coalition efforts
- Assist in coordination and communication of the Coalition's reauthorization efforts to FHWA and others.

SECTION C – BUDGET

General Budget Information (same as idea form information):

\$ 400,000 Total project costs.

\$ 400,000 In Coalition funds.

The following list shows a budget breakdown for the Year 11 Marketing and Outreach program by element and how much was actually spent.

- Coalition Connection \$10,000
 - Meeting Support – ITSA, Others \$45,000
 - Member Inreach \$70,000
 - Track Support \$30,000
 - Print/Electronic Materials \$270,000
 - Two Alert Maps (\$180,000)
 - Construction Advisory (\$36,000)
 - Business/Strategic Plan (\$15,000)
 - 3 Newsletters (\$20,000)
 - Stakeholders Report (10,000)
 - Misc. (\$9,000)
 - Public & Legislative Education \$55,000
 - Miscellaneous Efforts \$10,000
- TOTAL \$490,000