



**I-95 CORRIDOR COALITION
YEAR 13
SCOPE OF WORK FORM**

Project Title: Marketing and Outreach
Project Code: 13-1D
Coalition Funding Amount: \$605,000
Program Track: 1 – Policy and Strategic Planning
Program Year: 13

SECTION A – BACKGROUND

Description (include location of effort):

The FY '05 (Year 13) Member Services & Outreach Program is designed to continue to respond to the results of the Coalition's recent Growth and Change Study, Leadership Forum, and Executive Surveys. This will be accomplished with guidance from the Member Services & Outreach Program Task Force and with emphasis on the following Program elements:

The Coalition Connection is a main source of Coalition information for members and non-members. It provides information about the Coalition, membership, contacts, Committees, projects & reports, meetings, calendar and traveler information. The Connection also keeps members updated on Coalition activities and is a virtual address book and file cabinet containing nearly of the Coalition information including: general reports, plans & brochures; meeting notices and minutes; project information, reports, and guides; and all administrative forms.

FY '05 (Year 13) Program: Coalition will continue to coordinate with University of Maryland Staff to "feed," update and expand the website. Coalition Staff and the Member Services & Outreach Program 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 continues to expand and review other improvements to increase member communications.

The Coalition's Email Groups are an easy way for members to exchange topic related information in a timely manner by having direct email access to their peers. Participants can ask questions about specific information or provide advice/information to others that need assistance. Email groups form and maintain relationships between agency member staff throughout the Corridor. There are currently 16 Email Groups with the Incident & Traffic Management Group being the most successful and active. Other Groups have been formed around Program Tracks, national and educational activities/initiatives.

Objectives:

To promote the I-95 Corridor Coalition and it's 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 Email Groups: These groups will be assessed by each Program Track and based on that assessment will be fed, eliminated and perhaps new groups initiated.
- Information Exchange Forums: These forums present an opportunity for members to be updated on timely issues, network and compare the activities of each other's agencies.

The following forums and others will be scheduled and are based on Members' feedback including the Growth and Change Study, Leadership Forum, and recent Executive Surveys information:

- Performance Measures
- ATIS & 511
- Intermodal Corridor Analysis Tool/Info Architecture
- Freight CVO (Seamless Borders, Cargo Tracking)
- Wireless Communications (Safety, E911, etc.)
- Weather Information Systems

- Training: Support of Training initiatives provided through Program Tracks.

FY '05 (Year 13) Program: Work with Program Track Leaders to support, conduct and communicate Training forums and opportunities. Continue pursuing training opportunities through partnerships with universities and other industry sources.

- National, Regional, & State Organization Participation: Coalition Staff and Leadership attend various national, regional and local industry, association, and agency forums that members are involved in and/or will benefit. Pertinent information is then shared with Coalition Members and/or applied to the Coalition's program.

FY '05 (Year 13) Program:

- National Associations Working Group (NAWG)
- National Transportation Operations Coalition (NTOC)
- AASHTO Including:
 - AASHTO Subcommittees: Systems Operation and Management (SSOM) & Systems Operations and Management - Traveler Information Task Force
- NASTO
- SASHTO
- NTPAW (including PIO workshop for Coalition agency staff)
- AMPO
- IBTTA
- ITS America including:
 - ITS America Commercial Vehicle/Freight Mobility Forum
 - ITS State Chapters
- TRANSPO
- Marine Transportation System National Advisory Committee
- TRB including:
 - Subcommittee: AHB10, Regional Transportation Systems Management and Operations
 - TMC Pooled Fund Study
 - 511 National Coalition's Interoperability Task Force
- National Traffic Incident Management Coalition

- FHWA CAD/ITS Integration Task Force
- Hudson Valley TMC ITS Steering Committee + Operations Committee

• Mentoring/ Information Exchange with Other Coalitions: The Coalition has responded to requests from several Coalitions nation-wide for assistance and/or information exchange. Coalition's included: CANAMEX, High Plains, West Coast, and Gary-Chicago-Milwaukee. Where appropriate and beneficial the I-95 Corridor Coalition will continue to mentor and participate in other Coalition's.

FY '05 (Year 13) Program: Activities will be determined by the requests received and need for the I-95 Corridor Coalition to participate.

• Print/Electronic Materials: Print/electronic materials help participating members educate others in their agencies about the Coalition and our initiatives. They 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
- Business/Strategic Plan 2005/2006
- 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

The updating of the Strategic Plan, Stakeholders, and Business Plan serves as a programmatic review/performance measure and at the same time reinforces the Coalition's culture in the process. The materials also serve to educate others including other Coalitions.

FY '05 (Year 13) Program: In addition to updating the Stakeholders and Business Plan, the Speakers Kit and PTL Handbook will need to be reviewed and updated. New print materials will also need to be developed to support the Coalition's initiatives.

• Member Services & Outreach Program Task Force:

The Member Services & Outreach Program has increasing importance to ensure continued Coalition success, preserve our culture and respond to the recommendations of Members as documented in the Growth & Change Study. Efforts must be made to recruit a few members to help guide the efforts and solicit new ideas to keep the program fresh.

SECTION C – BUDGET

General Budget Information (same as idea form information):

\$ 605,000 Total project costs.

\$ 605,000 In Coalition funds.

Coalition Connection (\$10,000)

- Meeting Support (\$250,000)
 - Information Exchange Forums
 - Program Track:
 - Workshops/Training
 - Track Leaders Forum
 - Task Forces Participation
 - Coalition Annual Meeting
 - Agency Executive & Staff Briefings/Recruitment
 - Technological Efforts:
 - Video Conferencing
 - Web Casting
 - Members' Public Information Officers Forum/Activity
 - Industry Association & FHWA co-sponsorship and/or participation

- Member Inreach (\$60,000)
 - Recruitment
 - Email Groups
 - Promote Meeting Technological Efforts
 - Initiatives/Project Support
 - Surveys/Assessments/Interviews

- Track Support (\$60,000)
(In addition to items listed in other categories.)
 - Track Targeted Recruitment
 - Project Support
 - Management/Administration Support (Handbooks/Guides)
 - Track Coordination

- Print/Electronic Materials (\$150,000 total)
 - Two Alert Maps (\$30,000)
 - Business/Strategic Plan (\$21,000)
 - 3 Newsletters (\$45,000)
 - Stakeholders Report (13,000)
 - Program Track Leaders Handbook
 - Program Track Outreach Materials (\$27,000)
 - Procedures Manual
 - Coalition Update
 - Misc. (\$14,000)

- Public & Legislative Education (\$50,000)

- Member Services & Outreach Program Task Force (\$10,000)

- Miscellaneous Efforts (\$10,000)

Total: \$605,000