



**I-95 CORRIDOR COALITION  
YEAR 14  
SCOPE OF WORK FORM**

**Project Title:** Marketing and Outreach  
**Project Code:** 14-1D  
**Coalition Funding Amount:** \$445,000  
**Program Track:** 1 – Policy and Strategic Planning  
**Program Year:** 14

***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 '06 (Year 14) Member Services & Outreach Program is designed to continue to respond to the priorities established by the Coalition's Executive Board and Program Track Committees. This will be accomplished with emphasis on the following program elements:

Coalition Connection

- Coalition Connection Web Site - 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, a calendar and traveler information. The Connection also keeps members updated on Coalition activities and is a virtual address book and file cabinet containing nearly all of the Coalition information (general reports, plans & brochures, meeting notices and minutes, project information, reports, guides, administrative forms, etc.). E-mail groups are organized through the Coalition Connection and provide an easy way for members to exchange topic related information in a timely manner by having direct e-mail access to their peers.

FY '06 (Year 14) Program: The Coalition will continue to coordinate with the University of Maryland Staff to "feed," update and expand the website. Coalition Staff will work with the University of Maryland's staff to continue to improve the web site's user-friendliness and utilization as a project and program management tool. Because of the Coalition's substantial geographic expansion and national exposure, the contents of each general information page will be reviewed and updated. Additionally, assistance will be provided to the Program Track Committees in the monitoring and support of existing E-mail groups (Safety, 511 and Incident

and Traffic Management) and the development of new E-mail groups.

#### Meeting/Event Development and Support

- 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 '06 (Year 14) Program: Member Services will provide assistance in developing presentations, handout materials, speakers, speaker's travel, event coordination and other related services for events of the following organizations. Additional efforts include the display and staffing of the Coalition's exhibit booth (and the purchase of a new booth), dissemination of information through mass e-mails, development of newsletter articles, Coalition Staff participation, etc.

- o State DOT/ITS Meetings (i.e., ITS Florida Working Group, ITS New York, etc.)
- o National Associations Working Group (NAWG)
- o National Transportation Operations Coalition (NTOC)

#### o AASHTO Including:

- Subcommittees:

- Systems Operation and Management (SSOM)
- Systems Operation and Management – Traveler Information Task Force

- NASTO

- SASHTO

- NTPAW

o AMPO

o IBTTA

o ITS America, including subcommittees and state chapters

o TRANSPO

o Marine Transportation System National Advisory Committee

o TRB

o TMC Pooled Fund Study

o 511 National Coalition's Interoperability Task Force

o National Traffic Incident Management Coalition

o FHWA

o Hudson Valley TMC ITS Steering Committee & Operations Committee

- Mentoring/Information Exchange with Other Coalitions – The Coalition has responded to requests from several Coalitions nationwide for assistance and/or information exchange. These Coalitions include: 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 these and other Coalitions.

FY '06 (Year 14) Program: Activities will be determined by the requests received and need for the I-95 Corridor Coalition to participate. A Gary-Chicago-Milwaukee Corridor videoconference is anticipated and Member Services will assist in coordination of discussion topics, communications and event logistics.

- Coalition Annual Meeting and Leadership Workshops – The Coalition's Annual Meeting offers the opportunity for all Coalition members to meet and exchange ideas, while attending a variety of sessions and committee meetings. The Executive Leadership occasionally conducts workshops

to evaluate current priorities and to discuss succession planning and organizational structure.

FY '06 (Year 14) Program: Member Services provides the support and funding for the Coalition's Annual Meeting and other Executive and Leadership Workshops. The Annual Meeting involves many months of extensive planning and coordination. It is anticipated that an Executive Leadership workshop will be conducted in coordination with a new Executive Director and/or Executive Board Chair. Member Services will support the development of that workshop, as well as events and retreats planned for other leadership groups and committee representatives.

#### Member Inreach/Track Support

- Member Inreach/Track Support – The Program Track Committees are the foundation of the Coalition and they each have unique outreach and inreach needs. Continuous efforts are made to promote each of the committees and their activities, and to promote attendance at Committee meetings.

FY '06 (Year 14) Program: To enhance Committee efforts, Member Services will support the following activities:

- Agency Executive & Staff Briefings
- Video Conferencing & Web Casting
  - o It is anticipated that a Year 14 idea will be submitted to further this effort; however, Member Services will still be charged with ongoing promotion of remote meeting participation and with making members familiar with effort.
- Project Support
- Surveys/Assessments/Interviews
- Management/Administration Support (Handbooks/Guides)

#### Print/Electronic Materials

- Print/Electronic Materials – Print/electronic materials help participating members educate others in their agencies about the Coalition and our initiatives. They include:
  - o Newsletter (Corridor News)
  - o I-95 Corridor Coalition Update (E-mail Newsletter)
  - o One-Pagers (specific to Coalition region, projects and/or activities)
  - o Business and Strategic Plan Updates
  - o Procedures Manual Update
  - o Report to Stakeholders Update
  - o Speakers Kit Update
  - o Articles for other agencies/associations, as requested
  - o PTL Handbook Update

The updating of the Strategic Plan, Stakeholders Report and Business Plan serve 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 '06 (Year 14) Program: A number of the above referenced publications are outdated and document development and printing costs will be substantial for updates to the Business and Strategic Plans, as well as the Report to Stakeholders. New print materials will also need to be developed to support the Coalition's initiatives. It is suggested that a strategic marketing plan be developed to ensure that new publications fit the current and future outreach needs of the

Coalition. This strategic marketing plan would not only evaluate the needs produced by the Coalition's evolution, but also the changes in priorities at FHWA and FMCSA.

Public & Legislative Education

• Public & Legislative Education

Effective information exchange between Congressional staff supporters, the USDOT, members and Coalition staff and leadership paid dividends in the form of increased funding support for the Coalition in the recent reauthorization legislation. Congressional and USDOT management will expect increased accountability and results commensurate with the increased funding support. New personnel on the Hill and in the States and in USDOT (with the expected move of the ITS Joint Program Office from FHWA to RSPA) will need to be briefed about the Coalition, what it does, its accomplishments, its plans for the future, etc. At the Coalition's January meeting with USDOT staff, mention was made of discussion within FHWA of multi-state investments in major transportation improvements, suggesting the possibility of broader Coalition involvement in such matters in the future. As the Coalition evolves towards a role involving consideration and analysis of multi-state policy issues identified by its Executive Leadership, it will be necessary to more proactively outreach to member agency policy staffs and the staffs of other regional and state transportation organizations.

Work under this activity will include keeping Coalition staff and leadership apprised of activities in the US Congress and USDOT that are of potential interest to the Coalition and its member agencies. Conversely, it will also be important to brief new Congressional, USDOT and State DOT supporters about important Coalition activities and accomplishments. In the coming months, a significant change in Congressional staff assignments is expected, and it will be important to educate these new staffers about the Coalition to set the stage for future discussions about Coalition roles and funding support. An increased number of briefings and meetings with member agency policy staffs and other transportation organizations are also anticipated.

***SECTION C – BUDGET***

General Budget Information (same as idea form information):

\$ 445,000 Total project costs.

\$ 445,000 In Coalition funds.

The following list shows a budget breakdown for FY '06 (Year 14) by program element.

Coalition Connection:

- Feed, update and expand
- E-mail group support

Total \$15,000

Meeting/Event Development and Support:

- National, Regional & State Organization Participation
- Coordination and Event Expenses
- Exhibit Booth Program

- Mentoring/Information Exchange with Other Coalitions
- Coordination and Event Expenses
- Coalition Annual Meeting and Leadership Workshops
- Coordination and Event Expenses

Total \$140,000

Member Inreach/Track Support:

- Agency Executive & Staff Briefings
- Video Conferencing & Web Casting
- Project Support
- Surveys/Assessments/Interviews
- Management/Administration Support

Total \$120,000

Print/Electronic Materials:

- 3 Newsletters
- Coalition Update
- One Pagers
- Business/Strategic Plan
- Procedures Manual
- Stakeholders Report
- Speakers Kit
- Articles for External Newsletters
- Program Track Leaders Handbook

Total \$110,000

Public & Legislative Education

Total \$55,000

Miscellaneous Efforts

Total \$5,000

TOTAL \$445,000