



**I-95 CORRIDOR COALITION
YEAR 7-8
SCOPE OF WORK FORM**

Project Title: Marketing and Outreach

Project Code: 7-1D and 8-1D

Coalition Funding Amount: \$308,000 for Year 7 and \$300,000 for Year 8

Program Track: 1 – Policy and Strategic Planning

Program Year: 7 and 8

SECTION A – BACKGROUND

Description (include location of effort):

The Coalition strives to be on the leading edge of transportation initiatives and has captured national attention. With this national exposure and heightened interest in the Coalition, education and outreach are becoming increasingly important. Each year, the Coalition builds upon its prior year's outreach activities and will continue to do so. Surveys of members have suggested that information exchange is one of the leading benefits of the Coalition; Marketing and Outreach is where these activities are organized.

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 Outreach Program includes a range of activities to promote the Coalition, support Program Tracks, coordinate outreach activities across Program Tracks, and enhance the programs of Coalition member agencies. The Outreach Program includes the following elements:

Coalition Connection: The Outreach Task Force will work with Coalition Connection Task Force to update the website to improve its user friendliness and utilization as a project and program management tool.

Meeting Support: The Coalition will exhibit and/or participate in the multiple meetings and events. In addition, the Outreach Program 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 Outreach: The Outreach Program will promote information exchange among members. The following specific activities will be undertaken:

- Promote member agencies in the Coalition Newsletter Sponsor Public Information Officer's Forum or activity

- Meet with agency members regarding the short term future
- Participate in NTPAW, 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:

- Providing 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

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
- Alert Map: Design and produce two issues of the Alert Map
- Construction Advisory
- Business Plan
- Procedures Manual
- Stakeholders Report
- PTL Handbook
- Write papers for submission to TRB, ITSA, etc. as requested

Public Education: Continue efforts to increase the public'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 to participate in joint public education activities.

Legislative Communication: The following specific 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 the Coalition's input of reauthorization efforts to FHWA and others

SECTION C – BUDGET

General Budget Information (same as idea form information):

\$ Year 7: 308,000 and Year 8: 300,000 Total project costs.

\$ Year 7: 308,000 and Year 8: 300,000 In Coalition funds.