

EXHIBIT A

MINNESOTA COUNCIL ON TRANSPORTATION ACCESS (MCOTA) OUTREACH SUPPORT

BACKGROUND

Since 2010, State has contracted for assistance with transportation coordination communication, outreach, and research, including the MCOTA website, developing communications materials and templates, a synthesis of Greater Minnesota regional transportation coordination plans, a mobility management webinar series, the costs and benefits of transportation coordination case studies, the development of a strategic action plan, a primer of funding sources for the “transit public” in Minnesota, common standards for financial records, data collection and analysis of vehicle sharing, an online map of human services transportation providers’ areas of service, and a webinar and four workshops to help MCOTA formulate a regional coordination council/collaboration model and to identify ways to implement it.

OBJECTIVE

The objective of this project is to provide administrative support and coordination for MCOTA. In addition, the selected responder will provide outreach and communications support for the Council, to inform MCOTA members, policymakers, practitioners, and local human services transportation stakeholders of effective options for improving transportation services through coordination.

SCOPE

The Scope of work for this project is to provide coordination and outreach support to assist MCOTA. To accomplish this, the Contractor will: coordinate the activities of MCOTA and work teams; provide information and outreach support, including the maintenance and updates to the MCOTA website, prepare the MCOTA annual legislative report, distribute a quarterly email newsletter to stakeholders; coordinate a virtual Volunteer Driver Program Forum, and develop new member orientation materials.

ASSISTANCE

Provide and review content for annual report, website, monthly meeting agendas and minutes, and the quarterly newsletter.

WORK PLAN

The Contractor will perform the following tasks:

Task Descriptions

Task 1: Fiscal Year (FY) 2021 Website Updates and Maintenance

1.1 Upload new information from the Council or members

1.2 Update the website with information from the regional coordinating organizations: Regional Transportation Coordination Councils (RTCCs) and Transportation Coordination and Access Projects (TCAPs)

- 1.3 Review other state transit coordination and related websites for materials to add to the website
- 1.4 Update home page with new information as it is available
- 1.5 Work with the MCOTA Communications Work Team to update MCOTA's entry on the Secretary of State's website.
- 1.6 Review external links to make sure that they are still active
- 1.7 Ensure the website meets Federal and state accessibility standards
- 1.8 Update website within 2 business days of requests unless development of new content is required
- 1.9 Review usage logs to see which pages are being accessed by users
- 1.10 Provide usage reports to the sponsor on a quarterly basis

Task 2: Write and Edit the MCOTA's 2020 Annual Report for the Minnesota Legislature

- 2.1 Work with MCOTA's Communication Work Team and State staff to write the annual report for the Minnesota legislature. This will be a 20-25 page document with highlights of activities from the past year.
- 2.2 Utilize input from the committee, as well as meeting minutes from the past year, as the basis for the report.

Task 3: FY 2022 and 2023 MCOTA Meeting Assistance

- 3.1 Attend bi-monthly MCOTA meetings in order to provide task updates, understand task needs, and facilitate discussions as needed.
- 3.2 Prepare meeting agendas for review by MCOTA staff, determining topics through monthly conference calls and coordinating with presenters as requested.
- 3.3 Post meeting materials to the website and print copies of meeting materials for in-person attendees.
- 3.4 Facilitate technical of elements of virtual meeting protocols to assure security and ease of access to the MCOTA members and public participants.
- 3.5 Write minutes for each meeting, submitting them electronically to the Technical Liaison (TL) within 10 business days.
- 3.6 MCOTA meetings will be virtual (Zoom) and in person at the State Central Office, 395 John Ireland Blvd. St. Paul MN.
- 3.7 Attend two MCOTA Senior Leadership (Commissioner) meetings in June 2022 and June 2023
- 3.8 Anticipate no more than a total of 14 meetings

Task 4: FY 21 MCOTA Quarterly Stakeholder Email Newsletter

- 4.1 Solicit content from MCOTA members and staff each quarter, especially the Communications Work Team.
- 4.2 Write one original story per issue, developed through interviews or gathering materials.
- 4.3 Edit content and put into e-mail format, send for review, and send to stakeholders.
- 4.4 Maintain mailing list.
- 4.5 Summarize results like open rate, click-through rate, and most popular stories in each issue to share with MCOTA members.

Task 5: MCOTA Program Forum, Virtual Only

Parameters: up to 250 people, equivalent to one full day (total 8-9 content hours and over 2-3 days), no registration fee, proposed timing: November 2021, speaker honoraria and travel expenses of up to \$2,000 per paid speaker (budget assumes 2-4 paid speakers), Americans with Disabilities Act (ADA) (including American Sign Language (ASL) services) livestream event also recorded for later viewing:

- 5.1 Participate in planning meetings (Ad Hoc MCOTA Work Team), assume 3-4 hours for every content hour.
- 5.2 Coordinate logistics for Forums ADA compliant livestreaming and captioning
- 5.3 Prepare budget documents
- 5.4 Develop registration forms for Forum(s)
- 5.5 Manage the registration system for the Forum(s)
- 5.6 Assist in development of Forum(s) marketing materials
- 5.7 Update the Forum Web pages as content becomes available
- 5.8 Provide registration counts
- 5.9 Create an evaluation form
- 5.10 Develop and post electronic materials for participants (include final program, registrant list, speaker handouts, and a link to an evaluation form)
- 5.11 Provide staffing during the virtual event to assist speakers, and provide support during and after the event
- 5.12 Post presentations and recording to the web
- 5.13 Tabulate and summarize conference evaluations
- 5.14 Pay final conference expenses, including any speaker honoraria

Anticipated Outcome:

- Conference marketing materials

- Preliminary budget information
- Contracts as needed
- Registration link/forms
- Event materials posted online.

Task 6: Coordination of MCOTA Working Team Meetings (3 standing Work Teams and 1-2 Ad Hoc Work Teams per year)

6.1 Provide agendas and supporting materials for the approximately 28 meetings noted below per year:

6.2 Coordinate communications for these meetings and follow up on action items.

- Communications Team meetings (including newsletter, annual report, website, and other products), about 8 times per year
- MCOTA Work Teams meetings (includes Ad Hoc Work Teams), approximately 14 times per year
- Regional Transportation Coordinating Council (RTCC)s/ Transit Coordination Assistance Project (TCAP)s Team, approximately 6 times per year

Anticipated Outcome:

- Meeting agendas and notes of action items from each of the team meetings
- Quarterly status reports

Task 7: MCOTA Member Orientation Materials on going updates

7.1 Work with the appropriate MCOTA Work Teams to define a process for existing and new member orientation and information updates.

Anticipated Outcomes:

- MCOTA membership materials and documented orientation process and updates
- Quarterly update reports

Task Deliverables: SFY 2022/2023 (anticipated 7.1.2021-6.30.2023)

Task 1: Bi-Monthly reports, detailing updated web pages and web usage reports:

- SFY 2022 - July 2021, September 2021, November 2021, January 2022, March 2022, May 2022,
- SFY 2023 - July 2022, September 2022, November 2022, January 2023, March 2023, and May 2023

Task 2: Annual report for the legislature:

- Draft 2021 (Outline) review by MCOTA September 2021 and Final November 2021
- Draft 2022 (Outline) review by MCOTA September 2022 and Final November 2022

Task 3: Bi-Monthly reports listing agendas and minutes for MCOTA meetings:

- SFY 2022 - July 2021, September 2021, November 2021, January 2022, March 2022, May 2022,
- SFY 2023 - July 2022, September 2022, November 2022, January 2023, March 2023, and May 2023

Task 4: Quarterly reports detailing newsletter readership statistics, related updates on website, and mailing list maintenance:

SFY 2022:

- July-September 2021: Due October 2021
- October-December 2021: Due January 2022
- January-March 2022: Due April 2022
- April-June 2022: Due July 2022

SFY 2023:

- July-September 2022: Due October 2022
- October-December 2022: Due January 2023
- January-March 2023: Due April 2023
- April-June 2023: Due July 2023

Task 5: Quarterly reports detailing plans including conference marketing materials, preliminary budget information, contracts as needed, registration link/forms, and event materials posted online.

SFY 2022:

- July-September 2021: Due October 2021
- October-December 2021: Due January 2022
- January-March 2022: Due April 2022
- April-June 2022: Due July 2022

SFY 2023:

- July-September 2022: Due October 2022
- October-December 2022: Due January 2023
- January-March 2023: Due April 2023
- April-June 2023: Due July 2023

Task 6: Quarterly reports listing details of meetings held, including agendas and notes

SFY 2022:

- July-September 2021: Due October 2021
- October-December 2021: Due January 2022
- January-March 2022: Due April 2022
- April-June 2022: Due July 2022

SFY 2023:

- July-September 2022: Due October 2022
- October-December 2022: Due January 2023
- January-March 2023: Due April 2023
- April-June 2023: Due July 2023

7: Quarterly reports detailing materials developed

SFY 2022:

- July-September 2021: Due October 2021
- October-December 2021: Due January 2022
- January-March 2022: Due April 2022
- April-June 2022: Due July 2022

SFY 2023:

- July-September 2022: Due October 2022
- October-December 2022: Due January 2023
- January-March 2023: Due April 2023