

# MCOTA Communications Work Teams

## Updates:

- Jodi Yanda, Chair
- Michelle Lichtig, MnDOT
- Arlene Mathison, Center for Transportation Studies

# Newsletter

Info	December 2021	February 2021
Recipients	760	757
Open rate	25.5%	24.2%
Unique click-through rate	12.8%	8.5%
Top articles	<ol style="list-style-type: none"><li>1) State legislation re: volunteer driving</li><li>2) GIS mapping</li><li>3) Hop Scott</li></ol>	<ol style="list-style-type: none"><li>1) Region 5 RTCC</li><li>2) MCOTA Annual Report</li><li>3) WCCO story on demand for volunteer drivers</li></ol>

## March Newsletter

- 1.Arrowhead RTCC: Bringing Stakeholders Together to Share and Respond
- 2.Northwest RTCC: Understanding Barriers
- 3.Lyft partnerships: Dakota and Washington Counties; ConnectAbility of MN

# Other Communication Tools

## Introduced exploring MCOTA LinkedIn page

- Initial discussion to take place at next work team meeting based. Will review pros and cons related potential purpose, content, management and audience.
- At a future MCOTA meeting will seek input.

# Resource Library on MCOTA Website

## **Purpose:**

- **Share media and marketing materials among RTCC/TCAPs and stakeholders; build on each other's accomplishments/efforts**

## **Type of resources:**

- **Collection of RTCC/TCAP media/marketing/PR materials, such as agenda templates, flyers, videos, podcasts, webinars, presentations/PPTs, etc**

## **Criteria:**

- **Items that were/are useful in their development and could be useful for others**

## **Process:**

- **Collect RTCC/TCAP media/marketing/PR materials - via a Google form – initial items to be posted end of April**

- Annual Reporting – Planning