



BOSTON REGION METROPOLITAN PLANNING ORGANIZATION

Stephanie Pollack, MassDOT Secretary and CEO and MPO Chair
Tegin L. Teich, Executive Director, MPO Staff

WORK PROGRAM

MASSDOT DIVERSITY SERIES POSTERS: JANUARY 1-DECEMBER 31, 2020

DECEMBER 19, 2019

Proposed Motion

The Boston Region Metropolitan Planning Organization (MPO) votes to approve this work program.

Project Identification

Unified Planning Work Program (UPWP) Classification

Not listed in federal fiscal year (FFY) 2020 UPWP

Project Number 74019

Client

Massachusetts Department of Transportation (MassDOT)
Client Supervisor: Priscilla Jackson

Project Supervisors

Principal: Kate Parker-O'Toole
Manager: Jane M. Gillis

Funding Source

Future MassDOT Contract

Schedule and Budget

Schedule: 12 months after work commences

Budget: \$6,000

Schedule and budget details are shown in Exhibits 1 and 2, respectively.

Relationship to MPO Work

This study is supported in full with non-MPO funding. Committing MPO staff to this project will not impinge on the quality or timeliness of MPO-funded work.

Background

The Central Transportation Planning Staff (CTPS) has supported MassDOT's diversity events by designing and producing posters for the series for more than 24 years. This work program provides for continuation of these services for the period January 1, 2020, to December 31, 2020; and documents the projected tasks, products, schedule, and costs of producing diversity series posters and flyers for five events in the calendar year.

Objective(s)

The CTPS Graphics Group will design and produce a series of five diversity posters and flyers during the above-cited 12-month period for MassDOT. Included in the series are the following topics: Martin Luther King Jr. Day; Black History; Woman's History; Asian/Pacific Islander Heritage; Gay, Lesbian, Bisexual, and Transgender Pride; Disability Awareness; Hispanic/Latinx Heritage; Native and Alaskan American Heritage; and Veterans Day. The five specific events for which CTPS will design and produce posters are to be determined by MassDOT.

Work Description

The CTPS Graphics Group will perform the following tasks in order to complete each diversity event poster:

Task 1 Research Topic

Research the national diversity topic and create appropriate design concepts.

Products of Task 1

Design sketches

Task 2 Design Poster

Design a poster for the celebratory event recognizing the protected group being honored that month, and based on the national theme selected by the MassDOT committee.

Products of Task 2

Poster design

Task 3 Produce Final Posters

Print and mount final posters.

Products of Task 3

10 to 12 printed posters for display, four of which will be dry mounted

Task 4 Produce Flyers from Final Posters

Resize and rework final posters into 11"x17" format for flyers.

Products of Task 4

30 printed flyers for display on bulletin boards in the State Transportation Building

Exhibit 1
ESTIMATED SCHEDULE
Diversity Posters 2020-2021

Task	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
1. Research Topic												
2. Design Poster												
3. Produce Final Posters												
4. Produce Flyers from Final Poster												

Exhibit 2**ESTIMATED COST****MassDOT Diversity Posters: January 1-December 31, 2020**

Direct Salary and Overhead						\$6,000
Task	Person-Weeks			Direct Salary	Overhead (104.89%)	Total Cost
	P-5	P-4	Total			
1. Research Topic	0.5	0.0	0.5	\$993	\$1,042	\$2,035
2. Design Poster	0.6	0.1	0.7	\$1,339	\$1,405	\$2,744
3. Produce Final Posters	0.2	0.0	0.2	\$397	\$417	\$814
4. Produce Flyers from Final Posters	0.1	0.0	0.1	\$199	\$208	\$407
Total	1.4	0.1	1.5	\$2,929	\$3,072	\$6,000
Other Direct Costs						\$0
TOTAL COST						\$6,000

Funding