



## BOSTON REGION METROPOLITAN PLANNING ORGANIZATION

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Stephanie Pollack, MassDOT Secretary and CEO and MPO Chair  
Karl H. Quackenbush, Executive Director, MPO Staff

### **WORK PROGRAM**

## **MASSDOT DIVERSITY SERIES POSTERS: JANUARY 1 - DECEMBER 31, 2019**

SEPTEMBER 20, 2018

### **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) 2019 UPWP

#### **Project Number 74018**

#### **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:** \$10,000

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 23 years. This work plan provides for continuation of these services for the period January 1, 2019, to December 31, 2019; and documents the projected tasks, products, schedule, and costs of producing diversity series posters or programs and flyers.

## Objective(s)

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

## 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 a 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 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 Poster**

Resize and rework final poster into 11"x17" format for flyer.

#### ***Products of Task 4***

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

**Exhibit 1**

**ESTIMATED SCHEDULE**

**MassDOT Diversity Series Posters January 1 - December 31, 2019**

| 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 |       |   |   |   |   |   |   |   |   |    |    |    |

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**Exhibit 2**

**ESTIMATED COST**

**MassDOT Diversity Series Posters January 1 - December 31, 2019**

|                                   |                 |
|-----------------------------------|-----------------|
| <b>Direct Salary and Overhead</b> | <b>\$10,000</b> |
|-----------------------------------|-----------------|

| Task                                | Person-Weeks |       | Direct Salary | Overhead (99.00%) | Total Cost |
|-------------------------------------|--------------|-------|---------------|-------------------|------------|
|                                     | P-4          | Total |               |                   |            |
| 1. Research Topic                   | 1.0          | 1.0   | \$1,410       | \$1,396           | \$2,805    |
| 2. Design poster                    | 2.1          | 2.1   | \$2,911       | \$2,882           | \$5,793    |
| 3. Produce Final Posters            | 0.4          | 0.4   | \$564         | \$558             | \$1,122    |
| 4. Produce Flyers from Final Poster | 0.1          | 0.1   | \$141         | \$140             | \$281      |
| Total                               | 3.6          | 3.6   | \$5,025       | \$4,975           | \$10,000   |

|                           |            |
|---------------------------|------------|
| <b>Other Direct Costs</b> | <b>\$0</b> |
|---------------------------|------------|

|                   |                 |
|-------------------|-----------------|
| <b>TOTAL COST</b> | <b>\$10,000</b> |
|-------------------|-----------------|

**Funding**