



**Hampton Roads Transit  
Virginia Beach  
Alternatives Analysis/Supplemental Draft Environmental Impact  
Statement  
Virginia Beach Transit Extension Study**

**Public Involvement Plan**

**September 2009**

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## **Glossary of Abbreviations**

Following is an alphabetical list of abbreviations commonly used by Hampton Roads Transit and throughout the Plan:

AA – Alternatives Analysis

CAC – Community Advisory Committee

FEIS – Final Environmental Impact Statement

FHWA – Federal Highway Administration

FTA – Federal Transit Administration

HRTPO - Hampton Roads Transportation Planning Organization

HRPDC - Hampton Roads Planning District Commission

HRT – Hampton Roads Transit

ISTEA - Intermodal Surface Transportation Efficiency Act

LPA- Locally Preferred Alternative

MPO – Metropolitan Planning Organization

NEPA – National Environmental Policy Act

PIP – Public Involvement Plan

SAFETEA-LU – Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users

SHPO – State Historic Preservation Office

SDEIS – Supplemental Draft Environmental Impact Statement

ROD- Record of Decision

TAC – Technical Advisory Committee

TAZ – Transportation Analysis Zone

TDCHR – Transportation District Commission of Hampton Roads

TEA-21 – Transportation Equity Act for the 21st Century

VDRPT - Virginia Department of Rail and Public Transportation

VDEQ - Virginia Department of Environmental Quality

VDHR - Virginia Department of Historic Resources

VMRC - Virginia Marine Resources Commission

VBTES - Virginia Beach Transit Extension Study

# **Virginia Beach Transit Extension Study Alternatives Analysis/Supplemental Draft Environmental Impact Statement**

## **Public Involvement Plan**

### **Introduction**

Good organization and well-planned outreach is what distinguishes effective public involvement plans. The best ones are developed with clearly defined goals and issues affecting the project study area. Hampton Roads Transit (HRT) and its consulting team recognize this and will carefully develop strategies to contact the public, provide them information, listen to their views, respond to their comments, and incorporate their concerns into plans and decisions for the Virginia Beach Alternatives Analysis / Supplemental Draft Environmental Impact Statement (AA/SDEIS). This study, also referred to as the Virginia Beach Transit Extension Study (VBTES), will examine transit alternatives for the extension of the Norfolk Tide Light Rail Transit system into Virginia Beach.

### **1.0 Purpose and Design of the Public Involvement Plan**

The Transportation District Commission of Hampton Roads (TDCHR), the governing board of HRT, is conducting the VBTES and preparing a supplement to the March 2000 Final Environmental Impact Statement (FEIS). The VBTES will be completed in accordance with the National Environmental Policy Act of 1969 (NEPA), as amended. The project will include development and evaluation of transit alternatives and determine a Locally Preferred Alternative (LPA). The AA and SDEIS are being completed concurrently.

The project corridor is defined as ¼ mile on either side of the Norfolk Southern Railroad Right of Way. Beyond that point, the project corridor is generally bounded by Birdneck Road, Norfolk Avenue, Pacific Avenue, and 22<sup>nd</sup> Street. The final alignment, station locations, and specific eastern terminus will be determined through the AA/SDEIS process.

The AA/SDEIS process will evaluate alternatives to solve transportation problems in the study area. The AA/SDEIS will result in a Locally Preferred Alternative (LPA) that will be evaluated against the No-Build Alternative and the Transportation System Management (TSM) alternative.

The AA/SDEIS will:

- 1) Develop the purpose and need for the project
- 2) Develop goals and objectives for the project
- 3) Develop criteria to evaluate alternatives
- 4) Develop alternatives for comparison

- 5) Identify an exclusive transit corridor to improve reliability and travel time for public transportation users
- 6) Define background transportation networks, identify capacity constraints and deficiencies, and identify key areas of traffic congestion
- 7) Identify activity centers including, but not limited to, the City of Virginia Beach Strategic Growth Areas
- 8) Identify station locations and park and ride areas
- 9) Identify opportunities for a fixed transit investment to complement City redevelopment activities
- 10) Identify environmentally fragile areas and open spaces that should be protected
- 11) Estimate ridership
- 12) Identify funding strategies for construction and operation
- 13) Will utilize previous studies and information regarding evaluation of alternatives
- 14) Analyze the social, economic and transportation impacts and benefits associated with the project, and identify mitigation measures, as needed.

As the AA/SDEIS process moves forward, issues may be identified by the public regarding transportation concerns or deficiencies. These issues must be addressed during the study process; and the public will help in identifying evaluation criteria and alternatives to be considered. The methodology to collect and evaluate public opinion during the AA/SDEIS is documented in this Public Involvement Plan (PIP). Public involvement will continue throughout the duration of the AA/SDEIS, including at key project milestones. This plan complies with all rules and regulations set forth under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and National Environmental Policy Act of 1969 (NEPA).

The PIP provides an opportunity to raise relevant issues with the project team for consideration. Opportunities will be provided for an open exchange of ideas and views. Public participation activities will be scheduled as related technical work is conducted. The PIP is structured to collect information from many different audiences. There are many ways for the public to stay informed about the project (See Section 5.0) and to provide input (See Section 4.0). HRT wants as many people as possible to participate, such as citizens, interested community, business, and environmental groups, elected and appointed officials, agencies and jurisdictions, minorities, and low-income populations. Special efforts will be made to include members of the public who may be under-represented, such as minorities, low-wage earners, and people with disabilities and accommodate special needs.

HRT will focus public participation on outcomes rather than simply meeting requirements. Evaluation of the PIP's effectiveness is critical. The evaluation methods that will be used are outlined in this plan (See Section 6.0)

## **2.0 History of Federal Public Involvement Requirements**

The 1962 Federal Aid Highway Act mandated that all urbanized areas with a population greater than 50,000 establish a continuing, cooperative and comprehensive (3C) planning process in order to be eligible to receive U.S. Department of Transportation funding. The 1974 Federal Aid Highway Act formalized the process further by mandating the creation of a Metropolitan Planning Organization (MPO) for all areas required to have a 3C planning process. The Intermodal Surface Transportation Efficiency Act (ISTEA), signed into law in December 1991, was landmark legislation that introduced a comprehensive approach to transportation problems by emphasizing innovation, intermodalism and flexibility. It also expanded the responsibilities of local governments, giving them a greater role to play in programming funds. The approach begun under ISTEA was continued in 1998 with the adoption of Transportation Equity Act for the Twenty-First Century (TEA-21), and mandates that the agency shall "... provide the public, affected public agencies, representatives of transportation agency employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transit, and other interested parties with a reasonable opportunity to comment...".

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) prescribes an environmental review process for highway, public transportation capital, and multimodal projects, as well as a public comment process for activities that will be made available to the public.

## **3.0 Public Involvement Plan**

The HRT project team will coordinate and manage public involvement for the Virginia Beach Transit Extension Study AA/SDEIS as outlined in the PIP. The PIP identifies the specific participation by HRT and coordination with other related agencies. The work will be consistent with federal policy to regularly encourage public involvement.

### **3.1 PIP Goal and Policy**

The goal of the Virginia Beach Transit Extension Study PIP is to fully inform, involve and elicit public participation and comments throughout the duration of the AA/SDEIS process in order to help guide the local transportation decision-making process.

### **3.2 PIP Schedule of Activities**

The PIP includes a schedule that coincides with technical deliverables and major milestones. Relevant information will be provided to stakeholders at key decision points in the study process. The PIP schedule of activities and deliverables is provided in Table 1.

### **3.3 PIP Updates**

The PIP will be updated throughout the VBTES AA/SDEIS process as outlined based on the program's effectiveness and major project milestones.

## **4.0 Public Input Opportunities**

Interested citizens and groups may provide comments and suggestions at any time throughout the duration of the project. The public involvement program offers a wide range of opportunities for public input, as outlined below:

### **4.1 Written Comment Forms**

Written comment forms will be available at all public meetings. At any time, members of the public may complete the forms and return them at a meeting or at another time to HRT in person or by mail. They may be submitted to:

*Marie Arnt  
Public Outreach Coordinator  
Hampton Roads Transit  
3400 Victoria Boulevard  
Hampton, VA 23661  
Attn: Virginia Beach Transit Extension Study*

### **4.2 Online Comment Forms**

A comment form can be found on the project webpage on HRT's website at [www.gohrt.com/vbtes](http://www.gohrt.com/vbtes). When electronically submitted, this form is automatically sent to a member of the project team for response.

### **4.3 Facebook**

HRT maintains a Facebook page for public outreach purposes which will include project announcements. Facebook users may leave comments on the page.

### **4.4 Email Correspondence**

Electronic correspondence may be submitted by sending an email to Marie Arnt, Public Outreach Coordinator for the Virginia Beach Transit Extension Study, at [marnt@hrtransit.org](mailto:marnt@hrtransit.org).

### **4.5 Telephone**

Comments may be submitted by phone by calling Marie Arnt at (757) 222-6000 ext. 6291.

### **4.6 Written Correspondence**

Participants who wish to provide comment via written communication may do so by writing a letter or completing a comment card and sending it to the street address in Section 4.1.

#### **4.7 *Where to Send Comments***

Comments regarding the VBTES should be submitted directly to HRT at the address listed in Section 4.1 to ensure timely response to inquiries. As the project sponsor, HRT is the official recipient of public comments.

#### **4.8 *Twitter***

HRT maintains a Twitter page for public outreach purposes, which will include project announcements. Twitter users may leave comments on the page.

### **5.0 *Public Outreach Tools***

The PIP includes a wide range of public outreach tools to ensure a well informed public, as outlined below:

#### **5.1 *Distribution Database***

HRT and the project team will maintain and update a contact database of all relevant elected and appointed officials, agencies and consultants at the federal, regional, state and local levels; interested parties; individual stakeholders (business or resident) and groups; and civic associations. A communications database will track all inquiries, comments, and responses submitted to HRT. Notice of all public meetings, newsletters and email updates will be sent to each listed contact.

The following public outreach tools will be distributed regularly to contacts listed in the database:

##### **5.1.1 *Newsletters***

Newsletters containing study updates will be produced and distributed at four key project milestones during the study period.

##### **5.1.2 *Email Update (monthly)***

Email updates will be produced and sent monthly to all contacts in the database providing an email address.

#### **5.2 *Distribution of Printed Materials***

Printed Frequently Asked Questions and fact sheets will provide updated project information, descriptions of the federal process, and critical dates to the general public. These materials will be available on the project page of the HRT webpage.

#### **5.3 *Press Releases/Media Contacts/News Articles***

The news media will play a vital role in communicating moments when the process reaches important project milestones. News releases help distribute information to a wider audience by seeking coverage through television, radio, Internet, and in print. HRT will use a variety of tools to communicate project

information to the media, including making experts available for interviews, press releases, and public service announcements. All news articles will be posted to HRT's Press Room on HRT's webpage, [www.gohrt.com](http://www.gohrt.com).

#### **5.4 Project Webpage**

HRT has set up a webpage [www.gohrt.com/vbtes](http://www.gohrt.com/vbtes) dedicated to the AA/SDEIS phase of the VBTES. HRT will provide updates to the content as the project advances through the study process. The site includes but is not limited to the following: project history; project goals and schedule; newsletters; meeting notices; documents, presentations and reports; public input and study team contacts; relevant links; and an online comment form.

#### **5.5 Twitter**

HRT will establish and maintain a Twitter account and include 'tweets' of major project news and public notice of meetings.

#### **5.6 Community Event Participation**

HRT may participate in community events to reach the general public. Members of the project team may attend events and distribute project information through printed collateral material currently listed under Public Outreach Tools.

#### **5.7 Presentations at Community and Business Organizations**

HRT and the City of Virginia Beach will be available to community and business groups to attend and brief that organization at their regular meetings. If requested, members of the project team will provide a presentation and distribute project information to the group.

#### **5.8 Facebook**

HRT will maintain a Facebook page for public outreach purposes and for project announcements. Facebook users may leave comments on the page.

#### **5.9 Virginia Beach Public Access Channel**

HRT staff may coordinate with City staff to produce content for the public access channel.

#### **5.10 Methods of Public Notice**

Notice of public meetings or major project updates will be provided through the following methods:

- **Press Releases:** See Section 5.3. Media outlets may be added to the Media Distribution List by sending an email to Tom Holden at [tholden@hrtransit.org](mailto:tholden@hrtransit.org).

- **Project Webpage:** See Section 5.4. The webpage, [www.goHRT.com/vbtes](http://www.goHRT.com/vbtes), will feature all notices of public meetings.
- **Mailings:** HRT may mail post cards or letters with meeting information using location-based mailing lists of households and businesses.
- **Facebook:** See Section 5.8. HRT will use its Facebook page to announce news, including upcoming public meetings.
- **Twitter:** See Section 5.5. HRT will use its Twitter account to announce news, including upcoming public meetings.
- **GovDelivery:** HRT utilizes GovDelivery, an email subscription service, as a public communication system. Subscribers will receive notice of public meetings through this service.
- **HRT Homepage:** HRT's homepage, [goHRT.com](http://goHRT.com), will feature notices of public meetings under the Announcements section.
- **Newspaper Advertisements:** In accordance with state and federal law, HRT will purchase and run newspaper ads to announce public meetings when required.
- **Customer Communication:** HRT will produce, print and distribute customer communication flyers, which will announce public meetings and major project updates, to its Virginia Beach customers. These notices will also be posted to HRT's website, [gohrt.com](http://gohrt.com).
- **ADA Community:** Those who are visually or hearing impaired and/or have special needs and require accommodation in a format not listed above, can contact HRT at 222-6000.

### **5.11 Public Meetings and Hearings**

All public meeting and hearing materials may be made available in alternate media formats. The draft schedule of meetings is provided in Table 1.

#### **5.11.1 Initial VBTES Meetings**

Two public meetings are planned during the initial part of the study process. These meetings will be held for the purpose of providing information about the study process and schedule, to describe public involvement and the technical analysis that will be conducted. HRT also will present information about the project alternatives under consideration and the impacts to be evaluated.

Draft study goals and objectives will be presented at the meetings. Public input may be provided via comment cards. A presentation on the study and informational materials will be provided.

- **Public Information Booklet:** A booklet will be prepared that will describe the process for developing alternatives, provide a project corridor map, describe the alternatives under consideration, and related next steps.

#### 5.11.2 Station Area Workshops

Station area workshops will be held so that the HRT team may obtain input from the general public, the development community, and public planning and decision-making agencies concerning station areas. These meetings will define the general station design parameters, identify site-specific issues, and result in the selection of preferred station locations and layouts. The current and future impacts on neighborhoods will be examined. Further, opportunities to enhance the relationship between access to rapid transit and area development – as well as potentially supportive public policy - will be identified and discussed.

#### 5.11.3 SDEIS Public Hearings

The SDEIS is the document that analyzes the potential social, economic and environmental impacts associated with the alternatives under consideration in the study. The purpose of these hearings is for the public to formally comment on the results of the SDEIS process as well as the technology choice and alignment as the Locally Preferred Alternative (LPA) recommendation. Each comment received will be documented, responded to, and entered into the public record as a chapter in the SDEIS. This document will provide a resource for decision-makers on advancement of project development. HRT will provide the public notice in the timeframe required per federal requirements.

### **5.12 Stakeholder Interviews**

Early in the study, the project team will conduct up to 25 interviews with community and business groups, and individuals with interest in the study. The purpose of these interviews will be to incorporate participant interests and concerns into the project development process.

## **5.13 Community Advisory Committee (CAC) Meetings**

### CAC Purpose

The purpose of the committee is to advise HRT, the City of Virginia Beach, and the consultant team on issues and potential impacts related to the alternatives under consideration within the study corridor. The CAC is important to the process because its members provide unique input that combines ongoing, detailed knowledge of the project with the perspectives of community residents and business owners within the study corridor. The members also serve as important liaisons to their communities through formal neighborhood, civic and business groups and informal networks of friends, coworkers and neighbors.

### CAC Membership

The Community Advisory Committee will be comprised of representatives from organizations that represent neighborhoods, civic leagues, places of worship, and representatives of businesses that are within the project corridor. The project corridor is defined as ¼ mile on either side of the Norfolk Southern Railroad Right of Way. Beyond that point, the project corridor is generally bounded by Birdneck Road, Norfolk Avenue, Pacific Avenue, and 22<sup>nd</sup> Street. The members of the CAC will be selected by Hampton Roads Transit in collaboration with the City of Virginia Beach.

### CAC Roles and Responsibilities

The CAC meetings will complement the broader public outreach activities. The CAC is not a budget or policy setting committee, but will provide a constructive neighborhood-level forum on specific impacts and mitigation strategies. The CAC input will help to identify physical characteristics, access deficiencies and an understanding of how construction and operation of a fixed guideway system may impact the residential neighborhoods, businesses and property owners along the study corridor. Evaluation of financial strategies will not be addressed by the CAC.

All CAC meetings will be open to the public and the meeting schedule will be available on the project website. Members will participate in up to four meetings during the study period and review project materials such as reports or documents and provide constructive feedback to project staff.

#### **5.14 Virginia Beach City Council Updates**

HRT will brief the Virginia Beach City Council regarding the status of the study at key project milestones. These public updates will be used to inform City Council about the status of the project and allow for Council direction as required.

#### **5.15 Transportation District Commission of Hampton Roads (TDCHR)**

The TDCHR is HRT's governing board. The Commission, of which two members also serve on the Virginia Beach City Council, will receive updates each month on the progress of the VBTES.

### **6.0 Public Involvement Plan Program Evaluation**

HRT will systematically monitor and evaluate the effectiveness of the PIP, as shown in the Monthly Performance Report, for the purpose of engaging as broad a constituency as possible and facilitating on-going public participation. In line with the PIP goals, HRT will continually evaluate the process and adjust strategies to best meet community needs. HRT will produce a Monthly Activity Report that reports the progress of each public outreach tool listed in 5.0 and as shown in Attachment A.

### **7.0 Documentation**

At the conclusion of the Virginia Beach Transit Extension AA/SDEIS, HRT will complete a final report documenting the public involvement program. The report will document all public involvement activities. Public participation program activities will be incorporated into the SDEIS.

Task	2009									2010										
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Public Involvement Plan (PIP) Updates	X								X									X		
Virginia Beach City Council Briefings	X													X				X		
Establish Project Web page		X																		
Establish Project Distribution Database (ongoing)		X																		
Stakeholder Interviews/Focus Groups		X	X																	
Initial VBTES Public Meetings					X															
Community Advisory Committee Meetings						X								X						
Station Area Workshops								X												
Other Public Meetings Project Update														X						
Information Booklet				X																
Newsletters																				
E-Newsletter											X		X	X	X	X	X		X	
SDEIS Public Hearings																				

**Table 1: Schedule of Major PIP Activities (Draft) (rev. 1/10, 7/10, 10/10)**

**NOTE : Additional City Council/Public briefings will be scheduled based on project milestones.**

<b>2011</b>
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Task	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Public Involvement Plan (PIP)												
Virginia Beach City Council Briefings		X										
Establish Project Web page												
Establish Project Distribution Database (ongoing)												
Stakeholder Interviews/Focus Groups												
Initial VBTES Public Meetings												
Community Advisory Committee Meetings		X										
Station Area Workshops												
Other Public Meetings Project Update		X										
Information Booklet												
Newsletters		X										
E-Newsletter												
SDEIS Public Hearings												X

Monthly Performance Report

**Attachment A  
Public Outreach for the VBTES  
Monthly Performance Report**

No.	Communication Strategy	Results/Outcomes (Project To Date)
<b>Public Input Opportunities</b>		
<b>Strategy 4.1</b>	<p><b>Written Comment Forms</b>  <i>Written comment forms will be available at all public meetings and contained in project newsletters. At any time, members of the public may complete the forms and return them at a meeting or at another time to HRT in person or by mail.</i>                      Measure: number of forms received</p>	
<b>Strategy 4.2</b>	<p><b>Online Comment Forms</b>  <i>A comment form can be found at the project webpage on HRT's website at <a href="http://www.gohrt.com/vbt.es">www.gohrt.com/vbt.es</a>. When electronically submitted, this form is automatically sent to a member of the project team.</i>                      Measure: number of online forms received</p>	
<b>Strategy 4.3</b>	<p><b>Facebook</b>  <i>HRT maintains a Facebook page for public outreach purposes which will include project announcements. Facebook Fans may leave comments on the page.</i>                      Measure: number of comments posted by Facebook Fans regarding VBTES</p>	
<b>Strategy 4.4</b>	<p><b>Email Correspondence</b>  <i>Electronic correspondence may be submitted by sending an email to Marie Arnt, Public Outreach Coordinator for the VBTES at <a href="mailto:marnt@hrtransit.org">marnt@hrtransit.org</a>.</i>                      Measure: number of emails received</p>	
<b>Strategy 4.5</b>	<p><b>Telephone</b>  <i>Comments may be submitted by phone by calling Marie Arnt at (757)222-6000 ext. 6291.</i>                      Measure: number of telephone calls received</p>	

No.	Communication Strategy	Results/Outcomes (Project To Date)
<b>Strategy 4.6</b>	<b>Written Correspondence</b> <i>Participants who wish to provide comment via written communication may do so by writing a letter and sending it to HRT.</i> Measure: number of letters received	
<b>Strategy 4.8</b>	<b>Twitter</b> <i>HRT will establish and maintain a Twitter account and include “tweets” of major project news and public notice of meetings.</i> Measure: number of responses posted to VBTES-related tweets	
<b>Public Outreach Tools</b>		
<b>Strategy 5.1.1</b>	<b>Newsletters (quarterly)</b> <i>Newsletters and electronic versions will be produced and sent monthly to all contacts in database providing a mailing address and email address.</i> Measure: number of recipients to whom newsletter or e-newsletter is sent	
<b>Strategy 5.1.2</b>	<b>Email Updates (monthly)</b> <i>Email updates will be produced and sent monthly to all contacts in database providing an email address.</i> Measure: number of recipients to whom emails are sent	
<b>Strategy 5.2</b>	<b>Distribution of Printed Materials</b> <i>Printed Frequently Asked Questions and fact sheets will provide updated project information, descriptions of the federal process, and critical dates to the general public.</i> Measure: number of printed materials distributed	
<b>Strategy 5.3</b>	<b>Press Releases/Media Contacts/News Articles</b> <i>HRT will use a variety of tools to communicate project information to the media, including making experts available for interviews, press releases, and public service announcements. News reports and articles will be generated from these efforts.</i> Measures: 1) number of press releases developed and sent 2) number of other contacts with the media 3) number of press clippings and 2) circulation	
<b>Strategy 5.4</b>	<b>Project Webpage</b> <i>HRT has set up a webpage <a href="http://www.gohrt.com/vbtes">www.gohrt.com/vbtes</a> dedicated to the AA/SDEIS phase of the VBTES. HRT will provide updates to the content as the project advances through the study process.</i> Measure: number of page views	

No.	Communication Strategy	Results/Outcomes (Project To Date)
<p><b>Strategy 5.5</b></p>	<p><b>Twitter</b>  <i>HRT will establish and maintain a Twitter account and include “tweets” of major project news and public notice of meetings.</i>                      Measure: number of recipients of tweets regarding VBTES</p>	
<p><b>Strategy 5.6</b></p>	<p><b>Community Event Participation</b>  <i>HRT may participate in community events to reach the general public face to face. Members of the project team may attend events and distribute project information through printed collateral material currently listed under public outreach tools.</i>                      Measures: 1) number of events participated in 2) number of people in attendance and 3) number of materials distributed</p>	
<p><b>Strategy 5.7</b></p>	<p><b>Presentations at Community and Business Organizations</b>  <i>The Project Team may provide briefings to interested community and business groups upon request. Briefings may include a presentation and distribution of project information to that group.</i>                      Measures: 1) number of letters sent 2) number of presentations given 3) number of people in attendance and 4) number of materials distributed</p>	
<p><b>Strategy 5.8</b></p>	<p><b>Facebook</b>  <i>HRT will maintain a Facebook page for public outreach purposes and for project announcements. Facebook Fans may leave comments on the page.</i>                      Measures: 1) number of messages posted by staff on Facebook regarding VBTES and 2) number of Facebook Fans at time of VBTES-related posting</p>	
<p><b>Strategy 5.9</b></p>	<p><b>Virginia Beach Public Access Channel</b>  <i>HRT staff may coordinate with City staff to produce content for the public access channel</i>                      Measures: 1) number of programs aired on VBTS and 2) number of viewers of program</p>	

No.	Communication Strategy	Results/Outcomes (Project To Date)
<p><b>Strategy 5.10</b></p>	<p><b>Other Methods of Public Notice</b>  <i>Notice of public meetings or major project updates will be provided through the other following methods:</i></p> <ul style="list-style-type: none"> <li>• <i>GovDelivery</i>                      Measure: number of recipients of GovDelivery message</li> <li>• <i>Newspaper Advertisements</i>                      Measure: 1) number and placement of advertisement and 2) circulation</li> <li>• <i>Mailings</i>                      Measure: number of households that mailings are sent to</li> <li>• <i>HRT homepage, <a href="http://www.goHRT.com">www.goHRT.com</a></i>                      Measure: number of clicks from HRT homepage to project page</li> </ul>	
<p><b>Strategy 5.11</b></p>	<p><b>Public Meetings and Hearings</b>  <i>Four rounds of public meetings are planned throughout the study process including, Initial Meetings, Station Area Workshops, Public Meetings for Locally Preferred Alternative Recommendation and SDEIS Public Hearings.</i>                      Measure: 1) meeting attendance and 2) number of verbal comments received</p>	
<p><b>Strategy 5.12</b></p>	<p><b>Stakeholder Interviews</b>  <i>Early in the study, the project team will conduct interviews with community and business groups, and individuals with interest in the study. The purpose of these interviews will be to incorporate participant interests and concerns into the project development process.</i>                      Measure: 1) number of interviews conducted and 2) number of questions answered</p>	
<p><b>Strategy 5.13</b></p>	<p><b>Community Advisory Committee (CAC) Meetings</b>  <i>Members will participate in up to four meetings during the study period and review project materials such as reports or documents and provide constructive feedback to the project staff.</i>                      Measures: 1) meeting attendance and 2) number of verbal comments received</p>	
<p><b>Strategy 5.14</b></p>	<p><b>Virginia Beach City Council Updates</b>  <i>HRT will brief the Virginia Beach City Council regarding the status of the study at key project milestones. These public updates will be used to inform City Council about the status of the project and allow for Council direction as required.</i> Measures: 1) number of briefings given 2) Council members present and 3) viewers of online and cable broadcast of briefing</p>	
<p><b>Strategy</b></p>	<p><b>Transportation District Commission of Hampton Roads (TDCHR) Updates</b>  <i>The TDCHR is HRT's governing board. The Commission, of which two members are Virginia Beach City Councilors, will receive updates</i></p>	

No.	Communication Strategy	Results/Outcomes (Project To Date)
5.15	<i>each month on VBTES progress.</i> Measures: 1) number of briefings given	