

**Public Outreach for the VBTES
Monthly Performance Report
September 2010**

No.	Communication Strategy	Results/Outcomes (Project To Date)
Public Input Opportunities		
Strategy 4.1	<p>Written Comment Forms <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>	<p>66 As of 9/30/10</p>
Strategy 4.2	<p>Online Comment Forms <i>A comment form can be found at the project webpage on HRT's website at www.gohrt.com/vbtes. When electronically submitted, this form is automatically sent to a member of the project team.</i> Received 2 comment forms in September 2010 Measure: number of online forms received</p>	<p>111 As of 9/30/10</p>
Strategy 4.3	<p>Facebook <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>	<p>9 As of 9/30/10</p>
Strategy 4.4	<p>Email Correspondence <i>Electronic correspondence may be submitted by sending an email to Marie Arnt, Public Outreach Coordinator for the VBTES at marnt@hrtransit.org.</i> Received 7 in September 2010 Measure: number of emails received</p>	<p>70 As of 9/30/10</p>
Strategy 4.5	<p>Telephone <i>Comments may be submitted by phone by calling Marie Arnt, Public Outreach Coordinator at (757)222-6000 ext. 6291.</i> 3 calls received in September 2010 Measure: number of telephone calls received</p>	<p>32 As of 9/30/10</p>
Strategy 4.6	<p>Written Correspondence <i>Participants who wish to provide comment via written communication may do so by writing a letter and sending it to HRT.</i> 1 letter received in September 2010 Measure: number of letters received</p>	<p>2 As of 9/30/10</p>
Strategy 4.8	<p>Twitter <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</p>	

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Public Outreach Tools		
Strategy 5.1.1	Newsletters (quarterly) <i>Newsletters, both printed and electronic will be produced and sent quarterly 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	1 st Newsletter was developed for the September 2009 public meetings. 1,000 were produced with over 700 distributed at various public meetings.
Strategy 5.1.2	Email Updates (monthly) <i>Email updates will be produced and sent monthly to all contacts in database providing an email address.</i> <i>E-newsletter for September sent on September 16th to 506 recipients</i> Measure: number of recipients to whom emails are sent	2,405 As of 9/30/10
Strategy 5.2	Distribution of Printed Materials <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	See note on items distributed at public meeting 6/30/10 Over 784 Distributed at various meetings, mailings, TDCHR, etc.
Strategy 5.3	Press Releases/Media Contacts/News Articles <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> <i>September 4, 2010 – Letter to the Editor – “Virginia Beach, Inc.” – Virginian Pilot</i> <i>September 6, 2010 – Letter to the Editor – “Smart Growth” – Virginian Pilot</i> <i>September 7, 2010 – “Interactive: Virginia Beach’s plan to transform the city” – Virginian Pilot</i> <i>September 7, 2010 – “Beach leaders weigh light rail vote” – WAVY TV-10</i> <i>September 8, 2010 – “Virginia Beach nears a deal for old Norfolk Southern rail line” – Virginian Pilot</i> <i>September 9, 2010 – Letter to the Editor – “Credibility gap” – Virginian Pilot</i> <i>September 10, 2010 – “Virginia Beach – one step closer to light rail” – WAVY TV-10</i> <i>September 10, 2010 – “Va. Beach Taxpayers: Getting a deal or getting railroaded?”- WVEC News 13</i> <i>September 13, 2010 – “Finally, Virginia Beach is ready to buy” – Editorial – Virginian Pilot</i> <i>September 13, 2010 – Letter to the Editor – “Bailout for Norfolk” – Virginian Pilot</i>	3 Press Releases as of 9/30/10 157 News Articles as of 9/30/10

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	<p>September 14, 2010 – “Virginia Beach makes decision to buy railroad right of way, possibly for light rail” – WVEC News 13</p> <p>September 14, 2010 – “Virginia Beach agrees to fund NSO right of way” – WAVY TV-10</p> <p>September 14, 2010 – “Virginia Beach could use Norfolk Southern corridor for other projects” - WVEC TV-13</p> <p>September 20, 2010 – “If the people wanted to make decisions and lead, we wouldn’t need leaders – Virginian Pilot columnist</p> <p>September 20, 2010 – Letter to the Editor – “Process malfunction” – Virginian Pilot</p> <p>September 24, 2010 – “Trains will roll in first quarter” – Inside Business</p> <p>September 27, 2010 – “Long, steep hill for light rail” – Editorial – Virginian Pilot</p> <p>Measures: 1) number of press releases developed and sent 2) number of other contacts with the media 3) number of press clippings</p>	
<p>Strategy 5.4</p>	<p>Project Webpage</p> <p>HRT has set up a webpage 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.</p> <p>September 2010 – 7 pages were view a total of 250 times</p> <p>Measure: number of page views</p>	<p>1) 250</p> <p>20,208 hits</p> <p>As of 9/30/10</p>
<p>Strategy 5.5</p>	<p>Twitter</p> <p>HRT will establish and maintain a Twitter account and include “tweets” of major project news and public notice of meetings.</p> <p>Measure: number of recipients of tweets regarding VBTES</p>	<p>169 followers on Twitter as of 9/30/10</p> <p>A total of 13 “tweets have been sent on VBTES.</p>
<p>Strategy 5.6</p>	<p>Community Event Participation</p> <p>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.</p> <p>Measures: 1) number of events participated in 2) number of people in attendance and 3) number of materials distributed</p>	
<p>Strategy 5.7</p>	<p>Presentations at Community and Business Organizations</p> <p>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.</p> <p>9/24/10 – Presentation to COMTO – 11 attendees</p> <p>9/29/10 – Presentation to Rotary Club of Princess Anne – 25 attendees</p> <p>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>1) 175</p> <p>2) 12</p> <p>As of 9/30/10</p> <p>3) 294 attendees</p>

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Strategy 5.8	Facebook <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	1) 14 2) 405 friends on Facebook as of 9/30/10
Strategy 5.9	Virginia Beach Public Access Channel <i>HRT staff may coordinate with City staff to produce content for the public access channel</i> <i>Virginia Beach Council Meeting on the vote to purchase the Norfolk Southern Right of Way – September 14, 2010</i> Measures: 1) number of programs aired on VBTS	260 people viewed this council meeting
Strategy 5.10	Other Methods of Public Notice <i>Notice of public meetings or major project updates will be provided through the other following methods:</i> <ul style="list-style-type: none"> • <i>GovDelivery</i> Measure: number of recipients of GovDelivery message • <i>Newspaper Advertisements</i> Measure: 1) number and placement of advertisement • <i>Customer Communications to Virginia Beach transit customers</i> Measure: number of notices distributed • <i>Mailings</i> Measure: number of households that mailings are sent to • <i>HRT homepage, www.goHRT.com</i> <i>September 2010 – 218 hits from homepage</i> Measure: number of clicks from HRT homepage to project page • <i>Other methods of Communication</i> 	11,224 As of 9/30/10 2 Ads 150 cards 6,069 As of 9/30/10 7,235 hits from homepage as of 9/30/10 [Redacted]
Strategy 5.11	Public Meetings and Hearings <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	September 9 and 10, 2009 264 in attendance 56 verbal comments December 2 and 9, 2009 64 in attendance. Verbal comments-see meeting notes June 30, 2010 125 in attendance. Received [Redacted] comments via [Redacted]

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		webpage, at meeting, and through email.
Strategy 5.12	Stakeholder Interviews <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	33 (interviews completed in 9/09)
Strategy 5.13	Community Advisory Committee (CAC) Meetings <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	1) 6 members in attendance for June 24, 2010 meeting. 2) verbal comments received via comment sheets and recorded from group. 1) 14 members in attendance for October 28, 2009 meeting. 2) 36 comments received from group
Strategy 5.14	Virginia Beach City Council Updates <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 online	1) 2 briefing 2) 11 3) 413 As of 9/30/10
Strategy 5.15	Transportation District Commission of Hampton Roads (TDCHR) Updates <i>The TDCHR is HRT's governing board. The Commission, of which two members are Virginia Beach City Councilors, will receive updates each month on VBTES progress.</i> Measures: 1) number of briefings given	15 As of 9/30/10