

**Public Outreach for the VBTES
Monthly Performance Report
October 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 10/31/10</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> <i>Received 1 comment form in October 2010</i> Measure: number of online forms received</p>	<p>112 As of 10/31/10</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 10/31/10</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> <i>Received 2 in October 2010</i> Measure: number of emails received</p>	<p>72 As of 10/31/10</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> Measure: number of telephone calls received</p>	<p>32 As of 10/31/10</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> Measure: number of letters received</p>	<p>2 As of 10/31/10</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>	
Public Outreach Tools		

No.	Communication Strategy	Results/Outcomes (Project To Date)
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> Measure: number of recipients to whom emails are sent	2,405 As of 10/31/10
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>October 12, 2010 – Letter to the Editor – “Light rail pollution” – Virginian Pilot</i> <i>October 13, 2010 – Letter to the Editor – “Light rail drain” – Virginian Pilot</i> <i>October 15, 2010 – Letter to the Editor – “Incentive for Tide riders” – Virginian Pilot</i> <i>October 19, 2010 – News 3-WTAR – “Story on plans for light rail in Virginia Beach”</i> <i>October 24, 2010 – Letter to the Editor – “Wrong answer in Beach” – Virginia Beach</i> <i>October 24, 2010 – Letter to the Editor – “Wishful windfall” – Virginia Pilot</i> <i>October 25, 2010 – “Voter Guide: Virginia Beach city council candidates” – Virginian Pilot (includes info on light rail study from each candidate)</i> <i>October 26, 2010 – “Familiar faces for Virginia Beach City Council” – Virginian Pilot Editorial</i> <i>October 26, 2010 – Letter to the Editor – “Railing against reality” – Virginian Pilot</i> <i>October 27, 2010 – “Light rail dominates Virginia Beach election” – Virginian Pilot</i>	3 Press Releases as of 10/31/10 167 News Articles as of 10/31/10

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	Measures: 1) number of press releases developed and sent 2) number of other contacts with the media 3) number of press clippings	
Strategy 5.4	<p>Project Webpage <i>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.</i> <i>October 2010 – 7 pages were view a total of 225 times</i> Measure: number of page views</p>	<p>1) 225 20,433 hits As of 10/31/10</p>
Strategy 5.5	<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 recipients of tweets regarding VBTES</p>	<p>189 followers on Twitter as of 10/31/10 A total of 13 “tweets have been sent on VBTES.</p>
Strategy 5.6	<p>Community Event Participation <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>	
Strategy 5.7	<p>Presentations at Community and Business Organizations <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> <i>10/5/10 – Presentation to Homestead Civic League – 25 attendees</i> <i>10/12/10 – Presentation to Thoroughgood Civic League – 50+ attendees</i> <i>10/18/10 – Presentation to Kempsville Ruritan Club – 30 attendees</i> <i>10/19/10 – Presentation to North Beach Civic League – 55 attendees</i> <i>10/26/10 – Presentation to Cavalier Golf & Yacht Club/Birdneck Point Civic League – 25 attendees</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>1) 175 2) 17 As of 10/31/10 3) 489+ attendees</p>
Strategy 5.8	<p>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</p>	<p>1) 14 2) 415 friends on Facebook as of 10/31/10</p>

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Strategy 5.9	<p>Virginia Beach Public Access Channel <i>HRT staff may coordinate with City staff to produce content for the public access channel</i></p> <p><i>Virginia Beach Council Workshop with update on project by HRT</i> <i>October 19, 2010</i></p> <p>Measures: 1) number of programs aired on VBTS</p>	<p>377 people viewed this council workshop</p>
Strategy 5.10	<p>Other Methods of Public Notice <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"> • <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>October 2010 – 418 hits from homepage</i> Measure: number of clicks from HRT homepage to project page • <i>Other methods of Communication</i> 	<p>11,224 As of 10/31/10</p> <p>2 Ads</p> <p>150 cards</p> <p>6,069 As of 10/31/10</p> <p>7,653 hits from homepage as of 10/31/10</p>
Strategy 5.11	<p>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></p> <p>Measure: 1) meeting attendance and 2) number of verbal comments received</p>	<p>September 9 and 10, 2009 264 in attendance 56 verbal comments</p> <p>December 2 and 9, 2009 64 in attendance. Verbal comments-see meeting notes</p> <p>June 30, 2010 125 in attendance. Received comments via webpage, at meeting, and through email.</p>
Strategy 5.12	<p>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></p> <p>Measure: 1) number of interviews conducted and 2) number of questions answered</p>	<p>33 (interviews completed in 9/09)</p>

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Strategy 5.13	<p>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></p> <p>Measures: 1) meeting attendance and 2) number of verbal comments received</p>	<p>1) 6 members in attendance for June 24, 2010 meeting. 2) verbal comments received via comment sheets and recorded from group.</p> <p>1) 14 members in attendance for October 28, 2009 meeting. 2) 36 comments received from group</p>
Strategy 5.14	<p>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></p> <p>Measures: 1) number of briefings given 2) Council members present and 3) viewers online</p>	<p>1) 3 briefing 2) 11 3) 413</p> <p>As of 10/31/10</p>
Strategy 5.15	<p>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></p> <p>Measures: 1) number of briefings given</p>	<p>16 As of 10/31/10</p>