

# NVTA Public Outreach Working Group (POWG) Meeting Minutes

June 3, 2013 at 9:30 am

PRTC - 14700 Potomac Mills Rd. Woodbridge, VA 22192

## Meeting Agenda

Meeting started at 9:30 am

1. Introductions
2. Sub Group Reports and Work Products
  - a. Messaging
    - i. Press Release – sent out on May 24 and May 28, 2013. Good media coverage in print media. Prompted several Op-Eds.
    - ii. FAQ's- Have sent Draft FAQs out to key staff and requesting updates by COB 6/4/13. Final Draft to be circulated to POWG by Friday 6/7/13.
    - iii. 3 messages identified:
      1. NVTA is focused on good stewardship of new transportation funding;
      2. NVTA 's #1 Priority is congestion relief
      3. All identified projects to kick start congestion relief have a history and high cost-benefit analysis
      4. Congestion relief means different things to different jurisdictions and NVTA is focused on balancing investments for maximum results.
  - b. Logistics
    - i. Update on June 20 Meeting
      1. Products/Issues
        - a. City of Fairfax to record meeting and broadcast on cable access channel.
        - b. Identify staffer to coordinate details, establish link on NVTA web site to live stream.
        - c. Allow live chat participation/on-line forum for July meeting? Lunchtime with the Post (Greg Potts to follow up with WMATA Communications director)
        - d. Open House: Set up stations for information: TA2040; Projects by jurisdiction staffed by people to answer questions. Identify key staff to man stations and answer questions. Break down by corridor.

2. Public Notice
  - a. June 6 & 13
    - i. Ad to be placed in Washington Times
    - ii. Do not need to list all projects in announcement. Refer to web site. Hard copies available for review at innovations office per regs.
    - iii. Draft – Draft public notice distributed and reviewed. Ad placed on 6/3/13 to meet publishing deadline for June 6.
  - ii. Jurisdictional Open House Update
    1. Format for local Open Houses
      - a. Local Open Houses are not prescriptive. POWG advises that PPT be given for information consistency.
      - b. PPT Presentation to be finalized and distributed 6/4/13
      - c. Chairman NVTVA is available to attend meetings. No requests yet for his attendance. Meetings are posted so any number of NVTVA members can attend.
      - d. Staff working on FAQs to be provided.
    - iii. July Public Hearing and Vote
      1. Dates are yet to be determined. Staff has asked city of Fairfax to identify additional dates in July. Staff suggests July 24, 2013.
  - c. Technology/Web/E-Tools
    - i. Graphics/Signage – Beth Francis provided copies of a FAQ’s template, comment form, signage for meeting, podium signage. Feedback on changes to the drafts were provided and Beth Francis to make changes and return to POWG chair.
    - ii. Maps- Fairfax County staff are working on maps. POWG recommends having one overview map and then maps divided by corridor that identify projects. POWG recommends creating and using a common template for projects. Need to have maps ready by June 20 Open House if not sooner. Suggest one person do maps for consistency.
3. May 24 & May 28 – Media Release sent.
  - a. Additional releases- Time additional releases closes to the June 20, 2013 Public Hearing. Local jurisdictions are promoting their own open houses locally. Regional print media has also been highlighting local meetings.
  - b. Ideas for media engagement
    - i. Kojo VA Politics Hour – pitched for June 14 leading to June 20 meeting. Waiting for confirmation.
    - ii. DePuyt, WTOP- are being contacted.
    - iii. Metro Networks to package interview
4. Budget items to identify

- a. Funding for web based web site
  - b. Staff support
  - c. On-line communication tools like Constant Contact, etc.
  - d. Electronic Survey tools
  - e. GIS/graphics support plus software
  - f. Legal notifications
  - g. Printing costs
  - h. Public Hearings – up to four
5. Open Discussion
- a. None.
6. POWG Meeting schedule – Next meeting to be held June 17, 2013 9:30a PRTC
7. Additional Staff Assignments and Future Agendas
8. Sub group for technology/Maps & Logistics Meeting
9. Future Agenda – last minute prep Public Hearing

Meeting ended at 12pm