

NVTA Public Outreach Working Group (POWG) Meeting

May 20, 2013 at 9:30 am

PRTC - 14700 Potomac Mills Rd. Woodbridge, VA 22192

Meeting Agenda

1. Introductions

- a. Kala Quintana as been working on updating Authority materials and templates; preparing to renew the web site hosting and registration; preparing FAQ's; editing initial press release; keeping the web site up to date with meeting dates and materials; identifying possible meeting locations; drafting public involvement principles; drafting statement on the Authority's commitment to Transparency and Inclusiveness; working directly with the messaging committee.

2. Sub Group Reports and Work Products

a. Messaging

- i. Group met last week
- ii. Draft press release
 - 1. Need to finalize the June 20 meeting dates and information
 - 2. Incorporate final proposed project list once approved My 23, 2013.
 - 3. Incorporate as much detail on project information on start dates for projects for a June 20/21 press release with additional detail.
 - 4. Reach out to Kojo Namdi and WTOP after May 28. Arrange interview for Marty and other stakeholders.
 - 5. Press release to go out May 24 AM and again on May 28 AM "In case you missed it...." To accommodate the Memorial Day holiday break.
- iii. Developed three key messages which will be incorporated.

b. Logistics

- i. All Community meetings will be scheduled by May 24.
 1. Arlington Transportation Commission – May 30 @7:30
 2. Loudoun Co (TBD)
 3. FFX Co./FFX City? To combine? Chairman Bulova? (TBD)
 4. Prince William Co./Manassas/Manassas Park (TBD)
 5. City Falls Church (with Arlington) (TBD)
 6. City of Alexandria (TBD)
 - a. Develop feedback sheet for residents to fill out and to be collected by the jurisdiction host of local meeting. Also include dedicated e-mail address info.
 - b. Provide dedicated e-mail address to the public so that they can send feedback to one place.
 - c. Distribute a standard power point presentation/FAQ's/distribute e-mail address and form for feedback to each locality to customize and use as appropriate. They should also distribute through local community networks since every resident is affected.
 - d. Capture feedback at meetings; organize and return to a single point of contact.
 - e. Take feedback via e-mail and in writing until June 17, 2013.
- ii. June 20, 2013 Final regional Open House to be held at **City Hall in Fairfax City**. This location offers access to transit, is centrally located; free; located near the current offices of The Authority; offers ample parking; widely recognized as a place of historic significance in the region.

c. Technology/Web/E-Tools

- i. Continue to utilize Facebook for PUSH notifications
- ii. Sign up – Constant Contact if possible to manage e-mail addresses. Determine which locality could offer a piggyback arrangement.
- iii. Create a Flickr account for photos. Include photos of transportation projects, clogged intersections, crowded trains,

meetings, open houses, etc. Localities can also populate with photos they may already have.

- iv. Create a Dropbox for info sharing.
- v. Create a Peak Democracy account for crowd sourcing and providing an additional tool for community feedback.
Arlington County is looking into a piggyback arrangement (how do we keep it from the region only? Need to make sure that users are from the region)

3. May 24 – Media Release

- a. See above. Draft to be finalized by staff on Tuesday May 21.
- b. Add local meeting information for 28th re-release.

4. Open Discussion

- a. Recapped earlier discussions

5. POWG Meeting schedule

- a. Next meeting is June 3, 2013 at PRTC 9:30 am – 12:30pm

6. Additional Staff Assignments and Future Agendas

- a. Kala Quintana to reach out to individual sub group leads to determine next steps and timing.