

# **NVTA Public Outreach Working Group (POWG) Meeting**

**May 7, 2013 at 10:00 am**

**PRTC - 14700 Potomac Mills Rd. Woodbridge, VA 22192**

## **Meeting Agenda**

Meeting began at 10:00 am

### **1. Introductions**

Chairman Nohe introduced the issues facing NVTA and the items to be discussed. Focus on: Teamwork, NVTA as a lean organization, emphasis on transparency. On July 1 taxpayers will pay more money. We need information ready to share.

### **2. Mission/Goals/Objectives of the Working Group**

#### **a. Short Term**

- i. May 24 press release and media tour**
- ii. Messaging**
  - 1. Congestion relief- not the same for everyone**
    - a. Money can't be used for maintenance**
    - b. Money has to be used for new projects**
  - 2. Focus on projects and information**
  - 3. Kick start, emphasis on the first year;**
  - 4. Roads and Transit; localities are interconnected.**
- iii. Shoring up existing tools to communicate to the public and media**
- iv. Open House plus satellite hearings prior to large public meeting**
  - 1. June 20, 2013**
  - 2. Revise/update existing checklist for meeting**
  - 3. Develop Presentation for Chairman and local elected to share with constituents locally and regionally. Post to web.**

4. Establish historic Perspective for NVTA- TransAction 2040 background. How did we get here?
      5. Find a suitable location for big vote on projects.
        - v. Develop FAQ's and fact sheets
        - vi. FY 14 vs. the six year plan explain the difference.
        - vii. Engage PIO's
        - viii. E-Tools: Mindmixer; Ideascale; Survey Monkey: needs to be free or inexpensive
        - ix. Messages should focus on: Regionalism; Connectivity; Economic development; Quality of life; Ease of getting around
      - b. Mid Term- Not discussed
      - c. Long Term- Not discussed
3. Review Recommendations of the 2007 POWG- Not discussed. Any historical materials will be shared later but are posted in the archives on the NVTA web site.
4. Internal/External Engagement
  - a. Messaging
    - i. Establish sub groups
  - b. Web site
    - i. What updates do we need to make?
  - c. Communication tools/best practices
    - i. Sub groups to address and share ideas at May 20 meeting
  - d. Open House with Public Comment period
    - i. Tentative date identified but requires additional info
  - e. Media releases/Events
    - i. Open House
    - ii. Satellite meetings
    - iii. Site visits for projects with local elected officials
    - iv. Media release for May 24 announcing process and proposed projects?
  - f. Identifying and communicating with public and stakeholders (Special Interest Groups and PIO's)
    - i.
  - g. FOIA- regional PIO's to share best practices

- h. Responding to Vendor Requests – RFPs when ready will be posted to NVTA web site. Refer to Kala or Chairman Nohe in the meantime.

5. POWG Meeting schedule

May 20 -- 9:30 -12 noon

6. Staff Assignments and Future Agenda

- a. Sub groups identified.