

Hampton Roads Passenger Rail Marketing Working Group

June 1, 2017

9:00 a.m.

The Regional Board Room, 723 Woodlake Drive
Chesapeake, Virginia

Topics discussed during the Working Group session:

- Review of Hampton Roads Regional Chamber Alliance meeting from March 27, 2017.
- Review of existing VDOT signage for the Norfolk Amtrak station and key decision areas where signage is not present.
- Review of current and planned marketing strategies for passenger rail in Hampton Roads – Billboards, social media, online ads, etc.
- Discussion on the availability and advertising of long term parking at Harbor Park for passenger rail patrons in Norfolk.
- Discussion on the status of signage, parking, and the website for the Newport News station.
- Discussions on various methods to promote passenger rail with TRAFFIX
- Outreach to create awareness with hotels in VB through the yearly printed hotel guide (60k distribution) and on the website.
- Promote tourism from outside the region for special events in VB, Norfolk, and other parts of the region.
- Populate Amtrak website with contents and images showcasing Hampton Roads localities.

Action Items: *(From June 1, 2017 Working Group session)*

1. **Camelia Ravanbakht (HRTPO)** – Receive input from localities to gather marketing information such as images and text to promote their communities. Information due to CR by June 8, 2017.
2. **Kelsey Webb (DRPT)** – Schedule a conference call between Jerome Trahan (Amtrak), DRPT, and TPO staff in regards to the Amtrak website. Due by June 8, 2017.
3. **Thelma Drake (Norfolk)** – Coordinate with Norfolk City Manager’s office about passenger rail announcements and signage at Harbor Park and the Amtrak station.

4. **Camelia Ravanbakht (HRTPO)** – Schedule a meeting with TPO staff, Paula Miller, and others at VDOT to discuss Amtrak signage and radio advertising.
5. **Ron Hodges (TRAFFIX)** – submit cost estimate for wrapping “The Tide” train cars with passenger rail marketing graphics. Due by June 8, 2017.
6. **Britta Ayers (Newport News)** – Verify existing parking inventory at the Newport News station.
7. **Kelsey Webb (DRPT)** – Due by June 8, 2017.
 - a. Review and report back to group concerning passenger rail and thruway bus ridership data.
 - b. Confirmation of the DRPT’s passenger rail advertising budget for the Hampton Roads region.
 - c. Research potential scheduling changes for the Norfolk train.
8. **Kendall Miller (HRTPO)** –
 - a. Develop Facebook presence to promote passenger rail ridership in Hampton Roads.
 - b. Develop and launch “Bookmark Advertising Campaign” to promote passenger rail service in the Hampton Roads region.
9. **Thelma Drake (Norfolk)** – Share passenger rail survey information with the group.