

PUBLIC INVOLVEMENT PLAN DRAFT CANDIDATE LIST OF PROJECTS 2040 LRTP

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Background

Managing the demands on the existing transportation network and planning for future needs is the primary responsibility of the Hampton Roads Transportation Planning Organization (HRTPO). The HRTPO is a federally authorized planning agency created to oversee the local transportation system in the Hampton Roads Urbanized Area.

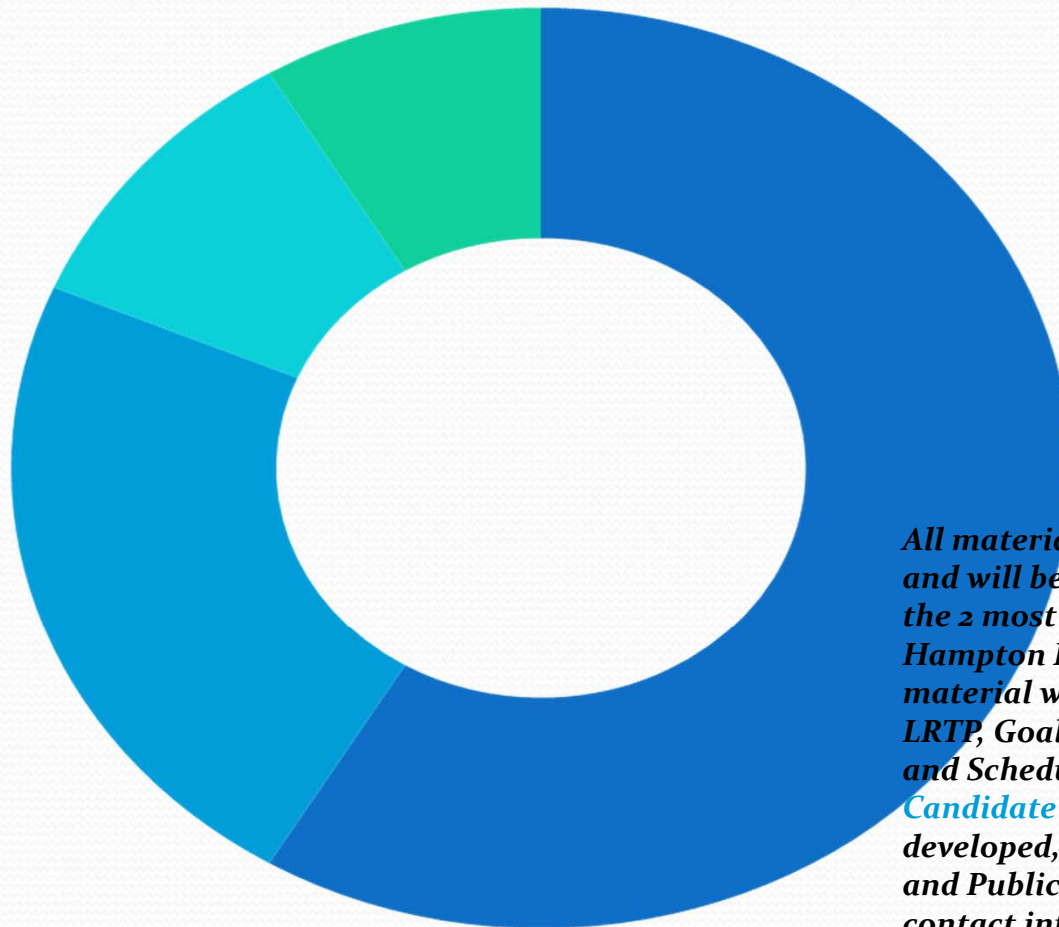
During the process referred to as the [Update of the Long - Range Transportation Plan](#), the TPO must engage interested parties as established in the [Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users \(SAFETEA-LU\)](#) and remains in the transportation reauthorization bill, [Moving Ahead for Progress in the 21st Century \(MAP-21\)](#). The interested parties include, Local governmental agencies; Private freight shippers; Providers of transportation services; Providers of freight transportation services; Organizations representing persons with disabilities; Representatives of users of public transportation; Bike and pedestrian groups; Tribal organizations and the General public.

Since June of 2013, The (HRTPO) staff has been in the process of compiling the list of candidate projects for the 2040 Long-Range Transportation Plan (LRTP). This list used the 2034 LRTP projects as a base, which then expanded to include public input received via the [2040 LRTP Visioning Survey](#) as well as locality input received through work with the LRTP Subcommittee. The 2040 [LRTP Draft Candidate Project List](#) includes highway, transit, and Active Transportation candidate projects as of February 14, 2014. The Draft Candidate Project List was compiled from the following sources:

- Projects included in the 2034 LRTP
- Hampton Roads Transportation Fund (HRTF) projects
- Projects submitted by localities
- Projects suggested by the public via the Visioning Survey

This Public Involvement Plan is specified for one aspect of the update of the 2040 LRTP, and outlines the Public Involvement process for educating the public on the [Draft Candidate Project List](#) and engaging their feedback and opinions on the Project List itself. Subsequent phases of the LRTP will be vetted to the public so as to inform the public, and to gain their input and perspective on those subsequent phases.

Public Involvement Overview



- Social Media and Email
- Public Meetings
- Advertising
- TPO and Partner Websites

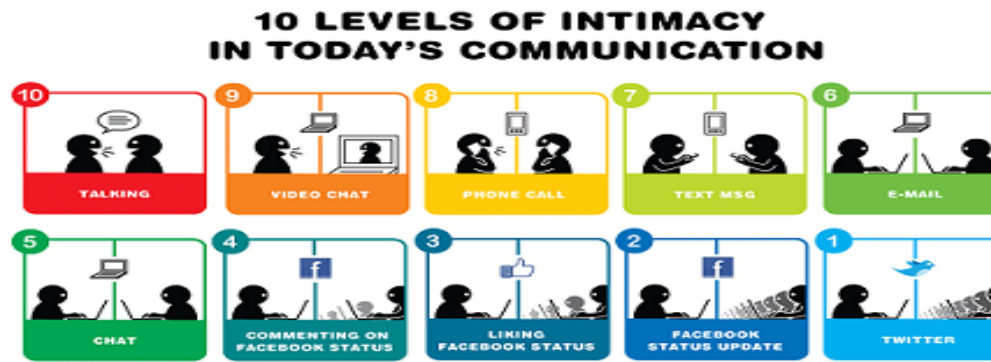
All materials will be written in plain language and will be translated into Spanish, and Tagalog, the 2 most predominant languages spoken in Hampton Roads, other than English. The material will contain a description of the 2040 L RTP, Goals and Objectives, Vision Statement, and Schedule. A description of the [Draft Candidate Projects List](#), how the list was developed, next steps, website information (L RTP and Public Involvement Site for the L RTP) and contact information, will be provided

Communication Tools

In preparation for public involvement for the [Draft Candidate Projects List](#) for the 2040 LRTP materials will be produced for distribution throughout Hampton Roads. Stakeholder organizations and the public at large will be provided with an electronic version of the [Draft Candidate Projects List](#) and invited to comment on the list, via the HRTPO Facebook and Partner Agency and Stakeholder Facebook Pages, the HRTPO and Partner Agency websites, and Twitter.

Respondents to the LRTP 2040 Visioning Survey will be provided with an electronic copy of the [Draft Candidate Projects List](#), as will groups and stakeholders contained in the HRTPO Environmental Justice database.

Members of the public who have no access to the internet, may pick up a physical copy of the [Draft Candidate Projects List](#) at public libraries, city halls, and community centers in their neighborhoods. Utilizing public libraries and community centers as points of distribution will help ensure easy access and compliance with Title VI, as many libraries and community centers are conveniently located in low-income areas, or areas that are accessible via public transportation.





Technology

The Public Involvement strategy for the [Draft Candidate Projects List](#) outreach will incorporate technology and social media. The public will gain information via the use of social media tools such as Facebook, YouTube and Twitter. HRTPO will send engage in a daily update schedule on Facebook and Twitter, and populate the HRTPO YouTube channel with videos that show LRTP staff presenting information on the HRTPO Prioritization Tool and the [Draft Candidate Projects List](#) and those videos will also be streamed via Facebook and Twitter and emailed directly to the public at large.

During the [Draft Candidate Projects List](#) public involvement process, the general public will be reached in their homes, businesses, or wherever they may connect. This will eliminate transportation barriers and make access easier and convenient. Furthermore,, municipalities, stakeholders and civic organizations will be encouraged to connect their members and constituents to the process by adding a [Draft Candidate Projects List](#) link to their websites.

The utilization of significant resources to engage transit dependent populations will occur. As these populations are most reliant on public transportations services but least likely to participate in the transportation planning process, HRTPO Public Involvement staff will work with community-based organizations and service agencies to reach this key stakeholder group. Electronic communications or, whenever necessary, hard copies of brochures will be provided to these organizations for distribution to their clients

Facebook Advertising

Facebook Advertising will be employed to increase awareness of the TPO, expand membership, and inform the public of the Candidate List of Projects. Projected Reach of Advertising Campaign is an average of 50 Facebook Likes and Views per day, with a potential of 79 per day. **Cost is 20.00 per day. Total Budget – \$800.00** People will be asked to like Facebook and be taken to the TPO Facebook Page, where the **Draft Candidate Projects List** will be front and center and open for comments.

The image shows a screenshot of a web browser displaying the Facebook page for the Hampton Roads Transportation Planning Organization (TPO). The page features a cover photo with the word "TRANSPORT" in large, colorful letters. Below the cover photo, the page name "Hampton Roads Transportation Planning Organization" is visible, along with a "579 likes" count and a "6 ratings" star rating. The page is categorized as "Community & Government".

Overlaid on the right side of the page is a "Get More Page Likes" advertising interface. This interface includes a "Sample ad" showing a TPO logo and the text "Hampton Roads Transportation Plann...". Below the sample ad, there are settings for the ad campaign: "Audience" is set to "United States", "Interests" include "Hampton Roads", "Urban planning", "Organization", "Transportation planning", and "Newport News, Virginia". The "Age" range is set to "21" to "No max", and "Gender" is set to "All". The "Daily budget" is set to "\$20.00" with an estimated reach of "20 - 79 likes per day". The "Schedule" is set to "Run this ad continuously".

Public Meetings



Stakeholders, members of the public, Community Groups, Civic Organizations and Partner Agencies will each be invited to the table during the public involvement effort for the LRTP 2040 Draft Candidate List of Projects Review, because each of these groups represent a piece of the puzzle used to make a sustainable Long Range Plan. Public Meetings will occur in the community, as well as at that HRTPO.

External Community Meetings will take place in areas traditionally not visited during the HRTPO public involvement process:

- 1 in** Poquoson -- Poquoson Kiwanis Club hosting
- 1 in** Williamsburg – Historic Triangle Center hosting

1 HRTPO Open House will take place at the Regional Building in Chesapeake, VA. Meeting will occur in the afternoon into evening. Invitees will be the public, area Stakeholders, HRTPO Facebook Fans and members of Civic and Special Interest Groups that HRTPO Public Involvement Staff have met with over the last year. As these meetings revolved around the 2034 LRTP, the invitation to the 2040 LRTP **Draft Candidate Projects List** Open House will be a natural next step in the LRTP public involvement process.

Environmental Justice



Although HRTPO makes every effort to achieve the requirements of EJ in all planning and program activities, a concerted effort is made to further seek input from traditionally disadvantaged populations and other EJ-target groups and to include them in the public participation process. These efforts included

- ✓ Expanding the mailing list to include EJ-target populations (low-income, minority, elderly, Limited English Proficiency and disabled)
- ✓ Adapting advertising for ease of understanding, including special articles and flyers;
- ✓ Adapting public meeting times and locations for accessibility
- ✓ Offering a language translator on the HRTPO website-and
- ✓ Translating and Posting public notices and public comment opportunities on social networking sites such as Twitter and Facebook and the HRTPO website



Schedule of Events

Week of --

- March 10, 2014** Launch Facebook Advertising
 - Set Dates for Williamsburg and Poquoson Meetings/Set Dates for HRTPO Open Houses
 - Begin Promoting HRTPO Open Houses with Community Groups, Stakeholders, Planning Partners and Facebook Fans
- March 17, 2014** Develop Save the Date Mailing
 - Develop Mailing for LRTP Survey Respondents
 - Create Invite for Community Groups
 - Create Event on Facebook for Facebook Fans
- March 24, 2014** Develop Short Survey for TPO Website, Twitter and Email
 - Copies of Draft Candidates Projects List Prepared for Mailing to Community Centers/Libraries
 - Outreach to Municipalities and Partner Agencies for Website Placement on their sites
- April 1 2014** Freight Technical Advisory Committee Presentation
 - Transportation Technical Advisory Committee Presentation
 - After TTAC Launch Surveys on all Channels
 - Begin Email to all Contacts
 - Meeting Invites Go Out
- April 10, 2014** Presentation to HRTPO Citizen Transportation Advisory Committee
- April 22, 2014** Poquoson Public Meeting
- April 28, 2014** TPO Open House
- May 12, 2014** Williamsburg Public Meeting
- May 12, 2014** TPO Board Meeting