



Meeting of the External Legislative Affairs Committee

Wednesday November 7, 2018 • 1:30 p.m.
509 E. 18th Street, Norfolk, VA

The meeting is open to the public and in accordance with the Board's operating procedures and in compliance with the Virginia Freedom of Information Act, there will be an opportunity for public comment at the beginning of the meeting.

The agenda and supporting materials are included in this package for your review.



Meeting of the External Legislative Affairs Committee (ELAC)

Wednesday, November 7, 2018 • 1:30 p.m.
2nd Floor Board Room • 509 E 18th Street, Norfolk Virginia

AGENDA

1. Call to Order
2. Approval of Previous Minutes
3. Updates on Transit Transformation Project
4. Governors Transportation Conference Debrief
5. Preview of new HRT Website
6. Information on Upcoming TSDAC Meeting (November 13, Richmond)
7. 2019 General Assembly Session – Transit Advocacy Dates
8. Adjournment



Meeting of the External Legislative Affairs Committee (ELAC)

Wednesday, October 17, 2018 • 1:30 p.m.
2nd Floor Board Room • 509 E 18th Street. Norfolk Virginia

AGENDA

Call to Order

A quorum was not attained and Commissioner Kanoyton called the meeting to order at 1:30 p.m.

Commissioners in attendance:

Gaylene Kanoyton, Hampton
Amelia Ross-Hammond, Virginia Beach
Carl Jackson, Portsmouth
Andria McClellan, Norfolk

Hampton Roads Transit staff in attendance:

Ray Amoruso
Conner Burns
Gene Cavazos
Joe Dillard
Tom Holden
Shanti Mullen
Brian Smith

Additional Attendees:

Judith Brown, League of Women Voters of South H.R.
Amy Inman, Norfolk
Ron Jordan, Advantus Strategies
Johnna Cossaboon, Advantus Strategies
Delceno Miles, The Miles Agency
Eric Nelson, HDR
Megan O'Reilly, HDR
Morgan Whayland, Norfolk
Jerry Wilson, Newport News
CJ Stolle, Hampton

Approval of August 2018 Meeting Minutes

A motion to approve the August 2018 meeting minutes was made and properly seconded.

Update on Meeting with Delegate David Yancey

Mr. Joe Dillard reported, on a meeting with Delegate Yancey. Mr. Dillard requested Mr. Ron Jordan to debrief ELAC attendees on the discussion. Mr. Jordan reported, Delegate Yancey understands the importance of transit and the growth of the regional economy. Delegate Yancey advises, as he supports HRT, there are a number of his colleagues who does not think the future is bright for HRT. Challenges will present themselves; it was recommended to speak to Admiral Quigley. Delegate Yancey strongly suggests, HRT engage more with the political leaders in each jurisdiction, specifically the mayors. Delegate Yancey further recommended on the need to build a support group for the transformation project.

Commissioner Gaylene Kanoyton recommended speaking with board members prior to speaking with the Mayors to ensure transparency.

Commissioner Kanoyton asked about other legislatures riding the bus. Commissioner Kanoyton noted that Delegate Price wants to partake in the bus ride-along. Mr. Jordan and Mr. Dillard advised they will reach out to her, and she will be the final bus tour due to the upcoming session and the holidays.

Transformational Transit Study Public Outreach Workshop

Mr. Dillard requested Dr. Brian Smith to debrief ELAC attendees on the Transformational Transit Study. Dr. Smith reported on the background of transit. Dr. Smith noted that in transit, there has been no change in 20 years; there is not a true regional system, and marketplaces are changing. Dr. Smith reported that HRT needs to transform transit as other transportation systems are advancing and transforming.

Dr. Smith reported, the focus is public engagement and outreach strategies. Dr. Smith referenced a handout provided by Mr. Dillard, depicting potential groups and networks HRT will target to enhance public engagement and outreach. The list provided is a catalog of potential/future panelists for future engagements.

It was recommended to add to the list to include, but not limited to:

- The public school boards
- The presidents of PTAs to get parents involved
- Additional professional associations
- The Divine Nine
- Faith-based organizations
- Housing Authorities

- Norfolk Naval Shipyard
- Environmental groups/associations, etc.

The question was posed, pertaining to ODU, are we targeting faculty or students? Dr. Smith advised both.

Dr. Smith and attendees agreed to revamp the list by adding additional groups to network. Commissioner Kanoyton advised attendees with additional input to email them to Mr. Dillard and he will add to the list.

Dr. Smith reported on the strategies and tactics that will be taken within the study. Mr. Eric Nelson, consultant with HDR, advised, the idea is to have a multi-layered approach, reaching people who make the decisions and the people who are affected by them. Mr. Nelson reported on the three phases within the study. Mr. Nelson further advised there will be fifteen meetings, an on-line survey, a new website with its own URL, and expanded social media presence. Mr. Nelson reported on online public meetings, multi-media presentations, where individuals will have the opportunity to watch presentations at their convenience. Mr. Nelson also reported on pop-up meetings, which will be conducted at transit centers, universities, Stihl, and other entities to engage the public on transit. Mr. Nelson reported the study is striving to reach as many people with varying backgrounds.

Commissioner Kanoyton asked Mr. Nelson if it would help them, the cities can provide information on events which can also contribute to the study by providing an opportunity for outreach to raise awareness. Mr. Nelson welcomed the help.

Commissioner Kanoyton, further recommended the use of each city's (if they have one) community public access program, to raise awareness which would be great content for the multi-media presentations. Commissioner Jackson advised in Portsmouth they have CPTV, a YouTube Channel, and other mechanisms to spread awareness.

Commissioner Kanoyton inquired if HRT, has a relationship with Greyhound or Amtrak. Commissioner Kanoyton advised the more people we can talk to the better. It will be to our benefit to include them if possible. Mr. Ray Amoroso advised we can strive to talk to Greyhound, as there has been discussions with them regarding DNTC.

Commissioner Kanoyton advised if anyone has any upcoming events, please email them to Mr. Dillard.

Dr. Smith advised the goal is to maximize public engagement. Ms. Amy Inman inquired if she can review the survey. Dr. Smith responded in the affirmative.

Governors Transportation Conference

Mr. Dillard reported, October 31, 2018, there will be the Transformational Transit Study moderated by Jennifer Mitchell with DRPT. Mr. Dillard reported at the conclusion of the conference there will be a bar crawl on Granby Street in Norfolk. It was recommended to

have the event at the Downtown Norfolk Council (DNC). Mr. Dillard further reported O&O will be held at the main at 10:00 a.m. on the third floor in room 1738. Mr. Dillard advised he will get the agenda out to everyone. Dr. Smith reported on November 1, 2018, there will be a kick off forum for the project at 1:30 p.m. at the Slover Library; Dr. Smith advised once finalized, the information will be sent to everyone.

The meeting was adjourned at 2:04 p.m.