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GRTC Pulse Bus Rapid Transit Project

Public Outreach Plan

Approval

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Revision Record

Revision	Issue Date	Pages Affected	Description of Revisions
Version 2.0	February 16, 2015	13	Final document during Preliminary Design Phase
Version 3.0	October 15, 2015	13	Updated document during Semi-final Design Phase to include next phase of coordination between Project Partners, including the establishment of a Project Information Officer Team.
Version 4.0	July 7, 2016	14	Updated document during Final Design Phase to include next phase of coordination between Project Partners and the Design-Build Team, including pre-construction communication plan.

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1. Introduction and Purpose

The GRTC Pulse Bus Rapid Transit (BRT) Project will bring a high quality, high capacity bus rapid transit system to serve the Richmond region. The Project Partners are comprised of the United States Department of Transportation, the Commonwealth of Virginia (including the Department of Rail and Public Transportation and the Virginia Department of Transportation), the City of Richmond, the Greater Richmond Transit Company, and the County of Henrico.

A comprehensive and detailed plan to communicate the progress of the Project as well as to mitigate impacts remains crucial and vital to the success of the Project. Various organizations and agencies associated with the Project Partners continue to be engaged to ensure all stakeholders are offered opportunities to participate in the process. This plan continues to evolve as the project progresses. At least once a year, a review and update will be made to this plan in accordance with the Project's outreach needs. This July 2016 version focuses principally on the Final Design, Pre-Construction and Construction Phases of the Project.

1.1. Project Overview / Description

The 7.6 mile route will bring a new mode of public transportation to this popular mixed-use area. It will serve employment centers, medical centers, government centers and institutions of higher learning. It will provide connectivity to other modes of public transit and link the public to many exciting destinations including restaurants and retail stores. The GRTC Pulse will provide a viable transit option for residents and tourists.

1.1.1. Key message

GRTC, in coordination with the other Project Partners, is introducing a new transportation alternative to the greater Richmond region which could have significant economic and transportation benefits to the community and can transform the area with more transit-oriented developments.

1.1.2. Project schedule

The Preliminary Design Phase began in September 2014 and concluded in July 2015. The Semi-Final Design Phase began in August 2015 and concluded in October 2015. The Final Design Phase is currently underway and is expected to conclude August 2016. Construction is expected to occur from August 2016 to August 2017. Final testing and training will take place

from August 2017 to September 2017. GRTC Pulse revenue operations begin October 2017. The public will need to be notified of impacts early and frequently throughout the construction phase, in coordination with the Design-Build Team.

The Richmond region is one of central Virginia's most visited activity centers, attracting motorists, pedestrians, residents, businesses, workers and tourists alike. Richmond is the capital of the Commonwealth of Virginia with surrounding destinations ranging from the Downtown Arts District to the scenic Riverfront of the James River. The Downtown corridor is home to hundreds of local and international businesses, from restaurants and specialty boutiques, to major financial institutions such as the Federal Reserve Bank as well as institutions of higher education such as Virginia Commonwealth University and the University of Richmond Downtown Campus. There is also a thriving residential community, comprised of historical buildings and historic neighborhoods.

Features of the GRTC Pulse include:

- Modern bus rapid transit vehicles (Gillig 40 ft. CNG BRT Plus)
- Operations in mixed-traffic of the route and on dedicated transit-way of the route (2.6 miles in the median and 0.6 miles on the curbside).
- 14 station locations reflective of the character of the Project area.
- Level-boarding to reduce dwell times and improve ease-of-mobility.
- Real-time information (technology that communicates when the next vehicle will be arriving at the station).
- Off-board fare collection system to allow passenger to purchase tickets and/or validate fares before boarding.
- Informational kiosks and amenities at the station stops.
- Accessibility for the disabled community, as well as for bicycles, baby strollers, etc.
- Transit signal priority for the BRT vehicles and queue jump operation at selected intersections.

The Pulse will provide a sustainable and permanent transportation investment that will anchor the future growth and spur economic and transit oriented development along the corridor by enhancing mobility options. It will enhance connectivity by distributing trips from existing and future

regional transit services, and will act as a pedestrian accelerator supporting a livable, walkable downtown environment. The Pulse will serve the area of densest development in Downtown Richmond and will act as a spine running through the highest concentration of activity-generating uses. The Pulse Project will offer a high quality alternative to the automobile and provide a unique service that, when combined with compatible land use policies, can help stimulate investment along the corridor.

The Pulse will operate in a dedicated bus lane and will share the existing roadway right-of-way with vehicular traffic. Fourteen (14) stops will be spaced along the route, amounting to 26 platforms. The Pulse will provide service frequencies of 10 minutes at peak times and 15 minutes at off-peak times. Proposed minimum hours of operation are Weekdays 5:30 a.m. – 11:30 p.m. and Weekends 6:00 a.m. – 11:30 p.m.

GRTC Transit System is responsible for operation of the bus rapid transit system, and is the local sponsor addressing Federal Transit Administration (FTA) requirements. The U.S. Department of Transportation (USDOT), The Commonwealth of Virginia (Virginia Department of Rail and Public Transit (DRPT) and Virginia Department of Transportation (VDOT)), City of Richmond and Henrico County are funding partners. DRPT, City of Richmond, Henrico County and Virginia Department of Transportation (VDOT) support policy and decision-making. VDOT completed Semi-Final Design and will be responsible for Final Design and Construction through the Design-Build process.

1.2. Bus Rapid Transit (BRT) Project Area

The Pulse route will run from Rocketts Landing in the East to Willow Lawn in the West. It will be comprised of 14 stops (5 median and 9 curbside). Consolidated stations will be incorporated at some stations to serve as primary connection points to the local GRTC bus network.

2. Purpose

The purpose of this Public Outreach Plan (POP) is to establish and maintain a strategy for early, meaningful, ongoing public and stakeholder involvement through each phase of the Project. The POP remains a living document, changing with each phase of the Project. Additionally, the POP will outline

all activities that will take place and will serve as the guide used by the Project team that will assist in keeping the community and local jurisdictions informed of the Project's progress, schedule, milestones and any unforeseen developments. POP efforts have already begun and will continue throughout the life of the Project.

GRTC Pulse Project Partners consist of representatives from DRPT, VDOT, City of Richmond, and County of Henrico. GRTC continues to lead the POP efforts, with support from the Project Partners.

A PIO (Public Information Officer) Team with at least one representative from each Project Partner and the Design-Build Team will meet at least once a month (more frequently if needed) to keep open and streamlined communication throughout the Project. The Design Build PIO will operate as a liaison among VDOT, GRTC, the City of Richmond, DRPT and the Design-Builder's Construction Manager to ensure compliance with the applicable local ordinances and provide appropriate notification to affected property owners. In the event that any communication is received from the public, elected officials, businesses or any other entity, the PIO Team will review, seek any necessary assistance from other Partner representatives, provide input (by a set deadline), and collaborate on a unified response that will come from GRTC's PIO. Email, phone and in-person communication may occur as often as needed to accomplish engagement needs.

3. BRT Project Public Outreach History

3.1. Public Meetings

Public meetings were held semi-annually throughout the duration of the Broad Street Rapid Transit Study starting in 2009. Each session was held at two separate venues on two different days. The same information was presented at each session. Public opinion and comment was solicited throughout the duration of the study. This process has continued at quarterly frequency since January 2015, and continues through the Semi-Final Design Phase. The public opinion and comment period for the Semi-Final Design Phase concluded January 2016. Per FTA guidelines, a general comment period remains open and comments will be documented. Public Information Meetings will be held through the Final Design and Construction Phases. These meetings will be held on a quarterly basis at two separate venues and on two different days throughout the duration of the Project. Representatives from every Project Partner will be in attendance to assist with any questions. An archive of the Public Meetings and Public

Information Meetings may be viewed online at <http://www.ridegrtc.com/brt/public-meetings/> .

3.2. Stakeholder Meetings

Stakeholder meetings were scheduled as necessary.

3.3. Property Owner Meetings

Property owner meetings were scheduled as necessary.

3.4. Other Community Meetings

Other community meetings were scheduled and held as requests for speakers to make presentations are received from neighborhood associations, schools, churches and civic organizations.

4. Pre-Construction Communications

4.1. During the Pre-Construction Phase of the Project, the following communication structure is in place to ensure timely, relevant and informative notification is made to the public.

4.1.1. When notification is received of any potential impact along the Pulse route (typically received by the City of Richmond's Department of Public Works or Department of Public Utilities), the PIO Team (sans DB PIO) will coordinate a message within 72 hours to distribute to the public. After the PIO Team approves the message, email notification will be sent to individuals participating in the City's Business Email List (those interested in receiving Pulse updates). Then, both the City's and GRTC's normal public communication processes will be followed, including many of the communication tools described in this document (media advisories, website posts, blog posts, email blasts, social media, etc.).

5. Goals and Objectives

5.1. Goals

The POP is designed to achieve specific goals and establish guidelines for community awareness activities throughout the implementation of the Project. The main goals of the POP are to:

- 5.1.1 Maintain open communication
Provide timely information about the Project during each implementation phase to business owners, organizations, residents, neighborhood associations and other stakeholders.
- 5.1.2 Apprise the community of potential impacts and developments throughout the implementation of the Project.

5.2. Objectives

Objectives are specific measurable actions that will be taken to meet POP goals. The Project team will monitor the POP's objectives to see that the goals are met and that the community is well informed and involved in the implementation of the Project. Objectives include, but are not limited to:

- 5.2.1. Providing timely notification of the progress of the Project through newsletters, website updates, tweets, newspaper articles and advertisements. Letter mailings and in-person notification deliveries will also be utilized as needed.
- 5.2.2. Hosting public meetings to keep the public informed and engaged.
- 5.2.3. Creating community bilingual outreach materials. For example, in 2015, GRTC conducted radio advertisements about the Pulse in Spanish with Davidson Media Group.
- 5.2.4. Working with elected officials and civic leaders to create awareness within the Project area and surrounding communities.
- 5.2.5. Mitigate any potential impacts as a result of the Project and associated construction, utilizing the tools available from the various jurisdictions, Project Partners and other organizations.
- 5.2.6. Document comments and questions as well as responses made to inquiries and requests.
- 5.2.7. Key messages and frequently asked questions (FAQs) will be updated regularly to improve the clarity of communication and accuracy of messaging. Key messages and FAQs will be

updated to coincide with key milestones. Key messages will be created by the PIO Team.

- 5.2.8. Introduction of a new type of transportation service to the Richmond region.

6. Outreach Strategies

6.1. Outreach Tools

6.1.1. Branding

6.1.1.1. Logo / theme development

The fundamental idea and core concept behind having a brand is that everything that comes from the Pulse Project – from collaterals to the Pulse vehicles themselves – should reflect the values of the agencies involved.

The Project team’s goal is to develop an innovative presence for the Pulse Project that conveys the message that the GRTC Pulse is a new and high quality mode of public transportation in the Richmond region.

6.1.2. Graphics

The GRTC Pulse will be a visible landmark of the Richmond region. The aesthetic of the Pulse will be modern and eye-catching, accompanied by a logo that represents the Project.

6.1.2.1. Infographics

Information graphics present key data and information in an appealing way. They are thoughtfully designed, easily read and distributed to the public.

6.1.3. Notifications

Brochures, ads and other printed materials will be developed to disseminate information about GRTC Pulse and its progress. They will reflect the innovative branding design goals.

6.1.3.1. Social Media

Generating social media content is an integral part of the GRTC Pulse digital strategy. Presence on Facebook, Twitter and You Tube will provide outlets for

the content and information from the Project Team to be disseminated. A consistent digital outreach campaign will efficiently communicate the Project's message throughout the community.

6.1.3.2. Electronic notification / invitation

Regular email blasts and online newsletters will be distributed to interested parties. Such communications can be general or targeted to specific groups.

Invitations to community meetings and events will also be generated digitally.

6.1.3.3. Website notification

The GRTC Pulse Project's web presence will adapt to disseminate information about various stages of the Project's progress. The Design-Build PI0 will provide written information about significant changes that will affect the public. Information will include a Project overview, plan of work, overall Project schedule and progress, potential impacts to traffic on all roadways with the project limits (i.e., temporary lane closures, shoulder closures, ramp reconstruction, milling operations, etc.), up-to-date project photos and contact information. Messages will be clear and concise and transcribed into other languages, using Google Translate technology.

The website has a modern look that emphasizes various types of multimedia, including photos and interactive elements. <http://www.ridegrtc.com/brt>

6.1.3.4. News media

Media outlets will be reached via press releases, media advisories and one-on-one conversations. These tactics will be used to further engage the media in and when possible, to include public affairs programming to explain the Project and the need for community involvement. GRTC and the DB PI0 will be responsible for these efforts.

Press releases will be sent 2 weeks in advance of events, when feasible.

Media advisories will be sent 1 to 2 days in advance of events, when feasible.

Traffic advisories will be issued and sent to the assignment desks and to traffic reporters.

6.1.3.5. Traffic and Construction Alerts

The Design Builder (DB PIO or DB Construction Manager) will provide VDOT Project Manager and GRTC simultaneously information whenever there are new impacts to motorists, pedestrians, residences and businesses. All information for traffic and construction alerts must be submitted at least two (2) weeks in advance of the impact. If the impact is major (changes or additional lane closures that are anticipated to cause traffic delays that exceed existing conditions or impacts to bus stops), VDOT and GRTC will be notified simultaneously three (3) weeks in advance. This information will be posted to GRTC's website and will serve as notification to all stakeholders.

6.2. Outreach Methods

6.2.1 Digital

6.2.1.1 Social media

GRTC will be responsible for generating social media content for it is an integral part of the GRTC BRT digital strategy. Presence on Facebook, Twitter and You Tube will provide outlets for the content and information from the Project Team to be disseminated. They are to reflect the GRTC Pulse branding theme. A consistent digital outreach campaign will efficiently communicate the Project's message throughout the community.

6.2.1.2 BRT Newsletters

GRTC will be responsible for regular email blasts and online newsletters will be distributed to interested parties. Such communications can be general or targeted to specific groups. They are to reflect the GRTC Pulse branding theme.

6.2.1.3 PSA Videos

GRTC will be responsible for public service videos which will be developed for educational and informational

purposes to familiarize the community with differences between using BRT and standard fixed route service. These will be available for airing on TV outlets, BRT website, YouTube and at community and public meeting presentations. They are to reflect the GRTC Pulse branding theme.

6.21.4 Project Database Updates

A database of interested and involved parties, such as, but not limited to, community members, elected officials, civic groups and property owners will be maintained and regularly updated to support effective distribution of Pulse Project progress. Individuals may “opt-out” and be removed from such databases upon request.

6.2.1.5 Website Review / Update

As BRT Project activities progress the BRT website will be reviewed and updated to reflect changes.

The Design-Builder PIO will provide to VDOT’s Project Manager written information about Project suitable for posting by GRTC and/or VDOT on respective websites, including any significant changes that affect the public. Such information will include a Project overview, plan of work, overall Project schedule and progress, potential impacts to traffic on all roadways within the project limits (i.e., temporary lanes closures, shoulder closures, ramp reconstruction, milling operations, etc.) up-to-date project photos and contact information.

6.2.1.6 E-blast updates as needed

Regular email blasts and online newsletters will be distributed to interested parties. Such communications can be general or targeted to specific groups.

6.2.1.7 The GRTC Pulse Blog will disseminate information to the general public and/or to specific, targeted audiences. The GRTC Pulse Blog will reflect the GRTC Pulse branding theme.

6.2.1 Print

The Design Builder will be responsible for placing advertising in the following mediums throughout construction at the

frequency and quantity specified below. GRTC has final approval on all advertising in this Project. They are to reflect the GRTC BRT branding theme.

- Richmond Times-Dispatch Insert (1/4 Page), Quarterly
- Richmond Free Press Insert (1/4 Page), Quarterly

6.2.2 Radio

The Design Builder will be responsible for radio alerts and public service announcements (PSA's) that will occur one month prior to construction to the Interim Milestone completion and for any traffic pattern changes during the Testing and Acceptance period. The Design-Builder will provide 15-second public service announcements to the following Richmond-area radio stations twice a month with new construction activity updates, if available, and driving the public to the web page for additional information. Advertisements will be rotated among the following stations:

- WTBJ 106.5 FM
- WRVA 1140 AM
- WRVQ 94.5 FM
- WRXL 102.1 FM
- WURV 103.7 FM
- WCVB 88.9 FM

From commencement of construction to the Interim Milestone completion, the Design-Builder shall place 15-second radio advertisements at least three times daily to at least two Richmond area radio stations Monday-Friday. Ads will be rotated among the following stations:

- WTBJ 106.5 FM
- WRVA 1140 AM
- WRVQ 94.5 FM
- WRXL 102.1 FM
- WURV 103.7 FM
- WCVB 88.9 FM

6.2.4 Dedicated Hotline Number

The Design-Builder will have a dedicated hotline number for the public to use to request information or express concerns during the Construction phase of the Project. All information must be approved by GRTC and VDOT. The Design-Builder PIO must be

available for public calls to the dedicated hotline one hour before construction begins through one after completion every day of work. The same information will be available to the public on the website, but will also explain real-time impacts as they happen and answer any questions. Complaints will be documented and forwarded to VDOT and GRTC. If calls are made outside of the one hour before and one hour after construction timeframe, or if the PIO is unable to answer the call there will be a recorded message giving the caller the option to leave a voicemail to be returned within one day or to listen to a construction informational recording regarding the week's work. The recording will guide the caller to the information available online. The Design-Builder PIO will record the automatic messages and update them. All inquiries will be logged and reported to GRTC and VDOT staff weekly.

6.3 Implementation

The following areas of activity are further described in other sections of the POP. They are important elements in supporting the goals and objectives for the POP.

- Coordinate public outreach
- Identify stakeholders
- Develop key messages
- Coordinate PIO involvement
- Develop project education and communication tools
- Plan key stakeholder and public meetings
- Develop special outreach tactics
- Review comments and questions
- Evaluate the outreach process and develop next steps

6.4 Coordinate Public Outreach

There are many distinct responsibilities and areas of expertise necessary to implement successful public outreach for the Project. It will take a joint effort from all the Project Partners and Project Consultants to coordinate and communicate regularly so that all affected staff are aware of current issues and substantive activities. An integrated team will carry out and evaluate the POP. Execution of the POP and preparation of supporting materials will be a collaborative effort. All marketing, branding, public engagement will be led by GRTC with support from the Project Partners.

6.5. Public Awareness

Public awareness was initiated with public meetings during the Planning and Design phases of the project development and will continue with an awareness/outreach program to be led by the Design-Builder during construction, as well as promotional awareness/outreach efforts in anticipation of, and subsequent to, inauguration of revenue service. In addition to the administrative purpose of inviting public comment on a publicly-funded project, and commercial purpose of promoting rider interest in the new BRT service, these awareness/outreach programs serve an equally – and potentially more – important purpose: to increase public awareness in the interest of safety and security. Such programs, at all phases of project development, will specifically include safety and security related information appropriate to the Project phase at the time. The GRTC Safety and Security Specialty Consultant will be responsible to coordinate with, and provide safety and security related input information to, the Design-Builder for incorporation in the overall public information and awareness for the Project.

6.6 Target Audience and Stakeholder Groups

- Public, neighborhood and community groups
- Property owners and developers
- Local jurisdictions, state and elected officials
- Private sector stakeholders

6.7 Media Relations

Media outlets will be reached via press releases, media advisories and one-on-one conversations. These contacts will be used to further engage the media in the Pulse Project, when possible, to include public affairs programming to explain the Project and the need for community involvement.

Press releases will be sent 2 weeks in advance of events, when advance notice is feasible.

Media advisories will be sent 1 to 2 days in advance of events, when advance notice is feasible.

Traffic advisories will be issued to media outlets and sent to the assignment desks and to traffic reporters, as soon as feasible.

- 6.7.1 Scheduled media interviews
- 6.7.2 Media-allotted time with the PIO at public meetings
- 6.7.3 Media press kits will be developed for use during public meetings and made available for invited media. The press kits will include background information on the Project, FAQs and visuals on the Project. A press kit will be available on the Project's website.
- 6.7.4 News clips
Project related news clips/scripts will be collected and shared with Project staff via email. This will allow all team members to remain current with news about the Project. Items to be included, but not limited to, are listed.
 - Letters to the editor about the Project
 - Elected officials making public statements about the Project
 - Local groups formally expressing opposition or support of the Project
 - Groups attending community events and organizations to speak to others in opposition or support about the Project
 - An opposition or support group creating a Project-related website
 - Groups handing out flyers or printed information stating positions regarding the Project
 - Groups circulating petitions to deliver to public officials demonstrating opposition or support of the Project
 - Media outlet or outlets presenting information about the Project (positive or negative)

6.8 Coordinating Committees

- Public Information Official Team (PIO)
- Technical Advisory Committee (TAC)
- Policy Advisory Committee (PAC)
- Branding Committee
- Others organized as needed by jurisdiction (for example, City of Richmond-led update meetings, topical committees, etc)
- Safety and Security Committee

6.9 Education and Communication Materials

The Design-Builder will produce and be responsible for any collateral materials associated with the public information meetings. The Design-Builder will develop tailored construction communication materials for relevant stakeholder groups, including but not limited to general traveling public, tourism, trucking and hotel industries. The Design-Builder will provide GRTC advance copies of communication materials for review, comment and approval prior to dissemination. All costs associated with collateral materials (including graphics, signs, flyers and brochures) are the responsibility of the Design-Builder and was included in the Price Proposal. The construction information campaign will be approved by GRTC and will alert the general public to any changes to traffic patterns during construction, pertinent detour information, continuous and pertinent safety messages and the benefits of new intersection design consistently throughout the project by use of signs near the project, radio public service announcements, brochures, flyers and meeting visual materials. All public communication on the Project will be undertaken within the framework of a uniform GRTC 'brand' to ensure consistency of communication across project boundaries. The ultimate 'brand' identity and its use will be subject at GRTC's review and approval. All materials must follow GRTC's best practices for implementation and need. GRTC has final approval on all advertising for this Project. Materials to be developed include:

- Project boards (one per meeting)
- Project plans
- Graphics
- Signs
- Flyers
- Brochures

6.10 Project Signs

The Design-Builder will furnish and install project signs with an approved message prior to the start of construction to inform the public on how to contact the Design-Builder regarding issues related to the project. The design of the project information sign will be approved by VDOT. The Design-Builder will install four project information signs at locations along the project corridor as specified by VDOT. The project information signs will include the following information:

- Name of the Project
- Project logo (in color)
- Project funding partners and their logos
- 24-hour notification number
- Other information requested by VDOT.

6.11 Brochures/Handouts

The Design-Builder will create an informational brochure to inform the public regarding the construction activities. The informational pamphlet will be updated on a monthly basis and will include construction related activities affecting parking, access, utilities, and other issues related to the businesses and residential areas where construction activity will be occurring. The informational pamphlet will be approved by VDOT and the Project Partners. The informational pamphlet will be distributed to all businesses affected by the construction activities at least two weeks prior to any work in the area. The informational pamphlets will be provided on a continuous basis throughout the construction phase.

Other materials to be developed by GRTC include:

- PowerPoint presentation
- Posters
- Online graphics
- Bus channel cards
- Bus headers
- Exterior bus signage
- Promotional items
- Videos

6.12 Key Stakeholder and Public Meetings

6.12.1 Public Information Meetings

Public Information Meetings will be held quarterly throughout the duration of the BRT Project. Each session will be held at two separate venues on two different days. The same information will be presented at each session and also available online. The Design-Builder will assist in holding 20 informal meetings with affected stakeholders as necessary as directed by GRTC and/or VDOT. Of those 20 meetings, ten (10) will be reserved for GRTC, eight (8) will be reserved for the City of Richmond and two (2) will be held in reserve. A list of affected stakeholders (including, but not limited to, community

associations, churches, business owners, police, fire & rescue, school bus transportation, transit operators) will be developed by the Design-Builder and submitted to GRTC and VDOT simultaneously for acceptance prior to holding any meetings. All stakeholders will be informed of meetings; GRTC staff will lead all public meetings with the support of the Design-Builder. The Design-Builder is required to attend these meetings, with appropriate members in attendance.

6.12.2 GRTC will attend property owner meetings as needed.

6.12.3 GRTC will attend neighborhood and civic association meetings as invited.

6.12.4 GRTC will attend elected officials meetings as needed.

6.12.5 Targeted Special Outreach – Title VI and ADA

The communication needs of Title VI related groups and organizations such as minorities, low income populations, the elderly, disabled and low English proficiency populations will be addressed.

- Advertising in the Spanish language (for example, bus channel cards)
- E-mail in Spanish / English
- Flyer in Spanish
- Hispanic group meetings
- Website with foreign language translation
- Signing interpreter at public meetings upon request
- Specialized transportation for elderly or disabled upon request

6.13 Face-to-Face via speakers bureau

There will be a speakers bureau that interested community groups may request for speakers to present updated programs outlining the BRT Project history and current status. Presentations are to reflect the GRTC Pulse branding theme.

6.14 Community Group Meetings/Presentations

Community meetings will be scheduled and held for speakers to make Pulse presentations. Representatives from GRTC will be in attendance.

Presentations will reflect the GRTC Pulse branding theme and be given to community groups.

- Neighborhood associations
- Civic organizations
- Churches
- Schools
- Clubs

6.15 Other Briefings and Presentations

Public presentations will be scheduled as needed. Representatives from GRTC will be in attendance. Presentations will reflect the GRTC Pulse branding theme.

6.16 Community Sponsored Events

Project representatives will attend community sponsored events and distribute Project collateral that reflects the GRTC Pulse branding theme.

6.17 Comments and Questions

Comments, questions and responses made to inquiries and requests will be documented.

The Design-Builder will maintain a log or database of questions, complaints and/or comments received from stakeholders and the public either via public outreach efforts or direct contact, along with the dates received, responses generated, and how the issues or concerns were addressed. If appropriate, this list of questions and responses will be posted on GRTC's website.

Any meetings held will be conducted in accordance with the GRTC Transit System Public Comment Procedures and the VDOT Policy Manual for Public Participation in Transportation Projects, revised August 2011.

6.18 Monitoring Outreach Program and Next Steps

Successful evaluation of the POP's effectiveness requires tracking outreach activities in comparison to the initial baseline measurements. Reasonable efforts will be made to evaluate the public involvement

strategy and its effectiveness. The outreach process will be evaluated via the following:

- Documenting the number of participants at meetings and comparing it to attendance goals (after each round of public meetings)
- Reviewing results of voluntary Title VI surveys (after each round of public meetings)
- Comparing the number and types of comments received and comparing against goals (after each round of public meetings)
- Informally surveying meeting attendees and website visitors to determine their thoughts on the public participation process, ease of commenting and more
- Evaluating / documenting the number of web hits
- Evaluating / documenting social media statistics
- Evaluating / documenting mailing list size and composition