



HAMPTON ROADS TRANSIT



**CONNECTING**

**C H E S A P E A K E**

A STUDY OF HIGH-CAPACITY TRANSIT

# Round 1 Public Engagement REPORT MEMORANDUM June - October 2023

## Summary of Public Engagement Activities January 30, 2024



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# Round 1 – June to October 2023 Study Kick-Off

## Public Engagement Summary

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### Project Overview

Hampton Roads Transit (HRT) is exploring high-capacity transit options that enhance the City of Chesapeake's economy, align with future growth plans and improve connectivity to the regional transportation network.

Connecting Chesapeake: A Study of High-Capacity Transit will evaluate the need for high-capacity transit service and determine the best alternative that improves connections within Chesapeake and to the greater Hampton Roads area, as well as supports the City's economy and growth plans.

### Public Engagement Summary

#### Project Briefing to City Council

Sherri Dawson, HRT's Director of Transit development, presented to the Chesapeake City Council on June 27, 2024. The briefing provided City Council with a high-level understanding of the project and upcoming public involvement outreach.

#### Project Kick-Off with City of Chesapeake, Chesapeake Economic Development, Hampton Roads Transportation Planning Organization and Hampton Roads Planning District Commission

HRT hosted a study planning workshop with the representatives from the City of Chesapeake, Chesapeake Economic Development, Hampton Roads Transportation Planning Organization (HRTPO) and Hampton Roads Planning District Commission (HRPDC) on July 10, 2023. The objective of the project workshop was to familiarize participants with the study and foster collaboration on ideas for transit-oriented development that aligns with both existing and future development plans in the City. Through a combination of mapping activities and open discussions, the City of Chesapeake communicated details about current and upcoming noteworthy city projects, plans, and initiatives. Additionally, they provided deeper insights into the present and future landscape of the City of Chesapeake. Participants also collaborated on a public involvement plan. The City of Chesapeake was represented with members for the following departments: Parks, Recreation and Tourism, Community Development, Planning, Public Works, Traffic and Communications.

#### Public Meetings and Pop-Up Event

HRT kicked-off public engagement by hosting two open house style public meetings and a pop-up event to introduce the study to the Chesapeake and Hampton Roads communities and gather public input and feedback.

Locations were within the study area and accessible to an HRT bus stop.

### Public Meeting and Pop-Up Event Locations

<b>Public Meeting</b> Hyatt Place Chesapeake/Greenbrier 709 Eden Way N Tuesday, Oct. 17 5-7 p.m.	<b>Pop-Up Event</b> Robert Hall Transfer Center Robert Hall & Military Highway Wednesday, Oct. 18 2-4 p.m.	<b>Public Meeting</b> South Norfolk Memorial Library 801 Poindexter Street Thursday, Oct. 19 4-6 p.m.
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### Gathering Public Input

The public meetings and pop-up event provided three opportunities for the public to share their input through the following:

- **Display Board Comments: Post-It Notes associated with Display Board Topics**
- **General Comments**
- **Paper Survey**
- **Email**

### Public Input and Community Engagement Report Overview

The following report provides a detailed summary of public input through comments and survey responses, as well as the strategies, tactics and communications material utilized for public outreach and community engagement.



# Public Engagement Reach Summary

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## Public Meeting Attendees: 120

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October 17 – Hyatt Place Public Meeting: 32  
October 18 – Robert Hall Pop-Up Event: 50-60, 24 (signed in)  
October 19 – South Norfolk Library: 28

## Public Meeting Display Board Comments – Post-It Notes: 57

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October 17 – Hyatt Place Public Meeting: 34  
October 19 – South Norfolk Library: 14  
General Comments: 9

## Completed Surveys: 79

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October 17 – Hyatt Place Public Meeting: 14 + 1 additional general comment (suggested alignment map)  
October 18 – Robert Hall Pop-Up Event: 30  
October 19 – South Norfolk Library: 25  
Additional: 10  
Emailed comment: 1

## Website Engagement

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- Visits – 1,430
- Unique Visitors – 1,335
- Page Views – 1,871
- Email Signups: 28

### Website Traffic Sources

- Social (Facebook, Twitter, LinkedIn, Instagram) - 708
- Direct - 567
- Referral - 136
- Search – 13

## **Flyer and Door Hanger Door-to-Door Distribution: 6,300**

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- Neighborhoods and local Churches: 5,200
- Businesses, retail, hotels, office space, restaurants: 600
- HRT Distribution (HRT Staff and Denise Johnson, HRT Transit Rider Advisory Committee (TRAC) Chair): 400
- City of Chesapeake Distribution: 100  
(Libraries, Community Centers, Events and Meetings)

## **Paid Social Media**

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- 1,289 Link Clicks
- 27,405 Reach
- 48,630 Impressions

## **Targeted Outreach**

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HRT Community Connector Email

Community Calendars

City of Chesapeake Website

City of Chesapeake Employee Internal Email Newsletter

The Virginian-Pilot Clipper Ad (Sunday paper)

## **News Media Coverage**

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- WHRO Public Media
- WAVY TV 10
- WHRO Another View Radio (Barbara Hamm Lee) (Meeting Announcement)
- WTKR News Channel 3
- WVEC 13 News Now
- The Virginian-Pilot

# Public Meetings and Pop-Up Event – Format and Materials

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## Public Meetings

Two open house style public meetings were held with opportunities for engagement and feedback with the project team and other attendees.

### Stations and Display Boards included the following:

- Study Schedule
- Overview and Study Process
- Modes of High-Capacity Transit
- Existing Roadway Network
- Existing Transit Network
- Preliminary Study Goals
- Study Area Map

Participants were encouraged to visit each station and provide feedback throughout the evening with various opportunities to engage by answering questions and providing comments on the following topics:

- How does the current network perform?
- How do you utilize the network? Does it work for you?
- What do you think about the study goals? Are we missing anything?

## Pop-Up Event

The pop-up event was held at the Robert Hall Transfer Center, HRT's top bus transfer center in the City of Chesapeake. The pop-up event featured a scaled down version of the public meeting boards and materials, while providing an opportunity to gather feedback via a survey or comment form and interact with the project team.

The pop-up event was attended by members of the general public, transit riders, bus operators and supervisors, and other HRT staff.

## Public Meeting and Pop-Up Event Display Boards

Public meeting and pop-up display boards are posted on the study website here:

[Connecting Chesapeake Fall Meeting Boards](#)

## Public Meeting and Pop-Up Event Survey

Attendees were also encouraged to complete a short survey related to transportation usage (how often, travel destinations), how they heard about the event and what motivated them to join the conversation.



## Existing Transit Network

JOIN IN THE CONVERSATION. LEARN MORE HERE.

CHESAPEAKE REGIONAL GOVERNMENT CONNECTING CHESAPEAKE

## Existing Transit Network

Give us your feedback...

- How does the current network perform?
- How do you utilize this network?
- Does it work for you?

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## Preliminary Study Goals

1. Enhance the livability of Chesapeake for all residents by offering mobility, shared resources, transit service capacity, and reliability, and expanding access to activity centers both inside the study area and in the region.
2. Support the planning, growth, and economic development goals of Chesapeake by providing a more robust transportation network in the study area and increasing connectivity with the surrounding region, including transit service capacity, shared resources, transit service capacity, and reliability, and expanding access to activity centers both inside the study area and in the region.
3. Improve the connectivity of Chesapeake to the rest of the region by expanding the high-capacity transit service to the Hampton Roads region, increasing transit service capacity, and expanding access to activity centers both inside the study area and in the region.
4. Expand the carrying capacity of Chesapeake's transportation network by expanding the transportation options along major corridors.

JOIN IN THE CONVERSATION. LEARN MORE HERE.

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## Study Area

JOIN IN THE CONVERSATION. LEARN MORE HERE.

CHESAPEAKE

## Tell us your thoughts...

What do you think about the study goals? Are we missing anything?

We want your feedback.

CHESAPEAKE



# Public Meeting 1: October 17, 2023 - Hyatt Place Greenbrier/Chesapeake



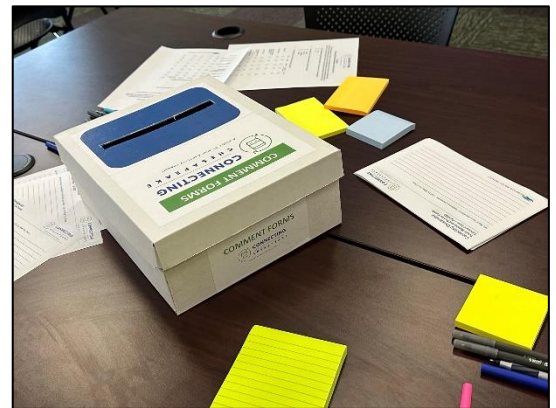
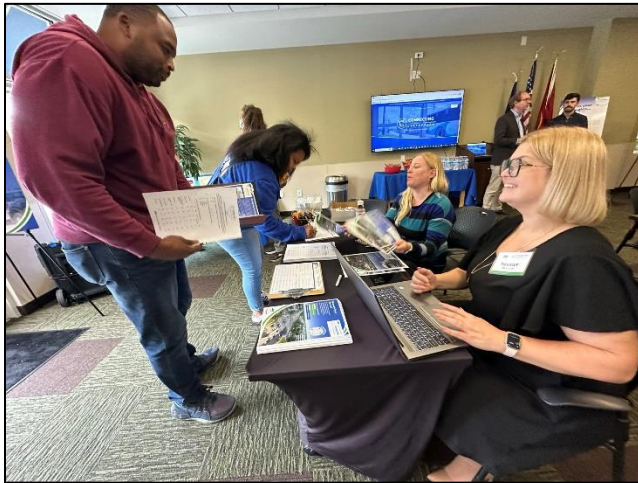


# Pop-Up Event: October 18, 2023 – Robert Hall Transfer Center





## Public Meeting #2: October 17, 2023 – South Norfolk Library



# Public Comments and Survey Summary

## Display Board Comments

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Attendees were encouraged to provide feedback throughout the meeting on the existing roadway network, existing transit network, study goals, or general feedback, by writing their comments on the post-it note boards.

**57 comments were gathered between the two public meetings and pop-up event.**

Regarding the existing roadway network, attendees noted heavy congestion (particularly in the Greenbrier and Battlefield areas), as well as lack of sidewalks, walking paths, and crosswalks.

Attendees indicated inefficiencies in the current transit network such as the length of time for trips, lack of amenities (bus shelters), bus stop accessibility issues (distance from desired location, ease of getting to bus stop, etc.) Attendees also commented with suggestions to improve the current (bus) transit service such as new hub in Greenbrier area, expand service to Centerville/Elbow, Hickory and Chesapeake City Park (among others).

**A full list of comments can be found in the attached Appendix A: Display Board Public Comments**

## General Comments

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Attendees were also able to leave general comments on a comment sheet.

**9 General Comments were received at the Robert Hall Transfer Center pop-up.**

Comments were primarily related to existing bus services. Examples included suggested additional bus stops, routes, better access for handicap and expansion of service times/hours. One attendee also indicated the need for light rail expansion.

**Additionally, one comment was emailed directly to the project team.**

**A full list of comments can be found in the attached Appendix B: General Comments**

## Appendix A: Display Board Public Comments

### Display Board Comments: Existing Roadway Network

Count	Comment Topic	Meeting Location	Comment
1	How does the current network perform?	Hyatt Place	Too Congested, time consuming travel, lots of place of interest
2	How does the current network perform?	Hyatt Place	The current roadway doesn't take into account pedestrians/ cyclists
3	What is the condition of the existing network?	Hyatt Place	Short green lights congested on Greenbrier Pkwy and Military Hwy congested. Does Not Work!
4	What is the condition of the existing network?	Hyatt Place	A lot of traffic near the mall
6	What is the condition of the existing network?	Hyatt Place	Too Congested
7	What is the condition of the existing network?	Hyatt Place	Deteriorating
8	What is the condition of the existing network?	Hyatt Place	Roads are long, straight with little to no sidewalk coverage or safe cross walks
9	What is the condition of the existing network?	South Norfolk	Greenbrier during rush hour and holidays
10	How do you utilize this network?	Hyatt Place	Drive
11	Does it work for you?	Hyatt Place	Too much traffic, overbuilt, no right turn lanes. Traffic lights aren't synchronized.
12	Does it work for you?	Hyatt Place	No
13	Does it work for you?	Hyatt Place	Drivers are not mindful of pedestrians either!
14	General Existing Roadway Network Comment	Hyatt Place	Need work
15	General Existing Roadway Network Comment	Hyatt Place	Sync the Traffic lights along Battlefield Blvd focusing on N. Battlefield Oak Grove Road to Military Hwy and Campostella.
16	General Existing Roadway Network Comment	South Norfolk	Avoid military Hwy specifically around the dealership and K-mart
17	General Existing Roadway Network Comment	South Norfolk	Military Hwy transfer location...
18	General Existing Roadway Network Comment	South Norfolk	Sidewalks should be added   Campostella Road headed to Portlock Rd   Dirt path starts at the right side of daily needs going toward Food Lion.
19	General Existing Roadway Network Comment	South Norfolk	(Indian River) and Kempsville
20	General Existing Roadway Network Comment	South Norfolk	Good idea would be to avoid Train tracks
21	General Existing Roadway Network Comment	South Norfolk	Battlefield Blvd is already bad enough. Oh No!!! I can see Greenbrier Pkwy and Military Hwy as streets where I would absolutely take.
22	General Existing Roadway Network Comment	South Norfolk	Light Rail down median at Battlefield median, elevated, with hub at Robert Hall spur going down Greenbrier
23	General Existing Roadway Network Comment	South Norfolk	Focus on Greenbrier for travel as destination point.



## Display Board Comments: Existing Transit Network

Count	Comment Topic	Meeting Location	Comment
24	How does the current network perform?	Hyatt Place	The LR works great but doesn't go very far. Buses take a really long time because they go too far
25	How does the current network perform?	Hyatt Place	The current network does not work
26	How does the current network perform?	Hyatt Place	Doesn't. Too Slow
27	How does the current network perform?	Hyatt Place	Too Slow, Not Walkable, Lack of Amenities (bus shelters, etc.)
28	How does the current network perform?	South Norfolk	Transit stop only through Bainbridge only, no transfer
29	How do you utilize this network?	Hyatt Place	Have to drive to get to bus
30	Does it work for you?	Hyatt Place	People often Complain about length of trip on HRT for relatively short distances because not a direct route.
31	Does it work for you?	Hyatt Place	No
32	General Existing Transit Network Comment	Hyatt Place	Need a new HRT hub in Greenbrier area. (Mall or Robert Hall).
33	General Existing Transit Network Comment	Hyatt Place	Buses should not serve Summit Point
34	General Existing Transit Network Comment	Hyatt Place	Express(max) Time Points in this order 1. seaboard and liberty 2. Harbor Park 3. Norfolk state 4. Military Circle 5. Indian River Omit Robert Hall and Summit Point. Move Transfer Location to Greenbrier Mall. Maybe difficult to run LR
35	General Existing Transit Network Comment	Hyatt Place	There is no Transit line where I live. It would be nice to have it in the Centerville/Elbow Road area. Or at the way least sidewalks and bike paths.
36	General Existing Transit Network Comment	Hyatt Place	It would be great to connect the bus lines from Chesapeake Regional medical Center and Chesapeake City Park to Virginia Beach, Hickory, and Norfolk International Airport. Just a Suggestion. P.S.: By Hickory, Carmichael Way Shopping Center
37	General Existing Transit Network Comment	Hyatt Place	Light Rail to Military circle by the way of Military Highway to Greenbrier Parkway to Kempsville and I-464

## Display Board Comments: Modes of Transportation

Count	Comment Topic	Comment Location	Comment
38	What mode makes sense in Chesapeake?	Hyatt Place	Light Rail for quick travel to Ocean Front
39	What mode makes sense in Chesapeake?	Hyatt Place	No light rail, no electric vehicles ever, only diesel. Too unreliable.
40	What mode makes sense in Chesapeake?	Hyatt Place	BRT or LRT
41	What mode makes sense in Chesapeake?	Hyatt Place	Light Rail or BRT
42	What mode makes sense in Chesapeake?	Hyatt Place	Light Rail and Express Bus
43	What mode makes sense in Chesapeake?	Hyatt Place	Personal car and Bus
44	What mode makes sense in Chesapeake?	Hyatt Place	Light Rail/ better bus system (one with fewer stops) PC works best right now because our roadways are unaccommodating.
45	What mode makes sense in Chesapeake?	South Norfolk	LRT is very popular. Gives you more of a (illegible)
46	What mode makes sense in Chesapeake?	South Norfolk	Light rail as a junction for [the] Region   Existing interstate network
47	What mode makes sense in Chesapeake?	South Norfolk	Route 13- military circle - So I feel like they should wait an extra 2 min or 1 min at bus stops for those that are disabled or unable to reach the bus on time. They should help out the cripple if they are struggling be there be seniors aren't able to function that struggle getting their items on the bus
48	What mode makes sense in Chesapeake?	South Norfolk	Chesapeake should have light rail to integrate into Norfolk's system.



## Display Board Comments: Tell Us Your Thoughts!

Count	Comment Topic	Comment Location	Comment
49	What do you think about the study goals?	Hyatt Place	Add a stop by Woodlake and past railroad tracks at Greenbrier.
50	What do you think about the study goals?	Hyatt Place	For seniors, disabled, small kids with parents, not usable. Area is family oriented. Have to drive to get to pick-up points. Nothing to shopping areas, mall is dead, nothing to city hall. Nothing to VB. Light rail is unaffordable. Not used in Norfolk, Better used for money.
51	What do you think about the study goals?	Hyatt Place	I think that a Rapid Transit bus from Greenbrier area to the light rail or even the Naval Base.
52	What do you think about the study goals?	Hyatt Place	Public Transportation isn't just a need to reduce car usage by the individual (and create a greener future. It's also a need for those who experience house lessness and need a means to get to job interviews, doctors appointments, family members, etc. We owe it to our community to bring this to our roads for a better Chesapeake.
53	What do you think about the study goals?	South Norfolk	Study should focus on Frequency as well as capacity.
54	Are we missing anything?	Hyatt Place	High Capacity Transit requires greater walkability. Local Infrastructure needs to be upgraded and additional amenities planned for along side this.
55	Are we missing anything?	South Norfolk	Western Branch, South Norfolk, Greenbrier/Great Bridge, Kempsville, Moyock
56	Are we missing anything?	South Norfolk	Permanent placement of bike repair stations at the larger stops.
57	General Comment	Hyatt Place	Multi-long-wage. Inclusiveness is importantIn.

## Appendix B: General Comments

Count	Comment Topic	Comment Location	Comment
1	General	Robert Hall Transfer Center	Add a stop by Woodlake and past railroad tracks at Greenbrier
2	General	Robert Hall Transfer Center	I think that the city of Chesapeake would benefit more if they had the light rail through the city, mainly services in the high traffic areas such as the Greenbrier and Battlefield areas. Buses should run later in Chesapeake.
3	General	Robert Hall Transfer Center	Transit needs to go to where people want to go not just where they need to go. Why can't we get to a YMCA with a pool by bus? Why can't I go to a class in Norfolk and get home by transit? The last bus 13 to Greenbrier leaves before 5:30pm. Really? I have used transit in other cities and we can do so much better. How about to the airport?
4	General	Robert Hall Transfer Center	The area needs more service, especially for those without other transportation. Especially light rail. Light Rail service doesn't go far enough! Was in military and have been to many places that had easier service- California, Washington, D.C., Chicago, Japan, etc. would be easier to get more facilities - parks, attractions, beaches that are available around here.
5	General	Robert Hall Transfer Center	Buses to run 24/7
6	General	Robert Hall Transfer Center	Better access for handicapped- Wheel chair needs more room to navigate.
7	General	Robert Hall Transfer Center	Replace the (14) HRT on the line with the (24) HRT. The bus connection to the (15) at Robert hall, which is usually missed because of the timing of arrival. How about half hour trip from 7-3 then 1 hour afterfor the (24).
8	General	Robert Hall Transfer Center	The 58 on Cahoon Pkwy needs 2 bus stops.
9	General	Robert Hall Transfer Center	We need the cut back bus back. We need the buses that suppose to connect be on time. It can be a hour before the next bus.
10	General	Email	<p>Personally, I always felt and believed the following for existing routes: I know there were COVID related impacts but hopefully, as some agencies have been doing as able, increasing service does bring increase in ridership, and I'm hopeful it happens here.</p> <ol style="list-style-type: none"> <li>1. We need a commuter rail points south, west and north of the area (Emporia, Franklin, Richmond, NC)</li> <li>2. The 14 needs to run on Sundays.</li> <li>3. The 14 and 58 both need to run later, maybe until at least 8 or 9 pm Monday-Saturday.</li> <li>4. The 15 needs to serve Robert Hall earlier on Sundays.</li> <li>5. The 6 and 13 need to serve Robert Hall on Sundays</li> <li>6. The 57 could use one more evening trip.</li> <li>7. The 922 could really benefit from a stop at the Military Hwy station because there is a kiss and</li> </ol>

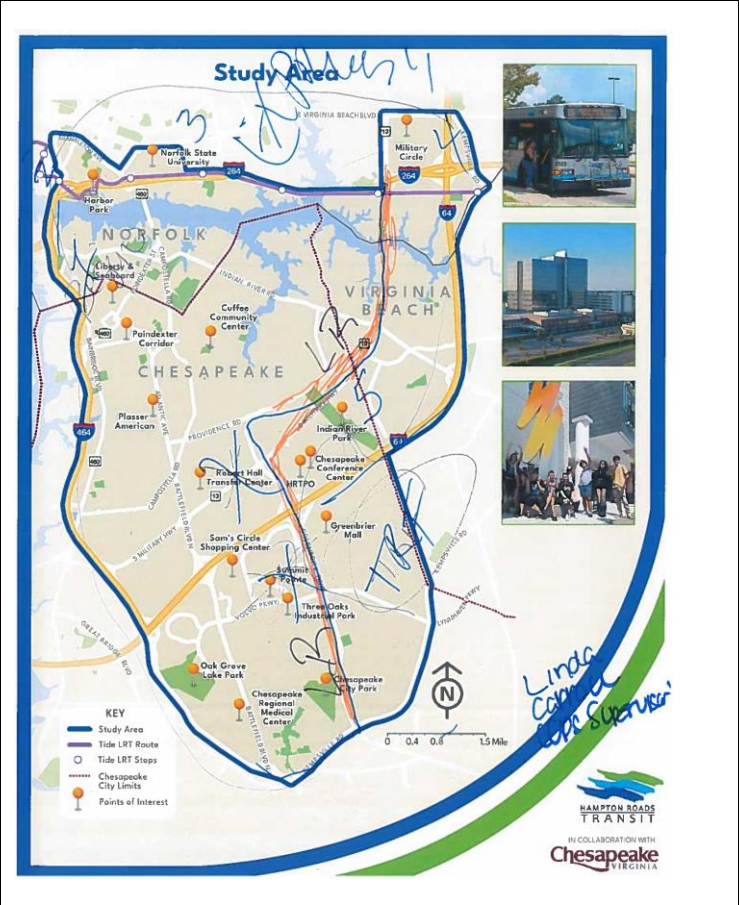
ride as well as parking there and it could influence more people to also take the light rail.

**BRT:**  
 This is a very good idea and I would be supportive, as I have heard it be discussed. It should start in the West Greenbrier area (there are some professional offices behind the Lowes and Home Depot off of Battlefield. It could also benefit the hospital and other places if it served part of that area) then go up to the Naval base via the light rail stop and the airport. The CHKD off of Oak Grove in Chesapeake always has needed service, at least to some extent. Microtransit would be a good way to fill in many gaps, as long as it ran at least identical hours to the next closest bus route.

There should be an express or limited style bus from Greenbrier area to Norfolk also (perhaps via 464) even if it ran just hourly it can help get people who work in either location to and from their jobs. BRT could also work in other locations and I am happy you are exploring some of them, and also I'm aware that there has been some talk of WATA (Williamsburg) operating a bus to Yorktown. I hope you can encourage them to make a connection with HRT with that route.

**11**      **General Alignment Map**

**Hyatt Place**

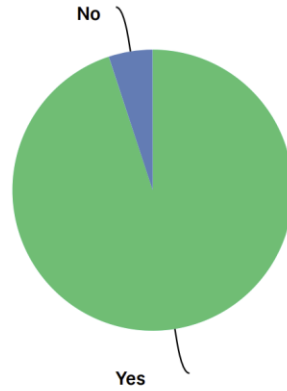




## Survey Results

### Q1: Do you feel improvements are needed to transit service in Chesapeake?

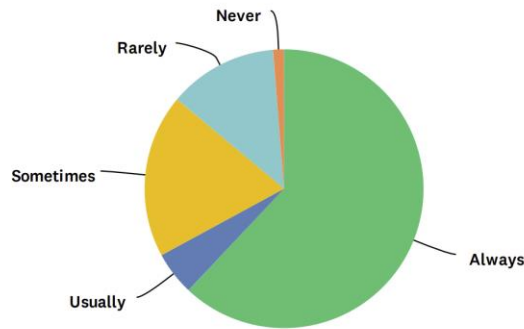
Respondents: 79



ANSWER CHOICES	RESPONSES	
Yes	94.94%	75
No	5.06%	4
TOTAL		79

### Q2: How often do you use public transit in Hampton Roads?

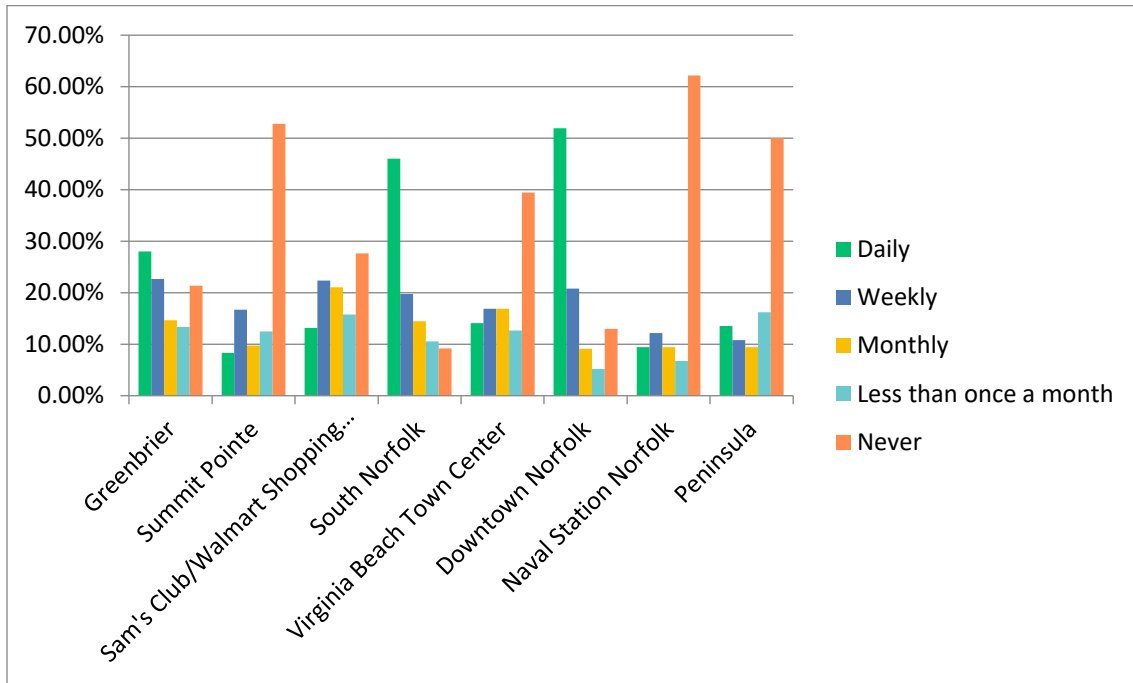
Respondents: 79



ANSWER CHOICES	RESPONSES	
Always	62.03%	49
Usually	5.06%	4
Sometimes	18.99%	15
Rarely	12.66%	10
Never	1.27%	1
TOTAL		79

### Q3: How often do you travel to the following areas?

Respondents: 79

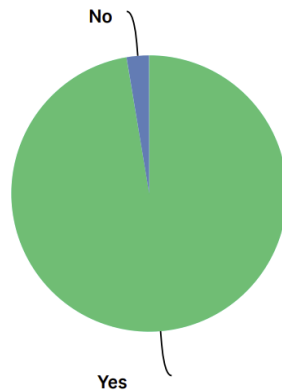


	DAILY	WEEKLY	MONTHLY	LESS THAN ONCE A MONTH	NEVER	TOTAL
Greenbrier	28.00% 21	22.67% 17	14.67% 11	13.33% 10	21.33% 16	75
Summit Pointe	8.33% 6	16.67% 12	9.72% 7	12.50% 9	52.78% 38	72
Sam's Club/Walmart Shopping Center (Battlefield)	13.16% 10	22.37% 17	21.05% 16	15.79% 12	27.63% 21	76
South Norfolk	46.05% 35	19.74% 15	14.47% 11	10.53% 8	9.21% 7	76
Virginia Beach Town Center	14.08% 10	16.90% 12	16.90% 12	12.68% 9	39.44% 28	71
Downtown Norfolk	51.95% 40	20.78% 16	9.09% 7	5.19% 4	12.99% 10	77
Naval Station Norfolk	9.46% 7	12.16% 9	9.46% 7	6.76% 5	62.16% 46	74
Peninsula	13.51% 10	10.81% 8	9.46% 7	16.22% 12	50.00% 37	74



**Q4: Have you ever ridden on high-capacity transit? (i.e. bus rapid transit, light rail, subway/metro)**

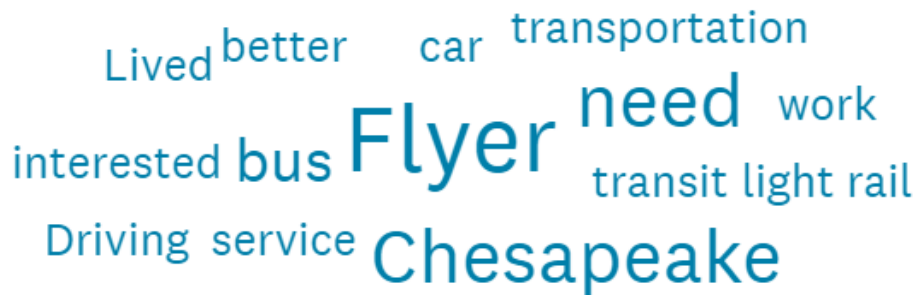
Respondents: 76 (3 skipped)



ANSWER CHOICES	RESPONSES	
Yes	97.37%	74
No	2.63%	2
TOTAL		76

**Q5: What motivated you to join the conversation on high-capacity transit in Chesapeake?**

Respondents: 58 (21 skipped)



- 26 responses indicated a need for increased public transportation
- 13 responses indicated the flyer motivated them to attend the event(s)
- 8 responses indicated they heard about the event through Ms. Denise Johnson/HRT TRAC Chair
- 7 responses indicated a curiosity for the project (how it might impact other areas, how will it impact economy, etc.)
- 4 responses included sustainability needs, such as less use of cars and less road congestion
- 2 responses included signage at bus stops
- 2 responses indicated they attended because they were already in the area (library, pop-up event)
- 1 respondent indicated disapproval of proposed high-capacity transit in Chesapeake

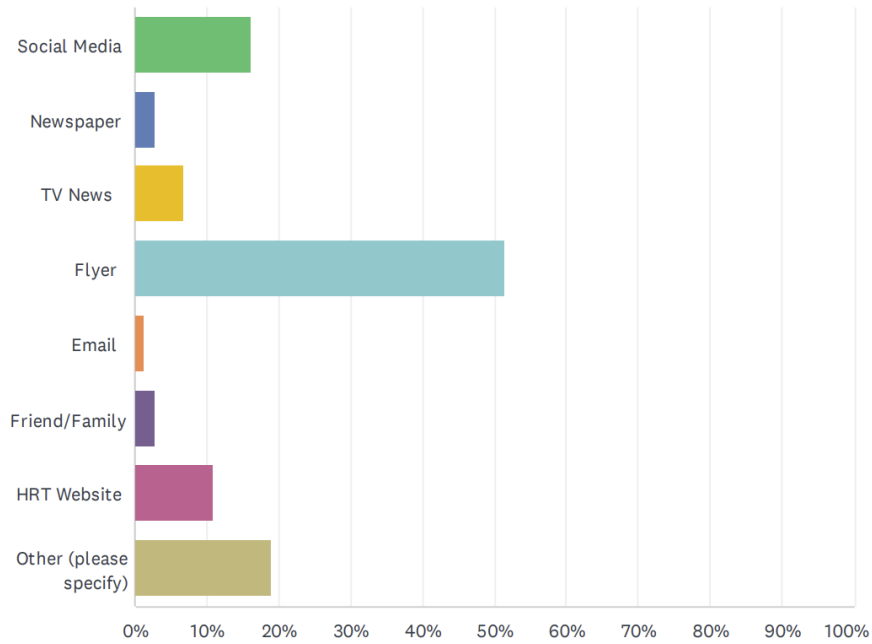
**Q5: Open Comments – 58 Total**

**What motivated you to join the conversation on high-capacity transit in Chesapeake?**

Count	Comment
1	The need for it.
2	Because better transportation transit is needed in Chesapeake. I wouldn't have to Uber and Lyft.
3	Pop-up Flyer.
4	The lady who was passing out the flyer and explaining why we should be interested in the family.
5	live in New York.
6	Hate Driving
7	Flyer
8	Chesapeake need better service in bus and transportation period- flyer.
9	Flyer. Mrs. Denise, bus stop signs at Military Circle.
10	Flyer, Mrs. Denise, new bus stop signs at Military Circle.
11	Sometimes put my car in the shop.
12	Invested in how transportation might affect Great Bridge area.
13	Want to use car less.
14	Flyer
15	Ms. Dee
16	Flyer
17	Flyer
18	They need it.
19	Ms. Denise and Ms. Heather
20	work
21	Being in Chesapeake and not being able to commute on time.
22	Pop up dot Vp.
23	Improve the economy of South Norfolk
24	Transit Advocacy.
25	Chance. I was unaware of the meeting, but I'm very interested.
26	Because some of the buses needs to run later and on Sundays too.
27	Chesapeake needs extended services the routes stop running too early.
28	Improve bus routes throughout Chesapeake that are faster and convenient.
29	I work in Chesapeake.
30	Environmentalism, I dislike driving, I want to see less road congestion; A better transit system.
31	We need light rail Chesapeake.
32	Flyer
33	Flyer
34	Flyer
35	Mrs. Donna and the driver on bus 8 at 9:39 this morning.2147 they paid if you what change be part of decision.
36	Driver who drives 15 leaving Evelyn Butts on Wednesdays at 9:48 am and lady passing out fliers.
37	Frequently ride bus and use light rail. interested in service to are. New resident. Lived in VB prior.
38	The better the transit service the more people will relay on HRT services.
39	Lived in Chesapeake all my childhood, Its neglected here.
40	The older lady passing out flyers
41	Need more access to public transit.
42	Reading the Flyer
43	It's needed.
44	Overdue for Chesapeake.
45	Flyer
46	Flyer
47	Mrs. Denise
48	Very needed where gas is high.
49	Light Rail to Greenbrier or Great Bridge, bus runs on night until 10pm and on Sundays and more buses on Greenbrier (including non-pcqt express bus).
50	I am a supervisor who works closely with the public. I often hear the passengers struggle trying to make connection.

51	The Eastside Norfolk extension study alluding to a Chesapeake Regional Study.
52	Making public transit more user friendly and efficient for travel.
53	To have my opinion considered and to influence the options for Connecting Chesapeake
54	Seeking info on what is being planned /proposed.
55	Highly Invested transit professional who is constantly advocating for transit improvements
56	Curiosity. Rode HRT in city of Chesapeake over a decade ago.
57	Don't need another boondoggle for the city to screwup. cost too high, unreliable.
58	The need for a more sustainable mode of transportation that sets cars off the road and promoter community involvement.

**Q6: How did you hear about this meeting/pop-up event?**

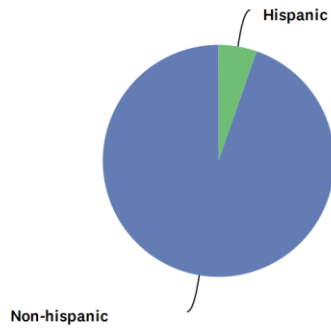


ANSWER CHOICES	RESPONSES	
Social Media	16.22%	12
Newspaper	2.70%	2
TV News	6.76%	5
Flyer	51.35%	38
Email	1.35%	1
Friend/Family	2.70%	2
HRT Website	10.81%	8
Other (please specify)	18.92%	14
Total Respondents: 74		

Other responses included: HRT volunteer, Ms. Denise, Transit Advocacy Group, walking by meeting location (library and Robert Hall Transfer Center), digital sign on Volvo and LinkedIn.

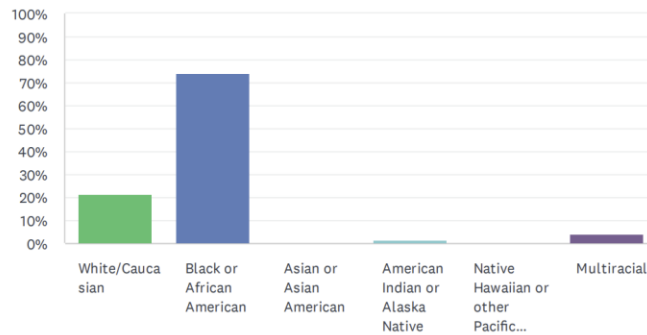
### Q7: What is your ethnicity?

Respondents: 75 (4 skipped)



ANSWER CHOICES	RESPONSES	
Hispanic	5.33%	4
Non-hispanic	94.67%	71
TOTAL		75

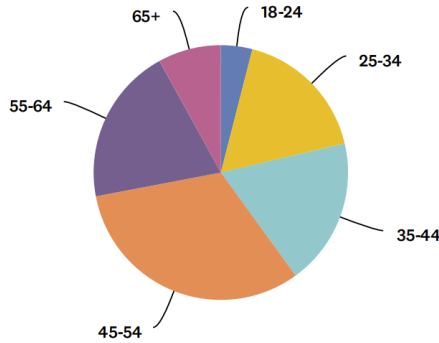
### Q8: What is your race?



ANSWER CHOICES	RESPONSES	
White/Caucasian	21.62%	16
Black or African American	74.32%	55
Asian or Asian American	0.00%	0
American Indian or Alaska Native	1.35%	1
Native Hawaiian or other Pacific Islander	0.00%	0
Multiracial	4.05%	3
Total Respondents: 74		

**Q9: What is your age?**

Respondents: 75 (4 skipped)



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	4.00%	3
25-34	17.33%	13
35-44	18.67%	14
45-54	32.00%	24
55-64	20.00%	15
65+	8.00%	6
<b>TOTAL</b>		<b>75</b>

**Q10: What is your zip code?**

Respondents: 63 (16 skipped)

<b>35</b>	<b>Chesapeake</b>
<b>18</b>	<b>Norfolk</b>
<b>7</b>	<b>Virginia Beach</b>
<b>2</b>	<b>Portsmouth</b>
<b>1</b>	<b>Newport News</b>



# Public Engagement Strategies and Tactics

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## Public Engagement Strategies and Tactics

A variety of strategies and tactics were used to engage the community, deliver awareness, and drive public participation. The team worked closely with HRT to develop content, key messaging, project-branded creative materials, and website updates to serve as the foundation for all communications and promote the public meetings.

Outreach and direct engagement included the following strategies and tactics:

- **Website Updates and Announcements**
- **Collateral Material Developed and Distributed**
- **Flyer and Door Hanger Door-to-Door Distribution: Residential, Churches and Businesses**
- **Portable Message Signs**
- **Comprehensive Social Media Engagement: Organic and Paid**
- **Direct Engagement and Outreach**
- **Social Media Shares**
- **Newspaper Ad – Virginian-Pilot Chesapeake Clipper**
- **Eblast**
- **Community Calendars**
- **News Media Engagement: News Release and Earned Media – News Media Coverage**

## Website Updates and Announcements

### Connecting Chesapeake Study Website

The public meetings and pop-up event were announced on the study website and the HRT website. All outreach and communications included a link back to the study website to learn more and sign-up for updates.

[www.ConnectingChesapeake.com](http://www.ConnectingChesapeake.com)



<p><b>CONNECTING CHESAPEAKE</b> A STUDY OF HIGH-CAPACITY TRANSIT</p> <p><b>WELCOME</b></p> <p>LEARN MORE</p>	<p>HAMPTON ROADS TRANSIT <b>CONNECTING CHESAPEAKE</b> A STUDY OF HIGH-CAPACITY TRANSIT</p> <p><b>PUBLIC MEETINGS AND POP-UP EVENT</b></p> <p>Where would you ride? When would you ride? We want to hear from you!</p> <p>Hampton Roads Transit and the City of Chesapeake have teamed up to explore high-capacity transit options to enhance your regional transportation network. Feel free to join us, for a ride and learn more at an upcoming public meeting or pop-up event. #GetHRT #TryTransit</p> <p>LEARN MORE</p>	<p>HAMPTON ROADS TRANSIT <b>CONNECTING CHESAPEAKE</b> A STUDY OF HIGH-CAPACITY TRANSIT</p> <p><b>Why High-Capacity Transit?</b></p> <p>The Moving Forward Chesapeake 2038 Comprehensive Plan and 2050 Model Transportation Plan have recognized a need to provide a multimodal transportation system to support regional mobility and accessibility for Chesapeake residents. Improving connections between Chesapeake and the greater Hampton Roads area reduces auto dependency, enhances access to key destinations, and provides a sustainable and cost-effective transportation alternative to the automobile.</p> <p>High-capacity transit is a form of public transit that typically operates in its own lane or right-of-way. These vehicles generally make fewer stops, travel at higher speeds, have more frequent service, and carry more people than local transit service.</p> <p>Connecting more people faster, further, and more efficiently. The study will evaluate the need for high-capacity transit service and determine the best alternative that improves connections within Chesapeake and to the greater Hampton Roads area, as well as supports the City's economy and growth plans.</p> <p>At the conclusion of this study a report will be prepared that outlines the study process and identifies high-capacity transit alignments and technology options that can be carried forward into future phases of analysis.</p>
<p><b>October 2023 - Public Meeting Materials</b></p>	<p><b>October 2023 - Public Meetings and Pop-Up Flyer</b></p>	<p><b>Project Fact Sheet - Fall 2023</b></p>
<p><a href="#">DOWNLOAD PDF</a></p>	<p><a href="#">DOWNLOAD PDF</a></p>	<p><a href="#">DOWNLOAD PDF</a></p>

# JOIN THE CONVERSATION

## at an Upcoming Public Meeting or Pop-Up!

### Why High-Capacity Transit?

↓

**PUBLIC MEETING**  
 Hyatt Place  
 Chesapeake/Greenbrier  
**Tuesday  
 October 17  
 5-7 P.M.**  
 709 Eden Way N  
 Served by  
 Bus Routes 13 and 24

↓

**POP-UP EVENT**  
 Robert Hall  
 Transfer Center  
**Wednesday  
 October 18  
 2-4 P.M.**  
 Robert Hall & Military Hwy.  
 Served by Bus Routes  
 6, 13, 14, 15, 24 and 57

↓

**PUBLIC MEETING**  
 South Norfolk  
 Memorial Library  
**Thursday  
 October 19  
 4-6 P.M.**  
 801 Poindexter Street  
 Served by  
 Bus Route 58

IN COLLABORATION WITH  
**Chesapeake**  
 VIRGINIA

Your input matters as we shape the future of transit in Chesapeake! Join us for an upcoming Public Meeting or Pop-Up Event. Three opportunities to meet the project team, learn more about the study and share your thoughts on transit in Chesapeake.

### Public Meeting 1

**Hyatt Place Chesapeake/Greenbrier**

Tuesday, October 17, 5-7 p.m.

709 Eden Way N  
 Chesapeake, VA

Served by Bus Routes 13 and 24

### Pop-Up Event

**Robert Hall HRT Transfer Center**

Wednesday, October 18, 2-4 p.m.

Robert Hall & Military Highway  
 Chesapeake, VA

Served by Bus Routes 6, 13, 14, 15, 24 and 57

### Public Meeting 2

**South Norfolk Memorial Library**

Thursday, October 19, 4-6 p.m.

801 Poindexter Street  
 Chesapeake, VA

Served by Bus Route 58

It's time to connect our city.

Hampton Roads Transit (HRT) and the City of Chesapeake have teamed up to explore high-capacity transit options that enhance the City's economy, align with future growth plans and improve connectivity to the regional transportation network.

**Project Fact Sheet**

[DOWNLOAD](#)

## ConnectingChesapeake.com Website Traffic Data

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The direct engagement and social media generated more than 1,300 unique visitors during the month of October.

- Visits – 1,430
- Unique Visitors – 1,335
- Page Views – 1,871
- Email Signups - 28
- Average time spent on site – 2:46

### Website Traffic Sources

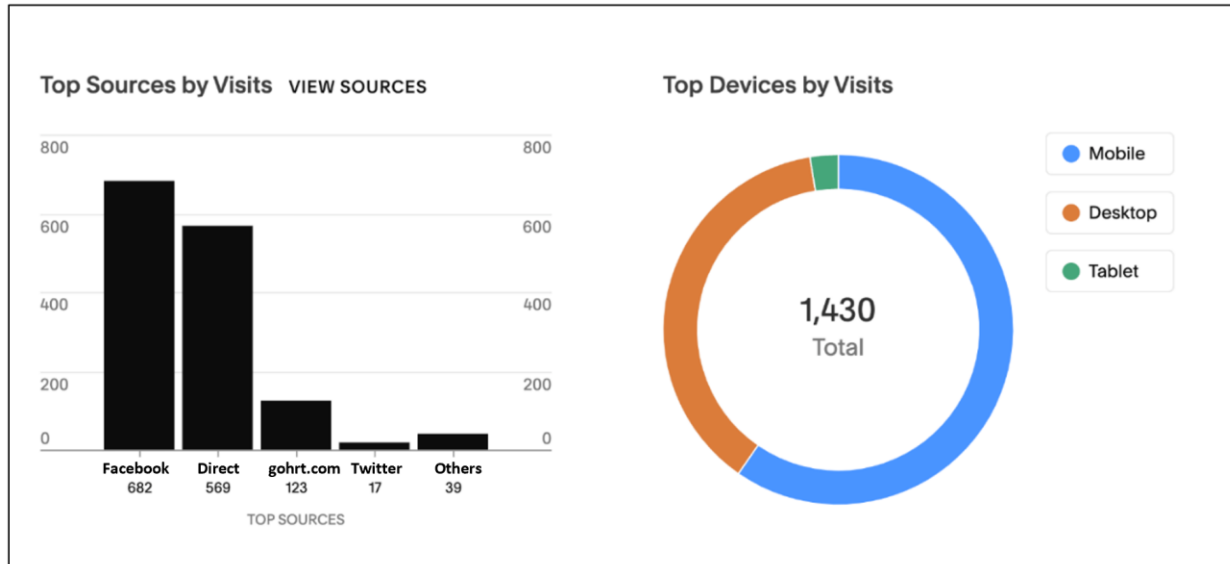
- Social Media (Facebook, Twitter/X, Instagram, LinkedIn - 708
- Direct - 567
- Referral - 136
- Search – 13

### Page Views

**Oct. 2-31, 2023 – 1,850 Total Views**

Page	Views	Time on Page	Bounce Rate	Exit Rate
Home	1,531	0:02:45	83.64%	81.71%
Meetings and Pop-Up Events - October 2023	242	0:01:45	85.71%	48.35%
Project Updates	25	0:00:26	66.67%	24%
Contact	20	0:03:28	100%	60%
Connecting Chesapeake. Connecting the Region (blog)	15	0:04:47	0%	33.33%
Project Documents	12	0:03:40	0%	50%
Home	5	0:04:44	0%	40%

## Top Source by Visits



## Website Visit by Location

Location	Visits
United States	1,335 (93.4%)
Virginia	732
Norfolk	170
Virginia Beach	157
Chesapeake	155
Richmond	60
Portsmouth	44
Hampton	35
Hayes	32
Williamsburg	11
Ashburn	11
Newport News	9
Tappahannock	8



# Hampton Roads Transit Website

The public meetings and pop-ups were advertised on the HRT website.



## Plan Your Trip

From

To

[SEE ROUTES](#)

### My Stop

Real-Time Bus Info

[»](#)

### Favorites

You can add a favorite from a route page by clicking on the icon under the map.

### Announcements

**career fair**  
Career Fair

**RIDE FREE**  
ON **NOV. 7**  
ELECTION DAY  
Election Day Free Fare

**Public Meetings and Pop-Ups this October!**  
Connecting Chesapeake Public Meeting announcements

**Why I Ride**  
HAMPTON ROADS TRANSIT  
Why I Ride

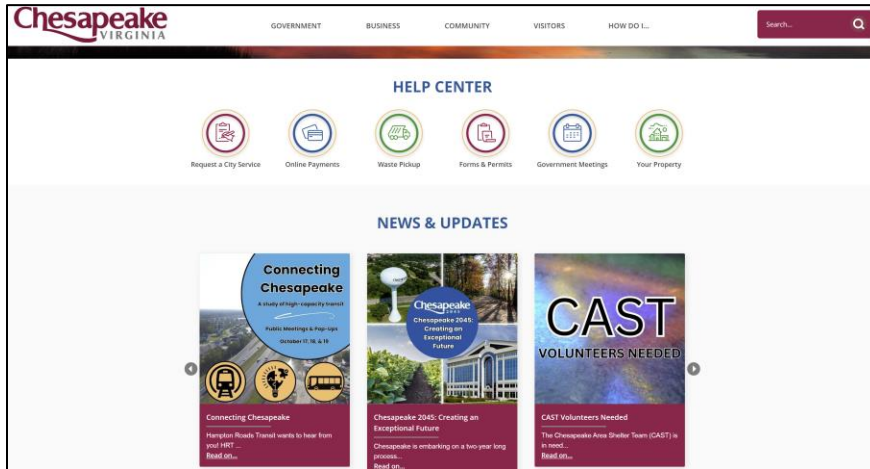
**TRANSIT MEANS BUSINESS**  
on **NOVEMBER 28, 2023**  
8:00am NETWORKING AND BREAKFAST • 8:45am PROGRAM START  
at **HUB757**  
8801 BRIDGEWAY DR • SUFFOLK, VA 23435  
State of Transit

**HRT & ERC CELEBRATING**  
**10 YEARS**  
OF MOVING THE REGION FORWARD  
TOGETHER.  
HRT, ERC Partnership

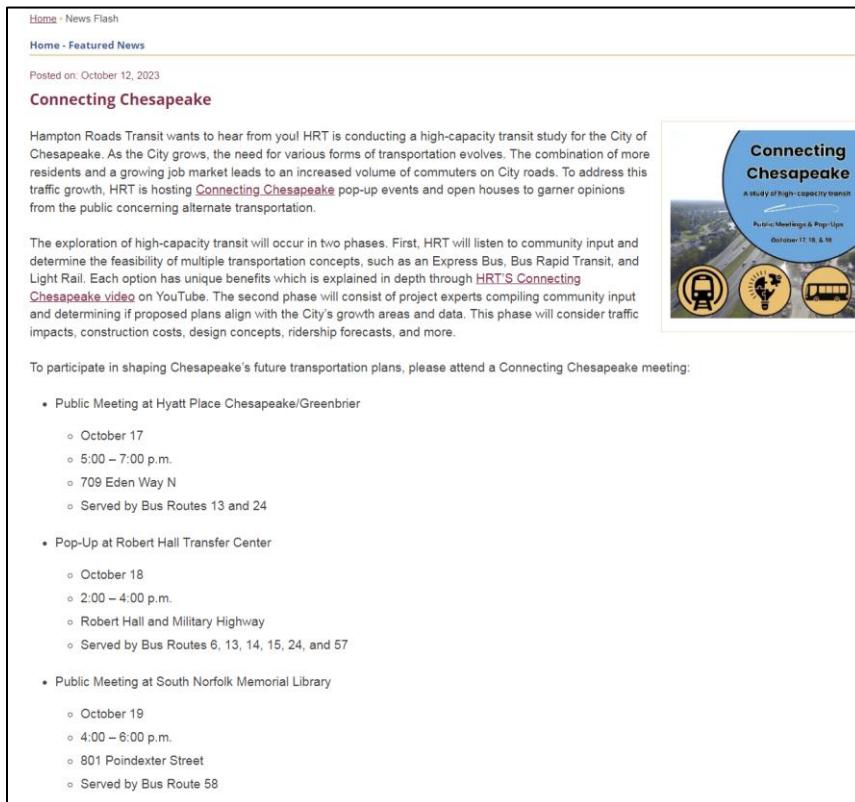
[VIEW ALL ANNOUNCEMENTS](#)

# City of Chesapeake Website

The public meetings and pop-up event were advertised on the City of Chesapeake’s homepage:  
[City of Chesapeake](#)



A study specific page was also created on the City of Chesapeake’s website:  
[City of Chesapeake Study Page Link](#)



## Collateral Material Developed and Distributed

Meeting announcement flyers and door hangers were developed and distributed throughout the project study area to neighborhoods, residents, churches, businesses, retail, hotels, office space, and restaurants. Meeting flyers were also distributed by HRT and the City of Chesapeake.

### Meeting Flyer English



**HAMPTON ROADS TRANSIT**  
**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

**PUBLIC MEETINGS AND POP-UP EVENT**

Where would you ride?  
When would you ride? We want to hear from you!

Hampton Roads Transit and the City of Chesapeake have teamed up to explore high-capacity transit options to enhance your regional transportation network. Feel free to join us for a chat and learn more at an upcoming public meeting or pop-up event. #GoHRT #TryTransit

**LEARN MORE HERE**

<p><b>PUBLIC MEETING</b> Hyatt Place Chesapeake/Greenbrier Tuesday October 17 5-7 P.M. 709 Eden Way N Served by Bus Routes 13 and 24</p>	<p><b>POP-UP EVENT</b> Robert Hall Transfer Center Wednesday October 18 2-4 P.M. Robert Hall &amp; Military Hwy. Served by Bus Routes 6, 13, 14, 15, 24 and 57</p>	<p><b>PUBLIC MEETING</b> South Norfolk Memorial Library Thursday October 19 4-6 P.M. 801 Pointdexter Street Served by Bus Route 58</p>
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ConnectingChesapeake.com

HAMPTON ROADS TRANSIT  
IN COLLABORATION WITH  
**Chesapeake**  
VIRGINIA

### Door Hanger



**HAMPTON ROADS TRANSIT**  
**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

Where would you ride?  
When would you ride?  
We want to hear from you!

**JOIN THE CONVERSATION AT AN UPCOMING PUBLIC MEETING OR POP-UP EVENT**

<p><b>PUBLIC MEETING</b> Hyatt Place Chesapeake/Greenbrier Tuesday October 17 5-7 P.M. 709 Eden Way N Served by Bus Routes 13 and 24</p>	<p><b>POP-UP EVENT</b> Robert Hall Transfer Center Wednesday October 18 2-4 P.M. Robert Hall &amp; Military Hwy. Served by Bus Routes 6, 13, 14, 15, 24 and 57</p>	<p><b>PUBLIC MEETING</b> South Norfolk Memorial Library Thursday October 19 4-6 P.M. 801 Pointdexter Street Served by Bus Route 58</p>
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ConnectingChesapeake.com

### Flyer – Spanish



**HAMPTON ROADS TRANSIT**  
**CONNECTING CHESAPEAKE**  
UN ESTUDIO DE TRÁNSITO DE ALTA CAPACIDAD

**REUNIONES PÚBLICAS Y EVENTO SORPRESA**

¿Dónde se montaría?  
¿Cuándo se montaría? ¡Queremos conocer su opinión!

Hampton Roads Transit y la ciudad de Chesapeake se han unido para explorar opciones de tránsito de alta capacidad que mejoren su red de transporte regional. No dude en unirse a nosotros para charlar y aprender más en una próxima reunión pública o evento sorpresa. #GoHRT #TryTransit

**¡MÁS INFORMACIÓN AQUÍ!**

<p><b>REUNIÓN PÚBLICA</b> Hyatt Place Chesapeake/Greenbrier Martes 17 de octubre 5-7 P.M. 709 Eden Way N Preparación por las rutas de de bus 13 y 24</p>	<p><b>EVENTO SORPRESA</b> Robert Hall Transfer Center Miércoles 18 de octubre 2-4 P.M. Robert Hall &amp; Military Hwy. Preparación por las rutas de bus 6, 13, 14, 15, 24 y 57</p>	<p><b>REUNIÓN PÚBLICA</b> South Norfolk Memorial Library Jueves 19 de octubre 4-6 P.M. 801 Pointdexter Street Preparación por la ruta de bus 58</p>
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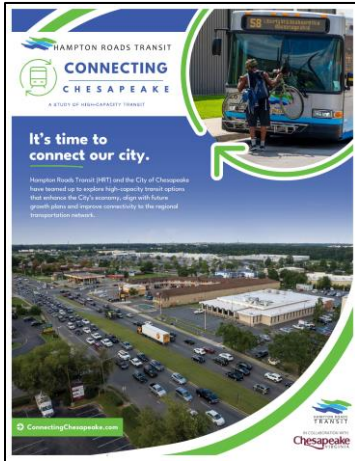
ConnectingChesapeake.com

HAMPTON ROADS TRANSIT  
IN COLLABORATION WITH  
**Chesapeake**  
VIRGINIA

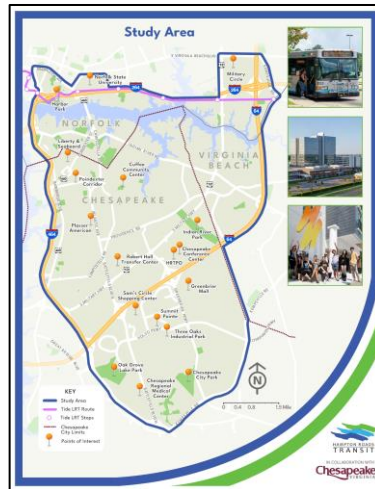


# Study Fact Sheet

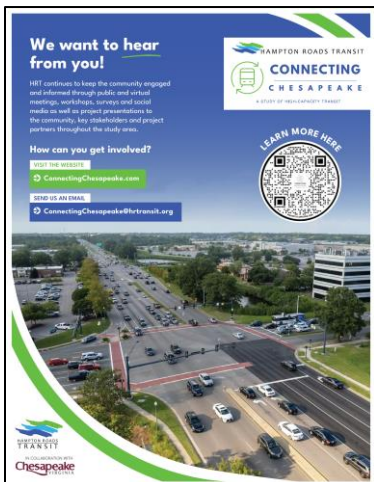
A 4-page folded fact sheet was developed and distributed to provide a study overview.



(front page)



(middle spread)

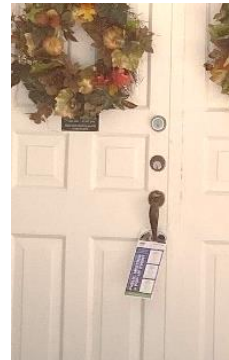


(back page)

## Flyer and Door Hanger Door-to-Door Distribution: 6,300

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- Neighborhoods and local Churches: 5,200
- Businesses, retail, hotels, office space, restaurants: 600
- HRT Distribution (HRT Staff and HRT TRAC Chair, Denise Johnson): 400
- City of Chesapeake Distribution: 100  
(Libraries, Community Centers, Events and Meetings)





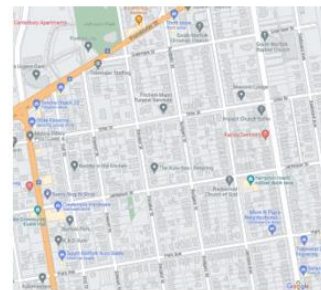
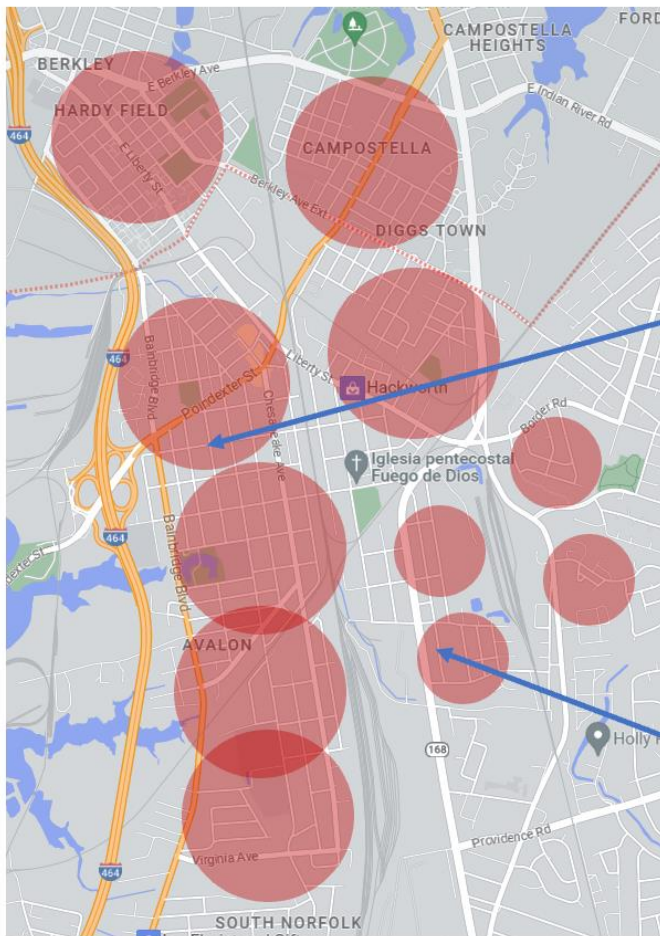
# HRT Connecting Chesapeake Outreach Maps

## Flyer and Door Hanger Door-To-Door Distribution Maps

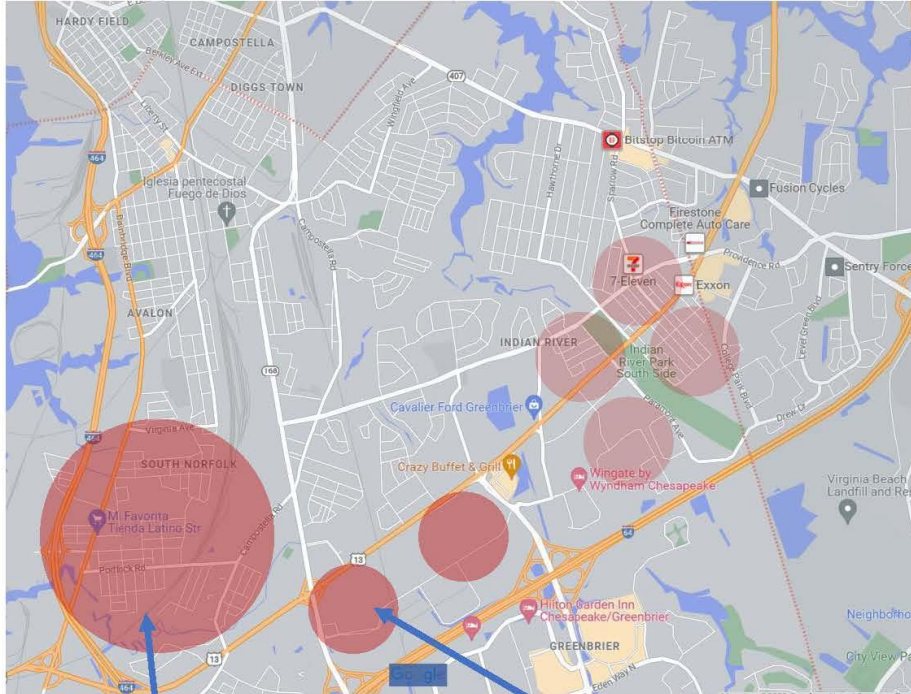
### South Norfolk

#### Neighborhoods, Churches and Businesses throughout South Norfolk, along:

- Bainbridge Blvd.
- Poindexter St.
- Campostella Rd.
- Liberty St.
- Chesapeake Ave.
- Atlantic Ave. – Battlefield Blvd.



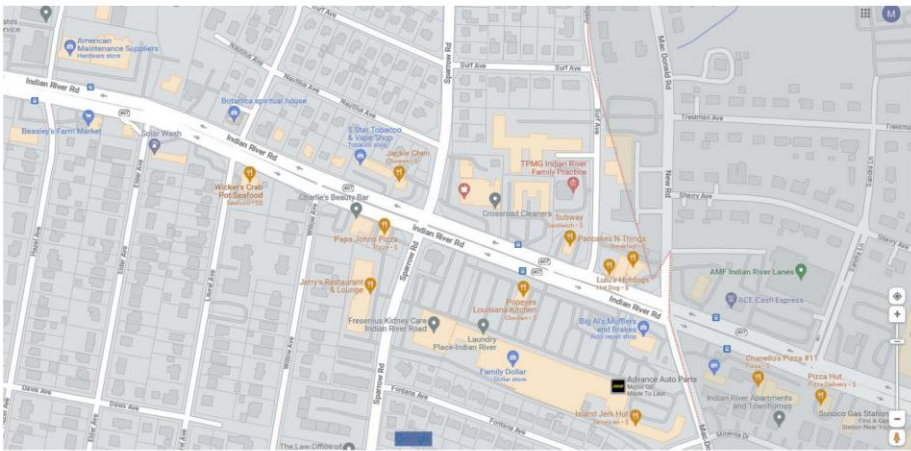
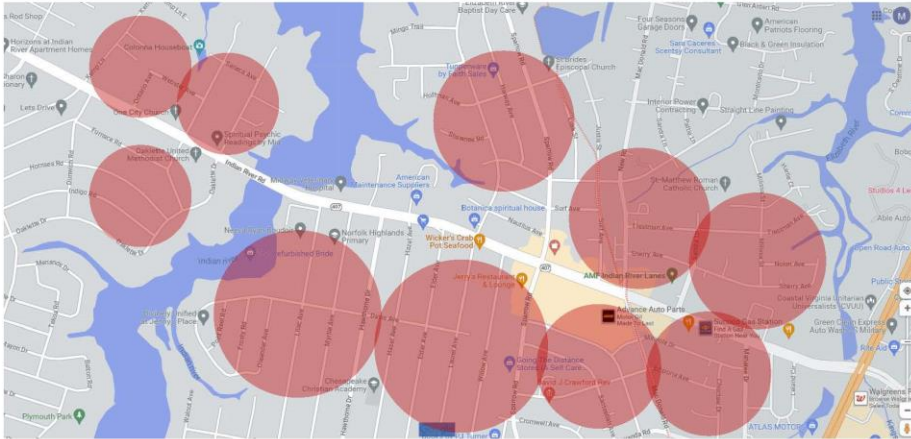
## Neighborhoods, Churches and Businesses along Military Hwy



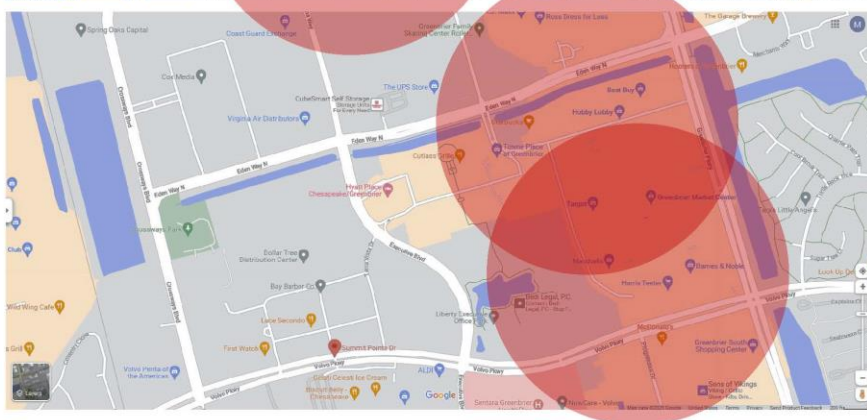
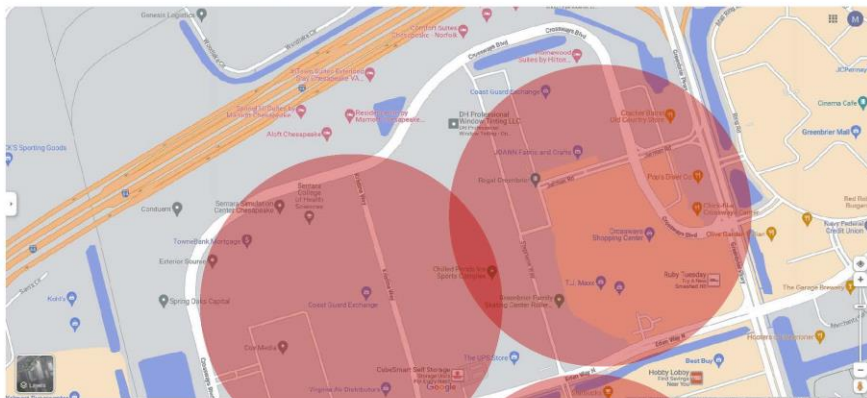
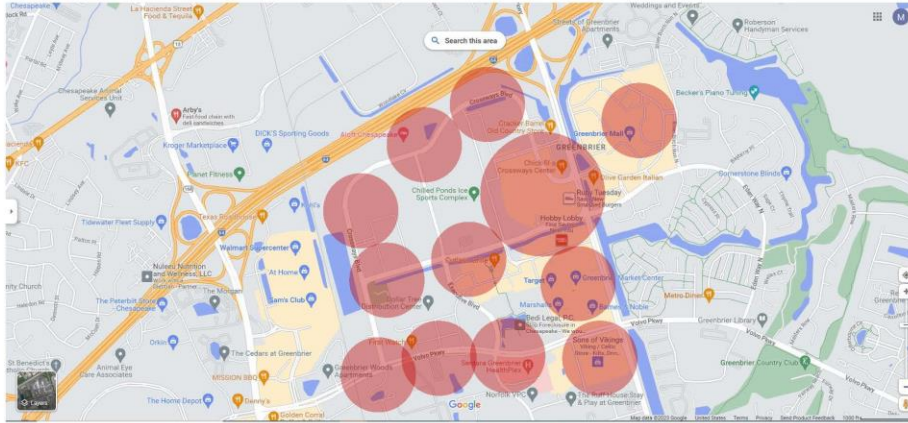
HRT Connecting Chesapeake – Outreach Map

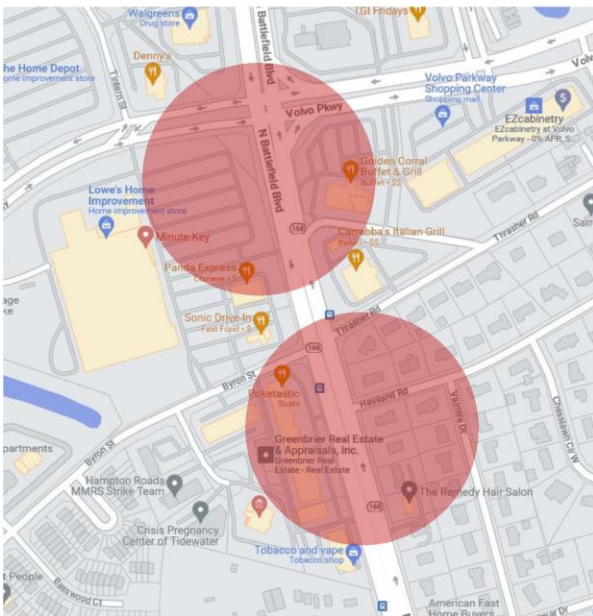
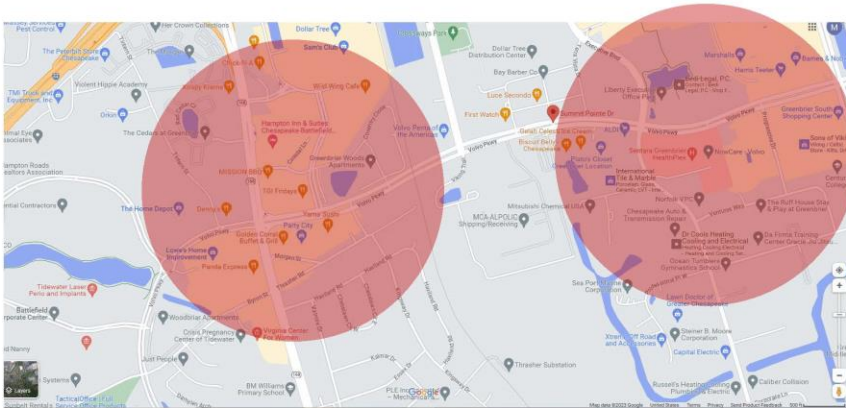
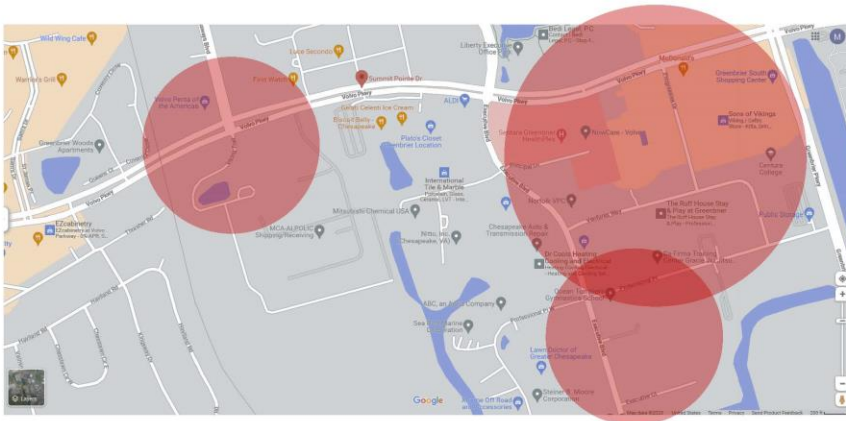


## Neighborhoods, Churches and Businesses along East Indian River (West of Military Hwy)



**Retail, Restaurants, Hotels, Businesses throughout Greenbrier Parkway – Volvo Parkway – Executive Blvd. – Crossways Blvd. – Battlefield Blvd. (South of I-64)**





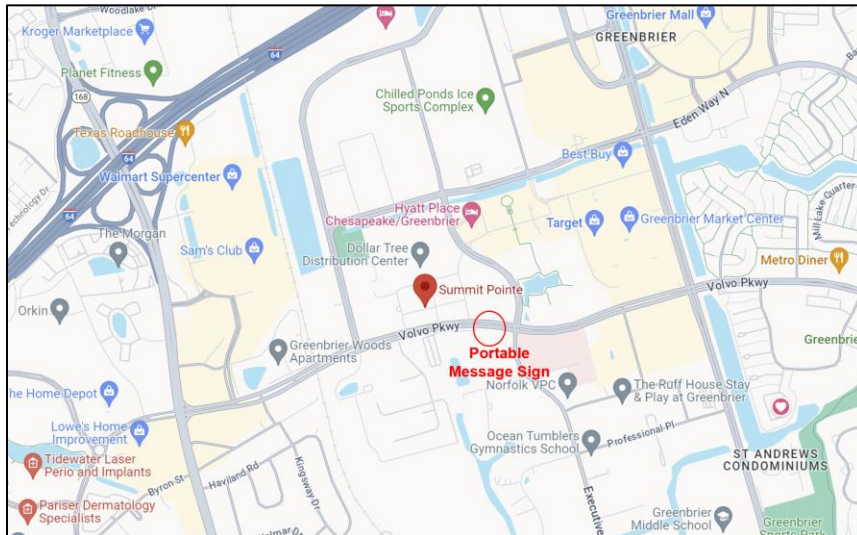


## Portable Message Signs

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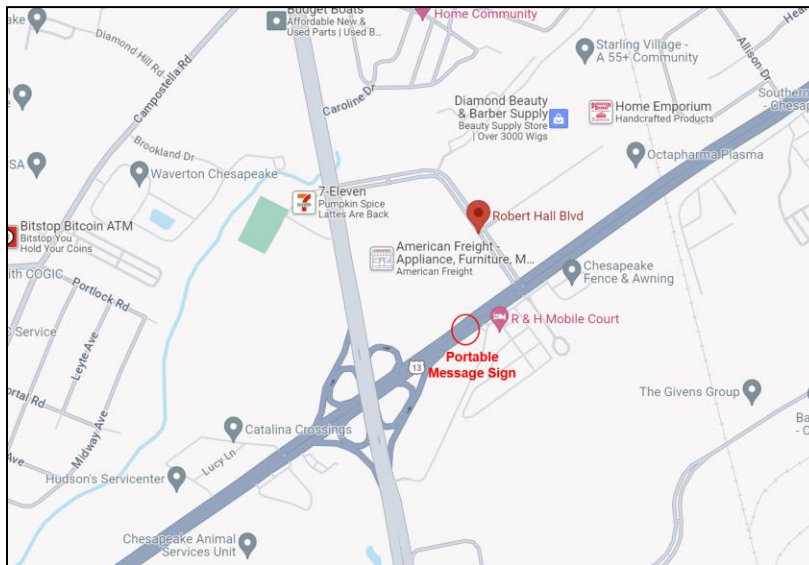
Portable message signs were placed in two high-traffic locations within the study area near the public meeting locations: **Location 1: Volvo Parkway and Location 2: Military Highway and Robert Hall Boulevard.**

### Portable Message Sign 1: Volvo Parkway





## Portable Message Sign 2: Military Highway and Robert Hall Boulevard

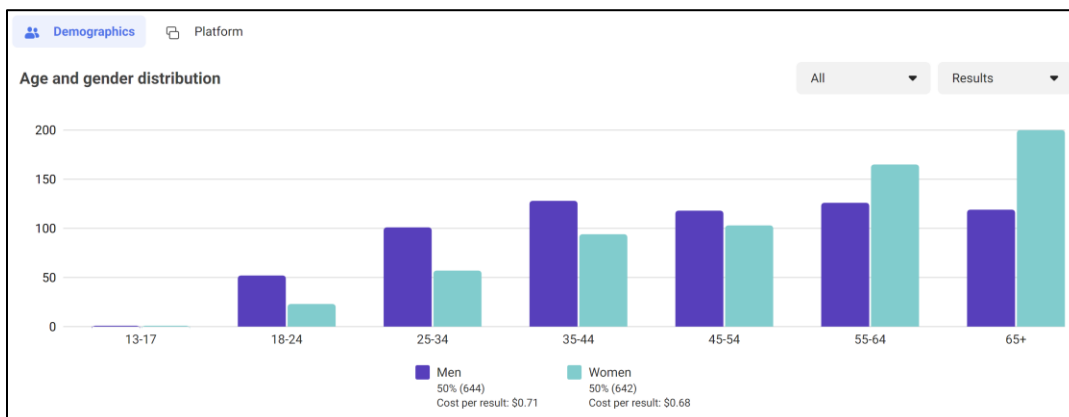
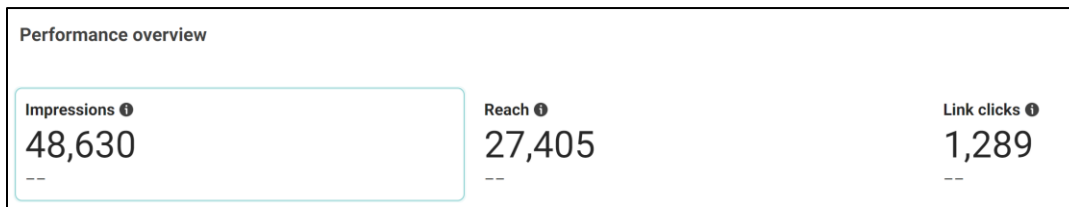


## Comprehensive Social Media Engagement: Paid and Organic

Social media was developed to promote study awareness, the public meetings and pop-up event, and encourage engagement. Social media was delivered on Facebook, X (Twitter) and LinkedIn through traditional posts, stories, polls and reels. Public meeting and pop-up events were created on Facebook and LinkedIn.

### Paid Social Media

Run Dates: October 11-19, 2023



## Organic Social Media – Facebook, X, Instagram, LinkedIn

A robust social media campaign was designed to inform the public about the upcoming public meetings, educate the community and stakeholders on high-capacity transit, and encourage engagement and participation.

Tactics included event pages (Facebook and LinkedIn), traditional posts, story polls, reels, videos.

### October 6

Link: [Facebook Post](#)

**Hampton Roads Transit**  
Published by Royall Bryan · October 6 ·

Could high-capacity transit be on the horizon for Chesapeake? Where would you ride? When would you ride? We want to know!

HRT and [City of Chesapeake Government](#) have teamed up to explore high-capacity transit options that enhance the City's economy, align with future growth plans and improve connectivity to the regional transportation network.

Save the Dates

- Public Meeting @ Hyatt Place Chesapeake/Greenbrier  
Tuesday, October 17  
5-7 p.m.  
709 Eden Way N  
Served by Bus Routes 13 and 24
- Pop-Up @ Robert Hall Transfer Center  
Wednesday, October 18  
2-4 p.m.  
Robert Hall & Military Highway  
Served by Bus Routes 6, 13, 14, 15, 24 and 57
- Public Meeting @ South Norfolk Memorial Library  
Thursday, October 19  
4-6 p.m.  
801 Poindexter Street  
Served by Bus Route 58

Join in the conversation at [www.connectingchesapeake.com](http://www.connectingchesapeake.com).  
#GoHRT #TryTransit #ConnectingChesapeakeWithTransit

**CONNECTING CHESAPEAKE**  
A PART OF OUR REGIONAL TRANSIT

JOIN THE CONVERSATION AT AN UPCOMING  
**PUBLIC MEETING OR POP-UP EVENT**

- PUBLIC MEETING**  
Hyatt Place Chesapeake/Greenbrier  
Tuesday, October 17  
5-7 P.M.  
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South Norfolk Memorial Library  
Thursday, October 19  
4-6 P.M.  
801 Poindexter Street  
Served by Bus Route 58

[ConnectingChesapeake.com](http://ConnectingChesapeake.com)

See insights and ads Boost post

1 comment 6 shares

Like Comment Share

Write a comment...

Gary Debour Jr.  
Definitely need more express service, later evening and better frequent service.

**Post Insights**

**Total Insights**  
See more details about your post.

Post Impressions <b>821</b>	Post reach <b>734</b>	Engagement <b>31</b>
-----------------------------	-----------------------	----------------------

Link: [X Post](#)

**Hampton Roads Transit** @gohrt\_com · Oct 6

Could high-capacity transit be on the horizon for @AboutChesapeake? HRT, in collaboration with the City of Chesapeake, are teaming up to study the potential options. Join us for a public meeting or pop-up. Learn more: [bit.ly/hrtcc](https://bit.ly/hrtcc) #ConnectingChesapeakeWithTransit

**CONNECTING CHESAPEAKE**  
A STUDY BY HIGH-CAPACITY TRANSIT

JOIN THE CONVERSATION AT AN UPCOMING  
**PUBLIC MEETING OR POP-UP EVENT**

Event Type	Location	Date	Time	Address	Served by
PUBLIC MEETING	Hyatt Place Chesapeake/Greenbrier	Tuesday, October 17	5-7 P.M.	709 Eden Way N	Bus Routes 13 and 24
POP-UP EVENT	Robert Hall Transfer Center	Wednesday, October 18	2-4 P.M.	Robert Hall & Military Hwy.	Bus Routes 6, 13, 14, 15, 24 and 57
PUBLIC MEETING	South Norfolk Memorial Library	Thursday, October 19	4-6 P.M.	801 Poindexter Street	Bus Route 58

[ConnectingChesapeake.com](https://ConnectingChesapeake.com)

128 likes

Link: [Instagram post](#)

**hamptonroadstransit**

hamptonroadstransit Could high-capacity transit be on the horizon for Chesapeake? Where would you ride? When would you ride? We want to know!

HRT and @cityofchesapeake have teamed up to explore high-capacity transit options that enhance the City's economy, align with future growth plans and improve connectivity to the regional transportation network.

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- Pop-Up @ Robert Hall Transfer Center  
Wednesday, October 18  
2-4 p.m.  
Robert Hall & Military Highway  
Served by Bus Routes 6, 13, 14, 15, 24 and 57
- Public Meeting @ South Norfolk Memorial Library  
Thursday, October 19  
4-6 p.m.  
801 Poindexter Street  
Served by Bus Route 58

Join in the conversation at [www.connectingchesapeake.com](https://www.connectingchesapeake.com).

#GoHRT #TryTransit #ConnectingChesapeakeWithTransit

Liked by [ha.koehler](#) and 8 others

October 6

Add a comment...

Link: [Facebook Post](#)

**Hampton Roads Transit**  
Published by Royall Bryan · October 9 at 11:00 AM ·

High-capacity transit - connecting more people faster, farther and more efficiently! High-capacity transit is a form of public transit that typically travels in its own lane or right-of-way. Whether it's an Express Bus, Bus Rapid Transit or Light Rail, these vehicles make fewer stops, travel at higher speeds, have more frequent service, and carry more people than local transit service.

Join the conversation on high-capacity transit options in Chesapeake at [www.connectingchESAPEAKE.com](http://www.connectingchESAPEAKE.com) or at a public meeting or pop-up this month. These are open house style, so "pop in" whenever you can and chat with us!

Save the Dates

- Public Meeting @ Hyatt Place Chesapeake/Greenbrier  
Tuesday, October 17  
5-7 p.m.  
709 Eden Way N  
Served by Bus Routes 13 and 24
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Served by Bus Route 58

#GoHRT #TryTransit #ConnectingChesapeake #publictransit #publictransportation #chesapeakeva #hamptonroadsva

**HIGH-CAPACITY TRANSIT**  
**Connecting more people faster, farther, and more efficiently.**

- EXPRESS BUS
- BUS RAPID TRANSIT (BRT)
- LIGHT RAIL (LRT)

ConnectingChesapeake.com

See insights and ads

6 1 comment

**Post Insights**

Total Insights  
See more details about your post.

Post Impressions	Post reach	Engagement
263	224	10

X Post

Hampton Roads Transit @gohrt.com · Oct 9

High-capacity transit - connecting more people faster, farther and more efficiently! Join the conversation + share your thoughts on high-capacity transit options in @AboutChesapeake at an upcoming public meeting or pop-up: [bit.ly/hrtcc](http://bit.ly/hrtcc) #ConnectingChesapeakeWithTransit

1 5 202

Instagram post

hamptonroadstransit

High-capacity transit - connecting more people faster, farther and more efficiently! High-capacity transit is a form of public transit that typically travels in its own lane or right-of-way. Whether it's an Express Bus, Bus Rapid Transit or Light Rail, these vehicles make fewer stops, travel at higher speeds, have more frequent service, and carry more people than local transit service.

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#GoHRT #TryTransit #ConnectingChesapeake #publictransit #publictransportation #chesapeakeva #hamptonroadsva

Like by hakoobler and 18 others

Add a comment...



**October 11**

Link: [Facebook Post](#)

**Hampton Roads Transit**  
Published by Royall Bryan · October 11 at 7:00 PM · 🌐

HRT and **City of Chesapeake Government** have teamed up to explore high-capacity transit options that enhance the City's economy, align with future growth plans and improve connectivity to the regional transportation network. Whether you want to ride an Express Bus to Naval Station Norfolk or take Bus Rapid Transit from Summit Pointe to Indian River, we want to know your thoughts on high-capacity transit connecting the City of Chesapeake to the greater Hampton Roads region.

**Public Meeting @ Hyatt Place Chesapeake/Greenbrier**  
📅 October 17  
🕒 5-7 p.m.  
📍 709 Eden Way N  
🚌 Served by Bus Routes 13 and 24

**Pop-Up @ Robert Hall Transfer Center**  
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Learn more at [www.connectingchesapeake.com](http://www.connectingchesapeake.com) and save the date for upcoming events!  
#GoHRT #TryTransit #ConnectingChesapeake #publictransit #publictransportation #chesapeakeva #hamptonroadsva"

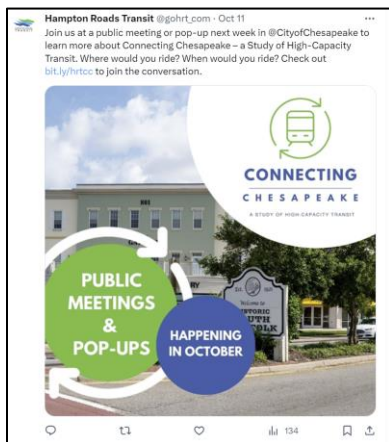


**Post Insights** ✕

**Total Insights** >  
See more details about your post.

Post Impressions ⓘ	Post reach ⓘ	Engagement ⓘ
<b>278</b>	<b>243</b>	<b>10</b>

Link: [X Post](#)



Link: [Instagram Post](#)



October 12

Link: [Facebook Post](#)

**Hampton Roads Transit**  
Published by Royall Bryan · October 12 at 2:33 PM · 🌐

Interested in hearing more about [#connectingchesapeake](#)? Our Director of Transit Development, Sherri Dawson, sat down with the [City of Chesapeake Government](#) to talk all things high-capacity transit!  
[#gohrt](#) [#trytransit](#) [#publictransit](#) [#chesapeakeva](#) [#hamptonroadsva](#)

**'peake Life**

0:04 / 9:06

**City of Chesapeake Government**  
October 12 at 12:57 PM · 🌐

HRT's Director of Transit Development Sherri Dawson joined us for an episode of 'peake Life to talk about the upcoming high-capacity transit study. Whether you ... [See more](#)

No insights to show ⓘ [Boost a post](#)

15 likes · 2 comments · 1 share

Like Comment Share

Write a comment...

Link: [X Post](#) (Retweet from City of Chesapeake)

Hampton Roads Transit reposted

**City of Chesapeake** @AboutChesapeake · Oct 12

HRT wants to hear from you! Director of Transit Development Sherri Dawson joined us for an episode of 'peake Life to talk about the upcoming high-capacity transit study: [youtu.be/SgL5eXyLyto](https://youtu.be/SgL5eXyLyto). Join HRT at an open house next week or visit their website [ConnectingChesapeake.com](https://ConnectingChesapeake.com).

[connectingchesapeake.com](https://connectingchesapeake.com)  
Connecting Chesapeake

1 retweet · 3 likes · 572 views



October 13

Link: [Facebook Post](#)

Hampton Roads Transit  
Published by Royall Bryan · October 13 at 12:30 PM · 🌐

The City of Chesapeake is growing and changing more than ever. Could high-capacity transit be part of future plans for the area? HRT and City of Chesapeake Government have teamed up to explore high-capacity transit options to enhance your regional transportation network. Learn more about this important study, sign up for future news and updates and join the conversation at a public meeting or pop-up next week: [www.connectingchesapeake.com](http://www.connectingchesapeake.com).  
#gohrt #trytransit #connectingchesapeake #chesapeakeva #hamptonroadsva #publictransit #publictransportation

**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

Join us at a public meeting or pop-up to join the conversation!

See insights and ads [Boost post](#)

👍 3 1 share

👍 Like    💬 Comment    ➦ Share

Post Insights

Total Insights  
See more details about your post.

Post Impressions	Post reach	Engagement
256	216	8

Link: [X Post](#)

Hampton Roads Transit @gohrt.com · Oct 13

Could high-capacity transit be in future plans for @AboutChesapeake? We've teamed up with the City to explore high-capacity transit options to enhance regional transit. Join us for a public meeting or pop-up to join the conversation. More info: [bit.ly/hrtcc](http://bit.ly/hrtcc)

**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

Join us at a public meeting or pop-up to join the conversation!

👍 2    🔄 169

Link: [Instagram Post](#)

hamptonroadstransit

hamptonroadstransit The City of Chesapeake is growing and changing more than ever. Could high-capacity transit be part of future plans for the area? HRT and City of Chesapeake Government have teamed up to explore high-capacity transit options to enhance your regional transportation network. Learn more about this important study, sign up for future news and updates and join the conversation at a public meeting or pop-up next week: [www.connectingchesapeake.com](http://www.connectingchesapeake.com).  
#gohrt #trytransit #connectingchesapeake #chesapeakeva #hamptonroadsva #publictransit #publictransportation

**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

Join us at a public meeting or pop-up to join the conversation!

👍 8

Liked by [jakkoehler](#) and 8 others

🗨️ Add a comment.

**October 17**

Link: [Facebook Post](#)

**Hampton Roads Transit**  
Published by Royall Bryan · October 17 at 12:30 PM ·

Join us tonight and explore the possibilities of high-capacity transit!

Ready to hop on an Express Bus to Naval Station Norfolk? Intrigued by connecting from Summit Pointe to Indian River with Bus Rapid Transit? We're eager to hear - where would you like to go? Tonight's meeting will be an open house style, so join us any time between 5-7 p.m. We'll see you then!

Public Meeting @ Hyatt Place Chesapeake/Greenbrier  
 📅 October 17  
 🕒 5-7 p.m.  
 📍 709 Eden Way N  
 🚌 Served by Bus Routes 13 and 24

Can't make it tonight? There are still two more chances to join us in-person this week and you can always join the conversation online at [www.connectingchesapeake.com](http://www.connectingchesapeake.com).

Pop-Up @ Robert Hall Transfer Center  
 📅 October 18  
 🕒 2-4 p.m.  
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#GoHRT #TryTransit #TransitExploration #connectingchesapeake

CONNECTING CHESAPEAKE  
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ConnectingChesapeake.com

See insights and ads Boost post

2 comments 8 shares

Like Comment Share

Write a comment...

**Post Insights**

Total Insights  
See more details about your post.

Post Impressions	Post reach	Engagement
<b>7,197</b>	<b>6,661</b>	<b>527</b>

Link: [X Post](#)

Link: [Instagram Post](#)

Hampton Roads Transit @gohrt.com · Oct 17

Public meetings and pop-ups for Connecting Chesapeake: A Study of High-Capacity Transit in @AboutChesapeake begin tonight. We look forward to seeing you tonight at the Hyatt Place Chesapeake/Greenbrier anytime between 5-7 p.m. Join the conversation at [bit.ly/hrtcc](http://bit.ly/hrtcc).

**Join us tonight!**  
Explore the possibilities of high-capacity transit!

**PUBLIC MEETING**  
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ConnectingChesapeake.com

2 2 1K

CONNECTING CHESAPEAKE  
A STUDY OF HIGH-CAPACITY TRANSIT

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ConnectingChesapeake.com

hamptonroadstransit Join us tonight and explore the possibilities of high-capacity transit!

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#GoHRT #TryTransit #TransitExploration #connectingchesapeake

Liked by hakoelber and 9 others

October 17

Add a comment...

October 18

Link: [Facebook Post](#)

Hampton Roads Transit  
Published by Royall Bryan · October 18 at 10:20 AM

Pop on over and see us this afternoon to talk about high-capacity transit possibilities in the @cityofchesapeake! We'll be at Robert Hall Transfer Center (Robert Hall & Military Highway in Chesapeake) from 2-4 p.m. We'll see you there!

Can't make it? Learn more at [www.connectingchesapeake.com](http://www.connectingchesapeake.com) or join us tomorrow at the South Norfolk Memorial Library from 4-6 p.m.

#GoHRT #TryTransit #TransitExploration #ConnectingChesapeake #publictransit #publictransportation #ChesapeakeVA #hamptonroadsva

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Robert Hall & Military Hwy.  
Served by Bus Routes 6, 13, 14, 15, 24 and 57

ConnectingChesapeake.com

See insights and ads [Boost post](#)

12 Like Comment Share 1 comment 2 shares

**Post Insights**

Total Insights [See more details about your post.](#)

Post Impressions	Post reach	Engagement
451	419	24

Link: [X Post](#)

Hampton Roads Transit @gohrt.com · Oct 18

Pop on over to our tent today between 2-4 p.m. at the Robert Hall Transfer Center in @AboutChesapeake to learn more and join the conversation on Connecting Chesapeake – A Study of High-Capacity Transit. Learn more: [bit.ly/hrtcc](http://bit.ly/hrtcc)

**POP-UP EVENT**  
Robert Hall Transfer Center  
Wednesday, October 18  
2-4 P.M.  
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ConnectingChesapeake.com

122 Retweet Like

Link: [Instagram Post](#)

hamptonroadstransit

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#GoHRT #TryTransit #TransitExploration #ConnectingChesapeake #publictransit #publictransportation #ChesapeakeVA #hamptonroadsva

9 Like Comment

October 19

Link: [Facebook Post](#)

**Hampton Roads Transit**  
Published by Royall Bryan · October 19 at 12:30 PM ·

Could high-capacity transit be on the horizon for Chesapeake? Come by this evening to learn more and join the conversation.

Public Meeting @ South Norfolk Memorial Library  
October 19  
4-6 p.m.  
801 Poindexter Street

Tonight's meeting will be an open house style, so join us any time between 4-6 p.m. We'll see you then!

Learn more at [www.connectingchesapeake.com](http://www.connectingchesapeake.com).  
#GOHRT #TryTransit #TransitExploration

**Join us tonight!**  
Let's talk high-capacity transit!

**PUBLIC MEETING**  
South Norfolk Memorial Library  
Thursday, October 19  
4-6 P.M.  
801 Poindexter Street  
Served by Bus Routes 58

[ConnectingChesapeake.com](http://ConnectingChesapeake.com)

See insights and ads [Boost post](#)

You and 10 others · 1 share

Like Comment Share

**Post Insights**

Total Insights  
See more details about your post.

Post Impressions	Post reach	Engagement
330	298	13

[X Post](#)

**Hampton Roads Transit** @gohrt.com · Oct 19

Join us tonight at the South Norfolk Memorial Library any time between 4-6 p.m. to explore high-capacity transit options in [@aboutchesapeake](#) and let us know your thoughts. For more info: [bit.ly/hrtcc](http://bit.ly/hrtcc)

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801 Poindexter Street  
Served by Bus Routes 58

[ConnectingChesapeake.com](http://ConnectingChesapeake.com)

149

[Instagram Post](#)

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801 Poindexter Street  
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[ConnectingChesapeake.com](http://ConnectingChesapeake.com)

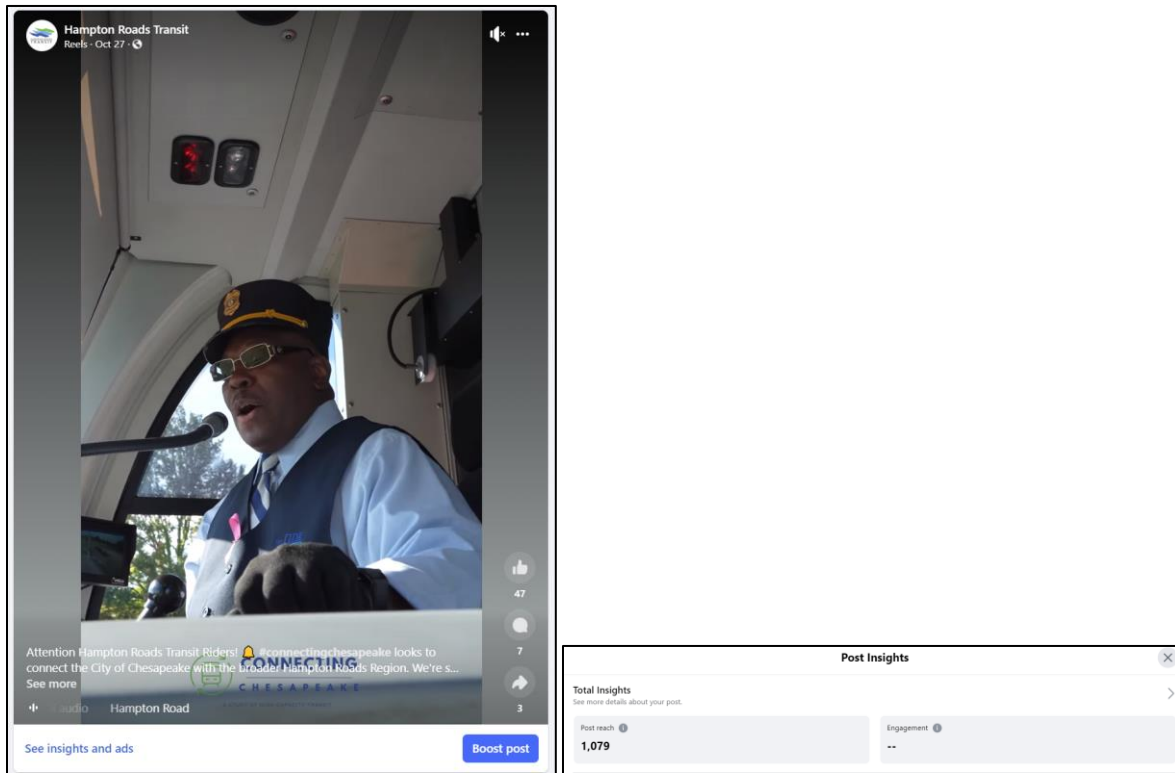
Liked by [stfanymcclellan](#) and 12 others

Add a comment...



## October 27 (Post events – General Awareness)

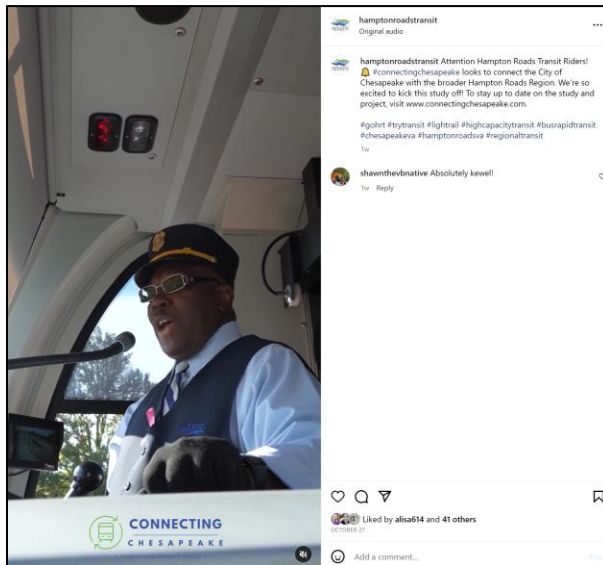
### Facebook Reel



The screenshot shows a Facebook Reel from the account "Hampton Roads Transit" posted on October 27. The video features a transit driver in a white shirt and blue vest, wearing a cap and glasses, speaking into a microphone. The video has 47 likes and 7 comments. The caption reads: "Attention Hampton Roads Transit Riders! #connectingchesapeake looks to connect the City of Chesapeake with the broader Hampton Roads Region. We're s... See more". Below the video is a "Post Insights" box with the following data:

Post Insights	
Total Insights	See more details about your post.
Post reach	1,079
Engagement	--

### Instagram Reel

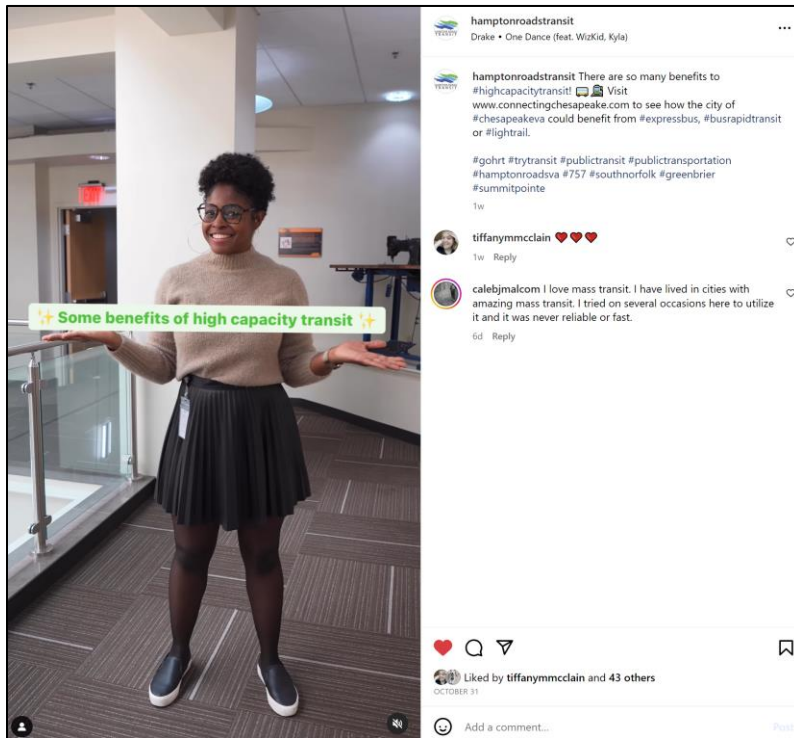


The screenshot shows an Instagram Reel from the account "hamptonroadstransit". The video is identical to the Facebook Reel, showing a transit driver. The caption reads: "hamptonroadstransit Attention Hampton Roads Transit Riders! #connectingchesapeake looks to connect the City of Chesapeake with the broader Hampton Roads Region. We're so excited to kick this study off! To stay up to date on the study and project, visit www.connectingchesapeake.com. #gohrt #hrttransit #lightrail #highcapacitytransit #busrapidtransit #chesapeakeva #hamptonroadsva #regionaltransit". A comment from "shawnthebnative" says "Absolutely kewell!". The post has 41 likes and was posted on October 27.



October 31

Link: [Benefits of High-Capacity Transit](#) (Instagram Reel)



## Social Media Events

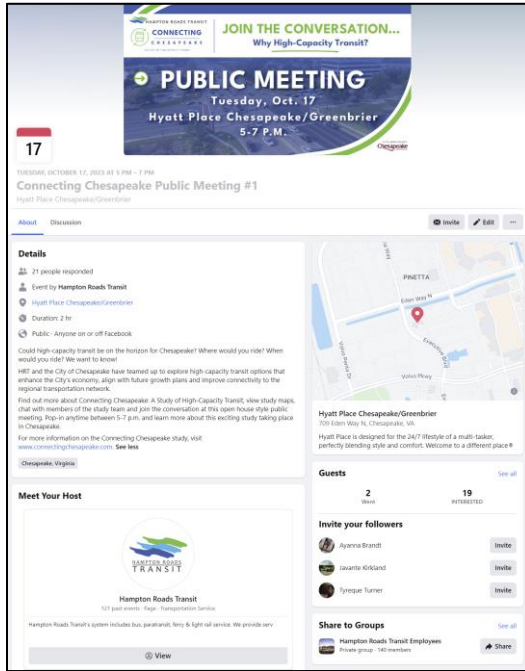
### Public Meeting #1: October 17 – Hyatt Place Chesapeake/Greenbrier

Facebook Event

Link: [Hyatt Place Chesapeake/Greenbrier](#)

LinkedIn Event

Link: [Hyatt Place Chesapeake/Greenbrier](#)



### Boosted Event: Connecting Chesapeake Public Meeting #1

From Oct 6, 2023, 12:00 AM to Oct 19, 2023, 11:59 PM

Event: Connecting Chesapeake Public Meeting #1

3,598 Impressions

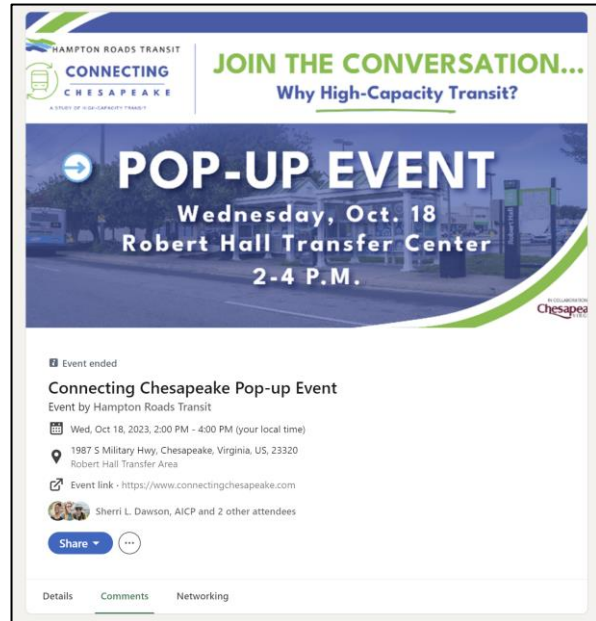
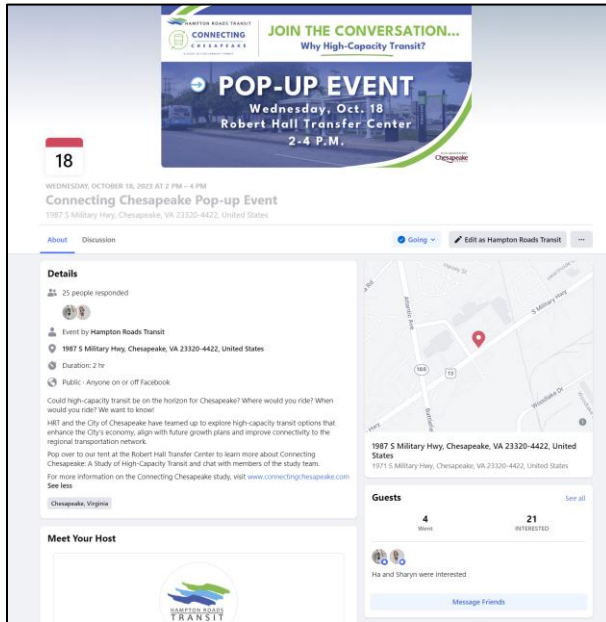
## Pop-Up Event: October 18 – Pop-Up at Robert Hall Transfer Center

Facebook Event

[Pop-Up at Robert Hall Transfer Center \(Facebook\)](#)

LinkedIn Event

[Pop-Up at Robert Hall Transfer Center \(LinkedIn\)](#)



## Boosted Event: Connecting Chesapeake Pop-up Event

From Oct 6, 2023, 12:00 AM to Oct 19, 2023, 11:59 PM

Event: Connecting Chesapeake Pop-up Event

4,442 Impressions

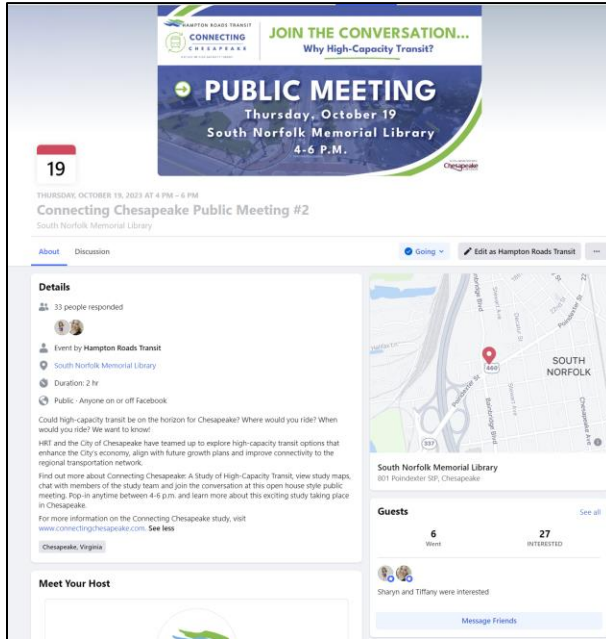
## Public Meeting #2: October 19 – South Norfolk Memorial Library

Facebook Event:

Link: [South Norfolk Memorial Library](#)

LinkedIn Event:

[South Norfolk Memorial Library](#)



## Boosted Event: Connecting Chesapeake Public Meeting #2

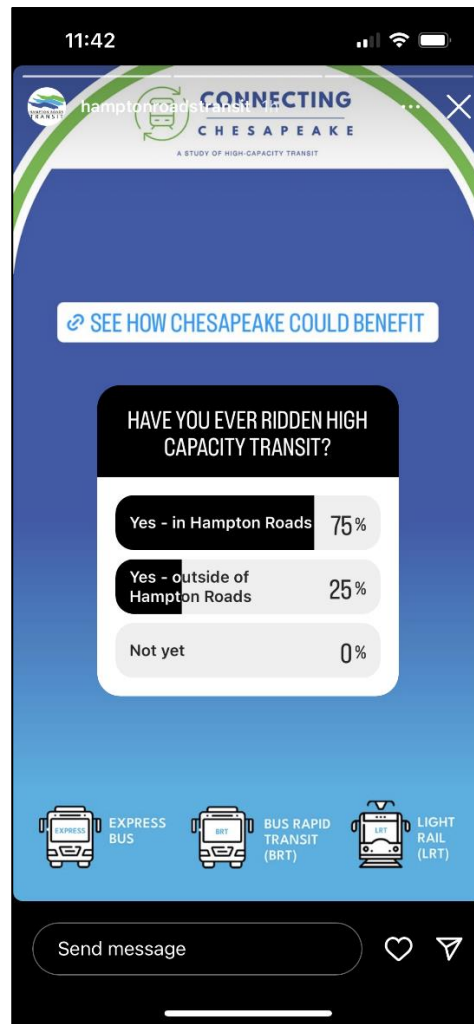
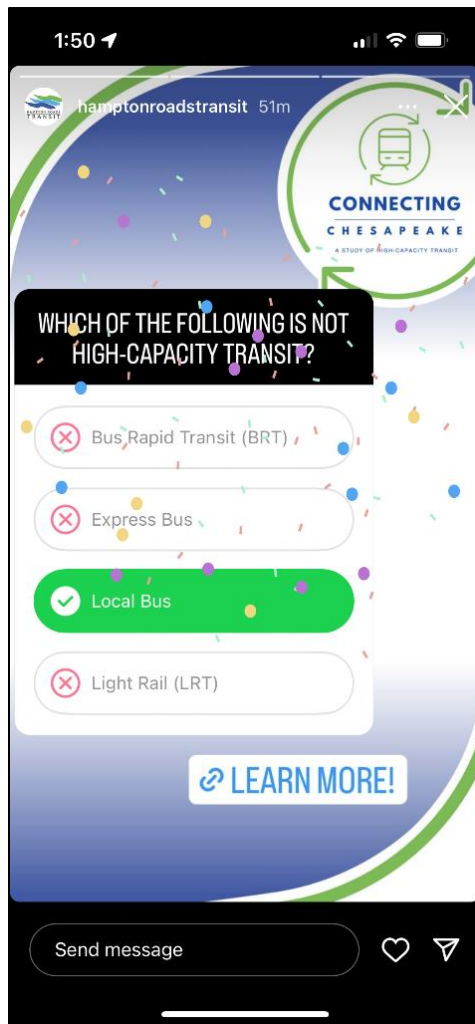
From Oct 6, 2023, 12:00 AM to Oct 19, 2023, 11:59 PM

Event: Connecting Chesapeake Public Meeting #2

6,130 Impressions

## Additional Social Media

### Stories





## Direct Engagement and Outreach

The team also conducted direct outreach through social media shares and email to civic leagues, community groups, partners and other stakeholders as listed:

- City of Chesapeake Public Works and Planning Staff
- City of Chesapeake Communications Staff
- City of Chesapeake Internal Newsletter
- South Norfolk Civic League
- Friends of Indian River
- Hampton Roads Transportation Planning Organization (HRTPO)
- tHRive Young Professionals
- Tidewater Traffic
- Urban League of Hampton Roads
- WHRO – Barbara Hamm Lee
- Norfolk State University
- Hampton Roads Chamber

**From:** Sherri Dawson <sdawson@hrtransit.org>  
**Sent:** Thursday, October 12, 2023 1:30 PM  
**To:** bradley  
**Cc:** Mike Carosi; Shelby Dell  
**Subject:** Connecting Chesapeake Upcoming Public Meetings and Pop-Up Event

Hi Brad,

Hope you are doing well. I just wanted to send you a quick note to share the social media links for the upcoming Connecting Chesapeake: A Study of High-Capacity public meeting events. If possible, we'd love if you can share with your civic league members. We hope to see you there and look forward to connecting future in the near future.

[Facebook post here](#)

**Facebook Events**  
[Tuesday, Oct. 17 at Hyatt Place Chesapeake/Greenbrier](#)  
[Wednesday, Oct. 18 at Robert Hall Transfer Center – Pop Up](#)  
[Thursday, Oct. 19 at South Norfolk Memorial Library](#)

Sherri L. Dawson, AICP  
 Director of Transit Development  
 Hampton Roads Transit  
 509 E. 18<sup>th</sup> Street  
 Norfolk, VA 23504  
 p: (757) 222-6000 x6158  
[www.gohrt.com](http://www.gohrt.com)

**Hampton Roads Transportation Planning Organization**  
 October 10

Don't miss an opportunity to share your opinion on the transit improvement study for the **City of Chesapeake** and **Hampton Roads Transit**! Learn more below!

**CONNECTING CHESAPEAKE**  
 A STUDY OF HIGH-CAPACITY TRANSIT

**It's time to connect our city.**

Hampton Roads Transit (HRT) and the City of Chesapeake have teamed up to explore high-capacity transit options that enhance the City's economic development, job growth, and improve connectivity to the regional transportation network.

**Why High-Capacity Transit?**

The Moving Forward Chesapeake 2038 Comprehensive Plan and 2020 Master Transportation Plan have engaged a need to provide a state-of-the-art transportation system to support regional mobility and accessibility for Chesapeake residents, supporting economic growth in Chesapeake and the greater Hampton Roads area. High-capacity transit options address many of the challenges and improve a sustainable and cost-effective transportation alternative for our residents.

High-capacity transit is a form of public transit that typically operates in a car pool or right-of-way that includes priority vehicle lanes, transit-only lanes, transit bus lanes, transit-only lanes, and transit-only lanes that provide faster travel times.

**Connecting more people faster, further, and more efficiently.**

The study will evaluate the need for high-capacity transit service and determine the best alternative that improves service for all. Comments and feedback from the general Hampton Roads area will support the City's economy and priorities.

All the information of this study will be prepared for public review. The study process and final report will be prepared for public review and feedback. Options that can be used for transit are listed below.

**High-Capacity Transit Technology Options**

- EXPRESS BUS
- BUS RAPID TRANSIT (BRT)
- LIGHT RAIL (LRT)

**Study Schedule**

PLANNING (2023) | PUBLIC MEETINGS (2023) | ANALYSIS (2023) | REPORT (2023) | IMPLEMENTATION (2024)

You, Ha Koehler and 2 others

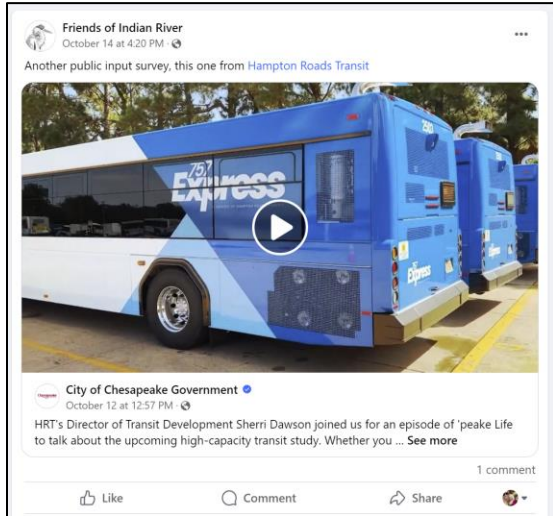
Like Comment Share

Write a comment...

## Social Media Shared Posts

Link: [Friends of Indian River](#)

1.4k likes | 1.5k followers



Link: [City of Chesapeake](#)

31k followers



Link: [tHRive Members Group](#)

453 members

Link: [Tidewater Traffic](#)

2.1k members

Shelby Dell  
October 6 at 2:11 PM

Join HRT and the City of Chesapeake at a public meeting or pop-up event later this month to join the conversation on high-capacity transit! Hope to see you there!

JOIN THE CONVERSATION AT AN UPCOMING  
**PUBLIC MEETING OR POP-UP EVENT**

<p><b>PUBLIC MEETING</b></p> <p>Hyatt Place Chesapeake/Greenbrier</p> <p><b>Tuesday</b> October 17 5-7 P.M.</p> <p>709 Eden Way N Served by Bus Routes 13 and 24</p>	<p><b>POP-UP EVENT</b></p> <p>Robert Hall Transfer Center</p> <p><b>Wednesday</b> October 18 2-4 P.M.</p> <p>Roberts Hall &amp; Military Hwy. Served by Bus Routes 6, 10, 16, 18, 24 and 57</p>	<p><b>PUBLIC MEETING</b></p> <p>South Norfolk Memorial Library</p> <p><b>Thursday</b> October 19 4-6 P.M.</p> <p>801 Pendock Street Served by Bus Route 58</p>
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ConnectingChesapeake.com

Hampton Roads Transit  
October 6 at 3:00 PM

Could high-capacity transit be on the horizon for Chesapeake? Where would you ride? When would you ride? We want to know!  
HRT and City of Chesapeake Govern... See more

Ha Koehler

Like Comment Send

Shelby Dell  
October 10 at 10:44 AM

JOIN THE CONVERSATION AT AN UPCOMING  
**PUBLIC MEETING OR POP-UP EVENT**

<p><b>PUBLIC MEETING</b></p> <p>Hyatt Place Chesapeake/Greenbrier</p> <p><b>Tuesday</b> October 17 5-7 P.M.</p> <p>709 Eden Way N Served by Bus Routes 13 and 24</p>	<p><b>POP-UP EVENT</b></p> <p>Robert Hall Transfer Center</p> <p><b>Wednesday</b> October 18 2-4 P.M.</p> <p>Roberts Hall &amp; Military Hwy. Served by Bus Routes 6, 10, 16, 18, 24 and 57</p>	<p><b>PUBLIC MEETING</b></p> <p>South Norfolk Memorial Library</p> <p><b>Thursday</b> October 19 4-6 P.M.</p> <p>801 Pendock Street Served by Bus Route 58</p>
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ConnectingChesapeake.com

Hampton Roads Transit  
October 6 at 3:50 PM

Could high-capacity transit be on the horizon for Chesapeake? Where would you ride? When would you ride? We want to know!  
HRT and City of Chesapeake Govern... See more

Like Comment Share

Link: [Urban League of Hampton Roads](#)  
3.7K likes | 4.4K followers

Link: [South Norfolk Civic League](#)  
1.4K likes | 1.6K followers

Urban League of Hampton Roads, Inc.  
5d

Here's your chance to join the conversation.

JOIN THE CONVERSATION AT AN UPCOMING  
**PUBLIC MEETING OR POP-UP EVENT**

<p><b>PUBLIC MEETING</b></p> <p>Hyatt Place Chesapeake/Greenbrier</p> <p><b>Tuesday</b> October 17 5-7 P.M.</p> <p>709 Eden Way N Served by Bus Routes 13 and 24</p>	<p><b>POP-UP EVENT</b></p> <p>Robert Hall Transfer Center</p> <p><b>Wednesday</b> October 18 2-4 P.M.</p> <p>Roberts Hall &amp; Military Hwy. Served by Bus Routes 6, 10, 16, 18, 24 and 57</p>	<p><b>PUBLIC MEETING</b></p> <p>South Norfolk Memorial Library</p> <p><b>Thursday</b> October 19 4-6 P.M.</p> <p>801 Pendock Street Served by Bus Route 58</p>
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ConnectingChesapeake.com

Hampton Roads Transit  
October 6 at 3:00 PM

Could high-capacity transit be on the horizon for Chesapeake? Where would you ride? When would you ride? We want to know!  
HRT and City of Chesapeake Govern... See more

Shelby Dell

Like Comment Share

South Norfolk Civic League  
5d

They will be at the South Norfolk Memorial Library tomorrow from 4-6! It's open to the public! Learn about high capacity transit!

Join us tonight!  
Explore the possibilities of high-capacity transit!

**PUBLIC MEETING**

Hyatt Place Chesapeake/Greenbrier

**Tuesday, October 17**  
5-7 P.M.

709 Eden Way N  
Served by Bus Routes 13 and 24

ConnectingChesapeake.com

Hampton Roads Transit  
Published by Royall Bryan · 5d

Join us tonight and explore the possibilities of high-capacity transit!  
Ready to hop on an Express Bus to Naval Station Norfolk? Intrigued by connecting from Su... See more

Like Comment Share

Link: [A Goodwin for Virginia](#)

1.2K followers

A Goodwin for Virginia  
October 12 at 10:49 PM

Do you know where you are going when it comes to public transit? Now is the time to share your thoughts and trust me I will be there listening to you as well. That's what leaders do when you vote for [A Goodwin for Virginia](#)

YOUTUBE.COM  
**HRT Connecting Chesapeake**  
HRT's Director of Transit Development Sherri Dawson joined us for an episode of 'peake Life to...

2 Likes 1 comment

Write a comment...

Author  
A Goodwin for Virginia

Like Reply 2w

Link: [Hampton Roads Transportation Planning Organization](#)

2,9K followers

Hampton Roads Transportation Planning Organization  
October 10

Don't miss an opportunity to share your opinion on the transit improvement study for the City of Chesapeake and Hampton Roads Transit! Learn more below!

**HAMPTON ROADS TRANSIT**  
**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

**It's time to connect our city.**

Hampton Roads Transit (HRT) and the City of Chesapeake have teamed up to explore high-capacity transit options that will better the City's economy, along with future growth, safety and increase connectivity to the regional transportation network.

**Why High-Capacity Transit?**

The Moving Forward Chesapeake 2030 Comprehensive Plan and 2040 Master Transportation Plan have recognized the need to provide a public transit system to support regional mobility and connectivity for Chesapeake residents, increasing connections between Chesapeake and the greater Hampton Roads area, reducing auto dependency, increasing access to key destinations, and providing sustainable and cost-effective transportation alternatives to the auto mode.

High-capacity transit is a form of public transit that typically operates on its own lane or right-of-way. These vehicles generally travel faster than those of higher speeds, have more frequent service, and carry more people than local transit modes.

Connecting more people faster, farther, and more efficiently.

The study will evaluate the need for high-capacity transit service and determine the best alternatives that improve connections within Chesapeake and to the greater Hampton Roads area, as well as identify the City's economic and growth plan.

At the conclusion of the study in support of the proposed that address the study process and identify high-capacity transit alternatives and technology options that can be carried forward into future phases of analysis.

**High-Capacity Transit Technology Options**

- EXPRESS BUS
- BUS RAPID TRANSIT (BRT)
- LIGHT RAIL (LRT)

**Study Schedule**

2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040

You, Ha Koehler and 2 others



## Newspaper Ad

A full-sized Newspaper Ad was placed in the Clipper, Chesapeake's local paper.

**Circulation:** 9,368 residents and businesses



**HAMPTON ROADS TRANSIT**

**CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

**PUBLIC MEETINGS AND POP-UP EVENT**

**Where would you ride?  
When would you ride? We want to hear from you!**

Hampton Roads Transit and the City of Chesapeake have teamed up to explore high-capacity transit options to enhance your regional transportation network. Feel free to join us for a chat and learn more at an upcoming public meeting or pop-up event. **#GoHRT #TryTransit**

**LEARN MORE HERE**



**Public Meeting**  
Hyatt Place  
Chesapeake/Greenbrier  
**Tuesday  
October 17  
5-7 P.M.**  
709 Eden Way N  
Served by  
Bus Routes 13 and 24

**Pop-Up Event**  
Robert Hall  
Transfer Center  
**Wednesday  
October 18  
2-4 P.M.**  
Robert Hall & Military Hwy.  
Served by Bus Routes  
6, 13, 14, 15, 24 and 57

**Public Meeting**  
South Norfolk  
Memorial Library  
**Thursday  
October 19  
4-6 P.M.**  
801 Poindexter Street  
Served by  
Bus Route 58

[ConnectingChesapeake.com](https://ConnectingChesapeake.com)

IN COLLABORATION WITH  
**Chesapeake VIRGINIA**



## Eblast

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Link: [HRT Community Connector eBlast](#)

Sept. 27

Circulation: 7,000

# Community Connector



## Discover Transit Month



It's Discover Transit Month and we're encouraging everyone to try transit. Outreach teams have participated in a dozen events where they educated riders about GOPass365, the 757 Express, Park-and-Rides, and how to start a vanpool. This campaign was coordinated in conjunction with the

Virginia Department of Rail and Public Transportation and TRAFFIX. [Watch the Discover Transit video on Youtube.](#)

## Connecting Chesapeake Public Meetings



Hampton Roads Transit and the City of Chesapeake are working together to explore high-capacity transit options to enhance public transportation in the City. HRT and the City are conducting a study to evaluate the need for high-capacity transit service and possible alternatives

to improve connectivity within Chesapeake and to the rest of our service area. You can learn more about the project and offer input at a [series of upcoming meetings](#). The first one is Tuesday, October 17, from 5:00 p.m. – 7:00 p.m. at Hyatt Place Chesapeake/Greenbrier, located at 709 Eden Way North, Chesapeake, VA, 23320.

# Community Calendars

The Public Meetings and Pop-Up event were posted on local Community Calendars

## WAVY Community Calendars

Link: [Tuesday, Oct. 17](#)

Link: [Wednesday, Oct. 18](#)

Link: [Thursday, Oct. 19](#)

**Event Calendar**

**IN-PERSON**  
**HRT Connecting Chesapeake Public Meeting**

Tue, Oct 17, 2023, 5:00pm-7:00pm  
 Add to Calendar

**Location**  
 Hyatt Place  
 709 Eden Way N  
 Chesapeake, VA  
 Directions

**Price**  
 Free

**Description**  
 Served By Bus Routes 13 and 24

**Event Contact**  
 HRT Connecting Chesapeake  
 ConnectingChesapeake@hrtransit.org

**IN-PERSON**  
**HRT Connecting Chesapeake Pop-Up Event**

Wed, Oct 18, 2023, 2:00pm-4:00pm  
 Add to Calendar

**Location**  
 Robert Hall Transfer Center  
 Robert Hall And Military Hwy.  
 Chesapeake, VA  
 Directions

**Price**  
 Free

**Description**  
 Served by Bus Route 6,13, 14, 15, 24, and 57

**Event Contact**  
 HRT Connecting Chesapeake  
 ConnectingChesapeake@hrtransit.org

## HR Chamber of Commerce Regional Calendar

Link: [Tuesday, Oct. 17](#)

Link: [Wednesday, Oct. 18](#)

Link: [Thursday, Oct. 19](#)

**CONNECTING CHESAPEAKE**

**JOIN THE CONVERSATION AT AN UPCOMING PUBLIC MEETING OR POP-UP EVENT**

Public Meeting	Pop-Up Event	Public Meeting
Hyatt Place Chesapeake/Oysterliner Tuesday October 17 5-7 P.M. 709 Eden Way N Chesapeake, VA	Robert Hall Transfer Center Wednesday October 18 2-4 P.M. Robert Hall & Military Hwy. Chesapeake, VA	South Norfolk Memorial Library Thursday October 19 4-6 P.M. 400 Chesapeake Street South Norfolk, VA

**ConnectingChesapeake.com**

Could high capacity transit be on the horizon for Chesapeake? Where would you ride? When would you ride? We want to know! HRT and the City of Chesapeake have teamed up to explore high-capacity transit options that enhance the City's economy, align with future growth plans and improve connectivity to the regional transportation network. Find out more about Connecting Chesapeake: A Study of High Capacity Transit, view study maps, chat with members of the study team and join the conversation at this open house style public meeting. Pop-in anytime between 5-7 p.m. and learn more about this exciting study taking place in Chesapeake.

**DATE**  
 October 17


**TIME**  
 5:00pm - 7:00pm

**WEBSITE LINK**  
[www.connectingchesapeake.com](http://www.connectingchesapeake.com)

# News Media Engagement: News Release and Earned Media – News Media Coverage

Link: [News Release – Oct. 10, 2023](#)

## News Release




### Hampton Roads Transit and the City of Chesapeake Explore High-Capacity Transit

*Public Meetings and a Pop-Up Event planned for Oct. 17, 18 and 19*

NORFOLK, VA - Hampton Roads Transit (HRT) and the City of Chesapeake (the City) have teamed up to explore high-capacity transit options that align with the City's plans for growth.

HRT and the City are conducting a study to evaluate the need for high-capacity transit service and determine the most feasible alternative that improves connections within Chesapeake and to the rest of the service area.



[Connecting Chesapeake](#)

High-capacity transit is a form of public transit that typically operates in its own lane or right-of-way. These vehicles generally make fewer stops, travel at higher speeds, have more frequent service, and carry more people than local transit service.

"High-Capacity Transit technologies could include express bus, light rail, or a bus rapid transit (BRT) line," said Sherri Dawson, HRT Director of Transit Development. "We're excited to get the Chesapeake community involved as we initiate the study and start to explore alternatives."

The study began in the summer of this year and is expected to be completed in the fall of 2024.

"HRT and the City of Chesapeake are exploring high-capacity transit alignment and technology options to improve Chesapeake's transportation network to enhance the City's mobility, economy, and growth plans," said Chesapeake Mayor Rick West. "Improved connections would enhance regional accessibility for everyone, reduce congestion, and improve safety on parallel roadways."

The public is invited to learn more by attending an upcoming open house style public meeting or pop-up event in October. Meeting dates, times and locations are as follows:

**Public Meeting**  
Tuesday, October 17, 5 - 7 p.m.  
Hyatt Place Chesapeake/Greenbrier  
709 Eden Way  
*Served by HRT Bus Routes 13 and 24*

**Pop-Up Event**  
Wednesday, October 18, 2 - 4 p.m.  
Robert Hall Transfer Center  
Robert Hall Blvd. & Military Highway  
*Served by HRT Bus Routes 6,13, 14, 15, 24 and 57*






**Public Meeting**  
Thursday, October 19, 4 - 6 p.m.  
South Norfolk Memorial Library  
801 Poindexter Street  
*Served by HRT Bus Route 58*

To learn more, visit the study website at [www.connectingchesapeake.com](http://www.connectingchesapeake.com).

HRT's mission is to connect Hampton Roads with transportation solutions that are reliable, safe, efficient and sustainable. For more information on transit services, visit [gohrt.com](http://gohrt.com).

###

Amy B. Jordan  
Director, Communications & Business Development  
October 10, 2023  
757 222-6000, ext. 6523

This Week @ HRT     

[Customer Service](#) | [Paratransit](#) | [Contact](#)  
 3400 Victoria Boulevard, Hampton, VA 23661 • 509 East 18th Street, Norfolk, VA 23504  
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## News Media Advisory


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### News Media Advisory – Oct. 18, 2023


A news media advisory was sent to the local media the week of the public meetings, inviting them to attend the meetings or schedule interviews with Sherri Dawson.

**From:** Hampton Roads Transit <abjordan@hrtransit.org>  
**Sent:** Tuesday, October 17, 2023 10:00 AM  
**To:** Shelby Dell  
**Subject:** HRT and City of Chesapeake to Host Public Meetings on High-Capacity Transit

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**Media Advisory** 

**Hampton Roads Transit and the City of Chesapeake Host Public Meetings and Pop-Up for Connecting Chesapeake: A Study of High-Capacity Transit**  
*Public Meetings and a Pop-Up Event scheduled for Oct. 17, 18 and 19.*

 **CONNECTING CHESAPEAKE**  
A STUDY OF HIGH-CAPACITY TRANSIT

**WHO:** Hampton Roads Transit  
City of Chesapeake

**WHAT:** Public Meetings and Pop-up Event

**WHEN/WHERE:** **Public Meeting**  
**Tuesday, October 17, 5 - 7 p.m.**  
Hyatt Place Chesapeake/Greenbrier  
709 Eden Way

**Pop-Up Event**  
**Wednesday, October 18, 2 - 4 p.m.**  
Robert Hall Transfer Center  
Robert Hall Blvd. & Military Highway

**Public Meeting**  
**Thursday, October 19, 4 - 6 p.m.**  
South Norfolk Memorial Library  
801 Poindexter Street

**WHY:** HRT and the City are conducting a study to evaluate the need for high-capacity transit service and determine the most feasible alternative that improves connections within Chesapeake and to the rest of the service area. The public is invited to attend, learn more, and provide feedback as the study begins.

For more information, visit: [www.connectingchesapeake.com](http://www.connectingchesapeake.com)

**Contact:**  
Amy B. Jordan  
Director, Communications & Business Development  
October 17, 2023  
757 222-6000, ext. 6523  
[abjordan@hrtransit.org](mailto:abjordan@hrtransit.org)

# Earned Media – News Media Coverage

Oct. 10 | WHRO News

Link: [Hampton Roads Transit looks at potential rapid transit, light rail options in Chesapeake](#)



The exploration of possible high-capacity transit in Chesapeake could include light rail. (Photo by Ryan Murphy)

## Hampton Roads Transit looks at potential rapid transit, light rail options in Chesapeake

Written by Ryan Murphy Category: Local News Published: 10 October 2023



Chesapeake and Hampton Roads Transit are eyeing potential high-capacity transit options in the city.

That could mean express buses or an extension of HRT's Tide light rail line.

Chesapeake officials said expanding public transit aligns with its plan for growth within the city, as well as better connecting Chesapeake with surrounding cities.

Now, they want to hear from city residents what they need from public transportation.

The city and agency are hosting three input sessions open to the public this month:

- Oct. 17: 5 p.m. to 7 p.m. at Hyatt Place in Greenbrier (709 Eden Way)
- Oct. 18: 2 p.m. to 4 p.m. at the Robert Hall Transfer Station (Robert Hall Boulevard and Military Highway)
- Oct. 19: 4 p.m. to 6 p.m. at the South Norfolk Memorial Library (801 Poindexter Street)

The sessions are part of a year-long study that the city and HRT are doing to evaluate the city's needs as it grows.

Chesapeake recently surpassed Norfolk as the second most populous city in the state, and it's been one of only two localities in the seven cities to see population growth since 2020.

William Harrell, HRT's President and CEO, has said for years the agency would look at light rail extension into Chesapeake.

But previous efforts to expand the Tide have been stymied.

The highest profile obstacle was a referendum in Virginia Beach, where voters blocked efforts to extend the light rail line to the Oceanfront in 2016.

The light rail currently runs through Norfolk from the Eastern Virginia Medical School campus out to the city line at Newtown Road.

HRT wants to expand the Tide within Norfolk, including a hook up to Military Circle as part of redevelopment plans that have also stalled.

### The world changes fast.

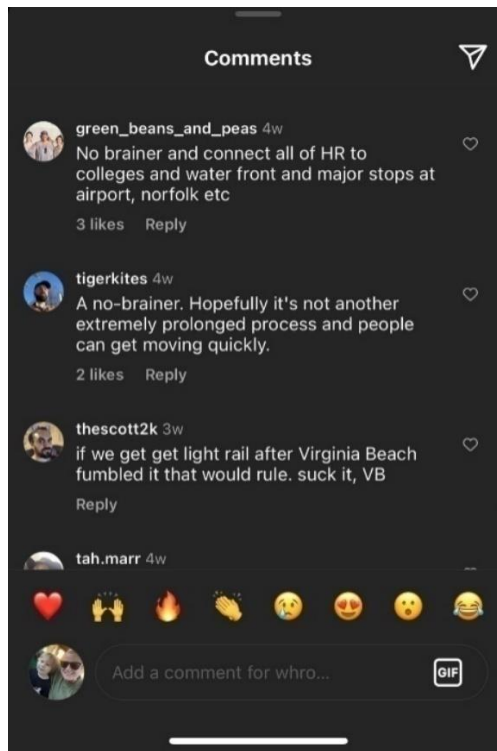
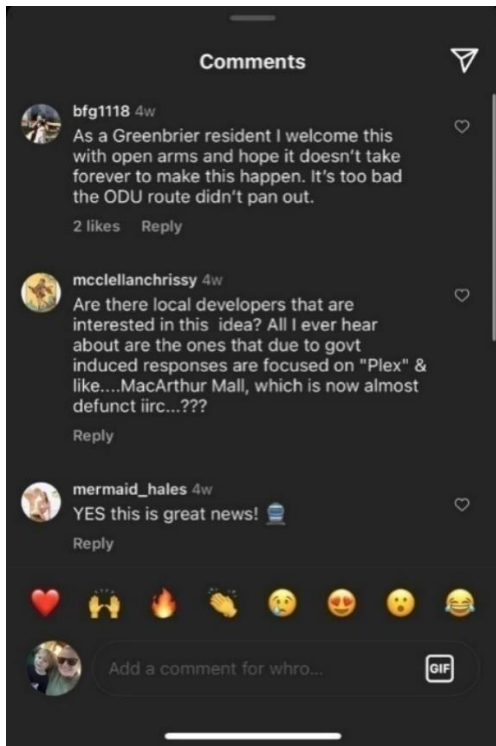
Keep up with daily local news from WHRO. Get local news every weekday in your inbox.

[Sign-up here.](#)









# WHRO News – Social Media



Link: [Connecting Chesapeake: City, HRT exploring high-capacity transit options](#)



**Public meetings and pop-up event scheduled**


SHARE    

CHESAPEAKE, Va. (WAVY) -- Hampton Roads Transit (HRT) and the City of Chesapeake are inviting the public to find out about the future of high-capacity transit options in the city.

The city is hosting public meetings and a pop-up event at three different transit accessible locations.

Where would you ride? When would you ride? The city and HRT want to hear from you.

ADVERTISEMENT



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**Event dates and locations:**

**Public Meetings**

**Hyatt Place**  
709 Eden Way N  
Chesapeake/Greenbrier  
Tuesday, October 17  
5 p.m. – 7 p.m.  
Served by Bus Routes 13 and 24

**South Norfolk Memorial Library**  
801 Poindexter Street  
Thursday, October 19  
4 p.m. – 6 p.m.  
Served by Bus Route 58

ADVERTISEMENT



**Pop-up Event**

Robert Hall Transfer Center  
Located on Robert Hall & Military Hwy.  
Wednesday, October 18  
2 p.m. – 4 p.m.  
Served by Bus Routes 6, 13, 14, 15, 24 and 57

At these events, attendees will find out more about **Connecting Chesapeake: A Study of High-Capacity Transit**, view study maps, chat with members of the study team and join the conversation in an open house style setting.

Follow #GoHRT and #TryTransit on social media.

**WAVY News 10 Social Media**

Link: [https://twitter.com/WAVY\\_News/status/1711924850820854103?s=20](https://twitter.com/WAVY_News/status/1711924850820854103?s=20)



**October 12 – WHRO Another View Radio – Barbara Hamm Lee  
Public Meetings and Pop-Up Event Announcement**



Link: [Another View Radio October 12](#)

[Residents invited to share feedback as Hampton Roads Transit explores 'high-capacity' options in Chesapeake](#)

NEWS > ENVIRONMENT

### Residents invited to share feedback as Hampton Roads Transit explores 'high-capacity' options in Chesapeake



Jonathon Gruenke/Daily Press

Hampton Roads Transit and the city of Chesapeake began conducting a study this summer to look at high-capacity transit options and determine the most feasible alternative that improves connections within Chesapeake and to the rest of the region.



By **NATALIE ANDERSON** | [natalie.anderson@virginiamedia.com](mailto:natalie.anderson@virginiamedia.com) | Staff writer

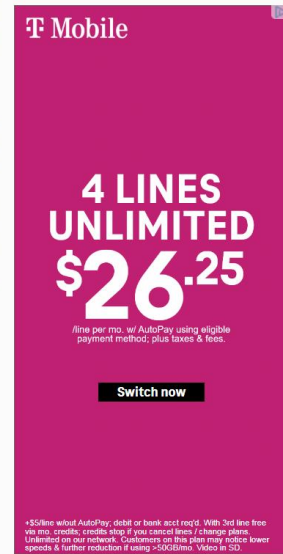
October 16, 2023 at 4:56 p.m.

CHESAPEAKE — Hampton Roads residents have the opportunity this week to weigh in on a study exploring more transit services, including express buses or light rail, for the region.

Hampton Roads Transit and the city of Chesapeake began conducting a study this summer to look at high-capacity transit options and determine the most feasible alternative that improves connections within Chesapeake and to the rest of the region. High-capacity transit typically operates in its own lane or right-of-way and provides more frequent service while making fewer stops, traveling at higher speeds and carrying more people than local transit service.

"High-Capacity Transit technologies could include express bus, light rail or a bus rapid transit (BRT) line," said Sherri Dawson, HRT Director of Transit Development, in a statement. "We're excited to get the Chesapeake community involved as we initiate the study and start to explore alternatives."

The study is anticipated to be completed by the fall of next year. This week, members of the public can learn more and share feedback by attending the following public meetings:



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**Odd Trick That Gets Rid Of Dust (You'll Wish You Tried It Sooner)**

Clarifon





## The Virginian-Pilot Social Media

 **The Virginian-Pilot**  
@virginianpilot

Hampton Roads residents have the opportunity this week to weigh in on a study exploring more transit services, including express buses or light rail, for the region.



6:12 PM · Oct 16, 2023 · 1,362 Views

  1  4  


Link: [HRT exploring high-capacity transit options in Chesapeake](#)

NEWS > IN YOUR COMMUNITY > CHESAPEAKE

[f](#) [t](#) [e](#)


## HRT exploring high-capacity transit options in Chesapeake

Express bus, bus rapid transit, light rail on list of options



WTKR.COM | CHESAPEAKE

TRANSFORMING HAMPTON ROADS TRANSIT 11:15 59° 3



By: Jay Greene

Posted at 11:12 PM, Oct 17, 2023 and last updated 11:26 PM, Oct 17, 2023

CHESAPEAKE, Va. — Hampton Roads Transit is talking about the idea of bringing [high-capacity transit to Chesapeake](#). Officials are holding public meeting sessions to get feedback and to hear from people about what they would like to see.

HRT is conducting a study known as "Connecting Chesapeake."

According to Hampton Roads Transit, the Moving Forward Chesapeake 2035 Comprehensive Plan and 2050 Master Transportation Plan show a need for a "multi modal transportation system to support regional mobility and accessibility for Chesapeake residents."

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- ✓ CONTRAJOS EMPoderADOS
- ✓ ATENCIÓN MÁS CERCA A SEQUIBLE


Learn more

Link: [New high-speed public transportation could be coming to Chesapeake](#)

CHESAPEAKE

## New high-speed public transportation could be coming to Chesapeake

The goal is to meet the needs of the community by connecting the Greenbrier area and the Summit Pointe development.



13newsnow.com

COMMENT FORMS  
CONNECTING  
CHESAPEAKE  
A STUDY OF HIGH-CAPACITY TRANSIT

Author: 13News Now Staff  
Published: 8:30 PM EDT October 18, 2023  
Updated: 8:30 PM EDT October 18, 2023

CHESAPEAKE, Va. — A new transit service could be coming to the city of Chesapeake.


With the city continuing to grow, Hampton Roads Transit launched a study over the summer to figure out the need for a new form of transportation — high-capacity transit.

High-capacity transportation typically travels at a higher speed, makes fewer stops and carries more people.

## 13News Now – WVEC Social Media

**13News Now - WVEC** · October 18 at 8:36 PM · 🌐

The goal is to meet the needs of the community by connecting the Greenbrier area and the Summit Pointe development.



13NEWSNOW.COM

**Chesapeake considers new, high-speed public transportation**  
The goal is to meet the needs of the community by connecting the Greenbrier area and the Su...

3 likes · 1 comment

Like Comment Share

Write a comment...


**Chris Himebaugh**  
That only leads to the Courthouse... 😏

2w Like Reply



## Additional Online Broadcast

Link: [Online Broadcast Interview with Liz Vaughn: City of Chesapeake's 'Peake Life](#)



The video player shows two women in a studio setting. The woman on the left is wearing a maroon polo shirt and is speaking. The woman on the right is wearing a dark blue polo shirt and is holding a laptop. In the background, there is a television displaying the text 'Peake Life' and a map of the Chesapeake region. The video player interface includes a search bar at the top, a play button, a progress bar showing 0:14 / 9:06, and various control icons at the bottom.

And here to tell us all about it is Sherri Dawson. Sherri, thanks for being here.

HRT Connecting Chesapeake

City of Chesapeake  
1.71K subscribers

6 likes

Share Download Save

116 views 3 weeks ago