

- Build on the prior and current efforts of Norfolk, Virginia Beach, the HRPDC, and the Department of the Defense to address recurrent flooding
- Bring together the Navy and localities to discuss the impacts of flooding on Navy operations and readiness
- Move the conversation from headlines of analyzing the problem to developing solutions
- Prepare the region for potential federal and state assistance for resiliency projects
- Foster official involvement from the Navy, and endorsement of local measures, that support their mission

Mr. McFarlane provided a timeline of events leading up to the release of the draft study and noted that the final study was completed in August of 2019. He informed the committee that JLUS is not a regional plan or one being conducted for the overall agency, but one being managed by the agency on behalf of the cities of Virginia Beach and Norfolk. He pointed out that the agency worked with four different installations on the study, which included: Joint Expeditionary Base/Little Creek Fort Story, Naval Station Norfolk, Naval Support Activity Hampton Roads, and Naval Air Station Oceana. The project consultants were AECOM, Moffatt and Nichol, The Miles Agency, and Salter's Creek. A Policy Committee and Technical Committee were established that included elected officials, executive directors, and experts from the cities and military as well as regional, state and federal agencies.

Mr. McFarlane provided an overview of the JLUS process:

- Preparation
- Information gathering and assessment
- Analysis
- Recommendations and strategies
- Plan completion and adoption
- Conceptual design

The analysis focused on flood scenarios, geographic areas, things significant to the navy, and the prioritization of recommended actions. He presented charts and graphs that illustrated where flooding occurs, the impact it has on transportation, and how access to transportation can be affected; which determined the priority areas that need to be addressed. He presented a list of results from the JLUS study.

Mr. McFarlane noted that further discussion will determine if an additional study is needed. He presented a list of the top eight out of 22 recommended actions that will address challenges in specific areas. He informed the committee of the public engagement received and concluded his presentation by presenting a list of next steps for the Virginia Beach and Norfolk JLUS.

Regional Broadband Strategy

Mr. Robert Crum, HRPDC/HRTPO Executive Director, provided an update on the regional broadband strategy. He began his presentation by updating committee members on the Transatlantic Broadband Cable and pointing out where the cables come from, where they landed, and the purpose they serve. After two cables landed in the City of Virginia Beach, city planners, managers, and elected officials from all 17 localities began to question how the region could utilize and leverage the cables as an economic development opportunity and driver for Hampton Roads. Such questions led to a phased approach to construction of a regional fiber network.

The plan for the region is to build an interconnected regional fiber system. Phase I will connect to the subsea cables and create a fiber ring for the Southside cities of Virginia Beach, Norfolk, Portsmouth, Chesapeake, and Suffolk. It will provide ultra-fast service to growth areas such as employment centers, businesses, and higher education institutes. He noted that Phase II will interconnect across the Hampton Roads Bridge Tunnel (HRBT) and provide a fiber ring on the Peninsula. He presented a map that showed where the fiber ring is being constructed.

Mr. Crum informed the committee of the 2018 National Smart Infrastructure Challenge held in Cleveland, Ohio and noted that Hampton Roads was awarded the top prize in that competition. He presented a short video that demonstrated what broadband means for all of Hampton Roads and briefed the committee on the:

- Oversight by Broadband Steering Committee
- 30% Design
- Governance Structure – Broadband Authority
- RFP for final design/construction drawings

Mr. Crum pointed out that on behalf of the Southside Network Authority, the HRPDC is soliciting proposals to establish a contract to complete the final 100% design work for the Southside Regional Connectivity Ring (RCR). He provided background information on the Southside Network Authority:

- Established in November 2019 by the five member Cities of Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach
- Formed as a political subdivision under the Virginia Wireless Service Authorities Act (Code of Virginia, §15.2-5431.1 et seq.)
- Serves an essential public purpose by:
 - Increasing the speed and availability of broadband internet and information services
 - Enabling private investment in the marketplace to be better targeted to serving the public
 - Creating jobs and increasing the tax base of the cities and the region as a whole

Mr. Crum concluded his presentation by describing how proposals will be evaluated.

CAC Bylaws

Chair Danaher presented the bylaws to the CAC members to discuss potential changes. She pointed out that Ms. Miller sent the draft bylaws to committee members in September and November to review and provide feedback. Chair Danaher recapped the previous discussion regarding the length of membership terms. The general consensus was that members were willing to commit to an additional three years of service.

Ms. Miller informed the committee that additional localities have been included in the bylaws to align with CAC's expanded role and function. The number of members per locality is determined by locality population.

Chair Danaher asked for a motion to approve the updated bylaws. Vice-Chair Hardy Moved to approve the updated bylaws as written; seconded by Ms. Miles. The Motion Carried.

Envision 2020 – Regional Branding Initiative Recommendations

Mr. Crum presented The Envision 2020 Regional Branding Initiative recommendations and recapped the discussion that was held with CAC members during a previous meeting. He shared with the CAC members the Task Force's Reports. The reports summarized ten data collection points, and that information is available at: www.Envisioning2020.com.

Mr. Crum noted that the task was about how to best market Hampton Roads and the project goals were to:

- Understand Hampton Roads' current brand identity, awareness, perceptions, and misperceptions.
- Develop recommendations for marketing the region – positioning, communications, and naming implications, etc.

Mr. Crum informed the committee that Project Task Force members, community stakeholders, and young professionals were among those that participated in the study. A survey was announced on all four major TV stations and in the Virginian-Pilot resulting in 2,906 people completing the survey.

Mr. Crum presented the results of the survey noting that the key thing discovered is that the region does not have a unifying name, and that various names suggested tended to divide the region. In order to address those issues, it was determined to launch a unified pride-building campaign utilizing 757 as the regional connector. The benefits of utilizing 757 are:

- 757 is already in use today; especially among young people
- 757 is also the way many people emotionally connect with the region
- 757 has transformed from an area code reference into place brand name

- 757 offers everyone an opportunity to join in without undergoing a major name change

Mr. Crum pointed out that Envision 2020's overall long-term goal is to grow the region's population and economy. This includes attracting and retaining more young professionals, and in turn, attracting greater business investment across the entire region. He concluded his presentation by presenting a marketing video promoting the concept of 757.

For Your Information

There were no items introduced or discussed.

Old/New Business

Chair Danaher stated that after speaking with various members, she found that the CAC would like to receive an update on tree replacements and more updates on transportation projects in the region.

Mr. Crum reported that an update on the ERC Task Force will be provided to the CAC members after the Task Force meets again. He informed the Committee that there are no plans to return the Atlantic Coast Pipeline to the HRPDC agenda. He also noted that the First Circuit Court removed the air quality permit for a transfer center related to the pipeline due to its impact on adjacent neighborhoods in Union Hill. Mr. Crum also stated that that he would like to start a conversation about the historical economic comprehensive strategy at the next meeting.

Adjournment

Chair Danaher asked for motion to adjourn. Vice Chair Hardy moved to adjourn; seconded by Ms. Diana Howard. The Motion Carried.

With no further business to come before the HRPDC/HRTPO Community Advisory Committee, the meeting adjourned at 2:26 p.m.