

#### **PUBLIC INFORMATION MEETING #1**

The first public information session was held on May 30, 2018 to kick off the study for the community. More than 100 participants attended the event and participated in discussion. By the end of the comment period, June 15, 2018, 55 comments were collected through the public meeting, email, USPS mail and the online comment form. The study team developed and implemented a robust outreach campaign to ensure stakeholders were aware of the various ways to get involved during the scoping process. Details about the meeting, public outreach and comments collected are included with this summary. The comments received, plus responses to frequently asked questions is included as separate documents. All summaries will be posted to the study website.

#### **Public Meeting Details**

- Date:** Wednesday, May 30, 2018, 6 - 8 p.m.  
**Presentation:** 6:15 p.m., followed by  
**Location:** Holiday Inn Norfolk Airport  
1570 N. Military Highway, Norfolk VA, 23502  
**Attendance:** 95 signed in, more than 100 were counted. The attendee breakdown follows:

During this information session, a brief presentation was offered to start the meeting. Afterwards, participants were invited to talk with team members and review more information at two work stations. The stations were staffed by master planning personnel from the consultant team and the Airport Authority who facilitated questions and discussions related to the study. This format allowed citizens to discuss master plan component individually. Participants were asked to sign in at a welcome table before entering the meeting. A meeting handout of the presentation slides and a comment form was distributed to each participant.

The presentation included information about the goals and objectives of the study, the study process, information about the latest changes within the aviation industry, current airport inventory information from Working Paper #1, and how to provide feedback about the future of the airport to the team. A video recording of the presentation is available from the study website along with the PowerPoint slide version.

**The presentation can be viewed online:**

[www.orfmasterplan.com/resources/documents/Public-Meeting-1-Presentation.pdf](http://www.orfmasterplan.com/resources/documents/Public-Meeting-1-Presentation.pdf)

**The video recorded presentation can be viewed online:**

<https://www.youtube.com/watch?v=sfqSRd26kxw&feature=youtu.be>

Participants were encouraged to ask questions and offer input at the session. The Airport Authority wants to ensure that the master planning process is a collaborative effort between the airport, the community, airlines, airport tenants, public agencies and other stakeholders. The presentation and other meeting materials were posted to the study website and comments on this phase of the Master Plan Update were due by June 15, 2018.

The information session location was accessible to persons with disabilities. Persons requiring special assistance to attend, were asked to call 757-460-4183, or TTY 711 at least 72 hours in advance of the meeting. No calls were received.

## **Public Notifications**

The public and general stakeholder organizations were notified of Public Information Meeting #1 in a variety of ways. The following provides greater detail about the methods used to educate, inform and engage diverse communities in this important regional study.

## **Study Specific Contact List**

A contact list was developed specifically for this study and will be maintained and updated throughout. The list includes a diverse group of airport neighbors, citizens, stakeholders, community leaders, ethnic groups, social service groups and study participants. Individuals who sign in during meetings, submit surveys/comments or a request to be added to the mailing list, are included in this database. Additionally, those on the database who made a request to be removed will be deleted from the list. This contact list is used to notify participants of meetings and to send study updates.

## **Planning Advisory Committee (PAC)**

A Planning Advisory Committee (PAC) has been convened to work closely with the Master Plan Update team to provide insight and advise on airport needs. The PAC is comprised of key regional stakeholder groups and includes: airport tenants, general aviation, cities and counties, regional planning groups, military, civic and Title VI organizations. Periodic meetings of the PAC will be held at critical points in the process. *A full list of organizations represented on the PAC is found online:*

*<http://www.orfmasterplan.com/resources/documents/ORF-Planning-Advisory-Committee-Membership.pdf>*

## **Briefings**

The team presented information to the Norfolk Airport Authority Board of Commissioners to explain the Master Plan process, review data and to gain their input on inventory and preliminary forecast data.

## **Study Website – [www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)**

The study website was developed as an education and notification tool for the Master Plan Update process. Background information is relayed through the web pages in addition to public participation opportunities to include public meeting details, meeting materials and information on how to comment and become part of the contact list to receive study updates. *A screen capture of the home page and comment information is included in the Appendix.*

## **Poster-Sized Display Boards**

Large poster-sized study information boards were developed and distributed to 10 key locations, including Signature General Aviation and libraries in the study area. These boards were displayed on easels for three weeks in advance of the meeting and two weeks after the meeting until the close of the comment period. *A copy of the display board is included in the Appendix.*

## **Fliers**

Informational fliers were produced and 700 were distributed in the areas surrounding the airport. Fliers were also shared by email in PDF. *A copy of the flier is included in the Appendix.*

## **Newspaper Ad Notifications**

Newspaper advertisements were developed and placed in the Main News sections of local and regional newspapers beginning two weeks in advance of the meeting. The ad that appeared in Tidewater Hispanic was translated to Spanish. Electronic tear sheets have been collected for the official record. *Copies of the newspaper ads are included in the Appendix.*

**Ad placement schedule:**

Region	Newspaper	Day of the week	Insertion Date
South Hampton Roads and some of Eastern Shore	The Virginian Pilot	Sunday	5/13/18
		Sunday	5/20/18
		Monday	5/28/18
Peninsula	The Daily Press	Sunday	5/13/18
		Monday	5/28/18
Hampton Roads – Hispanic (Translated to Spanish)	Tidewater Hispanic	Wednesday	5/16/18
Hampton Roads - Urban	New Journal & Guide	Thursday	5/17/18

**Postcard Direct Mail**

A postcard mailer meeting announcement was distributed by USPS mail to 3,450 contacts that included 3,230 households within a roughly 1.35 radius of the airport in addition to 220 contacts on the study's mailing list including Burton Station homeowners identified through the Strategic Growth Plan (2009). An additional 100 cards were printed for distribution. *A copy of the postcard is included in the Appendix.*

**E-mail Notifications**

In addition to newspaper and flyer notification distribution, e-mail notifications were sent to hundreds of stakeholders on the study contact mailing list. *Copies of the email notifications are included in the Appendix.*

E-mail #1 – May 4, 2018: 773 recipients received an announcement of the public meeting dates and locations.

E-mail #2 – May 21, 2018: 828 recipients received a second email as a reminder of the meetings and a direct link to the online comment form.

Email #3 – June 8, 2018: 920 recipients received a final email reminder to complete the online comment form or mail a comment. Links were provided to meeting materials including the recorded presentation.

**Social Media**

Information for social media platforms were posted by NAA staff through the ORF social media platforms:

<https://www.facebook.com/NorfolkInternationalAirport/>

<https://twitter.com/NorfolkAirport>

<https://www.instagram.com/takeorf/>

Facebook Event:

An event was created at <https://www.facebook.com/events/461518757595443/>. It has been boosted on FB and Twitter.

## Media Relations

A news release was distributed to local and regional news outlets on May 21, 2018 by NAA. Additionally, a media advisory was distributed on May 28, 2018 inviting media to attend. A reporter from Inside Business/Virginian-Pilot attended and interviewed study team members as well as meeting participants. *A copy of the news release and media advisory are included in the Appendix.*

Media Outlet
The Virginia Gazette
Inside Business
The Hampton Roads Business Journal
The Virginian-Pilot
Daily Press
WAVY-TV
The Virginian-Pilot
WTKR-TV
WVEC-TV Online
Southside Daily
Suffolk News Herald
Sinclair Radio
Tidewater Biz

### Resulting media coverage:

5/21/18: Virginian Pilot [“Norfolk Airport is putting together 20-year master plan, wants public feedback”](#)

6/1/18: Virginian Pilot [“Future of Norfolk airport's runways discussed at packed planning meeting”](#)

### Targeted Special Audience and Title VI-Environmental Justice Outreach

Targeted outreach was conducted to include people who are not typically well represented in the planning process such as low income, minority, elderly, disabled, low literacy, Limited English Proficiency (LEP) and non-English speaking individuals, human service groups, and the organizations that advocate and/or provide services on their behalf.

The study team began with a preliminary analysis of the affected area to identify Title VI organizations and advocacy groups and to discover the specific needs of those populations. Initial calls were placed to the Hampton Roads Planning District Commission and Norfolk and Virginia Beach Public Information officers for their input. The following outlines the tasks accomplished for Special Audience/Title VI:

- Held public meetings in an ADA accessible location. The public meeting location was selected as convenient for Burton Station residents and other potential EJ communities near the airport.
- TTY 711 number was included in most of the outreach materials.
- Provided sign language interpretation and Spanish language translation services free of charge during public meetings if requested 72 hours in advance of the meeting.
- Provided oral interpretation for those meeting participants who wish to provide spoken comments to a stenographer.
- Published public meeting notices in general and minority newspapers including Tidewater Hispanic News (translated Spanish ad copy) and New Journal and Guide (urban/minority reach).

All notices and materials included information on how to receive special assistance.

- Developed a Title VI advocacy group contact database (includes faith, human service advocates and more).
  - Emails were sent to key groups requesting their assistance to further distribute meeting and study information to their members, employees, customers and (Social Service, Faith, Hispanic). They were asked to forward meeting notification emails to their groups, post information on their websites, social media and community bulletin boards, and more. Emails were sent to ensure these contacts had appropriate and timely notification and materials. These groups included:
    - Faith
    - Civic leagues
    - Title VI groups (social service and senior organizations)
    - Limited English Proficiency Advocates
    - Airport Neighbor businesses
    - Regional business contacts
- Communicated with Public Information Officers and Communication Managers in the region encouraging them to forward email notifications to their groups, to post information on their websites, include information in newsletters and more as appropriate.
  - Contacted regional MPO Title VI contact to share information
  - Contacted City of Virginia Beach “nextdoor.com” PIO leader to push notification information throughout community bordering airport
  - Worked with Norfolk and Virginia Beach PIOs to push notification through social media outlets
- Distributed public meeting press release notices through the NAA media relations regional print and broadcast media outlets.
- Mailed 3,430 postcards to contacts within a 1.35-mile radius around airport to include Burton Station neighborhood.
- Distributed 700 flyers to the following:
  - Community centers
  - Libraries
  - Community bulletin boards
  - Businesses neighboring the airport including the Burton Station area
- Delivered large poster-sized display board meeting announcements to 10 locations including the Norfolk Airport and libraries in Norfolk and Virginia Beach.

**Other special outreach included:**

*Norfolk International Airport:*

- Posted meeting information to their [web site home page](#) and linked to [orf-eis.com](#)
- Posted to [NAA Press Room](#) and linked to [FAA press release](#)
- Posted the public notice flyer in the public notice box outside of the airport administrative offices.
- Posted information to [Twitter](#) in late June and posted to both [Twitter](#) and [Facebook](#)

*Signature Aviation/General Aviation:*

- Placed flyers in the lobby and front desk
- Public Information Officers:
  - Sent email alert to all Hampton Roads PIOs asking that they distribute meeting information through their communication channels.
  - City of Norfolk PIO outreach summary (Lori Crouch, Corporate Communications Director/City of Norfolk):
    - My office plans to help spread the word on all our city-owned platforms. We are more than happy to help spread the word about the upcoming public

meetings. We can add these to our city calendar on the website, in addition to place on our social media platforms and Nextdoor. Our Neighborhood Specialists are another great resource and Melinda and I can engage with them as well. We can also request our colleagues at NRHA send out the information to their public housing communities. The press release, electronic fliers and accompanying language will work. You are more than welcome to place a poster in the lobby of City Hall.

- City of Virginia Beach PIO outreach summary (Barbara Morrison, Media & Communication Manager/City Manager's Office/City of Virginia Beach):
  - We will share posts from the Norfolk Airport social media sites. Yes, we can share information with the Mayor's Committee for Persons with Disabilities and the Mayor's Commission on Aging. I will follow-up to let you know who else we may reach out to. I can take care of Nextdoor. No, our City Council doesn't have a FB Page, but the City does. I will have the meeting added to our VBGov site as well as promote through our other tools.
  
- Norfolk City Council outreach summary (Andria McClellan, Norfolk City Council/Superward 6): posted information about the master plan update meeting on the council FB page (links below):  
<https://www.facebook.com/andriafornorfolk/posts/1807563319302162>  
[andria.mcclellan@norfolk.gov](mailto:andria.mcclellan@norfolk.gov)  
[www.facebook.com/andriafornorfolk](http://www.facebook.com/andriafornorfolk)

### **Comment Process**

During this phase of the study, citizens, stakeholders and agencies were offered several ways to submit comments on the study by June 15, 2018. At the public meeting, printed comment forms were available to fill out and turn in or mail using USPS. A stenographer was also available at the public meeting to record verbal comments. The project website included a fillable online comment form and a printable PDF. Mailed comments and questions were directed to Anthony Rondeau at the Norfolk Airport Authority.

By the end of the comment period for this phase, June 15, 2018, 55 comments had been received. *A summary of all comments received and responses to the most frequently asked questions are included as separate documents.*

Written comments were received through multiple means, including:

- Study website comments
- Direct email
- Comment cards & letters
- Public meeting verbal comments

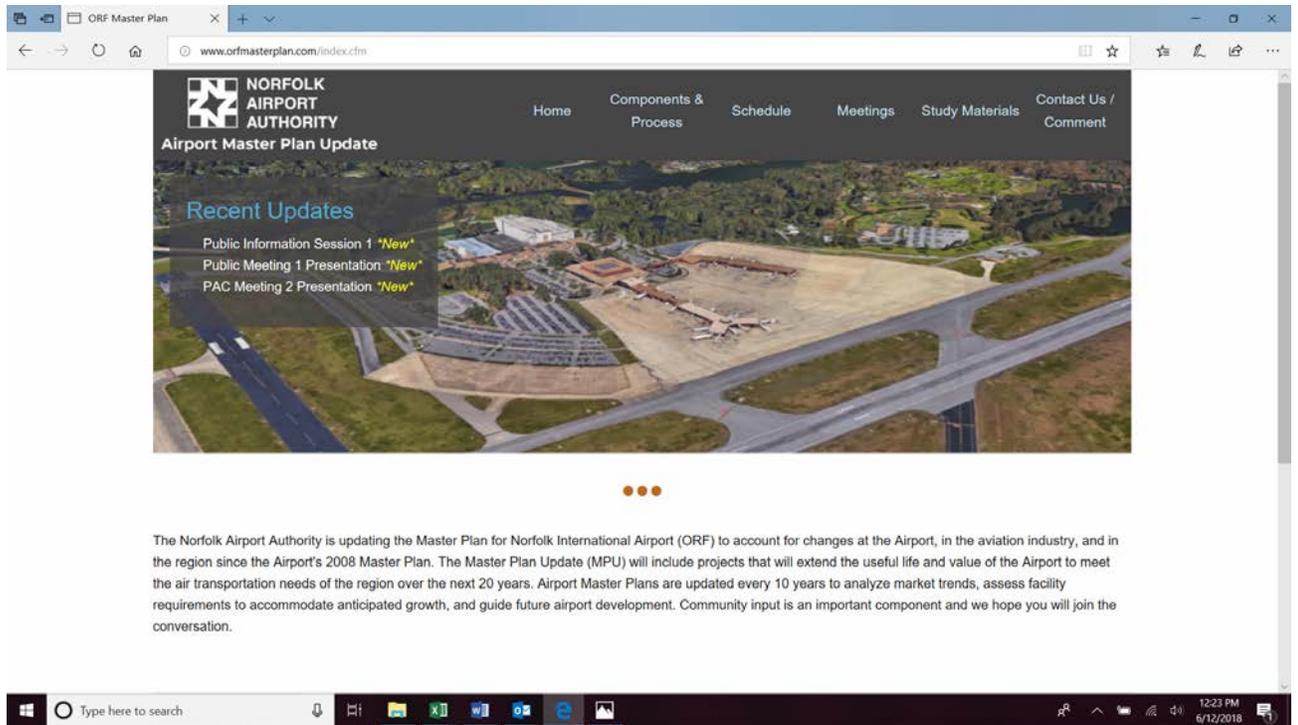
The comments varied widely with regard to subject, level of detail, and satisfaction with the Airport (although the majority of the comments viewed the Airport with a positive perspective). While all comments have been reviewed and will be considered during the planning process, it is not practical to reply to each comment individually. As such, this summary lists the most common subjects of the comments submitted, and a brief reply. The most common subjects included:

- Removal of the moving walkway
- General terminal service improvements (concessions, seating, etc.)
- Public transit to the Airport
- Airline services (airline fares, destinations, etc.)
- Runway improvements (crosswind and parallel runways)
- Cost of general aviation aircraft services

## **APPENDICES**

Study Website Screenshot  
Flier  
Large Display Board  
Postcard  
Newspaper Ad Notifications  
E-mail Notifications  
    E-mail #1  
    E-mail #2  
    Email #3  
Press Release  
Social Media  
Twitter/Tweet  
Comment Form

# Study Website



## Public Information Session Scheduled for Norfolk Airport Master Plan Update

Norfolk Airport Authority has recently begun the Airport's Master Plan Update (MPU) to account for numerous changes that have taken place at the Airport, in the aviation industry, and in the Hampton Roads region since completion of the Airport's 2008 MPU. The Master Plan will be used to support growth and guide development to meet existing and future needs of Airport users.



### Mark your calendar to attend a Public Information Session.

Please join us at an information session to learn more about the ongoing Airport MPU. During the information session, you will have an opportunity to understand the objectives of the study, review

the study process, and hear information about the latest changes within the aviation industry plus provide your feedback about the future of the Airport.

**Wednesday, May 30, 2018, 6 - 8 p.m.**

(presentation at 6:15 p.m.)

**Holiday Inn Norfolk Airport,  
1570 N. Military Highway, Norfolk VA, 23502**

The information session location is accessible to persons with disabilities. If you require special assistance, such as sign language, call 757-460-4183, or TTY 711 by Friday, May 25.

### Can't make the meeting? Please send input by June 15, 2018.

The public meeting presentation and materials will be available on the study website after May 30, 2018. We want your insight for this important study and future needs of Norfolk International Airport. Share your input and requests to be added to the MPU mailing list in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail: Anthony E. Rondeau, Deputy Executive Director,  
Norfolk International Airport, 2200 Norview Avenue, Norfolk, VA 23518

Stay Connected Online: [www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)



**NORFOLK INTERNATIONAL AIRPORT**

## You're Invited!

### Public Information Session Scheduled for Norfolk Airport Master Plan Update

Norfolk Airport Authority has recently begun the Airport's Master Plan Update (MPU) to account for numerous changes that have taken place at the Airport, in the aviation industry, and in the Hampton Roads region since completion of the Airport's 2008 MPU. The Master Plan will be used to support growth and guide development to meet existing and future needs of Airport users.



#### Mark your calendar.

Join us to learn about the objectives of the study, the study process, and the latest changes within the aviation industry plus provide your feedback about the future of the Airport.

**Wednesday, May 30, 2018, 6 - 8 p.m.**  
(presentation at 6:15 p.m.)

**Holiday Inn Norfolk Airport,  
1570 N. Military Highway, Norfolk VA, 23502**

The information session location is accessible to persons with disabilities. If you require special assistance, such as sign language, call 757-460-4183, or TTY 711 by Friday, May 25.

**Can't make the meeting?  
Please send input by June 15, 2018.**

We want your insight for this important study and future needs of Norfolk International Airport. Please review the information session presentation and materials on the study website (available after May 30, 2018) and provide feedback in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail: Anthony E. Rondeau, Deputy Executive Director,  
Norfolk International Airport,  
2200 Norview Avenue, Norfolk, VA 23518

**Stay Connected Online:  
[www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)**



**NORFOLK INTERNATIONAL AIRPORT**

## Public Meeting Scheduled for Norfolk Airport Master Plan Update

Norfolk Airport Authority has recently begun the Airport's Master Plan Update (MPU) to account for numerous changes that have taken place at the Airport, in the aviation industry, and in the Hampton Roads region since completion of the Airport's 2008 MPU. The Master Plan will be used to support growth and guide development to meet existing and future needs of Airport users.

### **Mark your calendar to attend a Public Information Session.**

Please join us at an information session to learn more about the ongoing Airport MPU. During the information session, you will have an opportunity to understand the objectives of the study, review the study process, and hear information about the latest changes within the aviation industry plus provide your feedback about the future of the Airport.

**Wednesday, May 30, 2018, 6 - 8 p.m. (presentation at 6:15 p.m.)**

Holiday Inn Norfolk Airport, 1570 N. Military Highway, Norfolk VA, 23502

The information session location is accessible to persons with disabilities. If you require special assistance, such as sign language, call 757-460-4183, or TTY 711 by Friday, May 25.

### **Can't make the meeting? Please send input by June 15, 2018.**

The public meeting presentation and materials will be available on the study website after May 30, 2018. We want your insight for this important study and future needs of Norfolk International Airport. Share your input and requests to be added to the MPU mailing list in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail: Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport, 2200 Norview Avenue, Norfolk, VA 23518

Learn more about the Master Plan Update by visiting:  
[www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)



**NORFOLK INTERNATIONAL AIRPORT**

## Aeropuerto internacional de Norfolk Actualización del Plan Maestro

### Calendario de la Sesión Informativa Pública para la actualización del Plan Maestro del Aeropuerto

La Autoridad del Aeropuerto de Norfolk ha empezado recientemente la actualización del Plan Maestro del Aeropuerto (MPU, por sus siglas) para considerar los numerosos cambios que se han realizado en el Aeropuerto, en la industria de la aviación, y en la región de Hampton Roads desde la finalización del MPU 2008 del Aeropuerto. El Plan Maestro será usado para soportar el crecimiento y guiar el desarrollo que satisfaga las existentes y futuras necesidades de los usuarios del Aeropuerto.

### Marque su calendario para atender una Sesión Informativa Pública.

Por favor venga a una sesión informativa para aprender más sobre el MPU en curso del aeropuerto. Durante la sesión informativa, usted tendrá una oportunidad para entender los objetivos del estudio, revisar el proceso del estudio, y escuchar información sobre los más recientes cambios en la industria de la aviación además de proveer sus comentarios sobre el futuro del Aeropuerto.

**Miércoles, 30 de Mayo del 2018, 6-8 p.m.**  
(presentación a las 6:15 p.m.)

**Holiday Inn Norfolk Airport, 1570 N. Military Highway,  
Norfolk VA, 23502**

El lugar de la Sesión Informativa es accesible a personas con discapacidades. Si usted requiere asistencia especial, como traducción o lenguaje de señas, llame al 757-460-4183, ó TTY 711 por para el 25 de mayo.

### ¿No puede atender la reunión? Por favor envíe su comentario hasta el 15 de junio del 2018.

La presentación de la Sesión Pública y los materiales estarán disponibles en la website del estudio después del 30 de mayo. Queremos su opinión sobre este estudio importante y las necesidades futuras del Aeropuerto Internacional de Norfolk. Comparta su opinión y pida que ser añadido a la lista de correo del MPU en uno de los siguientes opciones:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Correo: Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport, 2200 Norview Avenue, Norfolk, VA 23518

Aprenda más sobre la actualización del Plan Maestro visitando:  
[www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)



**NORFOLK INTERNATIONAL AIRPORT**

## Postcard (Sides A & B)



### Public Information Session Scheduled for Airport Master Plan Update

The Norfolk Airport Authority has undertaken a Master Plan Update (MPU) to take into account numerous changes that have taken place at the Airport, in the aviation industry, and in the Hampton Roads region since completion of the Airport's 2008 MPU. The plan will serve as a guide for future airport development over a span of 20 years.

#### Mark your calendar to attend.

Please plan to attend an information session to learn more about the future of Norfolk International Airport and to offer your input to the planning process.

**Wednesday, May 30, 2018, 6-8 p.m.**  
(presentation at 6:15 p.m.)  
**Holiday Inn Norfolk Airport**  
1570 N. Military Highway  
Norfolk, VA 23502

The information session location is accessible to persons with disabilities. If you require special assistance, such as sign language, call 757-460-4183, or TTY 711 by Friday, May 25.



 **NORFOLK INTERNATIONAL AIRPORT**

### Public Information Session Scheduled for Airport Master Plan Update

#### Can't make the meeting? Please send input by June 15, 2018.

The public meeting presentation and materials will be available on the study website after May 30, 2018. We want your insight for this important study and future needs of Norfolk International Airport. Share your input and requests to be added to the MPU mailing list in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail: Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

Learn more about the Master Plan Update by visiting: [www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)

 **NORFOLK INTERNATIONAL AIRPORT**

**Norfolk Airport**  
**Master Plan Update**  
2200 Norview Avenue  
Norfolk, VA 23518-5807

Auto Presorted  
First-Class Mail  
U.S. Postage Paid  
Permit 4557  
Phoenix, AZ

KENNETH GARRETT  
OR CURRENT RESIDENT  
1541 KILMER LN  
NORFOLK, VA 23502



877111281102205

## Email Notice #1 (5/4/18)

### Public Information Session Scheduled for Norfolk Airport Master Plan Update

Please join us to learn more about the Master Plan Update (MPU) for Norfolk International Airport. At the information session, you will have an opportunity to learn more about the goals and objectives of the study, review the study process, hear information about the latest changes within the aviation industry and provide your feedback about the future of the Airport.

The Norfolk Airport Authority has undertaken the MPU to account for numerous changes that have taken place at the Airport, in the aviation industry, and in the Hampton Roads region since completion of the Airport's 2008 MPU. The Master Plan will be used to support growth and guide development to meet existing and future needs of Airport users.

#### Mark Your Calendar to Attend.

You will have an opportunity to learn more about the goals and objectives of the study, review the study process, hear information about the latest changes within the aviation industry and provide feedback about the future of the Airport. Staff from the Norfolk Airport Authority and the planning consultant team will be present and available to answer any questions about the MPU.

**Date:** Wednesday, May 30, 2018

**Time:** 6 p.m. - 8 p.m. (presentation at 6:15 p.m.)

**Location:** Holiday Inn -Norfolk Airport, 1570 N. Military Highway

Locations are accessible to persons with disabilities. If you require special assistance, such as sign language, please call 757-460-4183 or TTY 711 by Friday, May 25.

#### Can't Make the Meeting?

For your convenience, the presentation shown at the meeting will be posted online after May 30, 2018.

#### Please Send Comments by June 15, 2018.

Written and verbal comments will be accepted during the public information session. You also may review information online and send your input in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail:

Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

#### More about the Master Plan Update.

The MPU will provide a guideline for future airport development for the next 20 years. As part of this update, the Norfolk Airport Authority and its consultants will be conducting the following work:

- Forecasting future aviation activity
- Analyzing the economic impact of the airport on our region
- Surveying airport tenants, general aviation and other businesses in Hampton Roads
- Further evaluate the proposed second runway to run parallel to the existing runway
- Evaluating the existing conditions of Airport facilities and infrastructure
- Assessing future facility needs

- Determining how best to meet these needs through facility improvements
- Evaluating the potential environmental and financial issues associated with recommended facility improvements
- Preparing an updated, FAA-approved Airport Layout Plan that shows existing and recommended Airport facilities

The Norfolk Airport Authority wants to ensure that the master planning process is a collaborative effort between the Airport, the community, airlines, airport tenants, public agencies and other stakeholders. We hope you will participate in this study.

**Stay Connected Online:** [www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)

*Unsubscribe: If you do not wish to receive emails about the study, reply to this email with "Unsubscribe" in the subject line. Throughout the course of the study, we will use email to send updates and public meeting invitations about the Norfolk Airport MPU. We hope you will continue to participate.*

## Email Notice #2 (5/21/18)

### Public Information Session Reminder.

We hope you will join us for the Public Information Session to learn more about the Master Plan Update (MPU) for Norfolk International Airport. During this initial information session, a brief presentation will be offered and then participants will be invited to talk informally with team members and review more information on public display. Citizens will have an opportunity to learn more about the goals and objectives of the study, review the study process, hear information about the latest changes within the aviation industry, and provide feedback about the future of the airport.

**Date:** Wednesday, May 30, 2018

**Time:** 6 p.m. - 8 p.m. (presentation at 6:15 p.m.)

**Location:** Holiday Inn -Norfolk Airport, 1570 N. Military Highway

Locations are accessible to persons with disabilities. If you require special assistance, such as sign language, please call 757-460-4183 or TTY 711 by Friday, May 25.

### Read about Existing Conditions at the Airport.

The MPU team has recently completed the draft Working Paper #1 - Airport Inventory. This Working Paper details the initial step in documenting the master planning process - the identification and inventory of the Airport's existing conditions. The information provided includes a broad overview of airfield and landside facilities, passenger terminals, supporting facilities and more. Links to view draft Working Paper #1 and an aerial map of the airport are included below:

**Working Paper #1:** <http://www.orfmasterplan.com/resources/documents/ORF-WP1-Final-Draft.pdf>

**Airport Diagram:** <http://orfmasterplan.com/resources/documents/ORF-AD-2018-04-26.pdf>

### ***Can't make the meeting? Please send input by June 15, 2018.***

The presentation shown at the meeting will be posted online after May 30, 2018:

[www.ORFMasterPlan.com](http://www.ORFMasterPlan.com). Written and verbal comments will be accepted during the public information session and you also may send your input in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail:  
Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

Stay Connected Online:

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

## Email Notice #3 (6/8/18)

### **Don't miss your opportunity to help ORF plan for the future.**

On May 30, 2018, Norfolk International Airport held a public information meeting about the Master Plan Update process that is underway for Norfolk International Airport (ORF). During the meeting, the team presented the study process and types of information that will be evaluated, including aviation industry trends, current FAA standards and sustainability. The meeting presentation was recorded for your convenience and is available on the study website via a link provided in this email. This presentation offers an overview of the process and initial inventory information to kick off the study.

The master planning process is essential to explore ways our region can meet projected needs for air travel. Our intention is to create a collaborative planning process between the airport, the community, airlines, airport tenants, public agencies and other stakeholders. We encourage you continue participating by sharing your insight with the team throughout the study.

### **Meeting Materials and Presentation to help you comment.**

- Information Session Presentation - <http://www.orfmasterplan.com/resources/documents/Public-Meeting-1-Presentation.pdf>
- Video Recording of Presentation - <https://youtu.be/sfqSRd26kxw>
- Working Paper #1 – Airport Inventory - <http://www.orfmasterplan.com/resources/documents/ORF-WP1-Final-Draft.pdf>

### **Please send your input for this phase by June 15, 2018.**

Your participation is important. While your comments and questions will be accepted throughout the course of the study, this is your opportunity to affect this phase of the study. Please take a few minutes to review the materials posted to the study website and send us a comment form with your thoughts and questions.

### **Send your comments and questions about the airport in one of the following ways:**

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail:

Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

### **Next Steps for the Master Plan Update.**

Once all comments have been reviewed, that information will be considered and incorporated as appropriate into the master planning process. Draft Working Papers will be sent out for review and comment as they are completed. These working papers essentially make up the individual chapters of the Master Plan document. By spring 2019, after a majority of the evaluation has been completed and alternatives have been identified for consideration, a second public meeting will be scheduled. The Norfolk Airport Authority plans to complete the Master Plan by fall 2019. Please visit the website often to review the latest news and information.

We appreciate your continued interest in the Norfolk International Airport.

### **Stay Connected Online:**

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

*Unsubscribe: Please reply to this email with "Unsubscribe" in the subject line to be removed from our email distribution list.*

## **Email Notice to Public Information Officers)**

Public Information Officer:

We are assisting the Norfolk International Airport on their current Master Plan Update (MPU). During this process, we will invite key regional stakeholders and the general public to participate in the development of an airport master plan that meets the present and future needs of the community. Our goal for public involvement is to communicate early and often, and to ensure diversity of participants. Since the airport serves the larger Hampton Roads region, we are hoping to enlist your support again to help us broaden our outreach through some of the tools you use such as your NextDoor tool. We have appreciated your help on past studies and studies we've been involved in and hope to work with you on this one as well. To keep everyone updated, we'll be reaching out to other area Public Information Officers and Communication Managers from surrounding cities and counties.

In addition to asking for your help to share public meeting notifications with your listservs, social media, etc., we have a few questions for you listed below that will help us prepare for our first public information meeting on May 30. For your convenience color and black and white versions of the meeting notification flier are attached.

1. What kind of information would you like to get from us that you may not be receiving? Two to four weeks out from the public meetings, we will provide you with a press release, flier PDFs (attached today) and an email message to forward.
2. Are there any new communication tools that we could develop for your use?
3. Are there any grassroots opportunities to spread the word about the master plan update before the initial Public Information Meetings possibly in late May (i.e. events, meetings)?
4. One specific area of importance is the Title VI and Environmental Justice portion of the public involvement plan. Anything you can offer to strengthen our outreach to low income, senior, disabled, and Limited English Proficiency audiences in your community would be tremendously helpful.

Thank you for your continued support in promoting the Airport MPU. Please call if you have any questions. We look forward to hearing from you.

### **Attachments:**

Public Meeting #1 Flier (Color)

Public Meeting #1 Flier (B/W)

## Press Release



### FOR IMMEDIATE RELEASE

Date: May 21, 2018

Contacts: Anthony Rondeau or Charles Braden  
(757) 857-3351

### **NORFOLK AIRPORT AUTHORITY TO HOLD PUBLIC INFORMATION SESSION FOR AIRPORT MASTER PLAN UPDATE**

Norfolk, VA – The Norfolk Airport Authority invites the public to the first information session about the ongoing Airport Master Plan Update (MPU) on Wednesday, May 30, 2018 from 6:00 p.m. – 8:00 p.m. at the Holiday Inn -- Norfolk Airport located at 1570 N. Military Highway, Norfolk, Virginia. A presentation will be at 6:15 p.m.

This information session will be held in an informal, open house format with informational displays located throughout the meeting room. Each display will exhibit different components of the master plan with study team members available to answer questions from the public. This format will allow citizens to move freely to various areas of interest and discuss each component individually. Citizens will have an opportunity to learn more about the goals and objectives of the study, review the study process, hear information about the latest changes within the aviation industry and provide feedback about the future of the airport.

The public is encouraged to ask questions and offer input at the session. In addition, comment forms will be available for those who wish to submit their questions and comments in writing. The Airport Authority wants to ensure that the master planning process is a collaborative effort between the airport, the community, airlines, airport tenants, public agencies and other stakeholders. The presentation and other meeting materials will be posted to the study website after May 30, 2018 and comments on this phase of the Master Plan Update are due by June 15, 2018.

Those unable to attend may send comments, questions or requests to be added to the MPU mailing list in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail:  
Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

“The Norfolk Airport Authority has undertaken the Master Plan Update to account for numerous changes that have taken place at the airport, in the aviation industry, and in the Hampton Roads region since completion of the airport’s 2008 Master Plan Update,” said Robert Bowen, airport executive director. “The master plan will be used to support growth and guide development to meet existing and future needs of the airport.”

-More-

## Press Release Cont'd

The MPU will provide a guideline for future airport development for the next 20 years. As part of this update, the airport and its consultants will be conducting the following work:

- Forecasting future aviation activity
- Analyzing the economic impact of the airport on our region
- Surveying airport tenants, general aviation and other businesses in Hampton Roads
- Further evaluate the proposed second runway to run parallel to the existing runway
- Evaluating the existing conditions of airport facilities and infrastructure
- Assessing future facility needs
- Determining how best to meet these needs through facility improvements
- Evaluating the potential environmental and financial issues associated with recommended facility improvements
- Preparing an updated, FAA-approved Airport Layout Plan that shows existing and recommended airport facilities

After a majority of the evaluation has been completed, the public will have another opportunity to review the MPU findings and recommendations at a second public information session scheduled for spring 2019 upon release of the draft report. The Norfolk Airport Authority hopes to complete the update by summer 2019.

The information session location is accessible to persons with disabilities. If guests require special assistance, such as an interpreter for the hearing impaired, they may call 757-460-4183, or TYY 711 by Friday, May 25.

Learn more about the Master Plan Update by visiting: [www.ORFMasterPlan.com](http://www.ORFMasterPlan.com)

# # #

# Social Media Statistics

## Facebook Event Posted on May 7, 2018



**MAY 30** Master Plan Update Public Information Session  
Public · Hosted by Norfolk International Airport

★ Interested   ✓ Going   ...

🕒 Wednesday, May 30 at 6 PM - 8 PM  
about 1 week ago

📍 Holiday Inn Norfolk Airport (Norfolk, VA)  
1570 N. Military Hwy, Norfolk, Virginia 23502   [Show Map](#)

About   Discussion

✍ Write Post   📷 Add Photo/Video   🗳 Create Poll   🌐

 Write something...

**37 Went · 303 Interested**  
Share this event with your followers

**Details**

The Norfolk Airport Authority invites the public to the first information session about the ongoing Airport Master Plan Update (MPU) on Wednesday, May 30, 2018 from 6:00 p.m. – 8:00 p.m. at the Holiday Inn – Norfolk Airport located at 1570 N. Military Highway, Norfolk, Virginia. A presentation will be at 6:15 p.m.

This information session will be held in an informal, open house format with informational displays located throughout the meeting room. Each display will exhibit different components of the master plan with study team members available to answer questions from the public. This format will allow citizens to move freely to various areas of interest and discuss each component individually. Citizens will have an opportunity to learn more about the goals and objectives of the study, review the study process, hear information about the latest changes within the aviation industry and provide feedback about the future of the airport.

The public is encouraged to ask questions and offer input at the session. In addition, comment forms will be available for those who wish to submit their questions and comments in writing. The Airport Authority wants to ensure that the master planning process is a collaborative effort between the airport, the community, airlines, airport tenants, public agencies and other stakeholders. The presentation and other meeting materials will be posted to the study website after May 30, 2018 and comments on this phase of the Master Plan Update are due by June 15, 2018.

Those unable to attend may send comments, questions or requests to be added to the MPU mailing list in one of the following ways:

- Online: [www.ORFMasterPlan.com/content/contact/](http://www.ORFMasterPlan.com/content/contact/)
- Email: [ORFmpu@ORFMasterPlan.com](mailto:ORFmpu@ORFMasterPlan.com)
- Mail:  
Anthony E. Rondeau, Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

"The Norfolk Airport Authority has undertaken the Master Plan Update to account for numerous changes that have taken place at the airport, in the aviation industry, and in the Hampton Roads region since completion of the airport's 2008 Master Plan Update," said Robert Bowen, airport executive director. "The master plan will be used to support growth and guide development to meet existing and future needs of the airport."

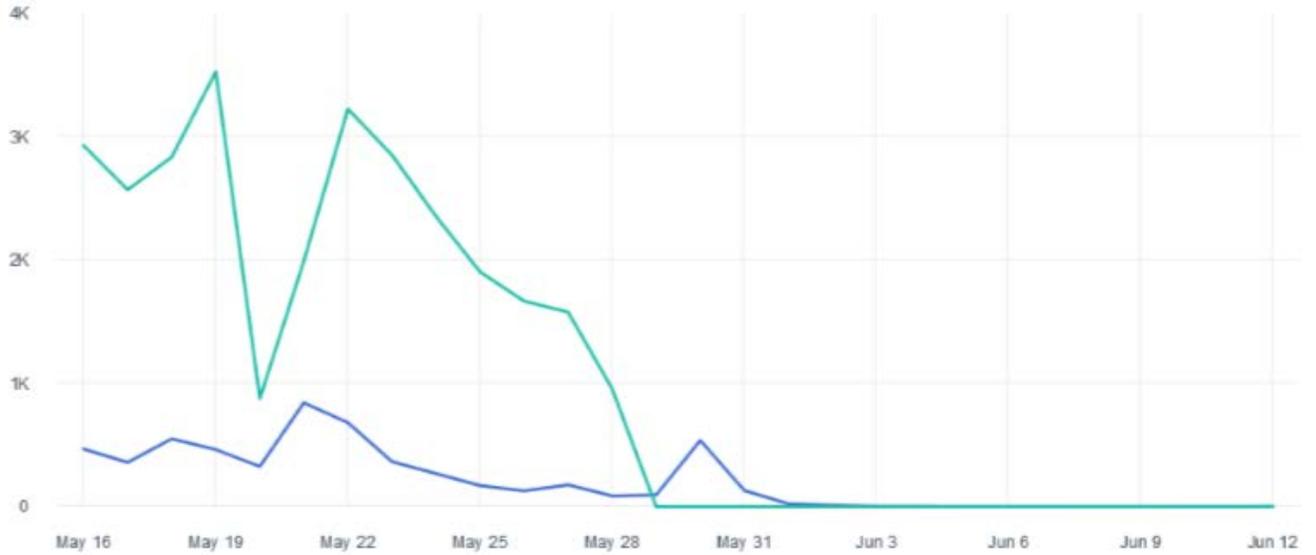
24,539  
Total Event Reach

340  
Total Responses

Awareness Engagement Audience

People Reached Event Page Views

Organic Paid



Last 28 days

30 Master Plan Update Public Information Session

Wed 6 PM · Holiday Inn Norfolk Airport · Norfolk, Virginia

See All Insights

24,539

Total Event Reach

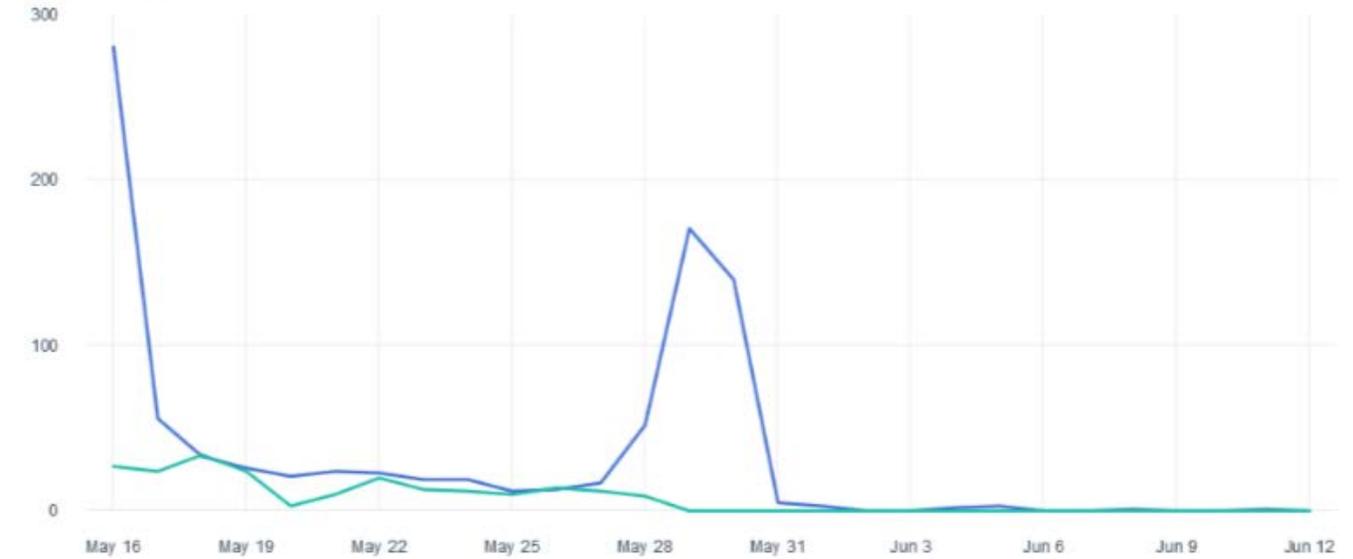
340

Total Responses

Awareness Engagement Audience

People Reached Event Page Views

Organic Paid



Last 28 days

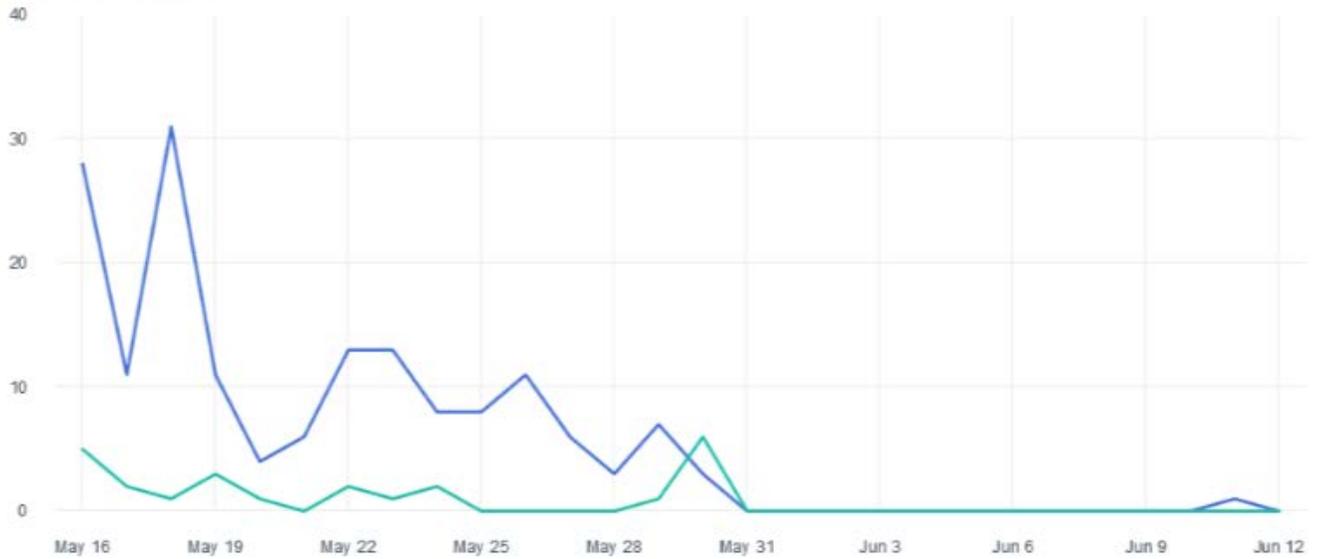
24,539  
Total Event Reach

340  
Total Responses

Awareness Engagement Audience

People Who Responded Event Actions

Interested Going



Last 28 days ▾

# 30 Master Plan Update Public Information Session

MAY Wed 6 PM - Holiday Inn Norfolk Airport - Norfolk, Virginia

See All Insights

24,539

Total Event Reach

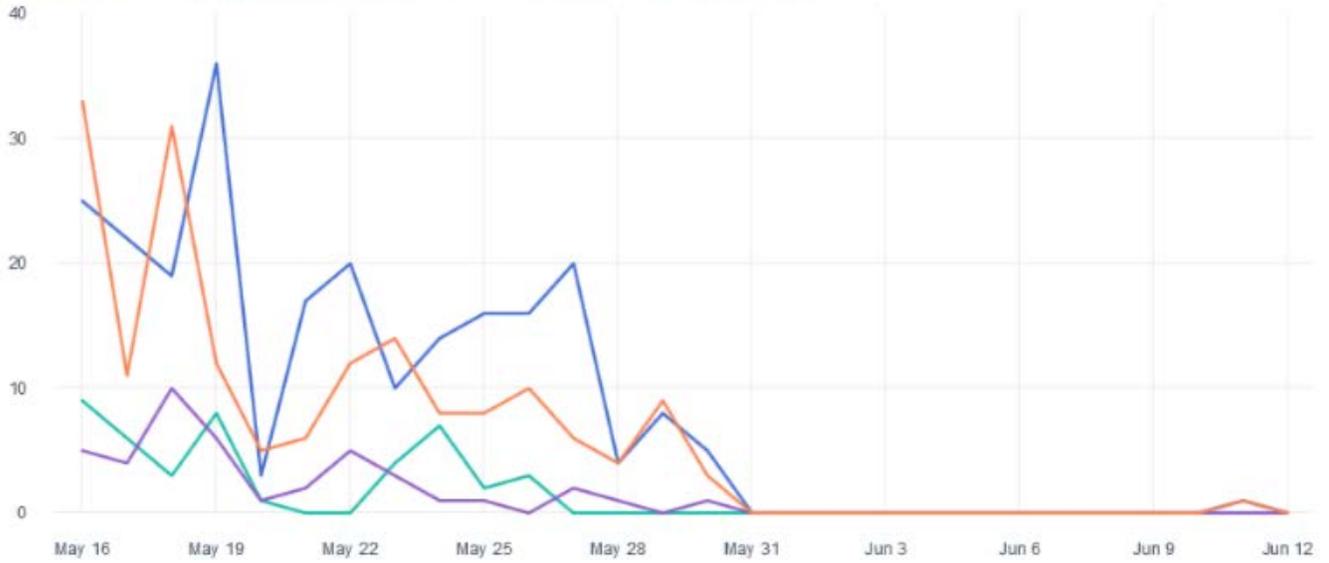
340

Total Responses

Awareness **Engagement** Audience

People Who Responded **Event Actions**

Likes on Event Comments on Event Shares of Event Posts on Event



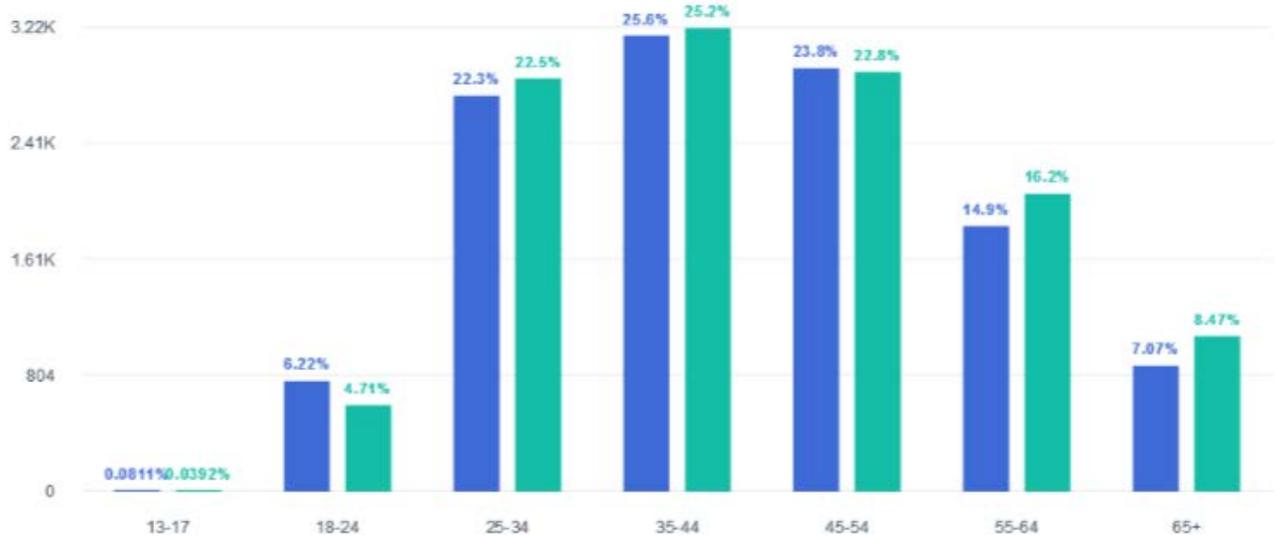
Last 28 days ▾



Awareness Engagement Audience

Demographics Devices

Men Women



Last 28 days

30 Master Plan Update Public Information Session

Wed 6 PM - Holiday Inn Norfolk Airport - Norfolk, Virginia

24,539

Total Event Reach

See All Insights

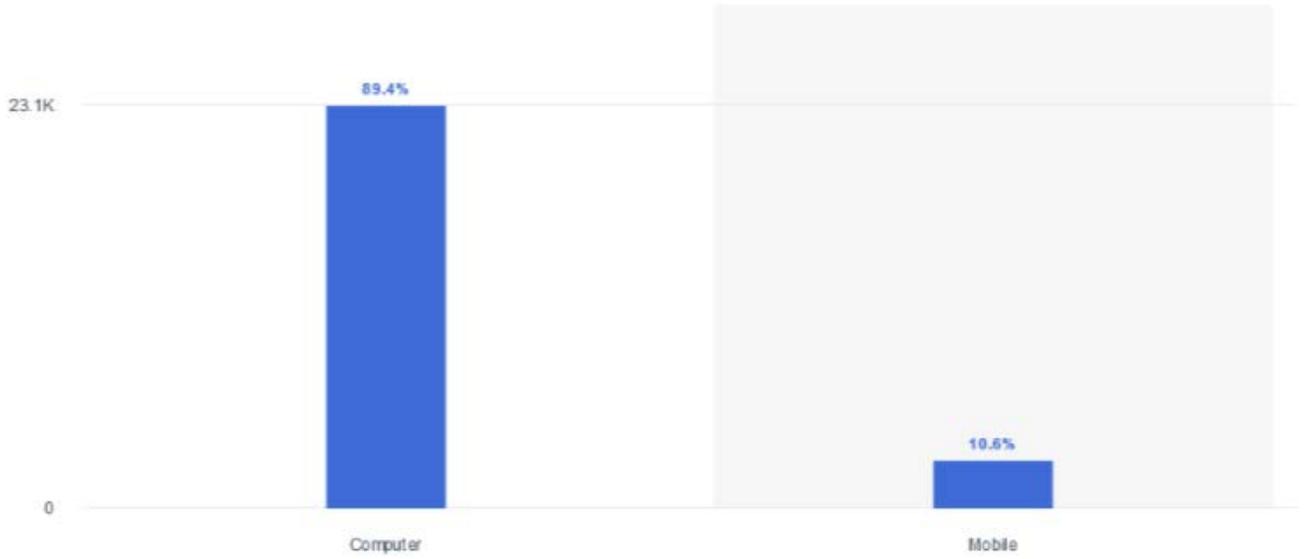
340

Total Responses

Awareness Engagement Audience

Demographics Devices

3K Total Visitors



Last 28 days

Tweet from May 7, 2018

Home Moments Notifications Messages Search Twitter

**Norfolk Airport** @NorfolkAirport

**Norfolk Airport** @NorfolkAirport

Norfolk Airport Authority invites the public to the 1st information session about the ongoing Airport Master Plan Update May 30 from 6:00-8:00 p.m. at Holiday Inn Norfolk Airport 1570 N. Military Highway, Norfolk, Virginia. .facebook.com/events/4615187...



6:06 AM - 7 May 2018

5 Retweets 6 Likes

Reply Retweet Like



**Comment Form – Side B**

FOLD

---

---

---

---

FOLD



Anthony E. Rondeau  
Deputy Executive Director  
Norfolk International Airport  
2200 Norview Avenue  
Norfolk, VA 23518

FOLD

FOLD